

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

VISIT FLORIDA KEYS CORPORATION AND MONROE COUNTY TOURIST DEVELOPMENT COUNCIL MEETINGS

THURSDAY DECEMBER 4, 2025, 10:00 A.M.

**MARATHON GOVERNMENT CENTER, KEY WEST
2798 OVERSEAS HIGHWAY MARATHON FL 33050**

The meeting is open to the public.

Members of the public can also attend via Communications Media Technology at:

Zoom webinar: <https://mcbocc.zoom.us/j/83300176016>

Members of the public can also attend via Communications Media Technology at:

International numbers available: <https://mcbocc.zoom.us/u/kdfeTtPHLB>

To report problems with the Zoom webinar, please call (305) 872-8831.

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., prior to the scheduled meeting; if you are hearing or voice impaired, call "711". Live Closed Captioning is available via Zoom webinar.

A person may submit written comments or other physical evidence on a particular agenda item for consideration at the TDC meeting via email to Ammie Machan: Ammie@Fla-Keys.com , Tourist Development Council Administrative Office, no later than 3:00 P.M. on the Monday prior to the meeting. The email must include the submitter's name, address, phone number and email address and the agenda item number the documents/comments are regarding. Any intellectual property submitted must include the appropriate authorization for use.

Any person who wishes to be heard shall, prior to an item being called, sign up with his/her name and residence, and the agenda item on which he or she wishes to be heard. An individual has three minutes to address the TDC. However, the first person representing an organization has five minutes to address the TDC. Subsequent speakers for the same organization have three minutes to address the TDC. Speakers appearing remotely via communications media technology may speak under the same time constraints as those speakers appearing live before the TDC. Remote speakers need not sign up to speak but must identify themselves and their addresses at the beginning of their remarks. Failure to do so may result in early termination of their speaking privileges for that item. Members of the public who are attending via Communications Media Technology and participating via Zoom are reminded to use *9 to raise your hand and *6 to mute and unmute your microphone. For additional assistance, please call 305-296-1552 ext 7228 or email your inquiry to: Ammie@fla-keys.com

Visit Florida Keys Corporation Meeting Agenda

- A. **Call to Order**
- B. **Roll Call**
- C. 1. Additions to and Approval of the Agenda
BULK APPROVALS (Recommended Bulk Items are **BOLD**)
- D. **Approval of the Minutes**
1. October 28, 2025 Visit Florida Keys Meeting Minutes
- E. **Leadership Report**
 - 1. Update from Chairperson Diane Schmidt
 - 2. President & CEO Report
- F. **Finance & Administration**
 - 1. Status Report
 - 2. Four Penny Revenue Report
- G. **Marketing, Public Relations, and Research**
 - 1. Status Report
- H. **Sales**
 - 1. Status Report
- I. **Partnerships & Technology**
 - 1. Status Report
- J. **Visit Florida Keys Items (Some of the items below will be ratified by TDC):**
 - 1. Consideration and Action re: Agreement with 2050 City for AI Road Map/Staff AI Training
 - 2. Consideration and Action re: Agreement with Fired Up! Culture for Team Training
 - 3. Consideration and Action re: Agreement with Butch Spyridon Consulting Agreement
 - 4. Consideration and Action re: Agreement with Denise Rohrer & Associates for Advisory and Tax Services
 - 5. Consideration and Action re: Amendment to Agreement with PrintFarm – Shipping and Storage
 - 6. Consideration and Action re: Visit Florida Keys Personnel Policies and Procedures – Cash and Payroll Policies
- K. **General Discussion**
- L. **Adjournment**

Tourist Development Council Meeting Agenda

- A. **Call to Order**
- B. **Roll Call**
- C. **Mission Statement**
- D.
 1. Additions to and Approval of the Agenda
 2. Recognition of DAC and Committee Members

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

- E. **Approval of the Minutes**
 - 1.** October 28, 2025 Regular Meeting Minutes

- F. **Budget**

- G. **TDC Related Items**

- 1.** Consideration and Action re: 2026 Meeting Schedule
- 2.** Consideration and Action re: Operations Manual Update – Event Allowable Expenses
- 3.** Consideration and Action re: Operations Manual Update – DMAP Updates
- 4.** Consideration and Action re: Operations Manual Update – Meida Buys
- 5.** Consideration and Action re: Agreement with CBT Construction for Islamorada Office Design
- 6.** Consideration and Action re: FY 2027 Destination/Turnkey Event Funding Application

- H. **District Advisory Committee Items**

- 1.** District I
- 2.** District II
- 3.** District III
- 4.** District IV
- 5.** District V

- I. **Cultural Umbrella**

- J. **Fishing Advisory Committee**

- 1.** Consideration and Action re FY 2027 Fishing Event Funding Application

- K. **Dive Umbrella**

- L. **Public/Industry Input**

- M. **General Discussion**

Agenda Item #

D.1.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

October 28, 2025 Visit Florida Keys Meeting Minutes

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

Visit Florida Keys Meeting

The October 28, 2025, meeting of Visit Florida Keys was called to order by Chairperson Diane Schmidt at 10:00 a.m. at the Marathon Government Center in Marathon via a hybrid Zoom meeting platform.

Visit Florida Keys Board Members in Attendance Were: Mr. George Fernandez, Mayor Danise “DeeDee” Henriquez, Ms. Peg Laron, Mr. Bobby Mongelli, Ms. Rachel Oropeza, Mayor Jim Scholl, Ms. Patti Stanley, and Ms. Robyn Still

Approval of Agenda: **Mayor Scholl moved approval of the agenda as presented, Mayor Henriquez seconded. Motion passed unanimously.**

Election of FY 2026 Officers: Nominations were taken with the following officers being elected:

Chairperson	Ms. Diane Schmidt
Vice Chair	Mr. George Fernandez
Treasurer	Mr. George Fernandez
Co-Treasurer	Mayor DeeDee Henriquez

Bulk Items: **Mayor Scholl moved approval of the following bulk items:**

- D. **Approval of the Minutes**
 - 1. July 29, 2025 Visit Florida Keys Meeting Minutes
- F. **Finance & Administration**
 - 1. Status Report
 - 2. Four Penny Revenue Report
- G. **Marketing & Research**
 - 1. Status Report
- H. **Public Relations & Social Media**
 - 1. Status Report
- I. **Sales**
 - 1. Status Report
- J. **Partnerships & Technology**
 - 1. Status Report
- K. **Visit Florida Keys Items (Some of the items below will be ratified by TDC):**
 - 1. Consideration and Action re: Amendment to Agreement with Academy Street Collaboration

Mr. Fernandez seconded. Motion passed unanimously.

Update from Chairperson Diane Schmidt: Ms. Schmidt thanked the County staff and Clerk’s office for the support over the past year. Ms. Schmidt stated that she was very excited for the launch of the new website.

President/CEO Report: Ms. Kara Franker thanked Mayor Scholl for his service to the TDC Board over the past year and welcomed new Staff members.

Ms. Franker reviewed the headwinds that the travel industry is facing, including the effect of the government shutdown on travel, an economic slowdown, and a decrease in international visitation,

including the Canadian market. She noted, however, that despite this overall decline, Pines & Palms in Islamorada has seen an uptick in Canadian visitors due to the property's renovation being featured on HGTV, with the series airing in Canada.

Ms. Franker also highlighted recent coverage on *CBS Sunday Morning* featuring Kenny Chesney in Key West. The segment reached 4.7 million viewers and generated an estimated \$350,850 in advertising value for the destination at no cost.

She explained the strategy of prioritizing digital advertising over broadcast media. Digital advertising, she noted, allows for precise targeting by ZIP code or user interests when audiences stream content, whereas broadcast advertising reaches a broad, undefined audience at a fixed time. Ms. Franker added that these enhanced targeting capabilities make digital advertising a more efficient use of funds.

Ms. Kelli Fountain presented forward-looking data through February 2026, showing a slight improvement compared to last month's report. The Average Daily Rate has increased modestly, although Revenue Per Available Unit remains below last year's levels. She stated that this indicates continued flexibility in rate will be essential. Four-Penny Collections for FY 2025 are slightly ahead of FY 2024 collections.

Ms. Jeanne Quinn provided an overview of the recently launched Phase I destination website. Highlights include refreshed content, an expansion of partner listings from just under 400 to more than 2,000, a dynamic event calendar, the "Conch-cierge" AI assistant, and the Ripe online lodging-booking engine. Ms. Quinn noted that the site is also designed so that AI can easily read and interpret its data, improving online discoverability.

Comprehensive departmental updates were provided.

Discussion and Direction: North Star Branding Session: Ms. Franker reviewed the recent brainstorming session that was held with a small group of community members, VFK Staff and Starmark to help identify what is always true and fundamental about the Florida Keys Brand experience. Ms. Franker asked each board member to nominate a community member to join the Branding Task Force. The following community members were nominated to serve on the task force: Nadene Grossman-Orr, Kelly Norman, Rob Daughtry, Daylin Starks, George Fernandez, Daniel Samess, Bill Lay, Jeff Evans and Hunter Kinney.

Presentation: Strategic Plan: A comprehensive overview of the three-year strategic plan was provided by Ms. Cassandra Gilbertson from MMGY NextFactor.

Update: Risk Assessment: Mr. Bill Hanbury provided an update on the progress of the implementation of the recommendations from the Clerk's Audit and Risk assessment.

Discussion re: President/CEO Review and Goals: Ms. Schmidt provided an overview of the recently completed review of the President/CEO. The Board congratulated Ms. Franker on a successful first year as President/CEO.

There being no further business of the corporation, the meeting was adjourned at 11:29 a.m.

Agenda Item #

E.1.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Update from Chairperson Diane Schmidt

ITEM BACKGROUND:

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Chairperson

DEADLINE DATE: November 20, 2025

Agenda Item #

E.2.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

President & CEO Report

ITEM BACKGROUND:

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: President & CEO

DEADLINE DATE: November 20, 2025

Agenda Item #

F.1.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Administrative Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

ADMINISTRATIVE OFFICE STATUS REPORT DECEMBER 2025

Project:
Completion Date:
Status:

Operations Manual

Ongoing

The Operations Manual has been updated as follows:

- Section I: Reappointment of George Fernandez and Mayor Dee Dee Henriquez, Appointment of Mayor Michelle Lincoln
- Section II: Added Sr. Director of Marketing and Comptroller as signatory authorities for Media Buys
- Section IV-D: Added Dive and Eco Tourism Committee Policies and Procedures
- Section VIII: updated Monroe County Code. Local ads for the promotion of tourism were added to permissible expenditures

The full Operations Manual can be found here: [Operations Manual](#).

Project:
Completion Date:
Status:

Cultural Umbrella

Ongoing

Meetings are held on a regular basis.

Project:
Completion Date:
Status:

Fishing Advisory Committee Dive

Ongoing

The next meeting is scheduled for March 12, 2026.

Project:
Completion Date:
Status:

Dive and Eco-Tourism Advisory Committee

Ongoing

The next meeting is scheduled for March 12, 2026.

Project:
Completion Date:
Status:

DAC Appointments

Ongoing

All District Advisory Committee (DAC) vacancies are advertised in a timely manner and recommendations brought before the TDC for approval. Applications for At Large positions are forwarded to the Board of County Commissioners for approval.

Project:
Completion Date:
Status:

FAC Appointments

Ongoing

All Fishing Advisory Committee (FAC) vacancies are advertised in a timely manner and recommendations are brought before the TDC for approval. There are currently no vacancies on the FAC.

Project:
Completion Date:
Status:

Dive and Eco-Tourism Appointments

Ongoing

All Dive and Eco-Tourism vacancies are advertised in a timely manner and recommendations are brought before the TDC for approval. Applications are currently being accepted for all 5 district positions with a deadline of January 16, 2026.

Project:
Completion Date:
Status:

Capital Project Funding Site Visits

Ongoing

Staff will do Capital Project Site Visits when necessary.

Project: **Clerk of Court Audit**
Completion Date: Ongoing
Status: Staff is working on implementing the recommendations resulting in the Clerk's Audits.

Project: **Risk Assessment Study**
Completion Date: Ongoing
Status: Staff is working on implementing the recommendations from the Study.

Project: **Transition of Agency Managed Contracts to Visit Florida Keys Managed Contracts**
Completion Date: Ongoing
Status: Staff is coordinating legal review, obtaining signatures and placement of agreements on BOCC agendas for agreements that had been managed by the Agencies of Records to agreements that will be managed by Visit Florida Keys.

Project: **Request for Proposal for Establishing and Maintaining Sales of Digital Advertising on the Florida Keys and Key West Website**
Completion Date: December 2025
Status: Approval to advertise this RFP was approved at the July TDC and August BOCC meetings. The original deadline for receipt of proposals was October 9, 2025. Staff issued an addendum extending the deadline to December 17, 2025. At the October 28 TDC meeting the TDC directed staff to cancel the RFP and explore a membership model. The cancellation of the RFP has been placed on the December 10, 2026 BOCC meeting agenda.

Project: **BOCC Agenda Software – OneMeeting**
Completion Date: Anticipated Early 2026
Status: Administrative Staff attended training sessions for the new BOCC agenda software program, OneMeeting in June. Once the BOCC has implemented the new software, VFK/TDC will be able to utilize this software for creating VFK/TDC meeting packets. The BOCC has not yet implemented the new software.

Project: **FY 2027 Event Funding Applications**
Completion Date: February 2026
Status: Staff have reviewed and updated the event funding applications and processes. Approval of revised applications/process is included in your December meeting packet for approval.

Project: **FY 2027 Fishing Event Funding Applications**
Completion Date: February 2026
Status: Staff have reviewed and updated the event funding applications and processes. Approval of the revised application/process is included in your December meeting packet for approval.

Project: **FY 2027 Capital Funding Application**
Completion Date: March 2026
Status: Staff are in the process of reviewing and updating capital funding applications and processes. Approval of revised applications/process will be brought to the TDC/VFK during the February 2026 meeting.

Project: **FY 2026 2nd Round Capital Funding Applications – DAC II and V**
Completion Date: January 2026
Status: After allocating funds at their June 24, 2025 meetings, DAC II and V had Capital funds remaining and moved approval to advertise for a 2nd Round of FY 2026 Capital Project Funding Applications. The application was advertised commencing July 26, 2025 with a deadline of receipt of applications of August 27, 2025. DAC II and V reviewed and made their funding recommendations at their October 7, 2025 meeting. TDC approved the funding recommendation at the October 28, 2025 meeting. Agreements will begin being placed on the BOCC agenda for final approval beginning in December.

Project: **Creation of Dive and Eco-Tourism Advisory Committee**
Completion Date: February 2025
Status: The TDC approved the policies and procedures for the creation of the Dive and Eco-Tourism Advisory Committee at the October 28, 2025 meeting and The BOCC approved same at their November 12, 2025 meeting. The TDC Operations Manual has been updated to include these policies and procedures. The TDC Administrative office has advertised the availability of positions on this Committee and approval of the appointments will be placed on the February TDC meeting agenda.

Project: **International Public Relations RFP**
Completion Date: April 2026
Status: The TDC approved the RFP for an International Public Relations agency at the October 28, 2025 meeting and the BOCC approved same at their November 12, 2025 meeting. The deadline for receipt of proposals is December 16, 2025. The Selection Committee will meet in January 2026 and bring forward their recommendations to the TDC at their February or March meeting. A final agreement is anticipated to be placed on the March or April BOCC meeting agenda.

Project: **2026 Meeting Schedule**
Completion Date: December 2025
Status: The proposed 2026 meeting schedule is included in the December meeting packet.

Project: **P Cards For VFK Staff**
Completion Date: December 2025
Status: Administrative office is working on procedures and distribution of “P” cards to approved staff members. We are aiming for all distribution and processes to be in place by end of calendar year.

Project: **TDC Key West Office Renovation**
Completion Date: Estimated September 2026
Status: The TDC approved entering into a contract with Artibus Design for architectural services at the October 28, 2025 meeting. The agreement has been placed on the December 10, 2025 BOCC meeting agenda for approval. TDC staff will be obtaining construction quotes for the required work and anticipate placing the recommendation on the February or March TDC agenda for approval. The construction timeline will be refined once contractor quotes are received.

Agenda Item #

F.2.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Four Penny Revenue Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

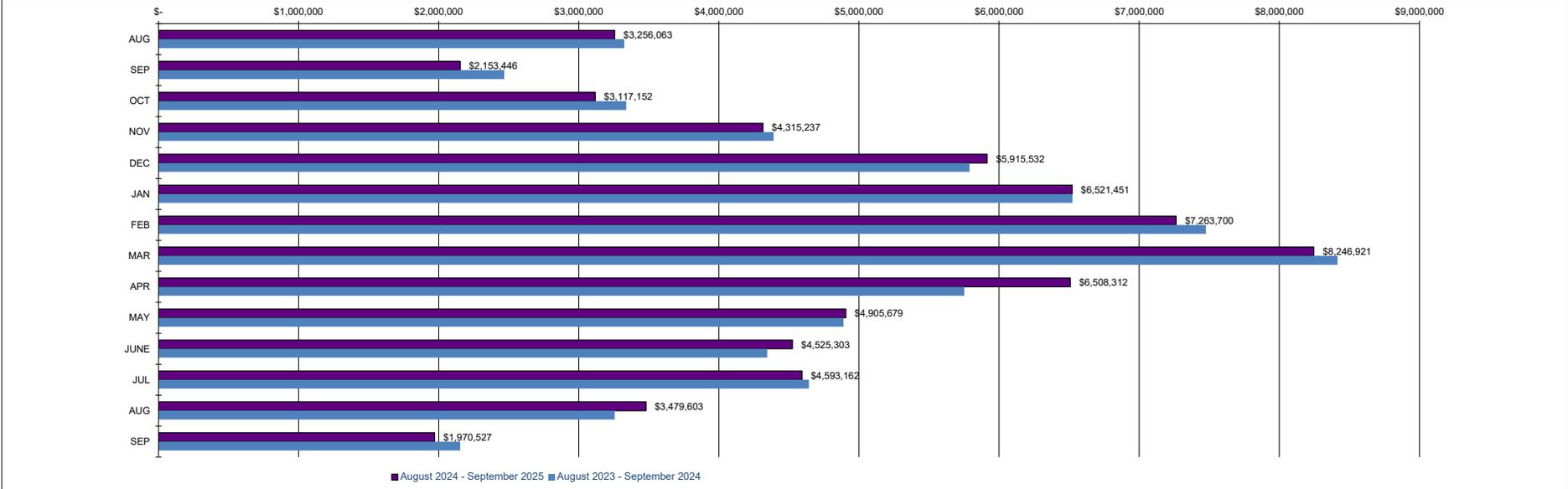
REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

FOUR PENNY REVENUE REPORT

Fiscal Year 2025



MARKET SHARE	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
DISTRICT I	55.88%	55.89%	54.13%	59.02%	54.09%	48.30%	46.43%	47.66%	46.43%	47.51%	46.85%
DISTRICT II	6.03%	5.46%	6.59%	6.18%	6.36%	7.43%	8.24%	7.98%	8.15%	8.46%	8.55%
DISTRICT III	14.99%	15.80%	15.57%	13.00%	15.87%	18.16%	18.38%	18.09%	18.56%	18.07%	18.08%
DISTRICT IV	10.70%	10.59%	10.47%	7.37%	9.79%	11.04%	11.27%	10.69%	11.21%	9.91%	10.65%
DISTRICT V	12.40%	12.26%	13.24%	14.46%	13.89%	15.08%	15.68%	15.57%	15.65%	16.05%	15.86%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

FOUR PENNY REVENUE REPORT

Fiscal Year 2025

DISTRICT I												FY 2025 VS FY 2024			
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 1,276,637.24	\$ 1,397,009.59	\$ 1,393,542.99	\$ 1,111,621.66	\$ 1,365,510.06	\$ 1,425,763.39	\$ 1,084,205.41	\$ 2,060,616.25	\$ 1,825,233.68	\$ 1,825,194.95	\$ 1,762,121.59	\$ (63,073.36)	-3.5%	OCTOBER	
NOVEMBER	\$ 1,332,535.55	\$ 1,542,085.80	\$ 1,554,367.99	\$ 1,322,002.52	\$ 1,675,104.43	\$ 1,656,803.29	\$ 1,193,432.99	\$ 2,512,232.36	\$ 2,229,862.63	\$ 2,338,213.73	\$ 2,330,399.49	\$ (7,814.24)	-0.3%	NOVEMBER	
DECEMBER	\$ 1,648,530.05	\$ 1,811,261.05	\$ 1,855,374.29	\$ 1,637,648.25	\$ 2,017,591.62	\$ 2,050,777.08	\$ 1,809,575.59	\$ 3,201,559.53	\$ 2,779,401.15	\$ 2,813,906.08	\$ 2,840,272.28	\$ 26,366.20	0.9%	DECEMBER	
JANUARY	\$ 1,935,016.81	\$ 2,012,090.86	\$ 2,032,432.63	\$ 1,824,432.90	\$ 2,212,743.54	\$ 2,375,937.93	\$ 1,851,661.01	\$ 3,363,875.48	\$ 3,104,034.20	\$ 3,243,977.65	\$ 3,231,629.43	\$ (12,348.22)	-0.4%	JANUARY	
FEBRUARY	\$ 2,133,283.81	\$ 2,291,422.67	\$ 2,209,352.82	\$ 2,189,090.60	\$ 2,441,072.24	\$ 2,724,208.81	\$ 2,414,156.84	\$ 3,720,975.71	\$ 3,349,207.67	\$ 3,572,902.67	\$ 3,471,834.28	\$ (101,068.39)	-2.8%	FEBRUARY	
MARCH	\$ 2,355,616.65	\$ 2,571,262.37	\$ 2,458,114.76	\$ 2,449,705.10	\$ 2,785,085.62	\$ 1,594,865.79	\$ 3,228,698.44	\$ 4,163,451.88	\$ 3,630,267.26	\$ 3,758,984.07	\$ 3,710,818.76	\$ (48,165.31)	-1.3%	MARCH	
APRIL	\$ 1,838,222.78	\$ 1,898,566.03	\$ 2,035,531.41	\$ 1,894,478.21	\$ 2,151,741.52	\$ 49,435.37	\$ 2,972,085.05	\$ 3,369,278.21	\$ 2,903,169.22	\$ 2,757,544.12	\$ 3,051,815.21	\$ 294,271.09	10.7%	APRIL	
MAY	\$ 1,571,948.28	\$ 1,681,959.62	\$ 1,665,774.16	\$ 1,579,722.39	\$ 1,778,251.97	\$ 39,292.68	\$ 2,875,070.78	\$ 2,746,633.09	\$ 2,209,092.73	\$ 2,356,819.90	\$ 2,287,744.16	\$ (69,075.74)	-2.9%	MAY	
JUNE	\$ 1,319,486.96	\$ 1,389,927.25	\$ 1,402,531.83	\$ 1,486,408.03	\$ 1,532,566.71	\$ 905,615.91	\$ 2,562,695.08	\$ 2,225,089.43	\$ 1,890,729.64	\$ 1,813,371.84	\$ 1,810,016.68	\$ (3,355.16)	-0.2%	JUNE	
JULY	\$ 1,521,654.64	\$ 1,636,455.85	\$ 1,645,531.33	\$ 1,580,650.21	\$ 1,661,378.09	\$ 1,054,810.11	\$ 2,811,452.93	\$ 2,465,085.09	\$ 2,043,909.60	\$ 1,923,047.26	\$ 1,851,552.14	\$ (71,495.12)	-3.7%	JULY	
AUGUST	\$ 1,246,588.18	\$ 1,252,983.09	\$ 1,281,543.09	\$ 1,307,963.37	\$ 1,222,595.61	\$ 804,277.95	\$ 1,914,257.90	\$ 1,751,183.80	\$ 1,435,777.98	\$ 1,473,291.41	\$ 1,441,500.35	\$ (31,791.06)	-2.2%	AUGUST	
SEPTEMBER	\$ 1,000,726.73	\$ 1,047,101.33	\$ 388,444.10	\$ 897,241.97	\$ 780,556.56	\$ 856,968.48	\$ 1,582,417.69	\$ 1,295,751.87	\$ 1,168,820.67	\$ 1,087,895.91	\$ 956,760.67	\$ (131,135.24)	-12.1%	SEPTEMBER	
TOTAL	\$ 19,180,247.68	\$ 20,532,125.51	\$ 19,922,541.40	\$ 19,280,965.21	\$ 21,624,197.97	\$ 15,538,756.79	\$ 26,299,709.71	\$ 32,875,732.70	\$ 28,569,506.43	\$ 28,965,149.59	\$ 28,746,465.04	\$ (218,684.55)	-0.8%		
% INC/DEC PREVIO	10.5%	7.0%	-3.0%	-3.2%	12.2%	-28.1%	21.6%	25.0%	-13.1%	1.4%	-0.8%				

DISTRICT II												FY 2025 VS FY 2024			
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 103,796.34	\$ 84,889.16	\$ 128,767.65	\$ 136,543.77	\$ 201,400.94	\$ 308,290.35	\$ 239,125.52	\$ 253,220.81	\$ 222,751.20	\$ (30,469.61)	-12.0%	OCTOBER	
NOVEMBER	\$ 102,166.56	\$ 121,644.36	\$ 117,078.46	\$ 114,883.86	\$ 165,720.63	\$ 167,314.72	\$ 226,628.97	\$ 404,138.77	\$ 350,011.57	\$ 372,880.45	\$ 324,299.10	\$ (48,581.35)	-13.0%	NOVEMBER	
DECEMBER	\$ 187,880.96	\$ 178,697.15	\$ 182,056.07	\$ 173,862.17	\$ 235,850.69	\$ 251,189.52	\$ 356,875.06	\$ 520,849.25	\$ 494,492.64	\$ 502,028.67	\$ 531,178.17	\$ 29,149.50	5.8%	DECEMBER	
JANUARY	\$ 258,954.74	\$ 248,892.56	\$ 258,585.75	\$ 195,657.81	\$ 290,900.83	\$ 321,887.58	\$ 399,031.35	\$ 623,264.30	\$ 596,668.94	\$ 619,226.89	\$ 629,841.04	\$ 10,614.15	1.7%	JANUARY	
FEBRUARY	\$ 239,333.58	\$ 239,976.75	\$ 286,671.46	\$ 224,266.90	\$ 280,268.06	\$ 332,010.35	\$ 436,853.13	\$ 627,051.04	\$ 571,124.82	\$ 647,417.27	\$ 633,077.39	\$ (14,339.88)	-2.2%	FEBRUARY	
MARCH	\$ 280,479.47	\$ 275,720.75	\$ 329,573.46	\$ 265,636.61	\$ 341,592.96	\$ 263,755.18	\$ 556,357.12	\$ 692,385.56	\$ 631,636.95	\$ 701,111.47	\$ 685,211.11	\$ (15,900.36)	-2.3%	MARCH	
APRIL	\$ 180,265.69	\$ 172,288.01	\$ 241,894.60	\$ 180,559.05	\$ 231,247.60	\$ 35,818.04	\$ 503,913.37	\$ 520,501.57	\$ 475,778.98	\$ 473,698.32	\$ 555,605.32	\$ 81,907.00	17.3%	APRIL	
MAY	\$ 150,539.07	\$ 138,942.58	\$ 218,930.07	\$ 156,853.52	\$ 190,866.07	\$ 29,360.43	\$ 473,454.08	\$ 435,649.68	\$ 390,731.20	\$ 420,809.56	\$ 407,563.88	\$ (13,245.68)	-3.1%	MAY	
JUNE	\$ 156,044.62	\$ 146,293.97	\$ 201,111.18	\$ 159,990.85	\$ 187,616.35	\$ 214,760.97	\$ 471,262.98	\$ 417,910.36	\$ 385,502.60	\$ 354,953.06	\$ 381,123.27	\$ 26,170.21	7.4%	JUNE	
JULY	\$ 185,300.25	\$ 175,736.00	\$ 259,127.54	\$ 198,202.73	\$ 224,610.68	\$ 242,573.65	\$ 459,917.19	\$ 439,314.94	\$ 414,792.86	\$ 379,808.41	\$ 391,154.06	\$ 11,345.65	3.0%	JULY	
AUGUST	\$ 151,199.62	\$ 127,980.32	\$ 183,212.10	\$ 155,595.82	\$ 170,265.60	\$ 212,169.00	\$ 317,978.33	\$ 304,427.81	\$ 276,147.80	\$ 260,890.63	\$ 310,950.43	\$ 50,059.80	19.2%	AUGUST	
SEPTEMBER	\$ 80,289.59	\$ 91,389.90	\$ 43,820.93	\$ 108,187.19	\$ 93,092.39	\$ 181,895.41	\$ 265,595.82	\$ 212,332.44	\$ 191,870.39	\$ 173,742.37	\$ 176,812.16	\$ 3,069.79	1.8%	SEPTEMBER	
TOTAL	\$ 2,068,209.42	\$ 2,004,925.89	\$ 2,425,857.96	\$ 2,018,585.67	\$ 2,540,799.51	\$ 2,389,278.62	\$ 4,669,268.34	\$ 5,506,116.07	\$ 5,017,884.27	\$ 5,159,787.91	\$ 5,249,567.13	\$ 89,779.22	1.7%		
% INC/DEC PREVIO	14.2%	-3.1%	21.0%	-16.8%	25.9%	-6.0%	83.8%	17.9%	-8.9%	2.8%	1.7%				

Monroe County Tourist Development Council
Administrative Office

Bed Tax Revenue Through September 30th, 2025

11/06/2025

FOUR PENNY REVENUE REPORT

Fiscal Year 2025

DISTRICT III												DISTRICT III		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$0.00 FY 2025	FY 2025 VS FY 2024		
												\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,626.06	\$ 196,810.44	\$ 215,613.40	\$ 270,733.47	\$ 356,719.73	\$ 540,800.25	\$ 495,193.60	\$ 441,046.12	\$ 401,062.03	\$ (39,984.09)	-9.1%	OCTOBER
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 211,083.73	\$ 316,194.06	\$ 401,207.51	\$ 416,370.49	\$ 705,397.80	\$ 652,851.49	\$ 650,241.67	\$ 618,483.82	\$ (31,757.85)	-4.9%	NOVEMBER
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 314,255.12	\$ 521,259.98	\$ 644,822.25	\$ 736,338.18	\$ 1,098,949.36	\$ 1,035,793.09	\$ 1,065,241.65	\$ 1,070,832.56	\$ 5,590.91	0.5%	DECEMBER
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 537,332.79	\$ 379,610.14	\$ 573,178.65	\$ 677,390.02	\$ 785,159.11	\$ 1,251,111.46	\$ 1,097,748.91	\$ 1,117,331.55	\$ 1,116,046.95	\$ (1,284.60)	-0.1%	JANUARY
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 613,053.78	\$ 435,173.18	\$ 651,587.84	\$ 863,911.04	\$ 939,258.07	\$ 1,318,021.03	\$ 1,270,122.80	\$ 1,330,258.06	\$ 1,266,601.09	\$ (63,656.97)	-4.8%	FEBRUARY
MARCH	\$ 709,114.15	\$ 822,108.31	\$ 762,282.11	\$ 576,101.32	\$ 879,468.17	\$ 582,866.26	\$ 1,369,868.46	\$ 1,651,331.87	\$ 1,551,001.89	\$ 1,641,889.08	\$ 1,611,845.83	\$ (30,043.25)	-1.8%	MARCH
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 617,909.65	\$ 354,791.73	\$ 648,587.95	\$ 26,801.41	\$ 1,121,418.87	\$ 1,376,617.91	\$ 1,201,414.98	\$ 970,546.00	\$ 1,115,055.07	\$ 144,509.07	14.9%	APRIL
MAY	\$ 379,017.06	\$ 410,244.76	\$ 412,509.88	\$ 289,670.84	\$ 465,817.91	\$ 30,122.52	\$ 1,004,352.43	\$ 921,387.63	\$ 765,963.05	\$ 814,227.29	\$ 862,732.75	\$ 48,505.46	6.0%	MAY
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 532,364.79	\$ 432,280.61	\$ 667,771.53	\$ 596,181.12	\$ 1,137,878.42	\$ 1,124,416.92	\$ 1,033,346.08	\$ 983,883.38	\$ 983,630.17	\$ (253.21)	0.0%	JUNE
JULY	\$ 514,967.14	\$ 655,572.62	\$ 675,735.36	\$ 477,059.98	\$ 730,788.00	\$ 769,572.43	\$ 1,307,546.27	\$ 1,321,488.88	\$ 1,225,237.62	\$ 1,036,001.16	\$ 1,036,232.98	\$ 231.82	0.0%	JULY
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 425,687.44	\$ 355,607.57	\$ 484,992.36	\$ 617,727.09	\$ 775,507.52	\$ 759,469.20	\$ 705,611.13	\$ 658,392.86	\$ 728,154.68	\$ 69,761.82	10.6%	AUGUST
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 122,101.24	\$ 213,290.81	\$ 189,918.78	\$ 362,000.38	\$ 458,499.55	\$ 409,523.96	\$ 387,410.65	\$ 307,724.69	\$ 285,541.05	\$ (22,183.64)	-7.2%	SEPTEMBER
TOTAL	\$ 5,144,716.49	\$ 5,805,651.30	\$ 5,731,771.76	\$ 4,235,735.47	\$ 6,345,178.63	\$ 5,843,335.50	\$ 10,408,917.10	\$ 12,478,516.27	\$ 11,421,695.29	\$ 11,016,783.51	\$ 11,096,218.98	\$ 79,435.47	0.7%	
% INC/DEC PREVIO	17.0%	12.8%	-1.3%	-26.1%	49.8%	-7.9%	64.0%	19.9%	-8.5%	-3.5%	0.7%			
DISTRICT IV												DISTRICT IV		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2025 VS 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	\$ 264,404.17	\$ 412,231.31	\$ 381,326.08	\$ 318,256.07	\$ 264,851.19	\$ (53,404.88)	-16.8%	OCTOBER
NOVEMBER	\$ 215,503.59	\$ 238,457.06	\$ 255,420.09	\$ 79,310.36	\$ 219,895.32	\$ 270,499.04	\$ 264,192.69	\$ 487,716.60	\$ 443,430.69	\$ 385,265.86	\$ 388,512.00	\$ 3,246.14	0.8%	NOVEMBER
DECEMBER	\$ 306,994.40	\$ 332,507.52	\$ 325,665.79	\$ 129,330.56	\$ 322,257.22	\$ 369,530.10	\$ 444,009.15	\$ 682,100.56	\$ 624,018.49	\$ 535,281.86	\$ 600,010.33	\$ 64,728.47	12.1%	DECEMBER
JANUARY	\$ 326,738.22	\$ 342,598.14	\$ 335,344.27	\$ 167,868.31	\$ 332,246.78	\$ 400,698.97	\$ 452,695.22	\$ 681,725.74	\$ 662,397.37	\$ 557,796.22	\$ 586,142.62	\$ 28,346.40	5.1%	JANUARY
FEBRUARY	\$ 385,093.39	\$ 411,513.02	\$ 402,238.17	\$ 214,361.88	\$ 425,556.48	\$ 517,143.25	\$ 591,379.29	\$ 812,604.67	\$ 800,098.16	\$ 724,066.51	\$ 737,793.53	\$ 13,727.02	1.9%	FEBRUARY
MARCH	\$ 491,711.58	\$ 529,613.07	\$ 514,325.81	\$ 307,749.67	\$ 572,096.56	\$ 360,069.48	\$ 820,173.52	\$ 960,094.50	\$ 905,929.63	\$ 886,073.92	\$ 924,268.77	\$ 38,194.85	4.3%	MARCH
APRIL	\$ 365,609.48	\$ 360,336.51	\$ 424,111.01	\$ 257,767.18	\$ 402,265.36	\$ 8,170.57	\$ 703,640.59	\$ 799,860.98	\$ 727,566.90	\$ 593,615.03	\$ 734,544.18	\$ 140,929.15	23.7%	APRIL
MAY	\$ 307,789.03	\$ 312,691.40	\$ 320,810.69	\$ 239,051.34	\$ 334,696.29	\$ 7,303.81	\$ 637,739.25	\$ 587,801.14	\$ 541,352.66	\$ 500,688.51	\$ 544,583.79	\$ 43,895.28	8.8%	MAY
JUNE	\$ 297,304.17	\$ 324,493.52	\$ 344,516.53	\$ 286,220.09	\$ 344,804.58	\$ 409,444.89	\$ 682,196.30	\$ 586,138.39	\$ 553,919.37	\$ 481,856.36	\$ 565,966.18	\$ 84,109.82	17.5%	JUNE
JULY	\$ 335,251.35	\$ 377,348.55	\$ 389,692.01	\$ 297,959.88	\$ 376,819.23	\$ 428,856.11	\$ 713,043.52	\$ 637,597.23	\$ 596,060.11	\$ 512,306.77	\$ 565,126.73	\$ 52,819.96	10.3%	JULY
AUGUST	\$ 266,991.96	\$ 264,156.76	\$ 287,942.22	\$ 232,443.73	\$ 261,115.80	\$ 328,391.00	\$ 455,523.36	\$ 440,765.59	\$ 386,595.69	\$ 331,664.33	\$ 413,780.55	\$ 82,116.22	24.8%	AUGUST
SEPTEMBER	\$ 185,892.51	\$ 193,806.51	\$ 64,445.58	\$ 146,936.56	\$ 145,742.17	\$ 251,964.93	\$ 352,180.03	\$ 281,904.42	\$ 276,111.68	\$ 213,249.66	\$ 211,415.23	\$ (1,834.43)	-0.9%	SEPTEMBER
TOTAL	\$ 3,674,465.91	\$ 3,891,230.82	\$ 3,851,995.96	\$ 2,407,467.81	\$ 3,914,763.09	\$ 3,551,095.39	\$ 6,381,177.09	\$ 7,370,541.13	\$ 6,898,806.83	\$ 6,040,121.10	\$ 6,536,995.10	\$ 496,874.00	8.2%	
% INC/DEC PREVIO	8.7%	5.9%	-1.0%	-37.5%	62.6%	-9.3%	63.0%	15.5%	-6.4%	-12.4%	8.2%			

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through September 30th, 2025
 11/06/2025

FOUR PENNY REVENUE REPORT

Fiscal Year 2025

DISTRICT V												DISTRICT V	
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2025 VS FY 2024	
												\$ INC/DEC	% INC/DEC
OCTOBER	\$ 206,942.55	\$ 220,948.31	\$ 239,671.35	\$ 221,249.58	\$ 240,338.77	\$ 279,564.03	\$ 374,618.38	\$ 586,465.86	\$ 539,319.44	\$ 500,925.04	\$ 466,366.22	\$ (34,558.82)	-6.9%
NOVEMBER	\$ 255,439.24	\$ 285,020.89	\$ 316,838.18	\$ 281,446.18	\$ 327,501.23	\$ 396,881.93	\$ 388,975.80	\$ 695,247.16	\$ 631,437.96	\$ 643,818.04	\$ 653,542.35	\$ 9,724.31	1.5%
DECEMBER	\$ 375,645.98	\$ 400,154.58	\$ 433,952.66	\$ 399,405.50	\$ 475,992.59	\$ 579,614.01	\$ 615,796.56	\$ 1,039,559.77	\$ 864,148.06	\$ 872,159.20	\$ 873,238.35	\$ 1,079.15	0.1%
JANUARY	\$ 428,051.96	\$ 438,954.21	\$ 455,527.53	\$ 442,897.09	\$ 518,816.11	\$ 621,899.72	\$ 621,311.20	\$ 967,603.77	\$ 920,167.64	\$ 985,293.23	\$ 957,791.23	\$ (27,502.00)	-2.8%
FEBRUARY	\$ 492,443.37	\$ 513,498.15	\$ 534,454.16	\$ 515,400.07	\$ 625,687.69	\$ 766,533.69	\$ 833,014.45	\$ 1,198,785.63	\$ 1,095,958.29	\$ 1,200,646.16	\$ 1,154,393.76	\$ (46,252.40)	-3.9%
MARCH	\$ 620,400.43	\$ 670,122.23	\$ 715,984.65	\$ 710,197.40	\$ 890,882.05	\$ 523,871.20	\$ 1,204,685.58	\$ 1,472,393.70	\$ 1,301,209.10	\$ 1,427,409.63	\$ 1,314,776.98	\$ (112,632.65)	-7.9%
APRIL	\$ 415,348.46	\$ 403,116.52	\$ 530,004.09	\$ 447,386.16	\$ 603,406.69	\$ 26,291.65	\$ 991,549.89	\$ 1,137,099.37	\$ 980,762.15	\$ 955,841.14	\$ 1,051,292.46	\$ 95,451.32	10.0%
MAY	\$ 304,895.49	\$ 340,432.94	\$ 382,047.86	\$ 340,829.04	\$ 423,121.56	\$ 20,268.46	\$ 875,764.92	\$ 860,813.65	\$ 736,785.88	\$ 796,669.68	\$ 803,054.46	\$ 6,384.78	0.8%
JUNE	\$ 329,332.15	\$ 338,106.49	\$ 385,166.88	\$ 394,027.75	\$ 477,972.17	\$ 383,718.70	\$ 937,915.48	\$ 823,821.18	\$ 780,573.48	\$ 710,729.29	\$ 784,566.95	\$ 73,837.66	10.4%
JULY	\$ 371,186.88	\$ 399,397.02	\$ 432,348.03	\$ 435,017.08	\$ 475,550.95	\$ 510,412.93	\$ 933,472.99	\$ 910,925.05	\$ 813,579.08	\$ 791,270.13	\$ 749,095.91	\$ (42,174.22)	-5.3%
AUGUST	\$ 257,962.46	\$ 262,667.54	\$ 298,848.73	\$ 329,034.89	\$ 306,479.05	\$ 386,373.80	\$ 606,615.60	\$ 570,995.45	\$ 520,045.91	\$ 531,824.00	\$ 585,217.32	\$ 53,393.32	10.0%
SEPTEMBER	\$ 199,510.34	\$ 231,837.85	\$ 147,807.14	\$ 207,305.92	\$ 186,136.91	\$ 354,755.59	\$ 498,784.30	\$ 478,302.60	\$ 443,570.66	\$ 370,833.27	\$ 339,997.44	\$ (30,835.83)	-8.3%
TOTAL	\$ 4,257,159.31	\$ 4,504,256.73	\$ 4,872,651.26	\$ 4,724,196.66	\$ 5,551,885.77	\$ 4,850,185.71	\$ 8,882,505.15	\$ 10,742,013.19	\$ 9,627,557.65	\$ 9,787,418.81	\$ 9,733,333.43	\$ (54,085.38)	-0.6%
% INC/DEC PREVIO	14.9%	5.8%	8.2%	-3.0%	17.5%	-12.6%	60.0%	20.9%	-10.4%	1.7%	-0.6%		

MONROE COUNTY												MONROE COUNTY	
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2025 VS FY 2024	
												\$ INC/DEC	% INC/DEC
OCTOBER	\$ 1,965,638.53	\$ 2,143,830.68	\$ 2,164,120.53	\$ 1,663,039.09	\$ 2,127,497.18	\$ 2,311,627.90	\$ 2,281,348.63	\$ 3,908,404.02	\$ 3,480,198.32	\$ 3,338,642.99	\$ 3,117,152.23	\$ (221,490.76)	-6.6%
NOVEMBER	\$ 2,148,748.22	\$ 2,480,484.68	\$ 2,545,827.42	\$ 2,008,726.65	\$ 2,704,415.67	\$ 2,892,706.49	\$ 2,489,600.94	\$ 4,804,732.69	\$ 4,307,594.34	\$ 4,390,419.75	\$ 4,315,236.76	\$ (75,182.99)	-1.7%
DECEMBER	\$ 2,956,880.78	\$ 3,223,176.49	\$ 3,288,094.77	\$ 2,654,501.60	\$ 3,572,952.10	\$ 3,895,932.96	\$ 3,962,594.54	\$ 6,543,018.47	\$ 5,797,853.43	\$ 5,788,617.46	\$ 5,915,531.69	\$ 126,914.23	2.2%
JANUARY	\$ 3,463,660.30	\$ 3,619,999.66	\$ 3,619,222.97	\$ 3,010,466.25	\$ 3,927,885.91	\$ 4,397,814.22	\$ 4,109,857.89	\$ 6,887,580.75	\$ 6,381,017.06	\$ 6,523,625.54	\$ 6,521,451.27	\$ (2,174.27)	0.0%
FEBRUARY	\$ 3,802,363.52	\$ 4,072,611.83	\$ 4,045,770.39	\$ 3,578,292.63	\$ 4,424,172.31	\$ 5,203,807.14	\$ 5,214,661.78	\$ 7,677,438.08	\$ 7,086,511.74	\$ 7,475,290.67	\$ 7,263,700.05	\$ (211,590.62)	-2.8%
MARCH	\$ 4,457,322.28	\$ 4,868,826.73	\$ 4,780,280.79	\$ 4,309,390.10	\$ 5,469,125.36	\$ 3,325,427.91	\$ 7,179,783.12	\$ 8,939,657.51	\$ 8,020,044.83	\$ 8,415,468.17	\$ 8,246,921.45	\$ (168,546.72)	-2.0%
APRIL	\$ 3,290,256.80	\$ 3,327,798.60	\$ 3,849,450.76	\$ 3,134,982.33	\$ 4,037,249.12	\$ 146,517.04	\$ 6,292,607.77	\$ 7,203,358.04	\$ 6,288,692.23	\$ 5,751,244.61	\$ 6,508,312.24	\$ 757,067.63	13.2%
MAY	\$ 2,714,188.93	\$ 2,884,271.30	\$ 3,000,072.66	\$ 2,606,127.13	\$ 3,192,753.80	\$ 126,347.90	\$ 5,866,381.46	\$ 5,552,285.19	\$ 4,643,925.52	\$ 4,889,214.94	\$ 4,905,679.04	\$ 16,464.10	0.3%
JUNE	\$ 2,560,223.11	\$ 2,720,361.84	\$ 2,865,691.21	\$ 2,758,927.33	\$ 3,210,731.34	\$ 2,509,721.59	\$ 5,791,948.26	\$ 5,177,376.28	\$ 4,644,071.17	\$ 4,344,793.93	\$ 4,525,303.25	\$ 180,509.32	4.2%
JULY	\$ 2,928,360.26	\$ 3,244,510.04	\$ 3,402,434.27	\$ 2,988,889.88	\$ 3,469,146.95	\$ 3,006,225.23	\$ 6,225,432.90	\$ 5,774,411.19	\$ 5,093,579.27	\$ 4,642,433.73	\$ 4,593,161.82	\$ (49,271.91)	-1.1%
AUGUST	\$ 2,347,616.62	\$ 2,338,936.31	\$ 2,477,233.58	\$ 2,380,645.38	\$ 2,445,448.42	\$ 2,348,938.84	\$ 4,069,882.71	\$ 3,826,841.85	\$ 3,324,178.51	\$ 3,256,063.23	\$ 3,479,603.33	\$ 223,540.10	6.9%
SEPTEMBER	\$ 1,689,539.46	\$ 1,813,382.09	\$ 766,618.99	\$ 1,572,962.45	\$ 1,395,446.81	\$ 2,007,584.79	\$ 3,157,477.39	\$ 2,677,815.29	\$ 2,467,784.05	\$ 2,153,445.90	\$ 1,970,526.55	\$ (182,919.35)	-8.5%
TOTAL	\$ 34,324,798.81	\$ 36,738,190.25	\$ 36,804,818.34	\$ 32,666,950.82	\$ 39,976,824.97	\$ 32,172,652.01	\$ 56,641,577.39	\$ 68,972,919.36	\$ 61,535,450.47	\$ 60,969,260.92	\$ 61,362,579.68	\$ 393,318.76	0.6%
% INC/DEC PREVIO	11.9%	7.0%	0.2%	-11.2%	22.4%	-19.5%	41.7%	21.8%	-10.8%	-0.9%	0.6%		

Monroe County Tourist Development Council
Administrative Office

Bed Tax Revenue Through September 30th, 2025

11/06/2025

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Marketing, Public Relations and Research Status Report

ITEM BACKGROUND:

Executive Summaries Attached.

Additional reporting can be found:

[Starmark-Report](#)

[Turner PR Report](#)

[Axis PR Report](#)

[Get It Across PR Report](#)

[Overseas Media Report](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Marketing, Public Relations and Research Team

DEADLINE DATE: November 20, 2025

EXECUTIVE SUMMARY: RESEARCH UPDATE

Dec. 4, 2025, TDC Meeting

Lodging Performance and Market Trends

October delivered strong lodging performance, driven by a significant rise in demand. Occupancy increased more than 15% year-over-year, and RevPAR also grew nearly 9%, reflecting a solid revenue lift across the Keys. While ADR dipped slightly compared to last year, the sharp growth in occupancy more than offset rate pressure, contributing to overall market strength. *These results are based on preliminary weekly STR data and may be adjusted once the final monthly data is published.*

Looking ahead, pacing data through February shows ADR continuing to hold firm and slightly above last year, even as occupancy and RevPAR remain below prior levels. January shows a modest lift, followed by softer trends into February and March, underscoring the need for thoughtful rate management as we move closer to peak season.

Bed tax collections through FY25 continue to track just slightly ahead of FY24, reflecting stable demand and overall resilience in the Keys' lodging market.

Vacation Rental Performance

Vacation rental metrics remain strong, with rates pacing ahead across future booking periods. Guest nights are tracking above previous trends, and revenue is outperforming in every month measured, highlighting steady demand and healthy pricing within the short-term rental market.

Vacation Rentals Maintain Steady Share of Bed Tax Collections

Non-hotel accommodations continue to make up a consistent share of Monroe County's Four-Penny revenue. FY25 year-to-date, vacation rentals and other non-hotel lodging account for 35.9% of total collections, closely aligned with FY24. This reflects a stable distribution between hotel and non-hotel revenue sources, consistent with historical trends.

Forward-Looking Insights

As we enter the winter season, maintaining the right balance between rate integrity and occupancy growth will be essential. With ADR holding strong and early-season pacing improving, the Keys are positioned for steadier performance, though RevPAR stabilization will depend on further recovery in demand.

Continued emphasis on drive markets, short-booking windows, and value-based messaging will support near-term visitation. Real-time monitoring of booking trends will remain important as the market transitions into high season.

The Monthly Partner Summary Report, featuring STR, Key Data, web analytics, and other indicators, remains available on the Monroe County website.

Sources:

STR (Smith Travel Research)

Key Data

Monroe County Bed Tax Collection Reports

Tourism Economics

EXECUTIVE SUMMARY: MARKETING UPDATE

Visit Florida Keys, in partnership with Starmark, launched its Q1 Winter Leisure Campaign on October 1.

Marketing Highlights Include:

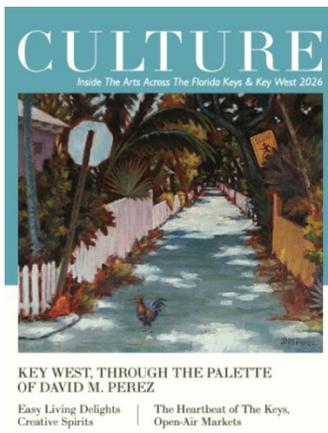
- **Strategic Planning Sessions:** Conducted integrated planning workshops focused on content strategy, co-op marketing initiatives, and future brand development.
- **Major Event Sponsorship:** Supported the Fort Lauderdale International Boat Show (Oct 29–Nov 2) with a strong on-site activation and promotional presence.
- **Brand Health Research:** Collaborated with Longwoods Research on a comprehensive Brand Health Study to clarify the Florida Keys’ brand positioning and core attributes.
- **Event & Partner Support:** Supported Fantasy Fest, along with other local partners and events, with dynamic social media campaigns. Our paid campaigns showed positive momentum, with higher reach, more landing page views, and an improved click-through rate—all while achieving a lower cost per landing page view.



- **National Syndicated Radio Broadcast Tour:** Collaborated with Audacy (influencers Holly and Rob show and Bru) to promote each DAC in conjunction with our local hoteliers.



- **Co-op Marketing Support:** Collaborated with media partners to promote local businesses.
- **Culture Magazine Revamp:** Mailed a refreshed 2026 issue of Culture Magazine to several hotels in Florida.



- **Geo-targeted Fly/Drive Banners:** Geo-targeted digital media to both major fly markets and in-state drive markets to impact the shoulder season and message to prospects during the booking window for Winter travel.



- **Paid Email Marketing:** Emails featuring experiences, destinations and partners across the Keys were placed in Luxury Link, Sherman's Travel, TravelSpike and CondeNast.



- AFAR Editorial Coverage:** Editorial was published on Afar.com on November 5 and included in the Daily Wander editorial newsletter on 11/5 that went to 500,000 opt-ins subscribers.

<https://email.afar.com/view/54ff45493b35d0a1438b4ef2p7j2x.2u2o/9d47b49c>

TRAVEL INSPIRATION > CITIES WE LOVE > 4 DAYS IN By Terry Ward • November 5, 2025

4 Days in the Florida Keys: Shipwreck

AFAR DESTINATIONS ▾ TRIP IDEAS ▾ TIPS + NEWS ▾ HOTELS ▾

Water, water everywhere—and all that goes with it in the stunning Florida Keys

Key Marketing Metrics:

- SEM campaign overall CTR 11.36%
 - 142% higher than the industry benchmark of 4.68%
 - The Brand Awareness campaign had the highest CTR (14.18%), followed by Key West with a 12.97% CTR. These campaigns delivered the most traffic to the website in October. (Average CTR benchmark 4.68%)
- YouTube Key West Brand Awareness campaign yielded a 67% interaction rate and a CTR of 0.03% (Industry average YouTube View Rate is 29.6%)
- Performance Max Key West campaign delivered over 121K impressions and had the highest CTR (4.49%). In addition, this campaign delivered the most traffic to the website. (PMax benchmark 1.5%)
- The PMax Airport/Direct Flight campaign launched mid-October, delivering 35K impressions and had a CTR of 3.55%. (Over 3x the benchmark)

EXECUTIVE SUMMARY: PUBLIC RELATIONS AND SOCIAL MEDIA UPDATE

Through strategic storytelling, partnerships, and targeted media and influencer engagements, the PR and social media team secured high-profile earned media results that boosted momentum heading into winter. Visit Florida Keys has begun promotion on social media through January to provide longer lead times for booking. VFK, with the support of Turner PR, secured 173 pieces of online, broadcast and radio coverage.

Social Media Highlights Include:

VFK, with the support of OMG media, saw strong performance across the board. Facebook engagement is up significantly, driven in part by the Zombie Bike Ride reel, which has surpassed 886K views.



Social media influencer and TV travel journalist Emily Kaufman, known as *The Travel Mom*, along with TV Entertainment personality Tommy DiDario, partnered with VFK staff for on-site production in the Florida Keys. They promoted the destination across their social media channels and Kaufman engaged followers through a trip-giveaway campaign.

Notable Social Metrics:

- 20%+ increase in link clicks on both Facebook and Instagram
- Nearly 5% increase in TikTok video views
- 90+ partner mentions
- 4 live events covered
- 18%+ increase in webcam views

PR Highlights include:

- Produced and distributed several Video News Releases: Fantasy Fest, 44th annual Race World Offshore Key West World Championships, Spirit Airlines, Stone Crab Eating Competition, Holidays in the Florida Keys, and more.
- At the Fort Lauderdale International Boat Show, conducted 10 booth-side media appointments and one desk-side appointment with freelance journalist Jesse Scott (Travel + Leisure, Condé Nast Traveler, Thrillist, Browardist, and others). This resulted in increased interest in the destination and a corresponding visit and coverage.
- Partnered with the Southernmost Beach Resort's PR team, Diamond PR, to host an esteemed group of travel media at the Key West Cooking Show.



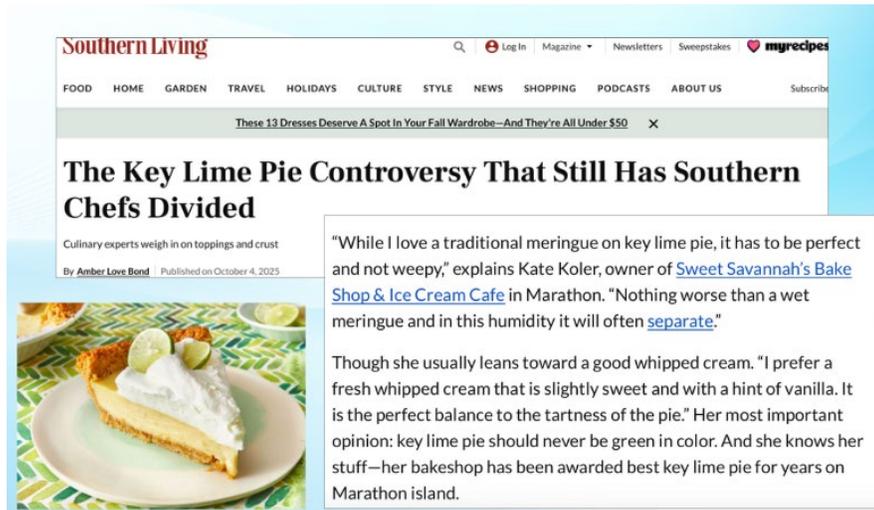
- In Europe, the U.K., Italian and Scandinavian markets saw robust earned media and content partnerships (advertorials) about the Florida Keys & Key West. Some of the placements included "The USA by locals – See Florida Keys barrier reef with the locals" in the October/November issue 2025 of Wanderlust; "Is Thanksgiving the Best Time to Visit the Florida Keys?" in Love the Mountains (U.K.), among other placements.



- Secured an editorial placement and advertorial in Connoisseur Circle, an affluent and luxury lifestyle magazine in Germany.
- Strategically placed the Florida Keys top of mind with a popular German podcast called Reisen Reisen, targeting 45,000 impressions from October–November 2025.

Key PR Metrics:

- Coverage highlights included features in Edible South Florida, Forbes, Southern Living, USA Today, AFAR and more.
- Southern Living – The Key Lime Controversy that still has Chefs Divided - 390,903,925 UVM



- 13 Haunted Destinations Where You Can Stay the Night – 390,330,017 UVM

EXECUTIVE SUMMARY: FILM UPDATE



Date: Nov. 30th, 2025

From: Chad Newman, Film Commissioner, Visit Florida Keys

Re: Report on Film Activities October 20 – November 30, 2025

Between October 20 and November 30, 2025, the Florida Keys hosted a range of film, fashion, and commercial productions along with the 14th edition of the Key West Film Festival.

Television & Film

Bad Monkey Season 2 is currently in production in Los Angeles, filming 10 episodes for AppleTV+. The production scouted new Florida Keys locations November 18-20 in preparation for a major three-week shoot scheduled for February 2026.

Fashion

Altar'd State shot photos and video for their 2026 swimwear collection in Key West on November 17-18. The women's fashion and lifestyle brand is known for its "Stand Out, For Good" ethos blending fashion with community impact. The shoot generated 39 room nights.

Lilly Pulitzer hosted a fashion show and media event at the Casa Marina November 18-19, introducing their 2026 line. The brand has historical ties to Key West, their early prints were all produced at the Key West Handprint Company here. This marks their second visit in two months for video and photo production.

Corporate Project

Storyteller Studios filmed a corporate project for a boat manufacturer in Key West November 1-4. The crew shot on Stock Island, at Ocean's Edge, and offshore in the Marquesas, generating 16 room nights.

Events

I attended the 14th annual Key West Film Festival, November 12-16. The festival presented strong programming including *Hamnet*, directed by Chloé Zhao and starring Jessie Buckley and Paul Mescal—a major awards-season contender.

Billy Connolly received the festival's Lifetime Achievement Golden Key Award, generating substantial media attention, particularly in the UK where he remains a major cultural figure. Academy Award-winning costume designer Deborah L. Scott was honored with the Golden Key Award for Excellence in Costume Design. The festival hosted national film critics from *Vulture*, *Variety*, and *The Hollywood Reporter*.

I moderated the Q&A for *The Python Hunt* (directed by Xander Robin) and presented the award for Best Florida Feature during the closing program.

Pipeline

Currently in discussions with producer Tony Armor for a low-budget feature film targeting a January 2026 shoot in Key West.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Sales Status Report

ITEM BACKGROUND:

Executive Summary Attached

Additional reporting can be found:

[Sales Report](#)

[Axis Sales Report](#)

[Get it Across Sales Report](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Sales Team

DEADLINE DATE: November 20, 2025

Executive Summary

From September through November 2025, Visit Florida Keys expanded its international footprint through targeted trade shows, sales missions, and advisor training across Europe, Latin America, and key global markets. These efforts strengthened destination visibility, generated meaningful trade interest, and improved booking momentum heading into 2026.

European Markets

- UK & Ireland: Strong engagement at Visit USA events and WTM London, with major operators (Virgin Holidays, BA Holidays, Travel Republic) reporting stable-to-growing Keys demand. Average length of stay continues to increase, trending toward 6–7 nights.
- Germany, Switzerland & Benelux: 100+ agents trained; luxury and consumer events sustained visibility despite political headwinds. Market confidence is rising, with improved forward inquiries for 2026.
- France: Continued recovery at IFTM Top Resa with renewed operator interest in including the Keys within group and multi-destination Florida itineraries.

Latin America

- Argentina & Brazil: A highly successful sales mission generated strong enthusiasm from leading operators and media. High repeat visitation, growing interest in fly-drive itineraries, and rising awareness beyond Key West position both markets for solid 2026 performance.

Global Sales & MICE

- IMEX Americas: 170+ appointments resulted in robust interest for 2026–2028 meetings and incentives, driven by new and expanding airlift into EYW.
- Meetings Today Live / Owners Forum / FLIBS: Engagements produced new RFP activity, 22 one-on-one planner appointments, 35 advisor appointments, and interest from 21 FLIBS attendees—particularly within boating, marine lifestyle, and incentive travel segments.

Trade Marketing & Campaigns

- LGBTQ+ visibility increased through TravelGay.com and European Pride activations.
- Luxury partnerships with Edeltravel, Elegant Resorts, and others supported the Keys' boutique, high-value positioning.
- Advisor training initiatives, including Key Lime Academy promotions, strengthened trade readiness across key markets.

Conclusion

Coordinated efforts through AXIS, Get It Across, and partner hotels ensured consistent global messaging and expanded international reach. Strengthening 2026 booking

confidence, expanding luxury and LGBTQ+ engagement, and growing MICE interest reinforce the Florida Keys' position as a premier global destination and support continued off-season growth.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Partnerships & Technology Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Partnerships & Technology Team

DEADLINE DATE: November 20, 2025

TDC Board Meeting – December 4, 2025
EXECUTIVE SUMMARY – TECHNOLOGY & PARTNERSHIPS

New Website – LIVE

The new visitfloridakeys.com went live Monday, October 27 with a new design, refreshed content and technologically advanced infrastructure that includes:

- “Conch-cierge”, the new AI-based interactive travel assistant based on the Matador/GuideGeek platform, which engages visitors in 45 languages.
- Site-wide website translation into 5 languages (French, German, Italian, Spanish, Portuguese) using the Weglot solution
- Comprehensive event calendar with event detail pages
- Early versions of a Partner Portal, Co-Op site, and Community page (these pages will get built out with more content and capabilities in the coming months)
- AI-optimized partner listings for all tourism-related organizations in Monroe County (2000+), a 6.5x increase from the previous website.

In the first two weeks, the site has seen:

- 168K active visitors
- 250+ messages with Conch-cierge from 82+ active users
- 400+ new signups for the leisure newsletter (which will relaunch in the coming weeks)
- Booking engine (Ripe) revenue of \$4,846 (4 reservations, 11 room nights)

The team continues to optimize and update the site content based on early metrics, feedback from partners, and input from experts. The home page is updated weekly to promote upcoming events and initiatives, share local tips, and efforts by our community to conserve our ecosystem and culture. Additional content is being added throughout the site, to build out itineraries, hidden gems, and useful information for key audiences such as luxury travelers, solo visitors, families, and more.

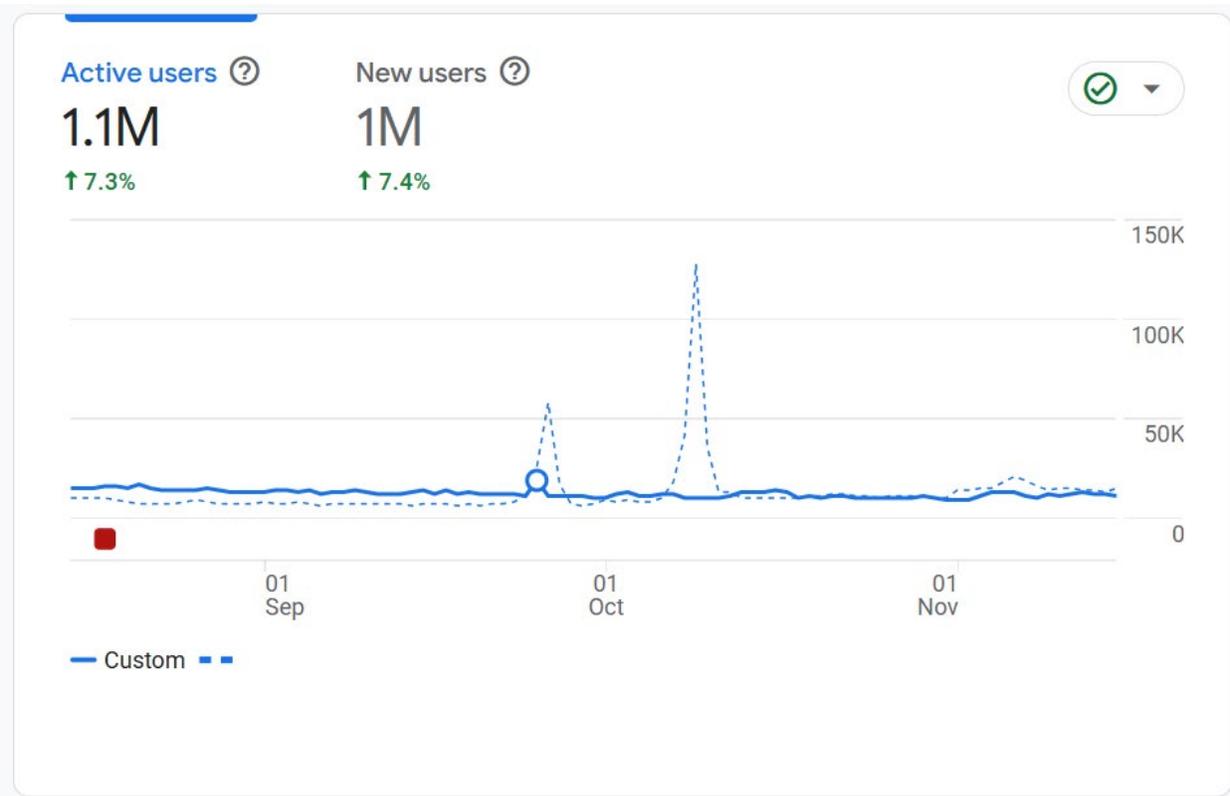
In the coming months we’ll be adding new functionality and enhancements to further elevate our digital presence:

- More itineraries and gamified ‘passes’ (using our Bandwango solution) to move visitors up, down and around the Keys once they are here.

- User Generated Content to show the authentic views and videos of the Keys as captured by our visitors and locals (a recommendation for a vendor for this solution is part of your packet for review) – December 2025
- More meetings information on the website to support the efforts of our sales team and yours in bringing group business to the Keys – December 2025
- A new Key Lime Academy built on the TravPROmobile solution to educate and enable travel professional to market the Keys to their clients – Dec 2025/Jan 2026
- Increased focus on responsible tourism, live music, hidden gems and experiences targeted to a wider variety of audiences, like solo travelers, seniors, adventure seekers, families, luxury travelers and more.
- Continued focus on structured content, data-driven information, and generative solutions to increase the findability of the destination and your businesses by AI search engines and AI agents.

Web Traffic Trends (mid-Aug through mid-Nov 2025)

Overall website traffic continues to perform well compared with last year, with new users (1M) up 7.4% year-over-year (YoY), even though overall views (1.8M) were down 36.7% YoY (source: Google Analytics), largely due to large spikes in website views last year due to the approach of Hurricanes Helene and Milton in late Sept and mid Oct 2024.



Organic search traffic continues to trend down (-84.5% YoY), part of a broader trend driven by AI-generated summaries in search results, but also the result of the site not being indexed for search for a few weeks after we transitioned domains. In late August, flakeys.com became our secondary domain and visitfloridakeys.com became the primary domain, and it took a few weeks for Google to finalize validating and indexing the new domain.

On a positive note, our marketing and advertising efforts in partnership with our agencies continued to increase site traffic, offsetting the organic search dip by driving significant numbers of users to the site in the last three months:

- Digital: 275K total users
- Paid Social: 353K total users
- Paid Video: 129K total users

International traffic interestingly had mixed behavior over late summer/early fall. We saw increases in year-over-year traffic from Asia and Mexico [*India (+1137%), China (+3086%), Philippines (+34), Mexico (+107%)*] and along with declines from Canada (-52%), Brazil (-

53%) and Europe [*Italy (-80%), France (-73%), Germany (-71%), the UK (-70%), and Spain (-16%)*]. Happily, U.S. visitors, our largest audience segment, increased moderately (+17%) YoY with 942K active users, keeping our numbers net positive.

Webcams (mid-Aug through mid-Nov 2025)

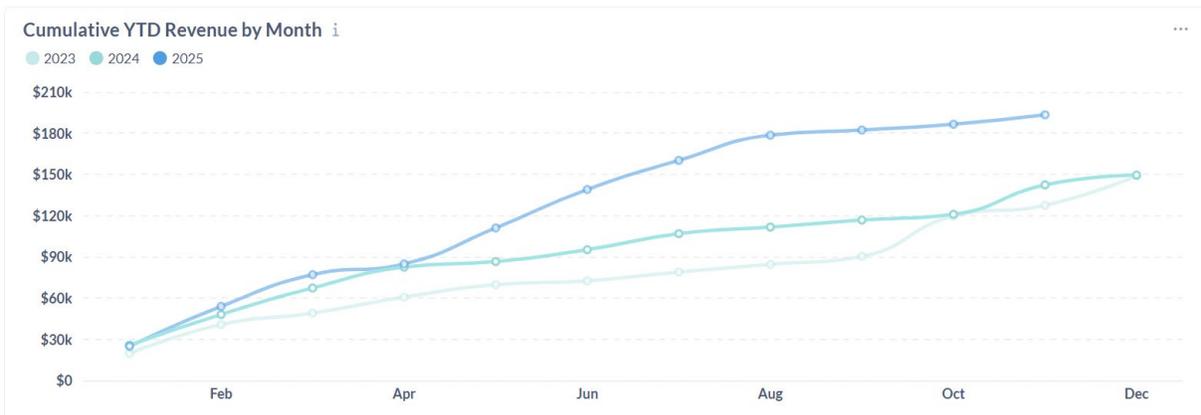
Webcam pages had 239,325 views during the last three months, with 5.72 views per active user (up 6% YoY) and average engagement time climbing 70% YoY to more than 3 mins per user. The site is now hosting 53 webcams, and thanks to Overseas Media Group for their work on this popular feature of the website, with more cams being scoped for the coming months. We'll also discuss the potential for additional TDC/DAC-funded webcams in the March 2026 DAC meetings.

Ripe Booking Engine (mid-Aug through mid-Nov 2025)

Our website booking engine has a total of 122 active properties able to be booked directly from visitfloridakeys.com. From mid-Aug through mid-Nov, the booking engine saw:

- 26.4K visitors
- 39 reservations, 97 room nights
- \$23,307 in room revenue

Since the team took management of the Ripe booking engine in-house in April 2025, we've started to see revenues from the booking engine increase compared with previous years.



The team continues to add properties and is working to drive more users to the booking engine (via the website and in our marketing efforts) to increase site engagement and grow bookings. We are currently working with GuideGeek and Ripe to turn on an integration between our AI travel assistant and the Ripe booking engine so Conch-cierge can show a property's Ripe booking engine page (including availability and rates) when making recommendations to visitors. This should be live in December 2025.

Partnership Outreach

In addition to a heavy focus on sourcing and building nearly 2000 partner listings in preparation for the website launch in recent months, the team has also focused on:

- DAC, TDC and BOCC agendas and meetings
- Event and capital grant contracts for FY26
- Readiness and optimization for the FY27 grant funding cycle
- Partner email communications, including DAC, TDC and BOCC recaps
- Outreach and participation in dozens of ribbon cuttings, grand openings, community and organization events to meet and connect with more tourism partners.
- Working with partners to pair them with relevant Visit Florida Keys opportunities with the intent to broaden the number and types of tourism organizations represented in our marketing and community efforts.
- Teaming with Marketing on Responsible Tourism efforts to include promotional materials and activations at events in and near the Keys, to educate visitors (and locals) to take care of our wildlife, waterways, ecosystem and neighbors while they are visiting.
- Participating in the Florida Keys Marine Science Conference in Coral Springs, FL in late October, to build deeper relationships with that community and to share responsible tourism tips with attendees.
- Coordinating partner participants to provide stays and experiences for the National Syndicated Radio Broadcast Tour in early November, the Lilly Pulitzer fashion show and media activation in mid-November, and the shows being filmed by the fishing talent awarded marketing funding for this fiscal year.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement with 2050 City for AI Roadmap

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$9,900

ALLOCATED FROM: 116 76007 SC 00085 (Team Training)

REQUESTED BY: Partnerships & Technology Team

PROVIDED BY: Partnerships & Technology Team

DEADLINE DATE: November 20, 2025



DATE: November 17, 2025
TO: Tourist Development Council Members
FROM: Jeanne Quinn, SVP, Partnerships & Tech, Visit Florida Keys
RE: **Consideration and Action re: Agreement with 2050 City for development and execution of an AI roadmap for Visit Florida Keys**

As the TDC and Visit Florida Keys works to make our technology, our processes, and our team future-facing and AI ready, we are looking to learn from industry experts and other DMOs.

A leading expert in the AI field for DMOs is Greg Oates, Director of AI Advocacy for Matador Network, and founder of 2050 City, which advises travel industry clients including dozens of DMOs and CVBs on AI-first strategy.

We are recommending a one-time consulting project with Greg and his 2050 City organization to work with the Visit Florida Keys team to consult on best practices for integrating AI processes and agentic workflows across our departments.

He would meet with us to understand areas of opportunity in what we do and how we work, provide interactive educational sessions to assist the team in compliantly and effectively implementing AI workflows to improve team productivity and accuracy, and work with VFK leadership to define a strategic plan for using AI long term.

This project would cost \$9,900 and be completed by April 2026. It would also include, at no additional charge, AI training materials developed for other DMOs by 2050 City that would be beneficial for Visit Florida Keys.

A full proposal along with Greg's credentials is in your packet.

As the cost is under \$10,000 no additional quotes are required as per Monroe County Purchasing Policy.

Approval for this one-time project with Greg Oates and 2050 City as outlined above is requested. Upon approval by the TDC, this item will be placed on the December BOCC meeting for final approval.



November 4, 2025

Greg Oates
Founder
2050 City LC

Jeanne Quinn
SVP, Partnerships & Technology
Visit Florida Keys/Monroe County TDC

via email

Proposal: Visit Florida Keys AI Roadmap (Staff AI Training & AI Process Implementation)

Dear Jeanne,

Thank you for the opportunity to submit this proposal to develop an AI Roadmap for Visit Florida Keys. As discussed, this project is in partnership with Matador Network, Visit Mesa, and Tourism Richmond (BC). The intention is to develop an AI strategic framework for Visit Florida Keys that capitalizes on a shared training process and knowledge exchange among the three DMOs.

Project Overview

Educate Visit Florida Keys staff about best practices for integrating AI processes and agentic workflows across all departments. Project includes one in-person visit.

Due to the fluid nature of AI development today, and the lack of non-enterprise AI solutions for nonprofit organizations, I submit that this will be a slightly fluid process for both parties. However, with Visit Florida Keys starting this process after the other two DMOs, you will benefit from the takeaways from those projects and the training materials already developed for them.

The project is expected to conclude by April 2026. It will include one trip in-market to meet with Visit Florida Keys staff in three separate destinations (TBD) for a series of AI workshops.

The specific deliverables are outlined in the following pages.

2050 City LC
2569 Thornview Street
Las Vegas, NV 89135

Project Lead: Greg Oates

Greg Oates is Director of AI Advocacy for Matador Network, where he helps develop the leading GuideGeek AI chat platform for DMOs. He is also the founder of 2050 City, which advises travel industry clients on AI-first strategy.

During the past 20 years, Greg has collaborated with more than 100 tourism and hospitality organizations worldwide to create high-level strategic planning frameworks, including more than 50 three-year DMO strategic plans and 10-year destination master plans.

Greg speaks at many travel and tourism industry conferences about AI strategy for DMOs, including recent AGMs in 2025 for organizations such as Destination Canada, U.S. Travel IMEX America, Texas Travel Alliance and Travel Iowa. Previously, Greg has presented on AI strategy at more than 50 DMO, DMO Board, hotel association and City government meetings and workshops since 2023.



Lastly, Greg developed Destinations International's landmark Futures Study thought leadership research in 2019, 2021 and 2023. And, he is an affiliate member of Washington DC's DMO customer advisory board. References available upon request.

Past Consulting Work

Singapore Tourism Board, Visit Monaco, Visit Britain, Visit Denmark, Visit Sweden, Visit Flanders, German Convention Bureau, Colombia Travel, Destination Canada, Destination Vancouver, Destination Greater Victoria, Destination Toronto, Tourism Richmond, Tourism Ottawa, Discover Saint John, Cape Breton Island, Visit Calgary, U.S. Travel Association, Discover Puerto Rico, Hawaii Tourism Authority, Destination DC, Las Vegas CVA, Visit Florida, Visit Orlando, Visit Denver, Greater Miami CVB, Greater Fort Lauderdale CVB, Greater Palm Springs CVB, Visit San Jose, Visit Anaheim, Visit Fort Worth, Visit Pittsburgh, Visit San Antonio, Visit Mesa, Visit Shreveport-Bossier, Visit Tucson, Visit Jackson, Visit Albuquerque, Visit Boise, Visit Buffalo Niagara, Visit Corpus Christi, Visit Norfolk, Visit Reno Tahoe, Visit USVI, Destination Cleveland, Destination Missoula, Destination Ann Arbor, Destination Madison, Discover Lehigh Valley, Experience Columbus, Go Rockford, Coastal Mississippi, Hamilton County Tourism (IN), Hilton Head Island VCB, New Smyrna Beach CVB, Aspen Chamber, Travel Oregon, Travel Salem, Travel Juneau, Travel Alberta, Travel Manitoba, City of SeaTac (WA), City of Mississauga (ON), City of Westfield (IN), Town of Vail (CO), Hyatt Hotels & Resorts, Marriott International Luxury Brands, The Venetian Resort Las Vegas, Destinations International, International Luxury Tourism Marketplace, Airbnb, Mastercard Smart Cities

Project Deliverables

Phase 1: Pre-trip Intelligence Gathering and Knowledge Sharing

- Conduct Zoom interviews with all staff in small groups to capture AI understanding levels, goals and challenges.
- Conduct one all-team Zoom call to share results of team interviews.
- Deliver a custom GPT and takeaways from interviews to VFK leadership team.
- Deliver text and video training materials to all team members.
- Work with VFK leadership team to define travel agenda and intended outcomes.
- Conduct one all-team Zoom call, or multiple calls with departments, to share basic AI education and discuss upcoming visit and workshops.

Phase 2: In-Destination AI Workshops

- Conduct three half-day AI training workshops across the region.
- Meet with VFK leadership team to debrief after the workshops.
- Prepare a comprehensive overview of takeaways.
- Develop training framework for post-travel education sessions.
- Develop processes to build agentic workflows. (Agent development incurs separate cost for nominal developer fees.)

Phase 3: Staff Education, AI Process Integration & AI Strategic Plan

- Conduct one round of educational sessions with groups of team members, divided into beginner and intermediate skill levels.
- Work with outside developer to begin to build agentic workflows.
- Meet with VFK leadership to define KPIs for AI processes.
- Deliver Visit Florida Keys AI Strategic Plan.
- Conduct multiple sessions with VFK leadership to outline next steps and finalize project.

Proposed Budget: \$9,900 USD

- Consultant to pay all travel costs
- Terms: Three payments of \$3,300 each: beginning of contract, post-travel and completion of all work.

Thank you,

Greg Oates

Founder, 2050 City LC

greg@2050.city

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement with Fired Up! Culture for Team Training

ITEM BACKGROUND:

Attached

Additional Information:

[Korn Ferry Quote](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: **\$30,000**

ALLOCATED FROM: **116 76007 SC 00085 (Team Training)**

REQUESTED BY: **President & CEO**

PROVIDED BY: **Administrative Office**

DEADLINE DATE: **November 20, 2025**



DATE: November 17, 2025

RE: **Recommendation Staff Culture Training – Fired Up Culture!**

The purpose of soliciting proposals was to obtain professional consulting services to assess and strengthen the organizational culture of the Visit the Florida Keys and Key West staff. The goal of this project is to better define our team culture, improve internal communication and collaboration across our distributed offices, and establish a sustainable framework for cultural excellence that supports our mission.

Two comprehensive proposals were received in response to our request. Korn Ferry submitted a proposal totaling \$53,000, while Fired Up! Culture submitted a proposal totaling \$30,000. While both firms offer strong methodologies and proven track records, the Fired Up! Culture proposal provides a more practical and comprehensive solution that aligns with VFK's needs for this cultural development initiative.

Korn Ferry's proposal centers on their Organizational Culture Assessment (OCA) and MASS Model (Mindsets, Abilities, Structures, Systems). Their scope includes stakeholder interviews, culture assessment, a full-day workshop for up to 30 participants, and overall project management. The proposal leverages Korn Ferry's extensive research base and global database, providing sophisticated analytics and benchmarking capabilities. However, their approach requires VFK to separately purchase and administer personality assessments (such as Birkman or MBTI), and does not include ongoing coaching support or follow-up culture implementation beyond the initial workshop phase.

Fired Up! Culture's proposal offers a year-long engagement model that includes their Annual Culture Index, a comprehensive People and Culture Strategy Roadmap, six months of executive coaching for up to five leaders (including Leadership 360 Reviews), individual Birkman assessments with 1:1 debriefs for all team members, and a 1.5-day on-site Culture-Shaping Summit. Their approach emphasizes sustained coaching relationships and practical implementation support throughout the contract period. Notably, Fired Up! Culture has extensive experience working specifically with Destination Marketing Organizations (DMOs).

The Fired Up! Culture proposal delivers greater value in several critical areas. First, it includes comprehensive executive coaching over six months, ensuring leadership development runs parallel to culture change efforts. Second, all Birkman assessments and individual debrief sessions are included in their scope, eliminating



the need for separate procurement. Third, their pricing structure spreads the investment across the year in manageable monthly increments rather than requiring larger upfront payments. Finally, their team's specific experience with DMO culture challenges, including distributed teams, partnerships, and stakeholder engagement, directly addressing our unique destination.

After review, it is recommended that VFK proceed with Fired Up! Culture. Their proposal represents a more comprehensive and cost-effective approach for our organizational needs, delivering not only the initial assessment and workshop but sustained coaching support, individual development opportunities for all team members, and implementation guidance throughout 2026. The proposed scope provides excellent value while ensuring our culture strategy is both defined and successfully activated across the organization.

During the FY26 budget approval process, funds were allocated for staff training.

Approval is requested to proceed to enter into an agreement with Fired Up! Culture for organizational culture consulting services in the amount of \$30,000. By entering into an agreement, VFK will be implementing the staff training plan approved by the TDC at the April 2025 meeting. Christine Limbert, Sr. Asst. County Attorney, will prepare a formal agreement to place before the BOCC for approval.

Attached:

1. Proposal from Fired Up Culture!
2. Proposal from Korn Ferry



SOLUTION SPECIFICS (revised)

Annual Culture Index™ with People and Culture Strategy Roadmap (February 2026)

Fired Up! Culture will provide full strategic advising and survey collection to assist Visit Florida Keys leadership with implementing a culture strategy and identify change management processes. The purpose of all activities is to collect and review data to assist in the design of a "People and Culture Strategy Roadmap" while encouraging full engagement from invested stakeholders.

Key Deliverables: Culture Index Survey™ Final Report, Culture Strategy Roadmap facilitated and professionally delivered by a Fired Up! Culture coach

Key Leadership 1:1 Coaching (Contract Duration)

Fired Up! Culture will provide Key Leadership 1:1 Executive Coaching for up to five (5) leaders for six (6) months throughout the duration of the agreement. Coaching focus will support the culture change management process, strengthen the leadership team's effectiveness, address identified gaps, and solidify current organizational strengths. Key Leadership 1:1 Executive Coaching includes a Fired Up! Culture Leadership 360 Review™.

Key Deliverables: Leadership360 survey and comprehensive feedback report for up to five (5) leaders, Leadership coaching plans with specific development goals, ongoing 1:1 coaching with assigned Fired Up! Culture coach

Individual Birkman Signature Report and 1:1 Debrief (All Team) (Q1 2026)

Fired Up! Culture will administer a Birkman Signature Report assessment and conduct 1:1 debrief sessions for all coaching participants as well as all team members. Support provided includes an online assessment along with a 1:1 debrief. As part of this contract, we will also provide up to **five (5) complimentary** Birkman Assessments for candidates as requested by leadership. 1:1 debriefs for candidates will happen once hired.

Key Deliverables: Up to thirty (30) individual Birkman assessments + thirty (30) one-hour coaching debrief sessions with a Fired Up! Culture coach

On-Site Culture-Shaping Summit Facilitation (Q2 or Q3 2026)

Fired Up! Culture will provide comprehensive on-site, 1.5-Day Culture-Shaping Summit Facilitation. The purpose of the summit is to further strengthen key leadership and full team relationships, debrief findings from the *Fired Up! Culture Annual Culture Index™* and communicate strategic people and culture-shaping priorities to the organization.

Key Deliverables: Full facilitation of all data collection aspects of the *Fired Up! Culture Annual Index™*, preparation of the Executive Summary Report ready for distribution at the Leadership Team portion of the on-site visit, and a People and Culture Strategy Roadmap to be delivered following the On-Site Culture-Shaping Team Summit



INVESTMENT SPECIFICS

Org. Culture Assessment & Change Facilitation	Revised Retail Rates (no CEO Coaching)	Revised Discounted Rates (no CEO Coaching)
	\$ 47,250	\$29,525
<i>Annual Culture Index™</i>	\$15,000	\$ 9,000
Key Leadership 1:1 Coaching (up to 5 leaders) (6 months)	\$18,700	\$11,000
Fired Up! Culture Leadership360 Review™ (x5)	<i>Included</i>	<i>Included</i>
Birkman Signature Report and 1:1 Debrief (up to 25)	\$ 7,125	\$ 4,750
On-site Culture Shaping Summit (1.5 Days) Leadership + All Team	\$ 8,750	\$ 5,250
Candidate Birkmans (x5)	<i>Complimentary</i>	<i>Complimentary</i>
DI Member and Friend of the Firm Discounts	<\$17,250>	<i>Included</i>
Final Investment	\$ 30,000	\$30,000

AGREEMENT TERMS

- Work will be invoiced according to delivery timelines, expected to be as follows:
 - Annual Culture Index - \$3,000 at service delivery launch (February 2026), followed by \$3,000 in March 2026 and \$3,000 in April 2026.
 - Key Leadership 1:1 Coaching - \$1,833.33 per month for six (6) months beginning in January 2026 and continuing through June 2026.
 - Birkman Signature Reports and 1:1 Debriefs (up to 25) at service delivery launch (January 2026) for the full line item of \$4,750.
 - On-site Culture Shaping Summit at conclusion of service delivery (July 2026) for the full line item of \$5,250.

- **Invoicing schedule:**

Delivery Month - 2026	Service	Invoicing Date	Amount
January	Key Leadership Coaching (x5)	January 31, 2026	\$ 1,833.34
	Birkman Assessments (x25)	January 31, 2026	\$ 4,750.00
February	Key Leadership Coaching (x5)	February 28, 2026	\$ 1,833.34
	Annual Culture Index	February 28, 2026	\$ 3,000.00
March	Key Leadership Coaching (x5)	March 31, 2026	\$ 1,833.33
	Annual Culture Index	March 31, 2026	\$ 3,000.00
April	Key Leadership Coaching (x5)	April 30, 2026	\$ 1,833.33
	Annual Culture Index	April 30, 2026	\$ 3,000.00
May	Key Leadership Coaching (x5)	May 31, 2026	\$ 1,833.33
June	Key Leadership Coaching (x5)	June 30, 2026	\$ 1,833.33
July	Onsite Culture Shaping Summit (includes Travel)	July 31, 2026	\$ 5,250.00
TOTAL			\$30,000.00

- Final delivery time frames will be established once the proposal terms are agreed to.
- Primary client-facing work will be delivered by Meg Winchester, Vice President & SW Regional Director and Brett Oetting, EVP Strategic Planning and Organizational Change. Other Fired Up! Culture team members may be used in solutions delivery.



AGREEMENT TERMS (continued)

- ACH, electronic bill paying service or wire transfer are the preferred methods of payment. Client can pay by credit card with an additional fee of 3%. Business checks are also acceptable.
- Travel to client location is included in the overall program costs. No additional travel expenses will be submitted for work completed.
- Solution specifics are designed as a consulting relationship with Visit Florida Keys leadership that is flexible and designed to meet the changing needs of the organization over the period of the contract.
- This proposal, including all specifics and investments outlined, will expire on **January 28, 2026**. If this agreement has not been signed and finalized by **January 28, 2026**, a new proposal and scope will be drafted.

PROPOSAL ACCEPTANCE

Signed: _____ Title: _____ Date: _____
Visit Florida Keys

Please confirm billing information:

Billing Contact:

Company Name:

Address:

Contact Phone:

Billing Email:

PROPOSAL CONTACT INFORMATION

Client Relationship Manager: Linda John, EVP Client Success
Email: ljohn@firedupculture.com
Cell Phone: (727) 272-7296

EXPERIENCE OF KEY INDIVIDUALS



Meg Winchester CDME, CMP

Vice President, SE Regional Director

Meg specializes in coaching leaders through organizational change, talent management challenges, and executive development initiatives. Holding both Certified Destination Marketing Executive (CDME) and Certified Meeting Professional (CMP) certifications, she brings a unique perspective on stakeholder engagement, strategic planning, and operational excellence.

Her coaching expertise includes facilitating complex organizational transitions, developing high-performing leadership teams, and building sustainable talent management strategies. Meg has successfully guided organizations through significant growth periods while maintaining strong stakeholder relationships and operational effectiveness.

With extensive board experience and a proven track record of executive leadership, Meg helps her coaching clients develop the skills needed to lead complex organizations, manage diverse stakeholder groups, and drive sustainable growth. Her approach focuses on practical leadership development that produces measurable results.



Brett Oetting, CDME

Executive Vice President, DMO Strategic Planning & Organizational Change

Brett transforms organizational culture and strategic execution by helping leaders align their vision with sustainable action. He specializes in coaching executives through culture transformation, strategic alignment, and organizational health initiatives—because without structure, culture is chaotic, and without culture, strategy is uninspired.

His coaching methodology focuses on fusing leadership development with operational excellence, helping leaders build high-performing teams that consistently deliver results. Brett works with executives across industries to develop their capabilities in change management, stakeholder engagement, and public-private partnership design.

Currently serving as Chair of a prestigious executive development program, Brett teaches leadership principles to executives globally. His clients have achieved national recognition for team culture and organizational excellence. Brett's unique approach helps leaders create measurable momentum by integrating cultural transformation with strategic execution.



FIRED UP! CULTURE COMPANY OVERVIEW

Fired Up! Culture is a business management and human resource consulting firm with corporate headquarters in the Pacific Northwest. Over the past several decades, our team has partnered with organizations and leaders around the globe to build business cultures that engage people and achieve breakthrough results.

Fired Up! Culture's mission is to equip and build leadership capacity through Talent Management-focused consulting services that provide relevant and timely resources for our clients. Fired Up's commitment to excellence supports a focused and intentional investment in the people and systems of these organizations to achieve breakthrough results.

Our leadership development and change management processes are used by a diverse client base around the world. We have had the privilege of shaping the philosophies, practices, and skills of thousands of dynamic leaders, managers, and teams. Our tools have been successfully used by hundreds of organizations and their team members. Our coaching, consulting, and facilitation services provide the focus and insight needed to drive lasting change.

CLIENT IMPACT

The following comments were made by Fired Up! Culture clients after their engagement with us:

- "I liked the approach and the qualitative open-mined approach to engagement. The power of one to change many was present throughout the strategic planning and coaching discussions. What I will take from my experience is this: the power of belief, in adherence to a set of core values coupled with behavior geared towards fostering those values, is the power to change the world (one person at a time)."
- "The transformation of our culture has been beyond extraordinary – we were bleeding on many levels, but the most disturbing one was in the spirit of the place. Talented people were frustrated, leaving, or worse, working in place with no energy and vision. Our engagement with Fired Up! provided the movement that was desperately needed."

THANK YOU

Thank you for taking the time to consider Fired Up! Culture for your workplace culture and leadership development needs. We are excited about the opportunity to partner and look forward to working together.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement with Butch Spyridon – Consulting

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$9,500

ALLOCATED FROM: 116 76670 SC 00036 (Consulting)

REQUESTED BY: President & CEO

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025



DATE: November 19, 2025

RE: Consulting Services by Butch Spyridon: Destination Branding Workshops

VFK has convened a branding committee comprised of twelve nominated community stakeholders representing diverse expertise across the tourism community. The committee's purpose is to participate in collaborative workshops designed to define the creative direction for the next Visit Florida Keys and Key West destination brand, as approved in the FY26 Marketing Plan. The insights and outcomes from these workshops will directly inform recommendations to the TDC and District Advisory Committees (DACs).

Butch Spyridon brings over forty years of destination branding experience to this engagement. Most notably, he served as the visionary force behind Nashville's internationally recognized "Music City" brand transformation, establishing a model for authentic, sustainable destination branding that has driven unprecedented tourism growth and economic impact. His extensive background in destination marketing leadership, brand strategy development, and stakeholder engagement uniquely positions him to provide invaluable perspective to the Florida Keys branding initiative.

The Consultant shall serve as a standing consultant to the branding committee throughout the workshop process, providing objective, unbiased perspective as an outside expert with no vested interest in the destination's internal dynamics or politics. He will share insights drawn from successful destination branding initiatives and offer comparative analysis of effective destination brand strategies from peer and aspirational markets. The Consultant will identify potential pitfalls, challenges, and opportunities unique to multi-island destination branding. The Consultant shall serve as a standing advisor to the branding committee throughout the workshop process, attending and actively participating in virtual meetings and one in-person workshop session.

Services shall commence upon execution of the agreement and continue through the completion of the branding committee workshop series by the end of FY26. Funds were allocated for consulting services in the FY26 budget and cost will not exceed \$9,500 for his services

Attachments:

1. FY26 Marketing Plan excerpt

Produce Advertising that Delivers through Strategic Paid Media Campaigns

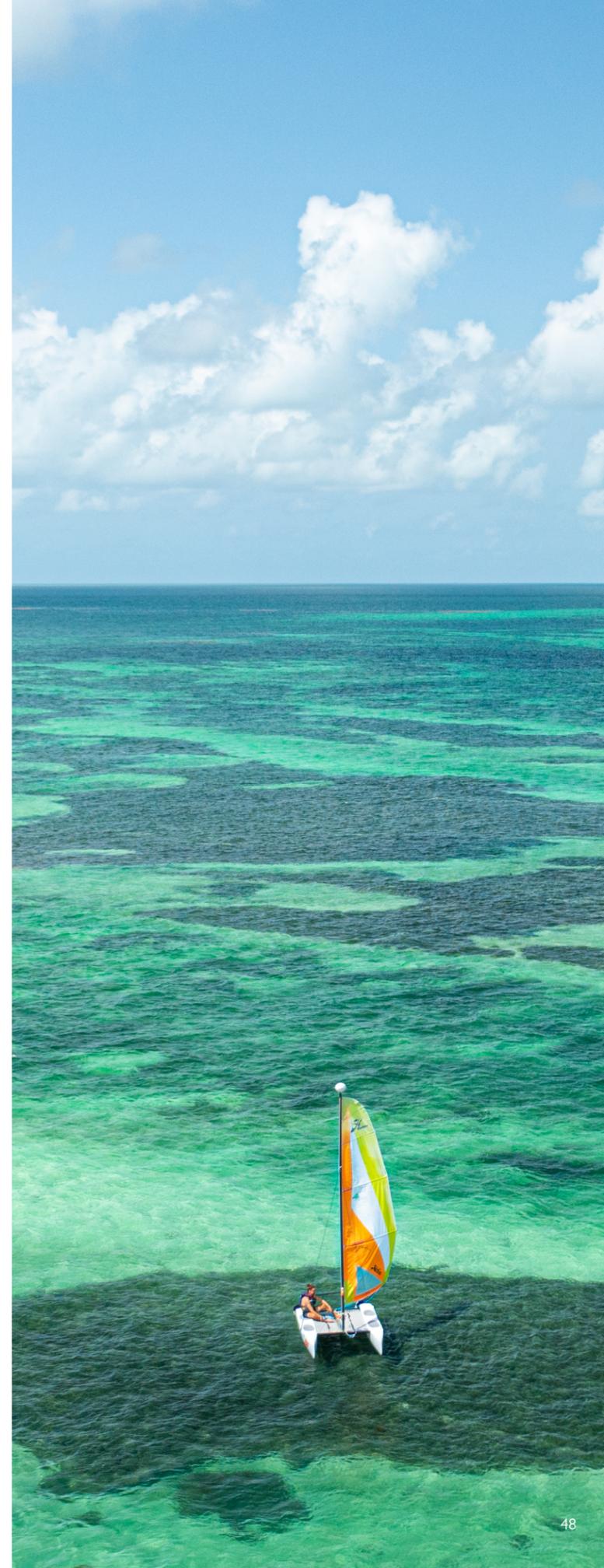
Goals

- Continue building a best-in-class, measurable and inclusive advertising program, with a focus on high ROI and continual optimization.
- Maintain a strong advertising presence in key domestic markets, with always-on tactics, supplemented by campaigns to support need periods and special initiatives.
- Establish a refreshed, unified brand for The Florida Keys that resonates with target audiences and reflects stakeholder feedback.
- Mine the destination's authentic stories to create compelling assets and to develop collateral, digital experiences and activations to differentiate The Florida Keys from competing destinations.
- Reinforce sustainability as a core value in destination management and marketing.
- Strengthen international market presence through a strategic advertising approach and partnership participation.
- Expand reach in the Groups and Meetings segment with enhanced campaigns, custom content, trade show and event participation, and partnership opportunities with industry leaders.
- Implement a comprehensive Leisure and Group co-op advertising program, providing cost-effective marketing opportunities for our partners.
- Increase awareness by leveraging significant national and international events and designations.

Tactics

- Prioritize media buys in high-performing domestic markets and expand through investment to tertiary markets.
- Invest in campaigns targeting Florida's drive markets.
- Use data to inform media placements, focusing on all points along the customer journey.
- Invest in programs that deliver unique audience, format and content creation opportunities, such as streaming radio, podcasts, paid advertorial and media partner email programs that deliver custom content and increase Visit Florida Key's contact list size and quality.
- Leverage partnerships with online travel agents (OTAs) such as Expedia, Hopper and TravelZoo to target domestic leisure travelers through co-op campaigns.
- Develop unique storytelling campaigns, focusing on the creation of video content in vertical, long and short formats. Topics include sustainability efforts, food/dining experiences, The Keys' history, watersports/boating and music.
- Increase and optimize the fishing paid media program. Create a baseline for media results to inform future media investments and programming.
- Launch an approach to promoting ecotourism in The Florida Keys, including a responsible traveler campaign and educational materials. Incorporate sustainability-focused themes and facts in content and continue to explore sustainable marketing programs for future efforts.

- Develop and implement a comprehensive new brand architecture to expand destination awareness, ensuring alignment across all marketing channels, leveraging insights from the Strategic Plan process, learnings from the Longwoods International Brand Health and Image Assessment and tests with leisure travelers.
- Execute a photo and video shoot to capture new assets needed as a result of brand research and creative testing.
- Develop creative that resonates with the new brand direction and newly developed personas along their customer journeys.
- Partner with paid media outlets with paid takeovers and in-person, out-of-market events that will deliver global earned media exposure, including ticketed events, strategic blitzing efforts and brand activations.
- Partner with travel trade organizations and tour operators in international markets during travel trade shows such as World Travel Market (London), ITB (Berlin) and inaugural ITB Americas to promote The Florida Keys.
- Develop an advertising program in top international markets, partnering with Visit Florida, Brand USA and international agency partners to amplify campaigns through their established networks and media platforms.
- Partner with CVENT to promote The Florida Keys as a premier destination for meetings, events and incentive travel to highlight venue offerings and services to group travel planners.



**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement Denise Rohrer & Associates for Advisory and Tax Services

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$31,450

ALLOCATED FROM: 116-76007-SC 00036

REQUESTED BY: President & CEO

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025



DATE: November 20, 2025
TO: VFK Board Members
RE: Consideration and Action re: Agreement with Denise Rohrer & Associates

Denise Rohrer & Associates has successfully provided tax preparation services to VFK for numerous years and has demonstrated consistent reliability, responsiveness, and a strong understanding of the organization's accounting and reporting needs. In addition to yearly tax preparation services, VFK would like to engage **Denise Rohrer & Associates** for advisory services as listed below.

Per the **BOCC Purchasing Policy**, accounting services are classified as professional services, which are exempt from competitive price-quote requirements.

Approval of the following scope of services, in an amount not to exceed \$31,400 for a one-year period, is requested.

Tax Preparation

- Federal income tax preparation
- State income tax preparation

Advisory Services

- Consulting on accounting, organizational structure, and management matters
- Research and compliance guidance
- Client communication (emails, calls, and meetings)

These services ensure continuity in financial oversight and compliance for VFK.

Cost Summary

Federal & State Tax Return Preparation:

- **\$1,400** (flat fee)

Advisory Services:

- **\$250/hour**
- Estimated at **10 hours per month**, not to exceed **\$30,000 annually**

Research for Compliance:

- **\$250/hour** (as needed)

Total Annual Estimated Cost:

- **Not to exceed \$31,400** (tax preparation + advisory estimate)

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Amendment to Agreement with PrintFarm –
Shipping and Storage

ITEM BACKGROUND:

Attached

Additional Information:

[Print Farm Quote](#)

[AAPI Quote](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$7,035

ALLOCATED FROM: 116-76066-SC_00040

REQUESTED BY: Sales Team

PROVIDED BY: Sales Team

DEADLINE DATE: November 20, 2025



DATE: November 19, 2025
TO: TDC Board Members
RE: Recommendation for extending Miami Warehouse and Fulfillment services

Background:

The PF Solutions/PrintFarm contract is ending 1/31/2026.

The Visit Florida Keys team contacted two vendors to obtain quotes for short-term warehouse storage and fulfillment services in Miami. The goal of this procurement is to ensure efficient, reliable storage and shipment of materials during the period of February-March-April that coincides with 7 Travel & Adventure show engagements instead of an annual contract, while determining longer-term needs for FY26.

Assessment:

New vendor: Associated Printing Production submitted competitive annual pricing; however, they do not offer a three-month option, which is preferred for our current needs. Additionally, a new vendor setup would require the VFK team to compile product images, descriptions, and inventory identification—an effort that is time-intensive and not practical for a short-term engagement.

Current vendor: PF Solutions/PrintFarm is the existing vendor and offers a short-term three-month extension option, aligning directly with VFK's immediate needs. Since they are an existing vendor, there are no setup cost and requires no onboarding time, allowing uninterrupted continuation of warehouse and fulfillment services. While their annual rate is higher than Associated Printing Production's, the short-term flexibility and avoidance of additional staff workload provide greater operational efficiency and value.

Recommendation:

Approval to proceed with a three-month extension with PF Solutions/PrintFarm for Miami warehouse and fulfillment services for 3 months (February 1 – April 30, 2026) for \$7,035

We had reserved \$24,000 for this vendor in the F26 Marketing Plan Budget. Visit Florida Keys will reassess the long-term necessity of Miami warehouse storage in March 2026. At that time, we will obtain updated quotes from multiple vendors and evaluate the needs and scope of these types of services from an external vendor or whether storage and fulfillment can be handled internally from the Islamorada office.

**MONROE COUNTY
VISIT FLORIDA KEYS
AGENDA ITEM SUMMARY**

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Visit Florida Keys Personnel Policies and Procedure Manual – Cash and Payroll Policies

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

Upon review of current policies and procedures we realized that they were outdated and need to be amended to reflect the current process.

Draft for consideration to include in the VFK Personnel Policies and Procedures and Possibly the TDC Operations Manual

Requires VFK approval of VFK Personnel Policies and Procedures Manual

Requires TDC/BOCC approval of TDC Operations Manual

TDC/VFK Policies and Procedures: Cash Receipts, Payments, Disbursements, and Payroll

1. Cash Receipts

Policy

No cash shall be accepted or received by any member of staff, Board member, or Advisory Board member of the Tourist Development Council (TDC) or 3406 North Roosevelt Blvd Corporation d/b/a Visit Florida Keys (VFK) for any reason, including any service rendered or item provided by TDC/VFK.

Procedures

- **Prohibition of Cash Handling:** Under no circumstances may employees, TDC Board members, or Advisory Board members accept or process cash transactions.
- **Reimbursement for Services Provided:** If reimbursement for services rendered or items provided by TDC/VFK is required, a check must be issued for the appropriate dollar amount payable to the Monroe County Board of County Commissioners (BOCC).
- **Submission Process:** Upon receipt of the check:
 1. The check shall be immediately forwarded to the VFK Accounting Team, as referenced in the organizational chart.

2. The Accounting Team will submit the payment to the Clerk of Court and Comptroller's Finance Department (Clerk's Finance Department) for deposit into the appropriate TDC budgeted fund, cost center, and spend category.

2. Payments and Disbursements

Policy

Payments and disbursements for TDC/VFK operational expenses, including payroll and related items, may be paid from the VFK corporate checking account. All disbursements must include supporting documentation and follow the established review and reimbursement procedures and the VFK Personnel Policies and Procedures Manual.=

Procedures

1. Invoice Payments: Payments for VFK corporate expenses (e.g., payroll, benefits, insurance, or administrative costs) may be made directly from VFK's checking account.
2. Supporting Documentation: Each disbursement must include invoice backup or other substantiating documentation before payment is issued. Examples of these are Personnel Payroll Journals, Cash Requirements, Benefit Invoices etc.
3. Reimbursement Process: After payment has been made, the Sr. Director of Grants and Budget or Comptroller shall:
 1. Assemble a complete reimbursement packet containing all required documentation, including invoices, proofs of payment, and any relevant supporting materials.
 2. Review and verify the accuracy and completeness of the packet prior to submission.
 3. Submit the finalized packet to the Clerk's Finance Department through the Workday system for review and reimbursement of funds to the VFK's bank account. Any additional documentation requested by the Clerk's Finance Department will be gathered and supplemented to the finalized packet as necessary.

3. Payroll

Policy

Payroll shall be processed through the approved third-party provider (currently Paychex) under the oversight of the Human Resources consultant (currently HumaniHR) and the Sr. Director of Grants and Budget or Comptroller. All payroll transactions must be fully documented, reconciled, and verified before reimbursement is requested.

Procedures

1. Payroll Processing: The Human Resources consultant shall review employee pay to ensure it complies with VFK Policies and Procedures Manual and related details with the Sr. Director of Grants and Budget or Comptroller prior to each payroll cycle. Payroll will be

processed through Paychex, and corresponding charges will be deducted directly from VFK's bank account.

2. Reconciliation: Upon receipt of payroll-related invoices and reports, the Sr. Director of Grants and Budget or Comptroller shall:

- Match all payroll invoices and charges to the monthly bank statement.
- Verify the accuracy of payroll deductions, taxes, and benefits.

3. Submission for Reimbursement: After reconciliation, all payroll-related documentation shall be submitted to the Clerk's Finance Department via the Workday system for reimbursement of funds to VFK's bank account.

Agenda Item #

E.1.

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

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

October 28, 2025 Regular Meeting Minutes

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

Visit Florida Keys Meeting

The October 28, 2025, meeting of Visit Florida Keys was called to order by Chairperson Diane Schmidt at 10:00 a.m. at the Marathon Government Center in Marathon via a hybrid Zoom meeting platform.

Visit Florida Keys Board Members in Attendance Were: Mr. George Fernandez, Mayor Danise “DeeDee” Henriquez, Ms. Peg Laron, Mr. Bobby Mongelli, Ms. Rachel Oropeza, Mayor Jim Scholl, Ms. Patti Stanley, and Ms. Robyn Still

Approval of Agenda: **Mayor Scholl moved approval of the agenda as presented, Mayor Henriquez seconded. Motion passed unanimously.**

Election of FY 2026 Officers: Nominations were taken with the following officers being elected:

Chairperson	Ms. Diane Schmidt
Vice Chair	Mr. George Fernandez
Treasurer	Mr. George Fernandez
Co-Treasurer	Mayor DeeDee Henriquez

Bulk Items: **Mayor Scholl moved approval of the following bulk items:**

- D. **Approval of the Minutes**
 - 1. July 29, 2025 Visit Florida Keys Meeting Minutes
- F. **Finance & Administration**
 - 1. Status Report
 - 2. Four Penny Revenue Report
- G. **Marketing & Research**
 - 1. Status Report
- H. **Public Relations & Social Media**
 - 1. Status Report
- I. **Sales**
 - 1. Status Report
- J. **Partnerships & Technology**
 - 1. Status Report
- K. **Visit Florida Keys Items (Some of the items below will be ratified by TDC):**
 - 1. Consideration and Action re: Amendment to Agreement with Academy Street Collaboration

Mr. Fernandez seconded. Motion passed unanimously.

Update from Chairperson Diane Schmidt: Ms. Schmidt thanked the County staff and Clerk’s office for the support over the past year. Ms. Schmidt stated that she was very excited for the launch of the new website.

President/CEO Report: Ms. Kara Franker thanked Mayor Scholl for his service to the TDC Board over the past year and welcomed new Staff members.

Ms. Franker reviewed the headwinds that the travel industry is facing, including the effect of the government shutdown on travel, an economic slowdown, and a decrease in international visitation,

including the Canadian market. She noted, however, that despite this overall decline, Pines & Palms in Islamorada has seen an uptick in Canadian visitors due to the property's renovation being featured on HGTV, with the series airing in Canada.

Ms. Franker also highlighted recent coverage on *CBS Sunday Morning* featuring Kenny Chesney in Key West. The segment reached 4.7 million viewers and generated an estimated \$350,850 in advertising value for the destination at no cost.

She explained the strategy of prioritizing digital advertising over broadcast media. Digital advertising, she noted, allows for precise targeting by ZIP code or user interests when audiences stream content, whereas broadcast advertising reaches a broad, undefined audience at a fixed time. Ms. Franker added that these enhanced targeting capabilities make digital advertising a more efficient use of funds.

Ms. Kelli Fountain presented forward-looking data through February 2026, showing a slight improvement compared to last month's report. The Average Daily Rate has increased modestly, although Revenue Per Available Unit remains below last year's levels. She stated that this indicates continued flexibility in rate will be essential. Four-Penny Collections for FY 2025 are slightly ahead of FY 2024 collections.

Ms. Jeanne Quinn provided an overview of the recently launched Phase I destination website. Highlights include refreshed content, an expansion of partner listings from just under 400 to more than 2,000, a dynamic event calendar, the "Conch-cierge" AI assistant, and the Ripe online lodging-booking engine. Ms. Quinn noted that the site is also designed so that AI can easily read and interpret its data, improving online discoverability.

Comprehensive departmental updates were provided.

Discussion and Direction: North Star Branding Session: Ms. Franker reviewed the recent brainstorming session that was held with a small group of community members, VFK Staff and Starmark to help identify what is always true and fundamental about the Florida Keys Brand experience. Ms. Franker asked each board member to nominate a community member to join the Branding Task Force. The following community members were nominated to serve on the task force: Nadene Grossman-Orr, Kelly Norman, Rob Daughtry, Daylin Starks, George Fernandez, Daniel Samess, Bill Lay, Jeff Evans and Hunter Kinney.

Presentation: Strategic Plan: A comprehensive overview of the three-year strategic plan was provided by Ms. Cassandra Gilbertson from MMGY NextFactor.

Update: Risk Assessment: Mr. Bill Hanbury provided an update on the progress of the implementation of the recommendations from the Clerk's Audit and Risk assessment.

Discussion re: President/CEO Review and Goals: Ms. Schmidt provided an overview of the recently completed review of the President/CEO. The Board congratulated Ms. Franker on a successful first year as President/CEO.

There being no further business of the corporation, the meeting was adjourned at 11:29 a.m.

Tourist Development Council Meeting

The October 28, 2025, meeting of the Tourist Development Council was called to order by Chairperson Diane Schmidt at 11:29 a.m. at the Marathon Government Center in Marathon via a hybrid Zoom meeting platform.

TDC Board Members in Attendance Were: Mr. George Fernandez, Mayor Danise “DeeDee” Henriquez, Ms. Peg Laron, Mr. Bobby Mongelli, Ms. Rachel Oropeza, Mayor Jim Scholl, Ms. Patti Stanley, Ms. Robyn Still

DAC Chairpersons in Attendance Were: Mr. Steve Robbins (DAC I), Ms. Kim Wilkerson (DAC II), Ms. Vicki Tashjian (DAC III), Mr. John Harrison (DAC IV)

DAC Chairpersons Absent Were: Mr. Rick McKeown (DAC V)

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

Approval of the Bulk Agenda Items: The following items were pulled from the bulk agenda due to voting conflicts:

H.1.b Consideration and Action re: Amendment to Agreement with The Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2019 2nd Round Capital Project Agreement

H.1.c Consideration and Action re: Amendment to Agreement with The Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2024/2025 Capital Project Agreement

Mayor Scholl moved approval of the following bulk items:

E. **Approval of the Minutes**

1. July 29, 2025 Regular Meeting Minutes

F. **Budget**

1. Quarterly Budget Report - FYI

G. **TDC Related Items**

1. Ratification of Officers Elected by Visit Florida Keys to serve as Tourist Development Council Officers
2. Consideration and Action re: International PR RFP
3. Consideration and Action re: Amendment to Agreement with Axis
4. Consideration and Action re: Agreement for Additional Funding for Arts Council
5. Consideration and Action re: Sales Shows not in Marketing Plan
6. Consideration and Action re: Funding for PIO Symposium
7. Consideration and Action re: SnapSea Agreement – User Generated Content
8. Consideration and Action re: Islamorada Office Lease Extension
9. Consideration and Action re: Islamorada Office Cleaning Services Agreement
10. Consideration and Action re: Amendment to Agreement with Overseas Media for Webcam Services
11. Consideration and Action re: Operations Manual Update – Media Buy Policy
12. Consideration and Action re: Agreement with LMA for Canada PR
13. Consideration and Action re: Design and Architectural Services for TDC Office Renovation
14. Consideration and Action re: Dive and Eco Tourism Committee Policy

H. **District Advisory Committee Items**

1. **District I**
 - a). Consideration and Action re: Amendment to Agreement with City of Key West for the Amphitheatre Phase III Project

Mayor DeeDee Henriquez	Yes
Ms. Peg Laron	Yes
Mr. Bobby Mongelli	Yes
Ms. Rachel Oropeza	Yes
Mayor Jim Scholl	Yes
Ms. Robyn Still	Yes
Ms. Patti Stanley	Yes
Ms. Diane Schmidt	Abstained* Motion passed.

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

Public/Industry Input: Mr. Robert Stevens of Florida Keys Villas expressed concern about siloed, district-specific advertising and suggested that broader brand-awareness or generic advertising might yield a better return on investment. Ms. Franker responded that the TDC employs both district-specific and brand-awareness advertising, and that the Monroe County Code—established by the BOCC—dictates how funds are allocated. She further explained that this structure allows the TDC to promote each district to its unique target markets while also supporting destination-wide advertising.

Ms. Liz KoHout-Stephens of Florida Keys Villas stated that she would like to see more advertising directed toward families and promoting the Keys as a whole.

Ms. Vicki Tashjian noted that District III (Marathon) already incorporates family-focused messaging in its district-specific advertising. Mr. Daniel Sames added that District III positions itself as a family-friendly and boating destination.

There being no further business of the TDC, the meeting was adjourned at 12:18 p.m.

Agenda Item #

G.1.

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

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: 2026 Meeting Schedule

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

2026 DAC/Cultural/Dive/Fishing/TDC/BOCC Meeting Schedule

DAC Deadline 12:00 p.m.	DAC Meeting Dates	Cultural/ Dive/ Fishing Deadline	Cultural 11:00 a.m./ Dive 3:30 p.m./ Fishing 5:00 p.m.	TDC Agenda Deadline 12:00 p.m. (Staff Deadline 12:00 p.m. day prior)	TDC Meeting Dates	Location (Tentative)	TDC Staff Deadline for BOCC Agenda Items	BOCC Agenda Deadline 11:00 a.m.	BOCC Meeting Dates	Location
										Marathon Gov't Center
							Jan 8	Jan 15	Jan 28	Marathon
						Murray Nelson Gov't Center Key Largo				Harvey Gov't Center
				Jan 30	Feb 12		Jan 29	Feb 5	Feb 18	Key West
										Murray Nelson Gov't Center
Mar 13	Mar 24/25	Feb 20	Mar 5				Feb 19	Feb 26	Mar 11	Key Largo
						Harvey Gov't Center				Marathon Gov't Center
April 17	April 28/29	April 10	April 23	Mar 27	April 9	Key West	March 26	April 2	April 15	Marathon
										Harvey Gov't Center
May 1	May 12/13	May 8	May 21				April 30	May 7	May 20	Key West
						Marathon Gov't Center				Murray Nelson Gov't Center
				June 12	June 25	Marathon	May 21	May 28	June 10	Key Largo
										Marathon Gov't Center
							June 25	July 2	July 15	Marathon
										Harvey Gov't Center
							July 30	Aug 6	Aug 19	Key West
						Murray Nelson Gov't Center Key Largo				Murray Nelson Gov't Center
				Sept 11	Sept 24		Aug 20	Aug 27	Sept 9	Key Largo
										Marathon Gov't Center
Sept 25	Oct 6/7						Oct 1	Oct 8	Oct 21	Marathon
						Harvey Gov't Center				Harvey Gov't Center
		Oct 23	Nov 5	Oct 30	Nov 12	Key West	Oct 29	Nov 5	Nov 17	Key West
										Murray Nelson Gov't Center
							Nov 18	Nov 24	Dec 9	Key Largo

Meetings venues, dates, and times are subject to change.

DISTRICT ADVISORY COMMITTEE MEETING SCHEDULE 2026

AGENDA DEADLINE	DAC I MEETING DATE	DAC I MEETING LOCATION
FRIDAY	WEDNESDAY	ALL MEETINGS 3:00 P.M.
March 13, 2026	March 25, 2026	Zoom
April 17, 2026	April 29, 2026	Zoom
May 1, 2026	May 13, 2026 Events	TBD
September 25, 2026	October 7, 2026 Captial	Doubletree
AGENDA DEADLINE	DAC II MEETING DATE	DAC II MEETING LOCATION
FRIDAY	TUESDAY	ALL MEETINGS 6:00 P.M.
March 13, 2026	March 24, 2026	Zoom
April 17, 2026	April 28, 2026	Zoom
May 1, 2026	May 12, 2026 Events	TBD
September 25, 2026	October 6, 2026 Captial	Chamber of Commerce
AGENDA DEADLINE	DAC III MEETING DATE	DAC III MEETING LOCATION
FRIDAY	WEDNESDAY	ALL MEETINGS 9:30 A.M.
March 13, 2026	March 25, 2026	Zoom
April 17, 2026	April 29, 2026	Zoom
May 1, 2026	May 13, 2026 Events	Marathon Government Center
September 25, 2026	October 7, 2026 Captial	Marathon Government Center
AGENDA DEADLINE	DAC IV MEETING DATE	DAC IV MEETING LOCATION
FRIDAY	TUESDAY	ALL MEETINGS 2:00 P.M.
March 13, 2026	March 24, 2026	Zoom
April 17, 2026	April 28, 2026	Zoom
May 1, 2026	May 12, 2026 Events	Islander
September 25, 2026	October 6, 2026 Captial	Islander
AGENDA DEADLINE	DAC V MEETING DATE	DAC V MEETING LOCATION
FRIDAY	TUESDAY	ALL MEETINGS 10:00 A.M.
March 13, 2026	March 24, 2026	Zoom
April 17, 2026	April 28, 2026	Zoom
May 1, 2026	May 12, 2026. Events	Murray Nelson Government Center
September 25, 2026	October 6, 2026 Captial	Murray Nelson Government Center

Agenda Item #

G.2.

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

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Operations Manual Update – Allowable Event Expenditures

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025



DATE: November 20, 2025
TO: TDC Board Members
RE: Consideration and Action re: Operations Manual Update – Allowable Event Expenditures

During the review and development of the FY 2027 Fishing and Destination Event Funding application (which are provided in your packet for approval) staff identified several promotional items that would be beneficial to formally include within the list of allowable expenditures.

Summary of Proposed Updates

The following promotional items are proposed for inclusion in Section II

1. Fishing Events

Add the following items to the list of approved promotional/event materials:

- Fishing shirts
- Plastic boat buckets

These items are commonly used in tournaments and fishing-related activities and support both branding and participant functionality.

2. Destination Events

Add the following item:

- Photo booths

Photo booths are increasingly used for visitor engagement, brand visibility, and social media activation, aligning with destination marketing efforts and event enhancement.

Upon TDC approval, these updates will be placed on the January BOCC agenda for approval. Once approved by the BOCC, the updated Operations Manual language will become effective beginning with FY 2027 event agreements.

Approval to update Section II of the TDC Operations Manual as noted above is requested.

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

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Operations Manual Update – DMAP Updates

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

MEMORANDUM

TO: Christine Limbert Kara Franker
Ammie Machan Kaire Lindpere

FROM: Bill Hanbury

RE: TDC Operations Manual Additions and Revisions

DATE: November 14, 2025

Find below proposed additions and revisions to the TDC Operations Manual. We are recommending that these items be approved by the TDC Board, and inserted into the Operations Manual's Section II, entitled: *Basic TDC Policies and Procedures*.

As a point of information for the County Attorney and TDC Board: these proposed items are part of our effort to meet the standards of Destinations International's Destination Marketing Accreditation Program (DMAP). DMAP is a recognized and prestigious accreditation for destination marketing organizations. It demonstrates a commitment to industry best practices and operational excellence. It evaluates core functions — governance, finance, operations, management, IT, sales, and marketing — and confirms the organization is operating effectively and delivering high-quality services to the Florida Keys community and our tourism stakeholders.

1. The TDC Board Members will annually conduct a review of the TDC's Operations Manual. This review shall take place at a regularly scheduled TDC meeting or at a special meeting specific to this subject matter. For new TDC Board Members this review of the Operations Manual is part of their initial TDC Board orientation. The new Board Member orientation will further organizational history, mission, an explanation of the operating budget fiduciary topics, identification of VFK staff, plus TDC Board members and officer's roles and responsibilities. Further, the VFK Strategic Plan and Marketing Plan will be reviewed.
2. The TDC is required to initially approve and adopt the DMAP Code of Ethics as a condition for accreditation by Destinations International. Annually, the TDC will review and reapprove the DMAP Code of Ethics. Further, TDC will

develop a documented process and enforcement protocol to hold industry partners (i.e., DACs Umbrellas, grantees) to a similar Code of Ethics. The DMAP Code of Ethics is as follows:

All organizations undertake to:

- a. Provide exceptional customer service and detailed information on destination products and services.
 - b. Treat all stakeholders, including members of Destinations International, courteously, ethically, and professionally.
 - c. Actively encourage the integration of ethics into all aspects of management of the destination organizations' activities.
 - d. Build collaborative relationships with other destination organization industry professionals and others for the advancement of the profession of destination marketing.
 - e. Handle all inquiries, requests, transactions, correspondence, and complaints promptly, courteously, and fairly.
 - f. Provide clean and well-maintained facilities and equipment for the enjoyment of their customers (members and clients).
 - g. Exercise truth in all promotional materials concerning facilities, services, and amenities provided and advise the public in a reasonable manner if and when unable to provide the level of services or facilities as advertised. Promotional material supplied by the member must be appropriate for all audiences.
 - h. Provide customers with complete details on prices, cancellations policies and services and ensure customers receive fair exchange for their foreign currency where appropriate.
 - i. Promote responsible and sustainable use of environmental resource base when providing services and products to customers.
 - j. Abide by all applicable federal, provincial and municipal laws.
3. At a minimum of a quarterly basis, TDC will receive and review financial reports including income and expense statements and a balance sheet. This process shows a regular review of the organization's financials by the TDC, and it reflects sound fiscal management.
 4. TDC as VFK members will conduct an annual evaluation and future goal setting for the VFK's CEO. The evaluation will be linked to both the organization's overall performance and the CEO's individual performance. This will include Key Performance Indicators (KPIs) established collectively by the TDC Board, VFK Board and CEO at the start of each fiscal year. These KPIs may be both qualitative and quantitative. The annual performance

evaluation of the past fiscal year, and the future KPI goal setting for the new fiscal year should be led by the Chairperson and conducted by a subset of the Board or by the full Board. This process also will accommodate the conditions of the CEO's employment contract with VFK. This task is a critical component of the TDC's governance responsibilities, the functions of VFK as a destination marketing organization, and to ensure implementation and completion of the scope of services as per the contract between VFK and Monroe County.

5. The TDC Board, in concert with VFK leadership, will author, publish, and annually revise (as necessary) an internal Resiliency and Continuity Plan. The Plan shall outline actions necessary to mitigate the impact of potential events that endanger the organization's ability to function. The Plan shall include measures providing for the safety of personnel, plus property and facilities. The Plan will specifically relate to the physical and human assets of the organization. The Plan shall include required interaction with the Monroe County Office of Emergency Management. Further the Plan shall address how staff members "report" when the office is not accessible, and how staff members continue to get paid if the payroll system is not available. NOTE: The Resiliency and Continuity Plan is different than the Crisis Communications Plan which is a public facing document addressing how in-destination visitors (tourists and groups) are communicated with before, during and after a crisis.

6. The Information and Use Policy are authored by VFK staff in concert with VFK technology partners. It currently resides on the Visit Florida Keys website. It shall be reviewed and approved annually by the TDC to reflect evolving standards related to information gathering. Technological innovation requires the Policy be regularly appraised to assure compliance with developing legal guidelines and best practices within the DMO industry. The Information and Use Policy shall be included as a sub-section of the TDC Operations Manual and the VFK Policies & Procedures. The Policy will provide clear privacy expectations by explaining to visitors exactly what information is being collected as they interact with VFK. This includes information that concerns data collection, opt-ins, opt-outs, e-mail address usage, technology solutions, advertising, cookies, and tracking, etc. The Policy will also detail where this information is posted for consumers, employees, and stakeholders.

7. TDC shall perform a formal audit by an independent auditor or a certified public accountant licensed in the state of Florida. Annual audits are strongly recommended; however, biannual audits are required to comply with DMAP standards and industry's best practices. If Monroe County conducts an audit of the TDC's annual report which documents a complete review of tourism-related revenues, expenditures, and financial policies, an additional audit is not required.
8. The TDC Board shall collaborate with VFK leadership to assure best practice media protocols. These protocols should be reviewed annually by the TDC and revised as needed. The TDC Chairperson, or their designee, and VFK CEO, or their designee, are the designated spokespersons for each organization. Matters related directly to the TDC shall be addressed by the TDC Chairperson. Matters related directly to the VFK shall be addressed by the VFK CEO. Matters which mutually effect each organization shall be jointly addressed by the two senior leaders. If there is uncertainty concerning who should lead as spokesperson, the TDC Chairperson and VFK CEO will collaborate on a decision concerning how best to message the appropriate information to the media/public.
9. TDC and VFK are committed to representing the Florida Keys community in a fair and transparent manner. The organization does not have terms and conditions for membership, partnerships, and dues with specific categories and stated benefits. The rationale for not having these formal relationships ensures the organization impartially represents all our public- and private-sector stakeholders. Decisions made concerning which entities will be highlighted in VFK advertising, marketing and communications programs depend on the audience consuming our messaging and the consumers requirements for relevant information. The audience's sentiments, desires, requirements, and wishes are the deciding factors in how we position the Florida Keys tourism product and its affiliated partners in both the public and private sectors.
10. In the future, VFK could present highly defined promotional or advertising opportunities to stakeholders that may require financial investment. However, any programmatic initiative of this nature will need TDC and BOCC

approval before implementation. This approval will be associated with a specific program and will have defined parameters and limitations.

11. The VFK Technology Department will develop and manage the official corporate website for TDC and VFK. The corporate website will reside as a module component of the organization's official consumer-facing website: www.visitfloridakeys.com. Applicable information, such as the organization's annual reports, public presentations in video format, news releases, roster of staff and Board Members, research documents, and audited financial statements, shall be available on the website. The information available on the organization's official website will be reviewed on an annual basis by the TDC Board to assure compliance with DMAP standards, and other applicable industry's best practices.
12. The TDC Board shall conduct a formal, documented, and annual self-evaluation process. This process shall include a review of individual and collective governing body performance. Evaluating the performance of the governing body is important to ensure Board Members demonstrate a continuing commitment to excellence in organizational governance. NOTE: TDC should structure the Board's self-evaluation procedure to assure compliance with open record laws. Once the evaluation procedure is established, it shall be approved by the TDC Board. The evaluation methodology will include assessing TDC's strategic vision, financial oversight, governance practices, evaluating risk management and resiliency, compliance with all applicable statutes and regulations, TDC interaction with stakeholders and embracing industry changes. This self-evaluation process shall be under the purview of the TDC Chairperson.
13. The TDC shall annually analyze opportunities to stabilize, increase, or diversify organizational revenue resources. This analysis will be accomplished by allocating specific time at a TDC Board meeting(s) for this topic to be discussed. These conversations may be connected to the strategic planning process. Given the recent proposed legislative changes to the Tourist Development Tax statute, diversification and growth of revenue streams are becoming more critical to the future success of the TDC and VFK in an increasingly competitive DMO environment. These discussions should

strategically consider both public and private sector options. TDC may discuss and recommend to the BOCC expanding revenues through such methods as appropriate: special assessment districts, memberships, partnerships, corporate sponsorships, co-op marketing, plus private sector investments in workforce development and brand initiatives.

14. The TDC Chairperson shall work with the VFK CEO to author and implement a Succession and Backup plan for all critical positions, roles, and responsibilities which impact the day-to-day operation of the organization. The new plan shall be written and initially approved by the TDC Board for submission as subsections to the Operations Manual and VFK Policies & Procedures. This Plan will provide proper documentation to support the team in the event of someone's absence or an emergency. The TDC Chairperson and VFK CEO will collectively be responsible for the annual Plan updates at the start of the fiscal year. The Succession and Backup Plan will assure organizational continuity and resilience. This documentation shall be made available on the official organizational website to community stakeholders. The public needs to know the TDC and VFK are intentional about continuity and leadership. Further, documentation on how executive employment searches will be undertaken should be included in the Plan, and pathways identified for both internal and external candidates to be considered for future employment.

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

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Operations Manual Update – Media Buy

ITEM BACKGROUND:

Since approval of the Media Buy Process at the October 28, 2025 meeting, there have been updates to the process. The Marketing team has worked with the Attorney's office, Purchasing department and the Clerk's office on these updates. Approval of the attached process is requested for inclusion in the TDC Operations Manual. Upon approval, this item will be placed on the January BOCC meeting agenda for final approval.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025



VFK Media Payable Process for Paid Media for Monroe County **TDC**

Media Buy Insertion Orders And Payables

Insertion Orders (IO) serve as a contract between VFK and the media vendor. The following applies to IO as applicable:

- The Insertion Orders will include the not to exceed media budget amount.
- Insertion Order will include VFK Sr. Director of Marketing signature and Starmark signature. Typed version of both names will be added below each signature
- Media placement will not exceed total media budget over the date range.
- The Impressions to be delivered in full will be included in the IO.
- If Impressions are not applicable, IE events and video shoots, the invoice can be processed without the Summary Impression Statement.

Each medium will require the following documents:

- Print Media Payables: Invoice at flat rate by month of publication
- Out of Home: Invoice at flat rate
- Traditional Radio invoices: Include spot times, notarized invoice and script
- Traditional Television invoices: Includes spot times and notarized invoice.
- Podcast / Streaming audio: includes notarized invoice, script and audio link
- Streaming Video: Invoice monthly based on delivered impressions at Cost Per Thousand (CPM) against master insertion order that may have multiple months in order to achieve a better CPM based on volume. Video link
- Digital Media Payables: Invoice monthly based on delivered impressions at Cost Per Thousand (CPM) against master insertion order that may have multiple months in order to achieve a better CPM based on volume. Screenshots of creative

Starmark Team Supplier (Media Vendor) Management

The Starmark Team will include the following with the billing packet:

- Invoice Summary
- Invoice appended with the PO, Cost Center and Spend Category
- Proof of Performance
- Monthly Report (where applicable)
- Signed Insertion Order (IO)
- Rolling monthly summary for spend and impressions delivered

The Starmark Team will review the media invoice along with proof of performance prior to submitting it to the Visit Florida Keys Sr. Director of Marketing for further review and verification prior to moving it to process with Clerk of Court and Comptroller.

VISIT FLORIDA KEYS
1201 White Street, Suite 102
Key West, Florida 33040



All media invoices will be paid directly to the media vendors by Monroe County BOCC, but only upon review and verification of supporting documentation verifying the media invoice and proof of performance by the Monroe County Clerk of Court and Comptroller.

VFK Team Supplier (Media Vendor) Management

Supplier (Vendor) Management

VFK accounting associates are responsible for managing suppliers (vendors) used for the purchase of goods or services. Following are steps for ensuring that supplier information is up-to-date and secure in Workday.

To create a new supplier:

1. Starmark will initially submit to VFK Staff a current IRS W-9 for each new vendor along with a completed Monroe County New Vendor Form. Starmark is responsible for obtaining and ensuring that all documentation is properly completed by vendors prior to submission for the creation of a new supplier. Files must be identified in the following manner:

- W-9: Vendor Name W9 Year
- New Vendor Form: Vendor Name Vendor Form Notarized
- Electronic Payment: Vendor Name File Type Name

2. VFK staff: VFK accounting associates will be the supplier's main contact. The VFK accounting associates will review the new vendor form prior to sending to Payroll Specialist/(David Grimm) at the Clerk's office to have the supplier created in Workday. VFK Staff will be responsible for ensuring that all documentation is properly submitted and will correct any errors and resubmit documentation when necessary.

3. Clerk's office: The completed W-9 form and New Vendor Form along with the supplier's banking information will be uploaded into Workday as an attachment to create the Supplier.

To submit a media vendor invoice for payment:

1. Media Vendor Payables will be addressed to:

VISIT FLORIDA KEYS
1201 White Street, Suite 102
Key West, Florida 33040

fla-keys.com
800-648-5510
305-296-1552



Monroe County BOCC
C/o Sherene Irani, Sr. Director of Marketing
1201 White Street
Suite 102
Key West, FL 33040

2. Media Stewardship & Payable Processing: The Starmark Team will first be reviewing all media invoices along with proof of performance and submitting it to the VFK Sr. Director of Marketing for final review and approval. Starmark will request that the vendor update the invoice date if proof of performance is delayed.

After Proof of Performance is reviewed and deemed complete the Starmark team will append the following on the face of the invoice for ease of processing prior to submitting to VFK for final review and approval:

Example:
Purchase Order number
Fund: 116
CC: 76065
PY SC: SC_00036

Each media invoice will be saved as a PDF with Proof of Performance attached ready for processing.

The following is an example of the file naming convention for the PDF:

Worthit 3561 April 25
Vendor Name Invoice Number Month FY
Purchase Order
Fund: 116
Cost Center: 76065
Spend Category: 00036

An invoice summary sheet will be included with each batch of media payables on Monday of each week to VFK Team via Google Drive Folder assigned to VFK Media.

Approved invoices with proof of performance will then be submitted from the VFK Sr. Director of Marketing to the VFK accounting associates for processing by the Clerk's Office for payment.

VISIT FLORIDA KEYS
1201 White Street, Suite 102
Key West, Florida 33040

fla-keys.com
800-648-5510
305-296-1552



Purchase Orders

When creating the Requisition for a Purchase Order for Media Buys, the following will be included in the Internal Memo:

Per Attachment A Scope of Work of the agreement with the BOCC, Starmark is responsible for assisting with media buys. These purchases are exempt from price quotes and/or competitive solicitations per the attached policy.

Only these three documents need to be attached:

- Executed insertion order agreement with VFK Sr. Director of Marketing and Starmark signature. Typed version of both names will be added below each signature
- Verify the amounts, Cost Center (CC) and spend category match.
- Page from TDC Purchasing Policy on Media Buys

VFK accounting associates will create one purchase order per vendor, per line of product. The purchase order will include the media spend per product (ex: Afar / brand awareness/generic).

Advertiser: Visit Florida Keys & Key West

Products: VFK: Brand Awareness
VFK: Key West
VFK: Islamorada
VFK: Marathon
VFK: Key Largo
VFK: Lower Keys
VFK: Fishing
VFK: Diving / Eco-Tourism
VFK: Cultural

Changes to Purchase Order(s) or issuance of New Purchase Order(s): In order to be good stewards of the advertising expenditure and have an effective return on ad spend, change orders to purchase orders (PO) will be used as necessary. Change order or issuance of a new PO will be utilized when appropriate to allow the VFK marketing team the ability to shift spending between vendors within Product categories when necessary.

VISIT FLORIDA KEYS
1201 White Street, Suite 102
Key West, Florida 33040

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

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement with CBT Construction for Islamorada Office Renovation

ITEM BACKGROUND:

Attached

Additional Information:

[Island Villa Quote](#)

[Quote Tracker](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$28,800

ALLOCATED FROM: 116-76007-SC 00062

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025



DATE: November 19, 2025
TO: TDC Board Members
RE: Recommendation for Design Services - 85960 Overseas Hwy, 2nd Floor, Islamorada, FL 33036, Islamorada Office Renovation

Recommendation for Design Services

The purpose of soliciting quotes was to obtain professional design services for the renovation of the Monroe County Tourism Development Council / Visit Florida Keys Islamorada office located at 85960 Overseas Hwy, 2nd Floor, Islamorada, FL 33036.

The goal of this project is to modernize and reconfigure the approximately 5000 square foot space to better reflect the TDC's mission and to create a more functional and welcoming workplace for staff and visitors.

Two proposals were received in response to the request for quotes.

CBT Construction/Keystone Design submitted a proposal totalling \$28,800.00 and Island Villa Construction submitted a proposal totalling \$29,181.25. Songer Construction and Native Construction Contracting confirmed receipt of the RFQ and performed a walk-thru but did not submit proposals for this project.

Both CBT Construction/Keystone Design and Island Villa Construction are qualified and responsive, each offering comprehensive design services at similar price points. Both proposals meet the scope requirements with the essential architectural, engineering, and design services to enable successful permit approval and renovation. CBT Construction/Keystone design has confirmed compliance with insurance requirements, even though it is not listed as separate line item.

Given the due diligence in soliciting quotes and the alignment of both proposals with TDC needs, the recommendation is to proceed with CBT Construction/Keystone Design LLC (\$28,800.00) for this project as the lower of the 2 options, contingent on final review and negotiation of contractual terms.

During the FY26 budget approval, \$900,000 was allocated and approved for office renovations between Key West and Islamorada.

Approval is requested to proceed to enter into an agreement with CBT Construction / CBT Construction/Keystone Design LLC for design services in the amount of \$28,800.

Christine Limbert, Sr. Asst. County Attorney, will prepare a formal agreement to place before the BOCC for approval.

Keystone Design LLC

88900 Overseas Hwy, Unit 4
Tavernier, FL 33070
Dylan Rzepka 216-644-9436
FL License Number AR104216

Bill To:

Monroe County Tourist
Development Council
85960 Overseas Hwy
Islamorada FI 33036

November 18, 2025,
Estimate # 202501
Business / Tax # L25000357964
In partnership with CBT Construction

Scope of Work:

Total:

Architectural Design - \$5.5 x 4800 SQFT \$26,400.00
Renovation for TDC at the Stahl Building. Full permit set of Architectural, Electrical, Mechanical,
and plumbing plans to be approved by the Village of Islamorada. If corrections are required, all
necessary corrections for permit approval will be completed.

Architectural Renders - \$0.5 x 4800 SQFT \$2,400.00
Interior Renders

Subtotal:

\$28,800.00

Total:

\$28,800.00

Terms and Conditions:

This estimate is valid until January 28th 2026.

Payment terms: Physical Check made out to "Keystone Design LLC", Delivered to 88900 Overseas Hwy, Unit 4, Tavernier, FL 33070, or hand delivered to a Keystone Design LLC employee.

All work is performed in accordance with standard industry practices. The Client agrees that the total aggregate of liability of Keystone Design LLC, due to errors, omissions, or negligent acts, shall not exceed the total fee for services rendered by Desiano Design for this project. By signing this agreement, the Client waives all consequential damages or indirect losses that result from design errors. Changes to the scope may result in additional costs. The client may terminate this agreement at any time by written notice. However, payment for services rendered will be due as if the current phase had been completed.

Accepted By:

Client Signature: _____

Dylan Rzepka: _____

Date: _____

Date: _____

Agenda Item #

G.5.

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

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: FY 2027 Destination/Turnkey Event Application

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

MEMORANDUM

To: Monroe County Tourist Development Council and Visit Florida Keys

From: Maxine Pacini, Senior Director of Grants and Budget
Crystal Blaskis, Senior Director of Community Programs & Events

Date: November 19, 2025

Subject: Consideration and Action re: FY 2027 Destination/Turnkey Event Funding Application, Score Sheets and Approval to Advertise

Attached is the proposed FY 2027 Destination/Turnkey Event Funding Application, draft schedule and sample worksheet for events taking place between October 1, 2026, and September 30, 2027. Application Period: Covers events scheduled October 1, 2026 – September 30, 2027. Pre-Promotion Eligibility: Destination Events scheduled between October 1, 2027 – December 31, 2027 may apply for pre-promotion funding only. Promotional Deadline: All promotional activities must be completed prior to September 30, 2027.

After substantial review and discussions with community leaders and users of the application, we have made some exciting key changes in the revision of the upcoming application process.

Summary of Key Changes:

The following updates have been made to improve clarity, streamline the application process, and enhance the program's effectiveness:

- **Cover Page & Table of Contents:** Added a cover page and table of contents for easy reference.
- **Improved Format:** Instructions have been moved to the beginning of the document for better flow and ease of use for both applicants and reviewers.
- **Dedicated Contact:** A new email address, grants@fla-keys.com, has been created to centralize communication and provide direct support for grant-related inquiries.
- **Expanded Content:** The application now includes additional sections focused on Destination Stewardship, and Community Involvement. Definitions for each of these areas have been added to ensure clarity regarding the program's goals and expectations.
- **Updated Reference Tables:** Tables showing the available number of room nights and points for event timing have been revised to reflect the most current data and evaluation standards.
- **Rain Date Option:** An option for applicants to provide a rain date for their event has been added to ensure flexibility and accurate scheduling in case of inclement weather.

- **Interactive Forms:** Links have been added within the application to make all forms fillable, improving accessibility and simplifying the submission process.

Upon approval by the TDC at the December 4, 2025 meeting, we will forward the application to the BOCC for final approval.

Note: Prior to advertising additional format changes may be made to the attached application but the intent of the application will remain the same.

DESTINATION/TURNKEY EVENT SCHEDULE FY 2027

TDC APPROVAL TO ADVERTISE:	December 4, 2025
BOCC APPROVAL TO ADVERTISE:	January 28, 2026
NOTICES SENT TO INTERESTED PERSONS:	Week of January 26, 2026
REMINDER AND WORKSHOP NOTICE:	Week of February 23, 2026
ADVERTISE RFP:	After January 28 th BOCC Meeting
APPLICATION WORKSHOP:	March 4, 2026 (10:00 a.m)

Approx. 59 DAYS

DEADLINE: **March 25, 2026** (Tentative)

Send Applications to DAC Members	April 27, 2026
DAC DEADLINE:	May 1, 2026
DAC APPROVAL:	May 12 and 13, 2026
TDC APPROVAL:	June 25, 2026

BOCC APPROVAL AFTER SEPTEMBER 2026

Monroe County Tourist Development Council

Destination – Turnkey Event Funding Application

FY 2027

DRAFT

October 1, 2026 – September 30, 2027
Monroe County Tourist Development Council

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Request for Applications (RFA) for Destination/Turnkey Events

All respondents must use the current application downloaded from the County's electronic bidding platform:

- <https://monroecounty-fl.bonfirehub.com> OR www.monroecounty-fl.gov/BonfireBids

Use of any other application will result in rejection. All instructions within the application must be followed in full; incomplete or incorrectly submitted applications will not be accepted.

APPLICATION DEADLINE: March 25, 2026 (Tentative)

Additional access information for the Zoom meeting can be found in the legal notice posted on the County's electronic bidding platform at [Bonfire](#).

All inquiries and correspondence—other than submission of applications—should be directed to the Monroe County Tourist Development Council:

Contact: Maxine Pacini or Crystal Blaskis – grants@Fla-Keys.com

Legal and Public Notice Requirements

Pursuant to F.S. § 50.0211(3)(a), all published competitive solicitation notices can be viewed at www.floridapublicnotices.com, the searchable statewide repository for published legal notices. Submission requirements and selection criteria may also be accessed through the County's electronic bidding platform:

- <https://monroecounty-fl.bonfirehub.com> OR www.monroecounty-fl.gov/BonfireBids

Public records are available upon request.

Submission Requirements

The Monroe County Purchasing Department **only** accepts bids via the Bonfire electronic bidding platform.

- Do **not** email, mail, or deliver sealed bids in person. Emailed, mailed, or physically delivered submissions **will not be accepted**.

All bids must be submitted electronically through [Bonfire](#) no later than **5:00 P.M. on March 25, 2026**.(Tentative)

*There is **no cost** to use the Bonfire platform.*

Confidential Financial Information

Do not include confidential financial information in your main proposal documents. Separate upload categories are provided in Bonfire for confidential financials. All proposals will be made public on the Bonfire platform after an intended decision or **30 days (whichever is earlier)**, unless bids/proposals are rejected under F.S. 119.071.

Any financial information submitted within the main proposal will not be treated as confidential and will be viewable to the public under Florida public records law.

Bid Opening

The bid opening for this solicitation will be held **virtually at 9:00 A.M., on March 26, 2026**.

You may call in by phone or internet using the following:

Join Zoom Meeting

<https://mcbocc.zoom.us/j/4509326156>

Meeting ID: 4509326156

One tap mobile:

+16465189805,,4509326156# US (New York)

+16699006833,,4509326156# US (San Jose)

Dial by your location:

+1 646 518 9805 US (New York)

+1 669 900 6833 US (San Jose)

IMPORTANT INSTRUCTIONS

Read all information on pages 2–17 before completing the application.

Submit only the application form (pages 19–38).

Submit each application as a single PDF document. *Confidential Financial Information should be submitted separately to ensure it remains confidential.*

EVENT FUNDING PROCESS

The Monroe County Tourist Development Council (TDC) administers the four-cent (4¢) tourist development tax to promote the Florida Keys. Each year, eligible Florida-registered entities may apply for event funding, which is reviewed by the District Advisory Committees (DAC) and approved by the TDC. Final contracts are submitted to the Monroe County Board of County Commissioners (BOCC) for approval.

DEFINITION OF AN EVENT

The Special Event Funding Program supports organized annual events that generate overnight visitors for multiple Monroe County lodging properties, provide out-of-area marketing exposure, and are open to the public. Examples of qualifying events include festivals, concerts, and sporting events.

To qualify, events must demonstrate the ability to attract overnight visitors and promote the destination, with event-based entertainment for existing visitors considered a secondary benefit.

The TDC will only consider reimbursement of eligible marketing expenditures that specifically promote the contracted event, as approved by the TDC and the BOCC, and not the regular programming of a business, organization, or facility.

DESTINATION EVENTS

For the purposes of this solicitation, a Destination Event is defined as an event developed and produced to entertain the public and promote tourism in the Florida Keys and Key West. To qualify, the event must demonstrate the ability to generate overnight visitors and enhance the destination's brand, with on-site entertainment for existing visitors considered a secondary benefit. Funding is limited to marketing purposes only (e.g., advertising, promotions, public relations, etc.).

The event sponsor—defined as the production agent primarily responsible for producing the event and requesting funding—shall serve as the contracting party. A list of permissible marketing expenditures is provided in Exhibit A of the Sample Destination Event Agreement, (available on the [Monroe County website under Tourist Development Council](#)). Reimbursement will not be provided for items not listed in Exhibit A.

TURNKEY EVENT

A Turnkey Event is defined as an all-inclusive event for which the event contractor assumes full financial responsibility for all aspects of production, promotion, and management. Payment under a Turnkey Event contract will be made only after the event has been completed and documentation has been provided showing that all contracted services have been fulfilled.

When evaluating a request for Turnkey Event funding, the District Advisory Committee (DAC) may specify within the contract scope of services certain marketing components deemed important to the success of the event.

If a Turnkey Event is delayed or canceled for any reason, no payment will be issued, regardless of the contractor's out-of-pocket expenses. The TDC strongly recommends that event contractors obtain insurance covering cancellation or delay due to force majeure or other unforeseen circumstances.

The DAC reserves the right to deny funding for an event proposed as a Turnkey Event and instead consider the application under the criteria for a Destination Event.

APPLICANT RESPONSIBILITIES

Eligibility

Applicants must meet all of the following criteria:

- Be a public entity governed by a county or municipality, **OR**
- Be a for-profit or not-for-profit organization, **OR**
- Be a private business in good standing with the Florida Division of Corporations.
- Have a verified registration at www.sunbiz.org.
- Include a Sunbiz printout confirming registration.

Workshop

- It is strongly recommended to attend the virtual workshop on funding guidelines – **March 4, 2026**

Application Preparation

- All preparation/submission costs are the responsibility of the applicant.
- Required attachments labeled with Exhibit number in the top right corner.

Submission Requirements

- Current application must be submitted via the Monroe County bidding platform.
- Submitted before the exact date, time, and method listed on page 4 of the application.
- Late applications will **not** be accepted.

Reference Materials

- Reviewed online materials listed in the application checklist.
- A sample contract and the scoring system to be utilized are provided for applicants to familiarize themselves with.

IMPORTANT INFORMATION

Applicants who are uncertain whether their event qualifies are encouraged to consult with the TDC Administrative Office prior to beginning the application process by emailing grants@fla-keys.com.

Applicants are strictly prohibited from lobbying, soliciting, or attempting to influence Advisory Committee members and/or TDC Board members in any manner that could affect the outcome of the review, discussion, or negotiations regarding funding allocations or contract awards. Any such action may result in withdrawal of the application from consideration.

Applications are considered complete upon submission and must be able to stand alone. No additional information may be submitted after the deadline, except in response to requests from the TDC Administrative Office or to answer questions posed by the DAC during the allocation meeting. DAC recommendations for funding are limited to allocations that do not exceed the amount requested by the applicant. Funding requests may be denied, reduced, or approved at the requested level. Applicants should note that achieving the minimum required score for eligibility does not guarantee funding.

All information submitted as part of the application process is considered a public record under the laws of the State of Florida, except when an exemption is applicable. For example, "financial information" which has been asserted as "confidential" by the applicant may be exempt from public records request.

The Applicant, if awarded funding, understands and agrees to execute an agreement with Monroe County and will be subject to and shall comply with all terms and conditions as set forth in the Sample Destination or Turnkey Event Agreement.

DOWNLOAD AND SUBMISSION OF APPLICATION

All applicants must use the current application form available through the County's electronic bidding platform at <https://monroecounty-fl.bonfirehub.com> or www.monroecounty-fl.gov/BonfireBids. Applications submitted on any other form will be rejected. All instructions within the application must be followed precisely; failure to do so will result in the application not being accepted.

If additional rounds of FY 2027 funding are announced, applicants must download the updated application form provided for that round. Use of a prior version will result in rejection of the application.

Applications must be uploaded to the County's electronic bidding platform by the deadline and in the manner specified on the first page of the application. It is the sole responsibility of the applicant to ensure that the application is successfully submitted and received before the stated deadline.

WORKSHOPS FOR APPLICANTS

A workshop will be held via Zoom for applicants interested in applying for event funding. Attendance is strongly recommended. **(Details are subject to change and may be confirmed by emailing grants@fla-keys.com)**

Topic: FY 2027 Destination/Turnkey Event Funding Workshop

Time: March 4, 2026 10:00 AM Eastern Time (US and Canada)

Join Zoom Meeting: <https://zoom.us/j/95860265599?pwd=sIfifNZasbIXoswnbfKYAMDQ2fAxZ.1>

Meeting ID: 958 6026 5599

Passcode: 023599

CRITERIA FOR SCORING OF APPLICATION

Each DAC will review and score event applications during the allocation meeting. Scoring will be conducted on a scale, with 1 being the lowest.

Following evaluation, scores will be tabulated. Applications that do not achieve a minimum score of 24 points or higher from a majority of the seated members will not be considered for funding. Applications meeting the minimum requirement will be ranked in order of average score, with the highest scoring events receiving priority. In the event of a tie, the highest score in the **Timing of Event** category will serve as the determining factor. For ease of reference, point allocations are listed at the end of each Exhibit. A sample scoring sheet is available here: [Sample Score Sheets](#)

The minimum threshold has been established to ensure that events demonstrating strong merit in the following areas are prioritized for consideration:

- **Primary Purpose of Event, Itinerary & Room Nights**
- **Destination Stewardship & Community Involvement**
- **Timing of Event**
- **Strength of Marketing Plan and Organizations Financial Commitment to Event Promotion**
 - Clearly define **target audiences** and how they will be reached.
 - Outline **digital and social media strategies**, including platforms, frequency, and engagement goals.
 - Describe how **return on investment (ROI)** will be measured, including overnight room nights and marketing reach.
- **Action Plan**

Events scoring well in these categories should meet the minimum threshold regardless of the **Timing of Event**. Events that are moderately strong in these categories will need to demonstrate thoughtful scheduling—such as being held during slower months or generating mid-week overnight stays—to achieve the minimum score. Events that are weak in these core categories will not meet the threshold for consideration.

Applicants should note that meeting the minimum score requirement does not guarantee funding. Funding decisions remain subject to overall ranking, available resources, and DAC recommendations.

DESTINATION STEWARDSHIP & COMMUNITY INVOLVEMENT

Destination Stewardship & Community Involvement is the ongoing responsibility of managing tourism in a way that creates a net positive impact for people, nature, and communities. It means ensuring that tourism aligns with local values, protects the environment, and supports both residents and visitors.

The goal is to improve the overall quality of life, for the community, for visitors, and for the natural and cultural resources that make the destination unique.

Destination Stewardship & Community Involvement is guided by four key principles:

1. **Economic Prosperity** – sustaining local economies and creating opportunities.
2. **Environmental Conservation & Ecological Balance** – protecting ecosystems and natural resources.
3. **Social Well-Being** – enhancing the quality of life for residents and ensuring equitable benefits.
4. **Cultural Protection & Respect** – safeguarding heritage, traditions, and community identity.

PRE-PROMOTION

Destination Events scheduled to take place between **October 1, 2027, and December 31, 2027** may apply for pre-promotion funding. All promotional activities and related expenditures must be completed and paid for **prior to September 30, 2027**.

Reimbursement will be limited to **eligible marketing expenses** approved in the event contract, in accordance with TDC and BOCC guidelines.

DISTRICT SPECIFIC INFORMATION

Each applicant must review the district-specific pages provided in this packet. These pages include estimates of available room nights in each district and outline the number of room nights required to replenish the bed tax dollars allocated to an event.

Applicants are expected to use this information when preparing funding requests and to demonstrate how their event will contribute to meeting or exceeding these room night requirements.

Because room night generation is a key factor in the scoring process, applicants should clearly connect their event's projected overnight impact to the replenishment of bed tax dollars within the appropriate district.

DISTRICT I APPLICANTS ONLY

(Encompassing the City Limits of Key West)

When applying for funding, applicants must consider the number of lodging units available within District I, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:

District I: Key West	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	6230
Vacation Rentals	1125
RV Park & Campground	0
Total:	7355
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the DAC retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

Table 2:

District I: Key West	
Funding Level	Room Nights
\$10,000	1,440
\$17,000	2,450
\$25,000	3,610
\$35,000	5,050
\$50,000	7,210
\$75,000	10,820
\$100,000	14,420
\$120,000	17,310
\$150,000	21,630
\$175,000	25,240
\$200,000	28,850

DISTRICT I CONTINUED

Timing of Event

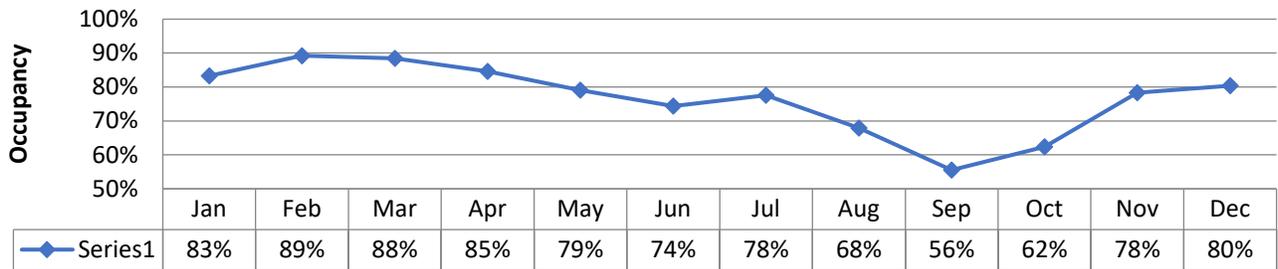
Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District I reached each occupancy level.

Table 3:

District I – Timing of Event Scoring		
Events Held when average occupancy is:	Receive score of:	District I: Dates for Each Occupancy Range:
0% to 75%	3	June, August - October
76% to 85%	2	January, April, May, July, November, December 1-22
86% to 100%	0	December 25-31, February – March, Martin Luther King Jr., Memorial Day & Independence Day Weekends, and Lobster Mini Season Week

District I Two Year Average Occupancy Trends By Month



District II Applicants Only

(From the City Limits of Key West to the West end of the Seven Mile Bridge)

When applying for funding, applicants must consider the number of lodging units available within District II, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:	
District II: Big Pine Key & The Lower Keys	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	327
Vacation Rental	295
RV Park & Campground	1,202
Total	1,824
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the DAC retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

Table 2:		
District II: Big Pine Key & The Lower Keys		
Funding Level	Hotel/Motel/B&B Room Nights	RV/Campground Room Nights*
\$5,000	760	1,510
\$7,500	1,130	2,270
\$10,000	1,510	3,030
\$15,000	2,270	4,540
\$20,000	3,020	6,050
\$25,000	3,780	7,560
*As DAC II has minimal participants in the Smith Travel Research program, published rates were used to determine room nights. Room nights is further broken down for this DAC by lodging type as a super majority of DAC II lodging units are RV Park & Campground sites. Little Palm Island is excluded from calculations.		

DISTRICT II CONTINUED

TIMING OF EVENT

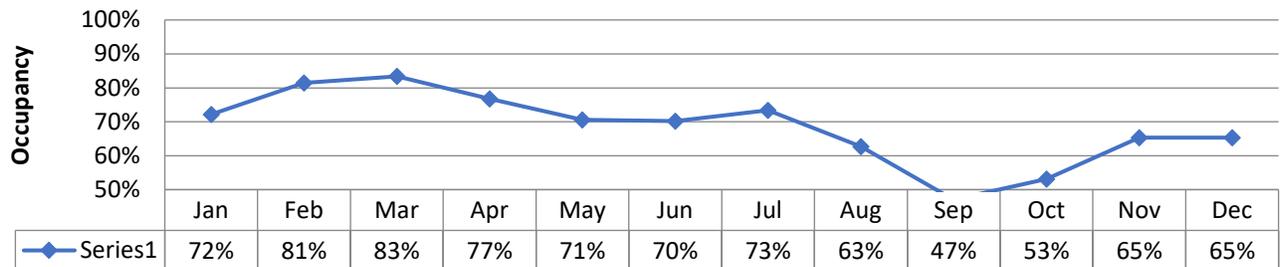
Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District II reached each occupancy level.

Table 3

District II – Timing of Event Scoring		
Events held when average occupancy is:	Receive Score of:	District II: Dates for each occupancy range
0% to 59%	5	September & October
60% to 69%	4	August, November & December 1-24
70% to 79%	3	January & April – July
80% to 100%	2	February - March
	0	December 25-31, Martin Luther King Jr., Memorial Day & Independence Day Weekends, & Lobster Mini Season Week

District II Two Year Average Occupancy Trends By Month



District III Applicants Only

(From the west end of the Seven Mile Bridge to the Long Key Bridge)

When applying for funding, applicants must consider the number of lodging units available within District III, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:	
District III: Marathon	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	2325
Vacation Rental	1884
RV Park & Campground	725
Total	4934
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the DAC retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

Table 2: District III: Marathon	
Funding Level	Room Nights
\$5,000	780
\$10,000	1,570
\$20,000	3,130
\$30,000	4,700
\$40,000	6,260
\$50,000	7,830

DISTRICT III CONTINUED

TIMING OF EVENT

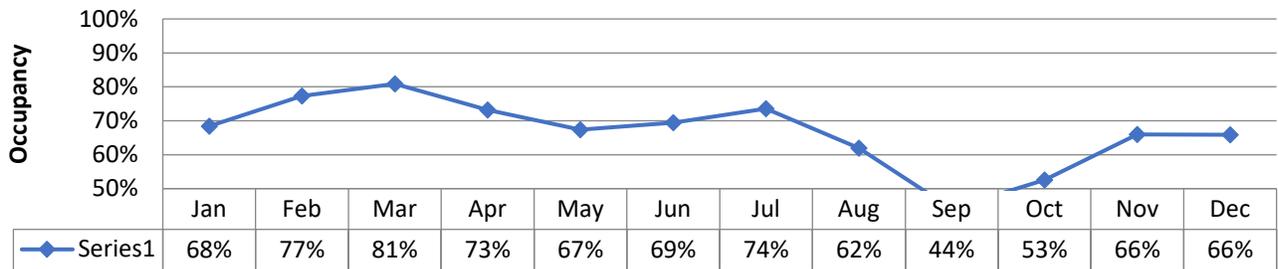
Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District III reached each occupancy level.

Table 3

District III – Timing of Event Scoring		
Events held when average occupancy is:	Receive Score of:	District III: Dates for each occupancy range
0% to 59%	5	September & October
60% to 69%	4	January, May-June, August, November – December 23
70% to 79%	3	February, April and July
80% to 100%	2	March
	0	Martin Luther King Jr., Memorial Day & Independence Day Weekends & Lobster Mini Season Week

District III Two Year Average Occupancy Trends By Month



DISTRICT IV APPLICANTS ONLY

(Between Long Key Bridge and mile marker 90.939)

When applying for funding, applicants must consider the number of lodging units available within District IV, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:	
District IV: Islamorada	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	1566
Vacation Rental	467
RV Park & Campground	109
Total	2142
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the DAC retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

Table 2: District IV: Islamorada	
Funding Level	Room Nights
\$10,000	1,390
\$15,000	2,090
\$20,000	2,790
\$25,000	3,480
\$30,000	4,880
\$40,000	5,580

DISTRICT IV CONTINUED....

TIMING OF EVENT

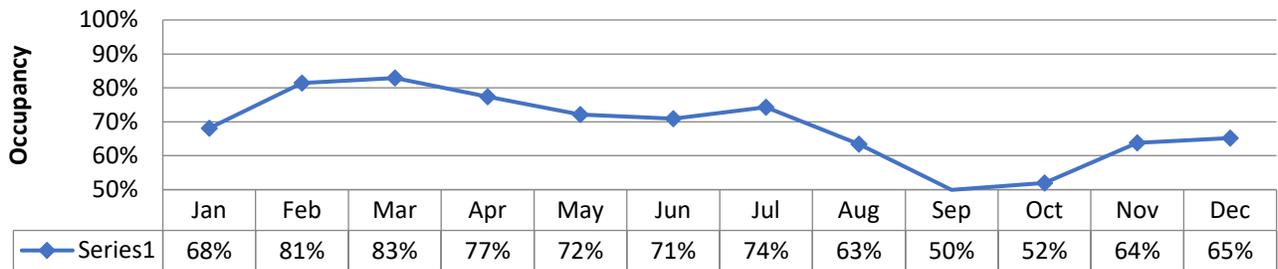
Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District IV reached each occupancy level.

Table 3

District IV – Timing of Event Scoring		
Events held when average occupancy is:	Receive Score of:	District IV: Dates for each occupancy range
00% to 69%	4	January, August – December
70% to 79%	3	April - July
80% to 84%	2	February - March
85% to 100%	0	Martin Luther King Jr., Memorial Day & Independence Day Weekends & Lobster Mini Season Week

District IV Two Year Average Occupancy Trends By Month



District V Applicants Only

*(From mile marker 90.940 to the Dade/Monroe County line
& any mainland portions of Monroe County)*

When applying for funding, applicants must consider the number of lodging units available within District V, as this represents the maximum number of room nights that may be sold per day. Refer to **Table 1** below for current estimates. Please note that the number of lodging units is subject to fluctuation.

Table 1:	
District V: Key Largo	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	1906
Vacation Rental	851
RV Park & Campground	379
Total	3136
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations and return on investment, it is essential to understand how the revenue supporting these allocations is generated. **Table 2** illustrates, based on the average lodging rates for the past two years, the number of room nights that must be sold within this District to generate sufficient two-penny bed tax revenue for each level of event funding. This chart provides context for the value of the bed tax dollar supporting each funding level.

While the District Advisory Committee (DAC) retains discretion in evaluating funding allocations, applicants should be aware of the relationship between room night generation and the revenue available for event support.

Table 2:

District V: Key Largo	
Funding Level	Room Nights
\$10,000	1,620
\$15,000	2,430
\$20,000	3,250
\$25,000	4,060
\$30,000	4,870
\$35,000	5,680
\$40,000	6,490

DISTRICT V CONTINUED

TIMING OF EVENT

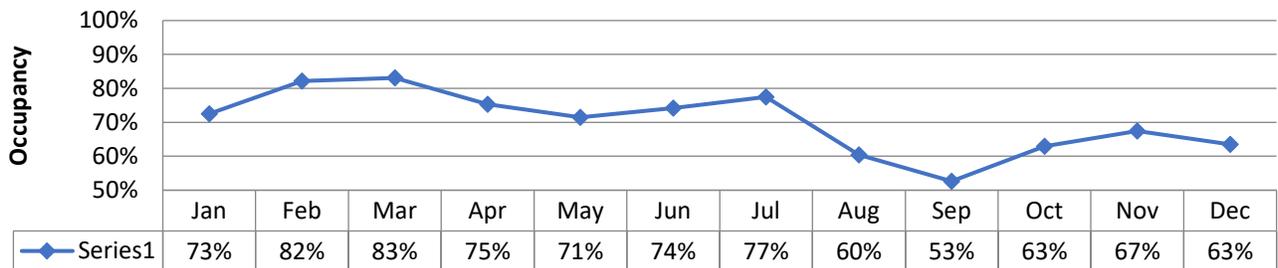
Events are scored in part on the timing of when they occur during the calendar year. Events scheduled in the **shoulder season** or **off-season** receive higher scores, while additional points are awarded for events held **mid-week**.

The scoring is based on the average occupancy rates for the past two fiscal years, as reported by Smith Travel Research (STR). Please note that STR data does **not** include vacation rentals. Points are assigned according to occupancy level ranges. **Table 3** below outlines the point values for each range and shows the periods during the past two fiscal years when District IV reached each occupancy level.

Table 3

District V – Timing of Event Scoring		
Events held when average occupancy is:	Receive Score of:	District IV: Dates for each occupancy range
0% to 59%	5	September
60% to 69%	4	August, October, November, & December
70% to 75%	3	January, April, May, & June
76% to 85%	2	February, March, & July
86%-100%	0	Martin Luther King Jr., Memorial Day & Independence Day Weekends and Lobster Mini Season Week

District V Two Year Average Occupancy Trends By Month



FY 2027 CALENDAR

<p style="text-align: center;">October 2026</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Su</th><th>Mo</th><th>Tu</th><th>We</th><th>Th</th><th>Fr</th><th>Sa</th> </tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> <tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr> <tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr> </tbody> </table>	Su	Mo	Tu	We	Th	Fr	Sa					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<p style="text-align: center;">November 2026</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Su</th><th>Mo</th><th>Tu</th><th>We</th><th>Th</th><th>Fr</th><th>Sa</th> </tr> </thead> <tbody> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	Su	Mo	Tu	We	Th	Fr	Sa	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						<p style="text-align: center;">December 2026</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Su</th><th>Mo</th><th>Tu</th><th>We</th><th>Th</th><th>Fr</th><th>Sa</th> </tr> </thead> <tbody> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td></tr> </tbody> </table>	Su	Mo	Tu	We	Th	Fr	Sa			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31									
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Holidays:

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| <p>Oct 12, 2026 Columbus Day</p> <p>Nov 11, 2026 Veterans Day</p> <p>Nov 26, 2026 Thanksgiving Day</p> <p>Dec 25, 2026 Christmas Day</p> <p>Jan 1, 2027 New Year's Day</p> <p>Jan 18, 2027 Martin Luther King Jr. Day</p> <p>Feb 15, 2027 Presidents' Day</p> | <p>May 31, 2027 Memorial Day</p> <p>Jun 18, 2027 'Juneteenth' day off</p> <p>Jun 19, 2027 Juneteenth</p> <p>Jul 4, 2027 Independence Day</p> <p>Jul 5, 2027 'Independence Day' day off</p> <p>Sep 6, 2027 Labor Day</p> |
|--|---|

YOUR APPLICATION BEGINS
ON THE FOLLOWING PAGE
– **THIS IS THE PART YOU SUBMIT**

APPLICATION FOR EVENT FUNDING

For Events Taking Place Between October 1, 2026 – September 30, 2027

Note: Destination Events scheduled between October 1, 2027 – December 31, 2027 may apply for pre-promotion funding. All promotional activities must be completed prior to September 30, 2027.

Event Information

- Event Title/Name: _____
- Event Website: _____
- Event Venue(s): _____
- Date(s) of Event: _____
- Rain Date(s): _____

Check this box if applying for pre-promotion funding for an event scheduled between October 1, 2027 – December 31, 2027. Only Destination events are eligible to apply for Pre-Promotion.
(Refer to FY 2027 calendar included in this document.)

Applicant Information

- Name of Applicant Organization: _____
Registered Business Name (as listed on www.sunbiz.org) *(Attach a copy of the Sunbiz printout to this application.)*

- For Profit
 Not-for-Profit

Primary Contact for Correspondence

(This individual must be able to accept responsibility for receipt of information.)

- Contact Person: _____
- Email: _____
- Telephone (daytime/mobile): _____
- Address: _____

Applicant History

Provide a summary of the applicant organization's history, relevant experience, and background. (300 characters)

Code Enforcement Compliance

Does your organization or property have any outstanding code violations, fines, costs, or liens?

- Yes
- No

Note: Pursuant to Section 2-25(e), Monroe County Code, and all local municipalities, organizations with outstanding code compliance fines are not eligible to receive grants or contracts from the County until such fines are resolved through payment or settlement.

If yes, please explain: (250 characters)

--

Event History

Has this event been produced in the past?

- Yes* No

- **If yes, when?**
- **Was the same applicant the producer?** Yes No – organization that produced:

Authorized Representatives

List the name of the President and other individuals authorized to execute contracts and act on behalf of the applicant organization (your organizations meeting minutes may be requested for backup):

Name	Title

Event Staff and Volunteers

List staff members, including volunteers, who will be responsible for administering and organizing the event. Provide evidence of their qualifications and capabilities to manage the event successfully.

Name	Qualifications	Capabilities

PRIMARY PURPOSE OF EVENT

(Exhibit A-1)

Check box below that best describes the primary purpose of your event:

- To attract out-of-county visitors to the destination and generate overnight stays (“Heads in Beds”).
- To provide activities and entertainment for visitors already in the destination, enhancing their overall experience

EVENT ITINERARY

(Exhibit A-2)

Provide a detailed outline of the activities that will take place during your event. If the event spans multiple days, list each day separately and include the venue(s) and time(s). Only include activities directly related to the funded event and produced by your organization.

Example:

- **Day 1: Opening / Kickoff** – Registration, welcome events, first-night parties, etc. (venue, time, note any street closures)
- **Day 2: Main Program / Signature Events** – The heart of the festival: races, tastings, concerts, seminars, panels. (venue, time, note any street closures)
- **Day 3: Showcase / Finale** – Community highlights, performances, competitions, closing events. (venue and time, note any street closures)

(750 characters)

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

(Exhibit A-3)

Events are evaluated on their ability to attract out-of-county visitors to the district where funding is requested. For the event year covered by this application, provide the number of room nights your event is anticipated to generate within the district:

- If the primary purpose of your event is to **draw out-of-county visitors**, indicate the total number of room nights you expect to generate.
- If the primary purpose is to **enhance the experience for visitors already in the destination**, indicate the number of room nights you anticipate will be influenced by attendees of your event.

Room Nights

Formula to calculate **Room Nights** for this district.

a. How many out of County Visitors to this district	a.
b. How many visitors to a room	b.
c. How many nights will visitors stay?	c.
d. Calculate: Room nights = (a/b) x c	* Room Nights:

Method Used to Estimate Out-of-County Visitors and Room Nights – Exhibit A-3

- **Overview of Methodology** - Briefly explain how your organization will determine the number of out-of-county visitors attending the event. Identify whether your method is based on historical data, projections, or a combination of both. (300 characters)

- **Data Sources** (*check all that apply and describe below*)

Ticket Sales: Describe how ticket purchase data will be collected and analyzed (include zip code capture at point of sale if applicable).

Surveys: Provide details on how attendee surveys will be distributed, collected, and analyzed (e.g., on-site, digital follow-up, or mailed).

Registrations: Explain how event registration data will be recorded and tracked.

Group Block Pick-Up Reports: Describe the process for securing reports from lodging partners and attaching them to your final documentation.

Raffle/Contest Zip Codes: Explain how raffle or contest entries will be used to capture visitor origin data.

Other Sources: List and explain any additional data sources used.

(300 characters)

- **Activity Type Distinction** Identify which activities are ticketed versus free/open to the public. Explain how this distinction affects visitor tracking and projected room nights. (300 characters)

- **Contingency Planning** - Outline steps to adjust data collection methods if initial strategies are unsuccessful (e.g., low survey response rate). Mention insurance or backup measures in case of cancellation. (300 characters)

Example survey format is available here: [Survey Example](#)

Scoring 0 – 10 _____

DESTINATION STEWARDSHIP & COMMUNITY INVOLVEMENT (Exhibit B)

Does your event include a scholarship component or local charitable contribution? *Applicants utilizing a verified local charity will receive one (1) additional evaluation point.*

Yes No

If yes, please describe the local charity or scholarship program, including the amount being contributed or the projected contribution amount (250 characters)

How will your event support the environment, the community, and local culture? (300 characters)

Scoring 1 – 6 ____

TIMING OF EVENT

(Exhibit C)

1	Timing of Event <ul style="list-style-type: none"> Enter your score from Table 3 (pg. 8-14) under <i>Timing of Event</i> If more than one box was checked, add all scores together and divide by the number of boxes checked. 	Enter Score
3	Mid-Week Events (<i>Sunday–Thursday, excluding holiday weekends</i>) <ul style="list-style-type: none"> Add four (4) points if your event falls on at least two mid-weekdays. Add two (2) points if your event falls on one mid-weekday. 	+4 or +2
4	Total Score <ul style="list-style-type: none"> Calculate and record your Total Score after applying all applicable points above. 	Enter Score

Scoring 0 – 9 ____

STRENGTH OF MARKETING PLAN AND ORGANIZATION’S FINANCIAL COMMITMENT TO EVENT PROMOTION

(Exhibit D)

If awarded funding from the TDC, describe in detail how your organization plans to market the event to reach your target audience. If additional space is needed, attach as **Exhibit D**.

When describing your marketing plan, please address the following areas (as applicable):

- 1. Target Audience** - Identify the primary and secondary audiences for your event (e.g., geographic markets, age groups, special interest groups). Explain how your marketing will specifically reach out-of-county visitors. (300 words)

- 2. Media Strategy** – provide a brief overview of the following media strategies that applies to your event
- **Digital Advertising:** List platforms (Google Ads, Facebook/Instagram, YouTube, etc.), placement details, frequency, engagement and estimated cost.
 - **Print Media:** Identify publications, circulation area, run dates, and cost.
 - **Broadcast Media:** Outline TV, radio, or streaming ads; station/market reach; cost.
 - **Public Relations:** Describe press releases, media partnerships, or earned media strategies.
 - **Partnerships:** Include tourism partners, lodging packages, or cross-promotional opportunities (300 characters)

- 3. Marketing Timeline** - Provide a brief schedule for when different types of marketing will occur leading up to the event. (300 characters)

- 4. Budget Allocation** - Break down projected spending by category (e.g., digital, print, PR, broadcast). Clearly show how TDC funds will be used versus your organization’s own contribution. (300 characters)

- 5. Measurement of Results** - Describe how you will track and evaluate marketing effectiveness (e.g., impressions, click-throughs, ticket sales, room night tracking). (300 characters)

Marketing Plan Budget

- Total Marketing Plan Amount: \$ _____
- Applicant Contribution (Hard Dollars): \$ _____
(Do not include funds requested from the TDC or other grants. Only include funds your organization is directly contributing to marketing the event.)

Budget Documentation

- If you are a **recurring event**, attach as **Exhibit D-1** your operational budget from the last event, detailing income, expenses, and community hard-dollar support contributions.
- If you are a **new event**, attach as **Exhibit D-2** your projected operating budget for the proposed event, including projected income, expenses, and community hard-dollar contributions.

Sample budgets are available here: [Sample Destination and Turnkey Budgets](#)

Scoring 1 – 10 _____

ACTION PLAN

(Exhibit E)

Please complete the questions below as part of a detailed action plan for your proposed event. Your plan should address the event’s permits, operations, safety, and sustainability components in clear and specific detail.

(Attach supporting documentation if needed as Exhibit E)

Road Closures

- Will your event require road closures? If yes, describe how closures will be managed in your event plan. *Attach a copy of the approval from the appropriate county or municipal entity, if applicable. (250 characters)*

Parking and Transportation

- How will parking be accommodated? Describe any shuttles, rideshare, or transit. (250 characters)

Security

- How will event security be provided? Include staffing, law enforcement, or private security. (250 characters)

Event Sustainability

- Describe your waste reduction and environmental strategies. List measurable goals) (250 characters)

Suggested Sustainability Practices (check all that apply):

- Recycling messaging in programs and event communications
- "Green" advertising (broadcast and digital)
- Vendors use biodegradable/compostable products
- Clearly marked recycling containers throughout site
- Discourage single-use plastics
- Identify and mitigate positive/negative environmental impacts

Scoring 1 – 4 _____

FUNDING REQUEST

For definitions of **Destination Events** and **Turnkey Events**, please refer to the instruction portion of this packet. Applicants may check **only the district(s) and grant level** for which funding is being requested. Please note:

- Applications that do not achieve the minimum required score from a majority of sitting members will not be considered for funding.
- The DAC may decline to fund an application or may recommend funding at a lower level than requested.
- Meeting the minimum required score does not guarantee funding.

- I am applying as a **Destination Event**
- I am applying as a **Turnkey Event**

District I (City Limits of Key West)

Check this box if your event meets the definition of a **New Event**.

Definition of New Event: An event that has not previously taken place in District I. New Events applying under this category will be considered alongside other New Event applications from a funding resource specifically allocated for new events.

- If a New Event does not achieve the minimum score required by a majority of sitting members, it will not be considered for funding.
- Meeting the minimum score requirement does not guarantee funding.

New Event Grant Levels:

Level 1: \$10,000 Level 2: \$17,000 Level 3: \$25,000

A New Event may also elect to apply under the regular event funding process, competing with previously funded events.

District I Regular Event Funding Levels (Not a New Event):

Level 1: \$10,000 Level 2: \$17,000 Level 3: \$25,000 Level 4: \$35,000

Level 5: \$50,000 Level 6: \$75,000 Level 7: \$100,000 Level 8: \$120,000

Level 9: \$150,000 Level 10: \$175,000 Level 11: \$200,000

District II

(From the City Limits of Key West to the West End of the Seven Mile Bridge)

Level 1: \$5,000 Level 2: \$10,000 Level 3: \$15,000

Level 4: \$20,000 Level 5: \$25,000

District III

(From the West End of the Seven Mile Bridge to the Long Key Bridge)

Level 1: \$5,000 Level 2: \$10,000 Level 3: \$20,000

Level 4: \$30,000 Level 5: \$40,000 Level 6: \$50,000

District IV

(Between Long Key Bridge and Mile Marker 90.939)

Level 1: \$10,000 Level 2: \$15,000 Level 3: \$20,000

Level 4: \$25,000 Level 5: \$30,000 Level 6: \$40,000

District V

(From Mile Marker 90.940 to the Dade/Monroe County Line, including any mainland portions of Monroe County)

Level 1: \$10,000 Level 2: \$15,000 Level 3: \$20,000 Level 4: \$25,000

Level 5: \$30,000 Level 6: \$35,000 Level 7: \$40,000

COMPLETE THE W-9:

Click on the [LINK](#) (Ctrl+ left mouse click) to fill out the document.
 Save the document to your computer and attach it to your application.

<p>Form W-9 (Rev. March 2024) Department of the Treasury Internal Revenue Service</p>	<p>Request for Taxpayer Identification Number and Certification</p> <p>Go to www.irs.gov/FormW9 for instructions and the latest information.</p>	<p>Give form to the requester. Do not send to the IRS.</p>																
<p>Before you begin. For guidance related to the purpose of Form W-9, see <i>Purpose of Form</i>, below.</p>																		
<p>1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)</p>																		
<p>2 Business name/disregarded entity name, if different from above.</p>																		
<p>3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)</p> <p><small>Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.</small></p> <p><input type="checkbox"/> Other (see instructions)</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the United States.)</small></p>																	
<p>3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/></p>																		
<p>5 Address (number, street, and apt. or suite no.). See instructions.</p>	<p>Requestor's name and address (optional)</p>																	
<p>6 City, state, and ZIP code</p>																		
<p>7 List account number(s) here (optional)</p>																		
<p>Part I Taxpayer Identification Number (TIN)</p> <p>Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i>, later.</p> <p>Note: If the account is in more than one name, see the instructions for line 1. See also <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.</p>																		
		<p>Social security number</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; height: 20px;"> </td> </tr> <tr> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td colspan="2"></td> </tr> </table> <p>OR</p> <p>Employer identification number</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; height: 20px;"> </td> </tr> <tr> <td style="text-align: center;">-</td> <td colspan="3"></td> </tr> </table>					-	-							-			
-	-																	
-																		
<p>Part II Certification</p> <p>Under penalties of perjury, I certify that:</p> <ol style="list-style-type: none"> The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and I am a U.S. citizen or other U.S. person (defined below); and The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct. <p>Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.</p>																		
<p>Sign Here</p>	<p>Signature of U.S. person</p>	<p>Date</p>																
<p>General Instructions</p> <p>Section references are to the Internal Revenue Code unless otherwise noted.</p> <p>Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.</p> <p>What's New</p> <p>Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.</p>																		
		<p>New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).</p> <p>Purpose of Form</p> <p>An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they</p>																
<p>Cat. No. 10231X</p>		<p>Form W-9 (Rev. 3-2024)</p>																

This form must be completed **only** if your organization has not previously conducted business with Monroe County. **The completed form must be uploaded as a Confidential Financial Document in the Bonfire system.** If it is not submitted under the confidential designation, it will become part of the public record.

Click on the [LINK](#) (Ctrl+ left mouse click) to fill out the document. Save the document to your computer and attach it to your application.



**MONROE COUNTY, FLORIDA
BOARD OF COUNTY COMMISSIONERS
NEW VENDOR FORM**

This form is to be completed to ADD a new vendor information to Monroe County, Florida vendor database. Vendor must complete the entire form and include all required documentations to support the change request.

Use this form for A NEW VENDOR, NAME CHANGE, or TAX ID CHANGE

Individual or Business Name: _____
 Vendor EIN or last 4 digits SSN: _____ Vendor Point of Contact: _____
 Vendor Point of Contact Email: _____ Phone: _____

Purpose of New Vendor: _____	
SECTION A – MAILING OR REMITTANCE ADDRESS INFORMATION	
<small>Must include a completed IRS Form W9 and a copy of vendor invoice with billing address.</small>	
Vendor Mailing Address:	Remittance Address if different from Mailing Address:
Address: _____	Address: _____
City: _____	City: _____
State: _____ Zip: _____	State: _____ Zip: _____
SECTION B– OTHER REQUIRED INFORMATION	
<small>Must include a VOIDED check or a Bank Certification Letter. A VOIDED check must have the vendor's preprinted name. A Bank Certification Letter may have the bank representative's signature. We do not accept deposit slips or a vendor's internal remittance letter.</small>	
Bank Information for electronic deposit:	1099 Required?
Bank Account Type: Checking Savings	Yes No
Bank Name: _____	If Yes, please check 1099 Type:
Name on Account: _____	Attorneys
Bank Routing Number: _____	Medical/Healthcare Payments
Bank Account Number: _____	Non-Employee Compensation
	Other Income
	Rentals
SECTION C – VENDOR AUTHORIZATION	
<small>The form must be signed by a person with check signing authority for the company listed. Under penalties of perjury, I certify that the above information is complete and accurate. I authorize Monroe County, Florida to remit payment into the bank account or/and address indicated above. This authorization will remain in effect until Monroe County, Florida has received, in writing, a cancellation notification.</small>	
Signature _____	Title _____
Print Name _____	Phone Number _____ Date _____
STATE OF _____ COUNTY OF _____	
The foregoing instrument was acknowledged before me by means of physical presence or online notarization, this _____ day of _____, 20____, by _____	
Name and Title	
(SEAL)	_____
	<small>Print, Type, Stamp Commissioned Name of Notary</small>
	Personally Known _____ OR Produced Identification _____
	Type of Identification Produced: _____

This form must be completed **only** if your organization **has** previously conducted business with Monroe County and needs to **update vendor information**. **The completed form must be uploaded as a *Confidential Financial Document* in the Bonfire system.** If it is not submitted under the confidential designation, it will become part of the public record.

Click on the [LINK](#) (Ctrl+ left mouse click) to fill out the document. Save the document to your computer and attach it to your application.



**MONROE COUNTY, FLORIDA
BOARD OF COUNTY COMMISSIONERS
VENDOR INFORMATION UPDATE REQUEST FORM**

This form is to be completed to update vendor information in Monroe County, Florida vendor record. Vendor must complete the entire form and include all required documentations to support the change request.

Do not use this form for name or tax ID change request; this is considered a new vendor creation.

Individual or Business Name: _____

Vendor EIN or last 4 digits SSN: _____

Vendor Point of Contact: _____ Phone: _____

Please select the type of change: Banking Information Mailing or Remittance Address

SECTION A – FINANCIAL INSTITUTION INFORMATION

Must include a VOIDED check or a Bank Certification Letter. A VOIDED check must have the vendor's preprinted name. A Bank Certification Letter may have the bank representative's signature. We do not accept deposit slips or a vendor's internal remittance letter.

New Bank Information:	Previous Bank Information:
Bank Account Type: <input type="checkbox"/> Checking <input type="checkbox"/> Savings	Bank Account Type: <input type="checkbox"/> Checking <input type="checkbox"/> Savings
Bank Name: _____	Bank Name: _____
Name on Account: _____	Name on Account: _____
Bank Routing Number: _____	Bank Routing Number: _____
Bank Account Number: _____	Bank Account Number: _____

SECTION B – MAILING OR REMITTANCE ADDRESS INFORMATION

Must include a completed IRS Form W9 and a copy of vendor invoice with the new billing address.

New Mailing Address:	Previous Mailing Address:
Address: _____	Address: _____
City: _____	City: _____
State: _____ Zip: _____	State: _____ Zip: _____

SECTION C – VENDOR AUTHORIZATION

The form must be signed by a person with check signing authority for the company listed. Under penalties of perjury, I certify that the above information is complete and accurate. I authorize Monroe County, Florida to remit payment into the bank account or/and address indicated above. This authorization will remain in effect until Monroe County, Florida has received, in writing, a cancellation notification.

_____ Signature	_____ Title
_____ Print Name	_____ Phone Number
	_____ Date
STATE OF _____ COUNTY OF _____	
The foregoing instrument was acknowledged before me by means of <input type="checkbox"/> physical presence or <input type="checkbox"/> online notarization, this _____ day of _____, 20____, by _____.	
	_____ Name and Title
(SEAL)	_____ Print, Type, Stamp Commissioned Name of Notary
	Personally Known _____ OR Produced Identification _____
	Type of Identification Produced: _____

INSURANCE CHECK LIST

(ONLY APPLICABLE FOR EVENTS APPLYING FOR TURNKEY FUNDING)

INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS FOR WORK

To assist in the development of your proposal, the insurance coverages marked with an “X” will be required in the event an award is made to your organization. It is required that the Applicant sign requisite form reflecting coverage and submit it with the proposal.

Insurance requirements for Turnkey Events are highlighted below.

**WORKERS’ COMPENSATION
AND
EMPLOYERS’ LIABILITY**

	<input checked="" type="checkbox"/>	Workers’ Compensation	Statutory Limits
WC1	<input type="checkbox"/>	Employers Liability	Bodily Injury by Accident/Bodily Injury by Disease, Policy Limits/Bodily Injury by Disease each employee \$100,000/\$500,000/\$100,000
WC2	<input type="checkbox"/>	Employers Liability	\$500,000/\$500,000/\$500,000
WC3	<input type="checkbox"/>	Employers Liability	\$1,000,000/\$1,000,000/\$1,000,000
WCUSLH	<input type="checkbox"/>	US Longshoremen & Harbor Workers Act	\$1,000,000
WCJA	<input type="checkbox"/>	Federal Jones Act	\$1,000,000

GENERAL LIABILITY

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

- Premise Operation
- Blanket Contractual
- Products and Completed Operations
- Personal Injury

Required Limits:

GL1	_____	\$300,000 Combined Single Limit
GL2	_____	\$500,000 Combined Single Limit
GL3	<input checked="" type="checkbox"/>	\$1,000,000 Combined Single Limit
GL4	_____	\$2,000,000 Combined Single Limit
GL5	_____	\$3,000,000 Combined Single Limit
GL6	_____	\$4,000,000 Combined Single Limit
GL7	_____	\$5,000,000 Combined Single Limit

Required Endorsements:

GLLIQ _____ Liquor Liability

GLS _____ Security Services

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

BUSINESS AUTOMOBILE LIABILITY

As a minimum, coverage should extend to liability for:

- Owned; Non-Owned and Hired Vehicles

Required Limits:

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

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

VL3 _____ \$1,000,000 Combined Single Limit

VL4 _____ \$5,000,000 Combined Single Limit

Miscellaneous Coverages

BR1 _____	Builders Risk	Limits equal to the Full Replacement Value of the completed project.
CLI _____	Cyber Liability	\$1,000,000
MVC _____	Motor Truck Cargo	Limits equal to the maximum value of any one shipment
PRO _____	Professional Liability	\$300,000 per Occurrence / \$ 500,000 Agg.
PRO2 _____		\$500,000 per Occurrence / \$1,000,000 Agg.
PRO3 _____		\$1,000,000 per Occurrence / \$2,000,000 Agg.
POL1 _____	Pollution Liability	\$ 500,000 per Occurrence / \$ (,000,000 Agg.
POL2 _____		\$1,000,000 per Occurrence / \$2,000,000 Agg.
POL3 _____		\$3,000,000 per Occurrence / \$6,000,000 Agg.
POL4 _____		\$5,000,000 per Occurrence / \$10,000,000 Agg.
EDt _____	Employee Dishonesty	\$ 10,000
ED2 _____		\$100,000
GK1 _____	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle)
GK2 _____		\$ 500,000 (\$100,000 per Vehicle)
GK3 _____		\$1,000,000 (\$250,000 per Vehicle)
MED1 _____	Medial Professional	\$300,000 / \$750,000 Agg.
MED2 _____		\$500,000 / \$1,000,000 Agg.
MED3 _____		\$1,000,000 / \$3,000,000 Agg.
MED4 _____		\$5,000,000 / \$10,000,000 Agg.
IF _____	Installation Floater	Maximus value of Equipment Installed
VLP1 _____	Hazardous Cargo Transporter	\$300,000 (Requires MCS-90)
VLP2 _____		\$500,000 (Requires MCS-90)
VLP3 _____		\$1,000,000 (Requires MCS-90)
BLL _____	Bailee Liab.	Maximum Value of County Property that will be in the Bailee's possession

HKL1	_____	Hanger Keepers Liability	\$300,000
HKL2	_____		\$500,000
HKL3	_____		\$1,000,000
HKL4	_____		\$5,000,000
AIR1	_____	Aircraft Liability	\$1,000,000
AIR2	_____		\$5,000,000
AIR3	_____		\$50,000,000
AEO1	_____	Architects Errors & Omissions	\$250,000 per Occurrence/\$500,000 Agg
AEO2	_____		\$500,000 per Occurrence/\$1,000,000 Agg
AEO3	_____		\$1,000,000 per Occurrence/\$3,000,000 Agg.
AEO4	_____		\$300,000,000 per Occurrence/\$5,000,000 Agg.
ARP	_____	All Risk Property	Full Replacement Value of Structure
EOJ	_____	Engineers Errors & Omissions	\$250,000 per Occurrence/\$500,000 Agg.
EO2	_____		\$500,000 per Occurrence/\$1,000,000 Agg.
EO3	_____		\$1,000,000 per Occurrence/\$2,000,000 Agg.
EO4	_____		\$5,000,000 per Occurrence/\$10,000,000 Agg.
WL1	_____	Watercraft Liability	\$500,000 per Occurrence
WL2	_____		\$1,000,000 per Occurrence

APPLICANT'S INSURANCE STATEMENT

I understand that insurance will be mandatory.
If awarded the contract all insurance requirements will be satisfied.

Applicant Name _____ Signature _____

Title _____

Organization Name: _____

APPLICATION CHECK LIST

(Submit with Application)

I have completed the following items:

Applicant has completed the following sections:

- Purpose of Event
- Destination Stewardship & Community Involvement (with supporting documentation attached)
- Event Itinerary
- Number of Room Nights (with supporting documentation attached)
- Funding Request (Destination or Turnkey, with funding level selected)
- Marketing Plan
- Action Plan
- W9
- Applicable Vendor Form
- Proof of Insurance (*Turnkey applicants only*)

Reference Materials Reviewed (available on the [Monroe County website under Tourist Development Council](#))

- Sample Destination or Turnkey Event Agreements
- Sample Reimbursement Packets
- Sample Score Sheet used by the District Advisory Committees

I understand that the application must achieve a score of **24 points or higher** by a majority of seated committee members in order to qualify for funding.

Name of Event: _____ Amount Requested: \$ _____

CRITERIA FOR SCORING SUMMARY SHEET

(The total scores will be tabulated and applications not **scoring 24 points** or above by the majority of the sitting members will not be considered for funding.)

Destination Event: For the purposes of this solicitation, a Destination Event is developed and produced to entertain the public and promote tourism in the Florida Keys and Key West by drawing out-of-county tourists into the Keys, as well as entertain visitors and brand the destination.

Turnkey Event: A Turnkey event shall be considered an all-inclusive event where event contractor has financial responsibility for every facet of the production, promotion and management of the event. Payment under a contract for a Turnkey event will be made only after completion of the event and proof that the scope of services as described within the contract has been completed. If an event is delayed or canceled for any reason, no payment shall be forthcoming, even if the Event Contractor has out-of-pocket expenses leading up to the actual event.

Check this box if you believe this event is a Destination event instead of a Turnkey Event
(DAC members should vocalize their choice during the time the event is being reviewed)

Scoring Categories	Score Range	DAC Members Score
A.) Primary Purpose of Event; Itinerary; Room Nights - (DAC members shall score on the combination of <i>Exhibits A-1; A-2; A-3</i>)	SCORE: 1-10	
B.) Destination Stewardship & Community Involvement - Consideration includes scholarship/charitable components and actions that support the local community, environment, or culture. (<i>Exhibit B</i>) (See application prompts for stewardship narrative and documentation.)	SCORE: 1-6	
C.) Local Chairty	Score: 0-1	
D.) Timing of Event (<i>inserted by TDC Staff</i>) – (<i>Exhibit C</i>) Refer to FY 2027 Application – District I Table 3 for occupancy-based scoring guidance.	BASE SCORE: 0-9	
E.) Strength of Marketing Plan and Organization’s Financial Commitment to Event Promotion (<i>Exhibit D</i>)	SCORE: 1-10	
F.) Action Plan (<i>Exhibit E</i>)	SCORE: 1-4	
Total	Possible 40	

Check the box below for the level you believe the applicant should be funded:

- | | | |
|--|--|---|
| <input type="checkbox"/> Level 1: \$10,000 | <input type="checkbox"/> Level 2: \$17,000 | <input type="checkbox"/> Level 3: \$25,000 |
| <input type="checkbox"/> Level 4: \$35,000 | <input type="checkbox"/> Level 5: \$50,000 | <input type="checkbox"/> Level 6: \$75,000 |
| <input type="checkbox"/> Level 7: \$100,000 | <input type="checkbox"/> Level 8: \$120,000 | <input type="checkbox"/> Level 9: \$150,000 |
| <input type="checkbox"/> Level 10: \$175,000 | <input type="checkbox"/> Level 11: \$200,000 | |

Print Name: _____

Date: _____

Sign: _____

Name of Event: _____ Amount Requested: \$ _____

CRITERIA FOR SCORING SUMMARY SHEET

(The total scores will be tabulated and applications not **scoring 24 points** or above by the majority of the sitting members will not be considered for funding.)

Destination Event: For the purposes of this solicitation, a Destination Event is developed and produced to entertain the public and promote tourism in the Florida Keys and Key West by drawing out-of-county tourists into the Keys, as well as entertain visitors and brand the destination.

Turnkey Event: A Turnkey event shall be considered an all-inclusive event where event contractor has financial responsibility for every facet of the production, promotion and management of the event. Payment under a contract for a Turnkey event will be made only after completion of the event and proof that the scope of services as described within the contract has been completed. If an event is delayed or canceled for any reason, no payment shall be forthcoming, even if the Event Contractor has out-of-pocket expenses leading up to the actual event.

Check this box if you believe this event is a Destination event instead of a Turnkey Event
(DAC members should vocalize their choice during the time the event is being reviewed)

Scoring Categories	Score Range	DAC Members Score
A.) Primary Purpose of Event; Itinerary; Room Nights - (DAC members shall score on the combination of <i>Exhibits A-1; A-2; A-3</i>)	SCORE: 1-10	
B.) Destination Stewardship & Community Involvement - Consideration includes scholarship/charitable components and actions that support the local community, environment, or culture. (<i>Exhibit B</i>) (See application prompts for stewardship narrative and documentation.)	SCORE: 1-6	
C.) Local Chairty	Score: 0-1	
D.) Timing of Event (<i>inserted by TDC Staff</i>) – (<i>Exhibit C</i>) Refer to FY 2027 Application – District I Table 3 for occupancy-based scoring guidance.	BASE SCORE: 0-9	
E.) Strength of Marketing Plan and Organization’s Financial Commitment to Event Promotion (<i>Exhibit D</i>)	SCORE: 1-10	
F.) Action Plan (<i>Exhibit E</i>)	SCORE: 1-4	
Total	Possible 40	

Print Name: _____

Date: _____

Sign: _____

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

MEETING DATE: December 4, 2025

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: FY 2027 Fishing Event Application

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: November 20, 2025

DATE: November 17, 2025

TO: Monroe County Tourist Development Council/Visit Florida Keys

FROM: Maxine Pacini, Senior Director of Grants and Budget
Crystal Blaskis, Senior Director of Community Programs & Events

RE: **Consideration and Action re: FY 2027 Fishing Event Funding Application and Score Sheet**

Attached is the proposed Fishing Event Funding Application for FY 2027, which covers events scheduled from October 1, 2026, through September 30, 2027, and pre-promotion for events occurring in October, November, and December 2027.

We will review the updated application together during the November 6, 2025 meeting. At that time, we will present the revisions for your feedback and final approval.

Summary of Key Changes:

The following updates have been made to improve clarity, streamline the application process, and enhance the program's effectiveness:

- **Improved Format:** Instructions have been moved to the beginning of the document for better flow and ease of use for both applicants and reviewers.
- **Expanded Eligible Expenses:** Added plastic boat buckets and fishing shirts to the list of acceptable reimbursable items.
- **Simplified Documentation Requirements:** Removed the requirement to notarize trophy invoices (note: notarization of the winners list remains required).
- **Funding Options:** Applicants may now choose to request Destination Funding or Turnkey Funding.
- **New Stewardship Section:** Added a dedicated section on Destination Stewardship to encourage responsible event practices.
- **Expanded Target Species List:** Included blue marlin and seatrout as eligible targeted species.
- **Enhanced Marketing Section:** Broke out the Promotion and Marketing section into clearly defined response areas to improve application clarity and evaluation consistency.
- **Updated Financial Reporting:** Revised the Income and Expense Report by removing the following items:
 - Postage
 - Brochures & Patches ("Brochures" was previously listed twice)
 - Kickoff Tournament (now included under "Kickoff/Awards & Banquet")
 - Dues, Licenses, Insurance
 - Stationery/Office Supplies
 - Donated Services
- **Added Links Within the Application:** Direct links to logos, sample contracts, and sample budget formats for easier applicant access.
- **Updated W-9 Form:** Now a fillable version, allowing applicants to double-click and enter information directly.
- **Minimum Score Requirement:** Applications must receive at least **30 points** from the **majority of sitting Advisory Committee members** to be considered for funding. This threshold represents a **60% recommendation for funding**.

These revisions have been reviewed and approved by Chairperson Dianne Harbaugh, Fishing Advisory Committee, and our County Attorney Christine Limbert.

TOURIST DEVELOPMENT COUNCIL

Fishing Event Funding Application – Fiscal Year 2027

Application Purpose

This application is for fishing-related events that use rod, reel, line, and hook. Eligible events must be scheduled between **October 1, 2026 and September 30, 2027**, or involve pre-promotion for events occurring in **October, November, or December 2027**.

Important Notice

All applicants must use the official FY 2027 application form. Submissions on outdated or modified forms will be automatically rejected.

Application Deadline

Friday, April 6, 2026, at 5:00 p.m. (ET)

All applications must be received by this time. Late submissions will not be accepted.

Submission Instructions

Applications must be submitted by email to:  **Fishingevents@fla-keys.com**

Applicants must submit:

- One (1) complete PDF copy of the application
 - All required attachments must be merged into a single file
 - Do not include instruction pages

If the application file size exceeds 25MB, or if you do not receive an automated confirmation email after submission, contact **Fishingevents@fla-keys.com** immediately.

Note: Applicants are solely responsible for ensuring successful and timely delivery. Applications submitted after the deadline, or without proper delivery confirmation, will be deemed ineligible.

Questions and Contact

All inquiries should be directed to the TDC Administrative Office:

-  **Fishingevents@fla-keys.com**

***Please follow up if you do not receive a response within **72 hours**. Applicants are encouraged to reach out with any questions or for clarification.

Applicant Responsibilities

Eligible Applicants

Applications may be submitted by the following entities:

1. Fishing Tournament Event Applicants

- Individuals or organizations may apply under their own name.
- Be advised: the final funding contract will be issued in the applicant's name, making them the official *event contractor*.
- All invoices and supporting documentation must match the event contractor's name as it appears in the funding contract.

2. Organizations and Public Entities

- Eligible entities include:
 - Governmental public entities (e.g., counties or municipalities)
 - For-profit or not-for-profit organizations
 - Businesses in good standing with the Florida Division of Corporations
- Before completing this application, confirm your registration at www.sunbiz.org. Only duly registered entities will be accepted.
- The contract will be entered into under the exact legal name shown on Sunbiz.org, which will also be the official *event contractor name*.
- All invoices and documentation must use this exact name.
- Attach a copy of your Sunbiz registration to the application.

Application Requirements

- Applicants must complete the enclosed Fishing Event Funding Application in full.
- All requested information and attachments must be included.
- Refer to the Application Checklist at the back of this packet before submitting.

Responsibilities of the Event Contractor

- Event contractors must stay informed of all Monroe County Tourist Development Council (TDC) policies and procedures related to event funding.

Review and Approval Process

- Completed applications will be reviewed by the Fishing Advisory Committee.
- Funding recommendations will then be presented to the TDC for approval.
- Upon TDC approval, contracts will be forwarded to the Monroe County Board of County Commissioners (BOCC) for final approval.

Eligibility Limitations

- Only events held entirely within Monroe County are eligible.
- Eligible events must use rod, reel, line, and hook only.
- Spearfishing and dive events are not eligible for Fishing Tournament Event Funding.
- A minimum score of 30 will be required to be considered for funding by a majority of the sitting advisory committee.

Destination Stewardship & Community Involvement

Destination stewardship & Community Involvement is the ongoing responsibility of managing tourism in a way that creates a net positive impact for people, nature, and communities. It means ensuring that tourism aligns with local values, protects the environment, and supports both residents and visitors.

The goal is to improve the overall quality of life, for the community, for visitors, and for the natural and cultural resources that make the destination unique.

Destination stewardship & Community Involvement is guided by four key principles:

1. **Economic Prosperity** – sustaining local economies and creating opportunities.
2. **Environmental Conservation & Ecological Balance** – protecting ecosystems and natural resources.
3. **Social Well-Being** – enhancing the quality of life for residents and ensuring equitable benefits.
4. **Cultural Protection & Respect** – safeguarding heritage, traditions, and community identity.

Destination Fishing Events

A Destination Fishing Tournament is a fishing event designed to attract anglers and visitors to the Florida Keys and Key West. These tournaments should help promote the Keys as a world-class fishing destination and encourage overnight stays from participants and spectators. While they may also entertain people already visiting the area, their main goal is to bring in new visitors.

Funding support is available for marketing only—such as advertising, promotions, public relations, and online outreach that help increase awareness and participation.

The tournament organizer (the main person or group running the event and requesting funding) will be the official contracting party.

Turnkey Fishing Events

A Turnkey Fishing Tournament is a fully managed event where the organizer takes full financial responsibility for every part of the tournament—planning, marketing, operations, and follow-up. Payment for a Turnkey Tournament is made after the event is finished, once all services and requirements outlined in the contract are completed and documented.

The Fishing Advisory Committee (FAC) may include specific marketing or promotional activities in the agreement if they believe those will help make the tournament more successful.

If the tournament is postponed or canceled for any reason, no payment will be made, even if costs have already been incurred. Because of this, organizers are encouraged to carry event cancellation insurance to protect against bad weather or other unforeseen issues.

The FAC may also decide that a proposed Turnkey Tournament would be better suited for consideration under the Destination Fishing Tournament guidelines.

Pre-Promotion

Events scheduled between **October 1, 2027 and December 31, 2027** are eligible to apply for pre-promotion funding.

All promotional activities and related expenditures must be completed no later than September 30, 2027.

Acceptable Event Marketing Expenses for Fishing Events

The following expenses are the only costs eligible for reimbursement. These terms will become part of your approved contract.

Media Placement & Production Costs

- Eligible media: newspapers, magazines (including inserts), radio, TV, and approved digital advertising (websites, links, pre-roll video, banners, mobile, social media promoted posts, and email blasts).
- Digital advertising links may direct to the event website.
- TDC Logo Requirement: The TDC logo must appear on all print, TV, digital, pre-roll video, banners, social media promoted posts, and email blasts.
 - Radio does not require a logo; however, all radio spots must state: *“Brought to you by the Monroe County Tourist Development Council.”*
- Website development and hosting are not eligible.
- Allocation Requirement: At least 30% of total funding must be spent under Media Placement & Production on out-of-county advertising placements.

Promotional Signs

- Posters, flyers and outdoor banners.

Promotional Items

- *Fishing Events*: T-shirts, fishing shirts, hats, reusable totes, reusable drawstring bags, reusable plastic boat buckets, and trophies.
- *Destination/Cultural Events*: T-shirts, hats, reusable totes, and reusable drawstring bags.
- *Sales/Resale Restriction*: Any items funded by BOCC/TDC (including creative work product) are property of BOCC/TDC and may not be sold.

Direct Mail Promotions

- Brochures, postcards, and pamphlets, including postage/shipping, used for pre-event advertising.

Programs

- TDC will cover up to 50% of production/printing costs for event programs that list scheduled activities and event information.
- For digital programs, TDC will cover up to 50% of production costs (click-through only).
- TDC will reimburse either print or digital programs, but not both.

Public Relations (PR)

- Eligible: press releases, PSAs, photography, videography, and other PR materials for media distribution.

- Only materials produced by the TDC’s agency of record or a professional PR agency are eligible.
 - *In-house PR or production costs are not reimbursable.*
-

Trophies

- Eligible items: framed artwork, framed photography, engraved crystal/glass, plaques, trophies, sculptures (fiberglass, metal, glass, wood), and framed certificates.
 - All trophies must display tournament name, year, and location.
 - For reimbursement, Tournament Directors must submit:
 - Original trophy invoice
 - A notarized list of winners
 - A photo of engraved plates and/or etchings
-

Budget Amendments

- No amendments to the line-item budget will be permitted once the contract has been reviewed and approved.

Logo / Acknowledgement Usage Guidelines

These guidelines are part of your approved contract. All applicants are responsible for ensuring proper logo placement and acknowledgement across all event marketing materials.

General Requirements

Color Ads: Must use four-color process printing.

Black & White Ads: Must include the Florida Keys & Key West logo in high resolution.

Printed Materials: All printed materials listed under the *Acceptable Event Marketing Expenses* must carry the required logo.

Television: Logo must appear at the conclusion of the commercial.

Apparel & Promotional Items: Hats, T-shirts, fishing shirts, reusable boat buckets, reusable totes, and reusable drawstring bags must carry the “**The Florida Keys & Key West**” **Out-of-County logo**.

Electronic Logos: Approved files can be downloaded at:

<https://drive.google.com/drive/folders/1BnqIpzr-CPAEnOLNDs9-NCap17A9IEAT>

Radio Advertising: Logo not required; however, all radio announcements must state:

“Brought to you by the Monroe County Tourist Development Council.”

Trophies: Logos are not required.

In-County Logo Usage

- Must be used on:
 - In-county print ads (newspapers, magazines)
 - Brochures, postcards, pamphlets, programs
 - Posters and outdoor banners
 - Digital advertising: websites, links, pre-roll video, banners, mobile ads, and email blasts

Radio commercials: Must include the acknowledgement line: *“Brought to you by the Monroe County Tourist Development Council.”*

Out-of-County Logo Usage

- Must be used on:
 - Out-of-county print ads (newspapers, magazines)
 - Brochures, postcards, pamphlets, programs
 - Posters and digital advertising (websites, links, pre-roll video, banners, mobile, social media promoted posts, and email blasts)

Radio commercials: Must include the acknowledgement line: *“Brought to you by the Monroe County Tourist Development Council.”*

October 2026 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	November 2026 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	December 2026 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
January 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	February 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	March 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	May 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	June 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
July 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	August 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	September 2027 Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Holidays:

Oct 12, 2026 Columbus Day	May 31, 2027 Memorial Day
Nov 11, 2026 Veterans Day	Jun 18, 2027 'Juneteenth' day off
Nov 26, 2026 Thanksgiving Day	Jun 19, 2027 Juneteenth
Dec 25, 2026 Christmas Day	Jul 4, 2027 Independence Day
Jan 1, 2027 New Year's Day	Jul 5, 2027 'Independence Day' day off
Jan 18, 2027 Martin Luther King Jr. Day	Sep 6, 2027 Labor Day
Feb 15, 2027 Presidents' Day	

APPLICATION

Event Dates

- Events must take place between **October 1, 2026 – September 30, 2027.**
- Pre-Promotion is available for events scheduled between **October 1 – December 31, 2027.**

Event Information

Name of Event Contractor:

(Must match the name as listed on www.sunbiz.org for organizations, or the legal name of an individual/sole proprietor. Attach a copy of Sunbiz registration to this application.)

Title of Tournament:

Date(s) of Tournament:

Rain Date:

Tournament Website:

Check here if applying for pre-promotion funding for an event occurring between October 1 – December 31, 2027.

If registered on Sunbiz.org, indicate status:

- Non-Profit
 For-Profit

Funding Request Guidelines

- Maximum funding request: \$50,000.
- Applicants may request funding from more than one district, but if funds are requested outside the district where the event occurs, applicants must demonstrate the benefit to the additional district(s).

District Boundaries:

- District I – Key West:** City limits of Key West
- District II – Lower Keys:** City limits of Key West to the west end of Seven Mile Bridge
- District III – Marathon:** West end of Seven Mile Bridge to Long Key Bridge
- District IV – Islamorada:** Long Key Bridge to Mile Marker 90.939
- District V – Key Largo:** Mile Marker 90.940 to the Dade/Monroe County line (including mainland Monroe County)

Event District:

Funding Requested by District:

District I: \$
District II: \$

District III: \$
District IV: \$
District V: \$

Funding Category (select one):

Destination Fishing Funding

- Funds must be used for advertising and promotion only, in accordance with permissible expenditure categories (*see Exhibit A on Page 3*)
- At least 30% of allocated funds must be spent on out-of-county media and promotion.
- Reimbursement may be requested in one of two ways:
 - Applicant pays vendor, then seeks reimbursement from TDC.
 - Applicant submits vendor invoice to TDC for direct vendor payment.
- No reimbursement will be provided for items outside the approved expenditure categories.

Turnkey Event

- A Turnkey event is an all-inclusive event in which the contractor is financially responsible for production, promotion, and management.
- Payment is made only after the event is completed and the scope of services in the contract is fully documented.
- If a Turnkey event is delayed or cancelled, no payment will be made, even if expenses were incurred.
- TDC strongly recommends contractors purchase event cancellation insurance to cover force majeure or unforeseen circumstances.

DESIGNATED TOURNAMENT CONTACT PERSON

Please note that the TDC Administrative Office conducts most of its correspondence, including contract and reimbursement materials by email, so the person listed below should be able to accept responsibility for receipt of this information.

Name & Title: _____

Telephone/Mobile No.: _____

E-Mail: _____

Address: _____

TOURNAMENT HISTORY

New Event – This is a new tournament and has no prior history. (*Check box if applicable.*)

If this is not a new event, please provide the following information:

- Date(s) of Last Tournament: _____
- Location of Last Tournament: _____
- District: I II III IV V
- Age of Tournament (years): _____
- Entry Fees Collected (last tournament): \$ _____
- Number of Fishing Days: _____
- Number of Anglers: _____ Out-of-County Anglers: _____
- Target Species: _____

- Total Target Species Caught or Released: _____
- Tackle Requirements: _____
- Daily Fishing Hours: _____
- Number of Participating Vessels: _____

DESTINATION STEWARDSHIP (Exhibit A)

For more information on Destination Stewardship, refer to page 3

Does your event include a scholarship component or local charitable contribution?

Yes No If yes, please describe (350 characters):

Which destination stewardship principles does your event support? Please describe below (Select all that apply)

How will your event support the environment, the community, and local culture? (300 characters):

*Attach supporting documentation if needed as **Exhibit A**.*

NUMBER OF ROOM NIGHTS (Exhibit B)

New Tournament – This is a new event and has no room night history. *(Check box if applicable.)*

Last Event (for return tournaments) Use the table below to calculate the number of room nights generated by your last event:

Step	Question	Response
a.	Number of out-of-county visitors / registered anglers in this district	
b.	Average number of visitors per room	
c.	Average number of nights visitors stayed	
d.	Room Nights = $(a \div b) \times c$	

Method used to estimate visitor nights (check all that apply):

- Registration totals from last year's tournament
- Lodging feedback from last year's tournament
- Attendee survey (see survey example [here](#))
- Other (explain):

*Attach supporting documentation if needed as **Exhibit B**.*

Upcoming Event (FY 2027) Use the table below to estimate the number of room nights for your upcoming event (both new and returning events must complete this section):

Step	Question	Response
a.	Estimated number of out-of-county visitors / registered anglers in this district	
b.	Average number of visitors per room	
c.	Average number of nights visitors will stay	
d.	Room Nights = $(a \div b) \times c$	

Daily Fishing Schedule

Please list the lines in/out times and the total number of fishing hours for each day of your event. You may also attach a copy of your official fishing schedule.

Day	Lines In	Lines Out	Total Fishing Hours
Day 1			
Day 2			
Day 3			
Day 4			
Day 5			

Schedule of Events

This schedule will become part of your approved contract.

Tournament Schedule of Events – Fiscal Year 2027

Official Tournament Name:

Total Number of Event Days:

Please complete the daily activities for your event below. Please include location & start time.
(The number of days listed should match the total number of event days above.)

Day 1

Captain's Meeting:
Fishing:
Social Activity:
Awards Ceremony:
Other:

Day 2

Fishing:
Social Activity:
Awards Ceremony:
Other:

Day 3

Fishing:
Social Activity:
Awards Ceremony:
Other:

Day 4

Fishing:
Social Activity:
Awards Ceremony:
Other:

Day 5

Fishing:
Social Activity:
Awards Ceremony:
Other:

Day 6

Fishing:
Social Activity:

Awards Ceremony:

Other:

EXHIBIT D

BUDGET

DESTINATION APPLICANTS ONLY - Approved revised budget (after allocations) will become part of your contract. Please complete the budget line below to indicate how you intend to spend the funds requested.

This budget may require revision depending on your final funding allocation. Before completing, review **Page 4 & 5** for allowable event marketing expenditures under each line item.

Fishing Event Budget – Fiscal Year 2026

No amendments to this budget (Exhibit F) will be permitted after BOCC approval of the agreement.

OFFICIAL TOURNAMENT NAME

*MEDIA PLACEMENT & PRODUCTION COST	\$
PROMOTIONAL SIGNS	\$
PROMOTIONAL ITEMS	\$
DIRECT MAIL PROMOTIONS	\$
PROGRAMS	\$
PUBLIC RELATIONS	\$
**TROPHIES	\$
***GENERAL NON-ALLOCATED	\$
Total:	\$

Important Notes:

**Media Placement & Production:* At least 30% of total funding must be allocated to this line item and used for out-of-county advertising.

***Trophies:* May not exceed 30% of total funding, unless special approval is granted by the Fishing Advisory Committee.

****General Non-Allocated:* May not exceed 15% of total funding and may only be used for acceptable marketing expenses

Events in August or September 2027

If your event occurs in August or September 2027, please estimate the following:

- Amount to be spent and submitted for reimbursement before September 30, 2027: \$

- Amount to be submitted for reimbursement after September 30, 2027: \$
(These amounts may be revised after final funding allocations are determined. They will become part of your final agreement.)

TOURNAMENT REPORT FOR LAST EVENT
WINNERS BY CATEGORY

New Event – This tournament has no prior history. *(Check if applicable)*

Date of Tournament Results: Click or tap to enter a date.

Champion

- Name:
 - Home City & State:
 - Catch:
 - Captain & Boat Name(s):
-

1st Place

- Name:
 - Home City & State:
 - Catch:
 - Captain & Boat Name(s):
-

2nd Place

- Name:
 - Home City & State:
 - Catch:
 - Captain & Boat Name(s):
-

3rd Place

- Name:
- Home City & State:
- Catch:
- Captain & Boat Name(s):

PROPOSED TOURNAMENT INFORMATION

Tournament Format (*check one*):

Release Weight Other:

Target Species (*check all that apply*):

<input type="checkbox"/> Barracuda	<input type="checkbox"/> Mackerel (Spanish, Cero)	<input type="checkbox"/> Snapper
<input type="checkbox"/> Bonefish	<input type="checkbox"/> Marlin (Blue)	<input type="checkbox"/> Snook
<input type="checkbox"/> Cobia	<input type="checkbox"/> Permit	<input type="checkbox"/> Swordfish
<input type="checkbox"/> Dolphin (Mahi-Mahi)	<input type="checkbox"/> Redfish	<input type="checkbox"/> Tarpon
<input type="checkbox"/> Grouper	<input type="checkbox"/> Sailfish	<input type="checkbox"/> Tuna
<input type="checkbox"/> Jacks	<input type="checkbox"/> Seatrout	<input type="checkbox"/> Wahoo
<input type="checkbox"/> Kingfish	<input type="checkbox"/> Sharks	<input type="checkbox"/> Other:

Entry Fees

Are tournament entry fees charged:

Per Angler Per Boat

Fee Schedule:

- Adult Fee: \$
- Child Fee: \$
- Social Fee: \$
- Boat Fee: \$

PROMOTION AND MARKETING OF PROPOSED TOURNAMENT

(Exhibit E)

*Attach supporting documentation if needed as **Exhibit E**.*

Describe how your tournament will attract overnight, out-of-county visitors to the district for which you are requesting funding.

Marketing Channels: What advertising or promotional methods will you use (e.g., digital, broadcast, print, social media)? (350 characters)

Geographic Reach: How will your efforts reach potential participants outside Monroe County? (350 characters)

Partnerships: Will you work with hotels, travel providers, or sponsors to boost visitation? (350 characters)

Measurable Goals: What specific outcomes are you aiming for (e.g., number of visitors, room nights, media reach)? (350 characters)

TOURNAMENT MARKETING PLAN

Marketing Plan Budget

Total Marketing Plan (including TDC request): \$

Applicant Contribution (“Hard Dollars” only): \$

(Do not include TDC funds or other grants. This amount should reflect only the funds your organization is directly providing toward event marketing.)

Other Sources of Marketing Support (e.g., additional grants, sponsorships): \$

TOURNAMENT RULES (Exhibit F-1)

Please use the space below to provide a summary of your tournament rules. *(You may also attach a complete copy of your official rules if additional detail is needed as **Exhibit D-1.**) (750 characters)*

TOURNAMENT SCORING SYSTEM (Exhibit F-2)

Please use the space below to describe your tournament’s scoring system. *(You may also attach a complete copy of your scoring rules if additional detail is needed as **Exhibit D-2.**) (750 characters)*

ACTION PLAN (Exhibit G)

Please complete the questions below as part of a detailed action plan for your proposed event. Your plan should address the event's permits, operations, safety, and sustainability components in clear and specific detail.

(Attach supporting documentation if needed as Exhibit G)

Road Closures - Will your event require road closures? If yes, explain how closures will be managed in your event plan. (350 characters)

Parking and Transportation - How will parking be accommodated? Describe any shuttles, rideshare, or transit. (350 characters)

Security - How will event security be provided? Include staffing, law enforcement, or private security. (350 characters)

Event Sustainability - Describe your waste reduction and environmental strategies. List measurable goals. (350 characters)

Suggested Sustainability Practices (check all that apply):

- Recycling messaging in programs and event communications
- "Green" advertising (broadcast and digital)
- Vendors use biodegradable/compostable products
- Clearly marked recycling containers throughout site
- Discourage single-use plastics
- Identify and mitigate positive/negative environmental impacts

Useful contact numbers for Recycling:

Monroe County: (305) 289-6037 City of Key West: (305)809-3902
City of Marathon: (305-289-6037 Islamorada, Village of Islands: (305) 853-3433

STATEMENT OF INCOME AND EXPENSE (Exhibit H)

Statement of Income and Expense

Applicants may submit this statement using a different format as an attachment if preferred.

Reporting Periods

- Oct. 1, 2024 – Sept. 30, 2025 (Actual)
- Oct. 1, 2025 – Sept. 30, 2026 (Projected)
- Oct. 1, 2026 – Sept. 30, 2027 (Projected)

Income

Category	2024–2025 Actual	2025–2026 Projected	2026–2027 Projected
Sponsors (Cash)	\$	\$	\$
Entry Fees	\$	\$	\$
Promotional Items (<i>excluding TDC-funded items</i>)	\$	\$	\$
Banquet	\$	\$	\$
Other	\$	\$	\$
Total Income	\$	\$	\$

Expenses

Category	2024–2025 Actual	2025–2026 Projected	2026–2027 Projected
Promotional Items	\$	\$	\$
Kickoff/Awards	\$	\$	\$
Banquet	\$	\$	\$
Prizes and/or Trophies	\$	\$	\$
Media Advertisements	\$	\$	\$
Program	\$	\$	\$
Promotional Signs	\$	\$	\$
Other	\$	\$	\$
Total Expenses	\$	\$	\$

Summary

Category	2024–2025 Actual	2025–2026 Projected	2026–2027 Projected
Income Less Expenses	\$	\$	\$
Other	\$	\$	\$
Total	\$	\$	\$
Net Profit (Loss)	\$	\$	\$

Complete the W-9:

Click on the [LINK](#) (CTRL + left mouse click) to fill out the document. Save the document to your computer and attach to your application.

<p>Form W-9 (Rev. March 2024) Department of the Treasury Internal Revenue Service</p>	<p>Request for Taxpayer Identification Number and Certification</p> <p>Go to www.irs.gov/FormW9 for instructions and the latest information.</p>	<p>Give form to the requester. Do not send to the IRS.</p>								
<p>Before you begin. For guidance related to the purpose of Form W-9, see <i>Purpose of Form</i>, below.</p>										
<p>Print or type. See Specific Instructions on page 3.</p>	<p>1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)</p>									
	<p>2 Business name/disregarded entity name, if different from above.</p>									
	<p>3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.</p> <p> <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) - - - - - <small>Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.</small> <input type="checkbox"/> Other (see instructions) </p>									
	<p>4 Exemptions (codes apply only to certain entities, not individuals; see Instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p>(Applies to accounts maintained outside the United States.)</p>									
	<p>3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See Instructions - - - - - <input type="checkbox"/></p>									
	<p>5 Address (number, street, and apt. or suite no.). See instructions.</p>	<p>Requestor's name and address (optional)</p>								
	<p>6 City, state, and ZIP code</p>									
<p>7 List account number(s) here (optional)</p>										
<p>Part I Taxpayer Identification Number (TIN)</p>										
<p>Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i>, later.</p>										
		<p>Social security number</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; height: 20px;"> </td> </tr> </table> <p>or</p> <p>Employer identification number</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; height: 20px;"> </td> </tr> </table>								
<p>Note: If the account is in more than one name, see the Instructions for line 1. See also <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.</p>										
<p>Part II Certification</p>										
<p>Under penalties of perjury, I certify that:</p>										
<p>1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and</p>										
<p>2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and</p>										
<p>3. I am a U.S. citizen or other U.S. person (defined below); and</p>										
<p>4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.</p>										
<p>Certification Instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the Instructions for Part II, later.</p>										
<p>Sign Here</p>	<p>Signature of U.S. person</p>	<p>Date</p>								
<p>General Instructions</p>										
<p>Section references are to the Internal Revenue Code unless otherwise noted.</p>										
<p>Future developments. For the latest information about developments related to Form W-9 and its Instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.</p>										
<p>What's New</p>										
<p>Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.</p>										
<p>Purpose of Form</p>										
<p>An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they</p>										
<p>Cat. No. 10231X Form W-9 (Rev. 3-2024)</p>										

APPLICATION CHECK LIST

(submit with application)

Check each box below to confirm completion of the required items:

- Applicant has reviewed the sample contract at:
[Sample Fishing Event Funding Agreement](#)
 - Copies of all promotional advertising from the last event are attached (scanned as an attachment)
 - Tournament Rules – Exhibit F-1
 - Tournament Scoring System – Exhibit F-2
 - Schedule of Events – Exhibit C
 - Budget – Exhibit D
 - Statement of Income and Expenses – Exhibit H (scanned as an attachment if needed)
 - Completed W-9 Form
 - Copy of Sunbiz Registration attached (scanned from Sunbiz.com)
 - All sections of this application have been fully completed
-

Applicant/Event:
 Funds Requested for this District:

District:

FY 2027 Fishing Event Worksheet

This worksheet is for Fishing Advisory Committee (FAC) members to evaluate FY2027 Fishing Event applications. Scores should reflect how well each event supports tourism, overnight stays, community benefit, and alignment with TDC priorities. Use a 1–5 scale for all criteria unless otherwise noted. A minimum score of 30 will be required to be considered for funding by a majority of the sitting advisory committee.

Evaluation Criteria	Application Reference	Score
Primary Purpose of Event	Evaluate if the event’s main goal is to attract overnight visitors to the destination. (General Section)	
Destination Stewardship & Community Involvement	Exhibit A – Assess support for economic prosperity, environmental balance, social well-being, and cultural respect. (Exhibit A)	
Room Nights	Exhibit B – Evaluate projected room nights and how estimates were derived. (Exhibit B)	
Schedule of Events	Exhibit C – Review the organization and completeness of the event’s schedule. (Exhibit C)	
Event Budget & Financial Commitment	Exhibit D – Assess accuracy of the budget, applicant’s financial contribution, and allocation compliance. (Exhibit D)	
Promotion & Marketing	Exhibit E – Evaluate the effectiveness of marketing strategies to attract overnight visitors. (Exhibit E)	
Proposed Tournament Information	Exhibit F-1 / F-2 – Evaluate format, target species, and appeal to out-of-county visitors. (Exhibit F-1 / F-2)	
Action Plan	Exhibit G – Evaluate road closures, parking, safety, and sustainability planning. (Exhibit G)	
Statement of Income & Expenses	Exhibit H – Evaluate organization’s financial stability and ability to produce the event. (Exhibit H)	
Effectiveness of Application	Evaluate the completeness, clarity, and professionalism of the submission. (Entire Application)	

Total Score:

Date: _____

Print Name:

Signature: