

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".

ADD ON AGENDA

VISIT FLORIDA KEYS CORPORATION AND MONROE COUNTY TOURIST DEVELOPMENT COUNCIL MEETINGS

THURSDAY FEBRUARY 12, 2026, 10:00 A.M.

**MURRAY NELSON GOVERNMENT CENTER, KEY LARGO
102050 OVERSEAS HIGHWAY, KEY LARGO FL**

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
 - 2. Recognition of Jodi Weinhofer – Lodging Association

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

- D. **Approval of the Minutes**
 - 1.** December 4, 2025 Visit Florida Keys Meeting Minutes
- E. **Leadership Report**
 - 1. Update from Chairperson Diane Schmidt
 - 2. President & CEO Report
- F. **Finance and Compliance**
 - 1.** Status Report
 - 2.** Four Penny Revenue Report
 - 3.** Visit Florida Keys Contract Compliance Report
- G. **Marketing, Public Relations, and Research**
 - 1.** Status Report
- H. **Sales**
 - 1.** Status Report
- I. **Partnerships and Technology**
 - 1.** Status Report
- J. **Visit Florida Keys Items (Some of the items below will be ratified by TDC):**
 - 1.** Consideration and Action re: AI Policy
 - 2.** Ratification of: Agreements for Lilly Pulitzer Fashion Show
 - 3.** Update re: Risk Assessment

- 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

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

- E. **Approval of the Minutes**
 - 1.** December 4, 2025 Regular Meeting Minutes

- F. **Budget**
 - 1.** FY 2026 Quarterly Budget Report Q1 October – December 2025

- G. **TDC Related Items**

- 1.** Consideration and Action re: Agreement with Amadeus for Forward Looking Data
- 2.** Consideration and Action re: Updates and Additions to Marketing Plan
 - Sales Shows and Conferences
 - National Tourism Week Activation
- 3.** Consideration and Action re: Agreement with Otsego, Inc for Lead Generation for Group Sales
- 4.** Consideration and Action re: Permission to Advertise FY 2027 Capital Project Application
- 5.** Consideration and Action re: Amendment to Agreement with MMGY Global Website Agreement to add Special Projects
- 6.** Consideration and Action re: Amendment to Agreement with Starmark
- 7.** Consideration and Action re: Operations Manual Update – Capital Streamline Process
- 8.** Consideration and Action re: Operations Manual Update – Additional Updates to Media Buy Process and Exceptions to Purchasing Policy
- 9.** Consideration and Action re: Approval of Waiver of Standard of Conduct
- 10.** Consideration and Action re: Amendment to Agreement with Longwoods International USA, Inc. for Brand Study
- 11.** Consideration and Action re: Agreement with Longwoods International USA, Inc. for Travel USA Subscription
- 12.** Consideration and Action re: Agreement with MMGY for Visitor Volume Data
- 13.** Consideration and Action re: Approval of the Actions and Recommendations of the International Public Relations Selection Committee and Approval to enter into Agreements with Selected Agencies
- 14.** Consideration and Action re: Approval of on Call Service Agreements for the Florida Keys News Bureau
- 15. Discussion: Transportation
- 16. Discussion and Direction: Advisory Committee Appointment Process and Term Limits

- H. **District Advisory Committee Items**

- 1.** **District I**
 - a).** Consideration and Action re: Mark Vose/Lodging Representative
- 2.** **District II**
- 3.** **District III**

4. District IV

5. District V

I. **Cultural Umbrella**

1. Consideration and Action re: Theresa Axford/District I Representative (Add on Item)

J. **Fishing Advisory Committee**

1. Consideration and Action re: Sara Hamlyn/District IV Representative

K. **Dive and Eco-Tourism Committee**

1. Consideration and Action re: Bob Holston/District I Representative

2. Consideration and Action re: Kim Roney/District II Representative

3. Consideration and Action re: Bette Zirkelbach/District III Representative

4. Consideration and Action re: Michael Goldberg/District IV Representative

5. Consideration and Action re: Jill Kuehnert/District V Representative

L. **Public/Industry Input**

M. **General Discussion**

Agenda Item #

D.1.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

December 4, 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: January 30, 2026

Visit Florida Keys Meeting

The December 4, 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, Ms. Peg Laron, Mayor Michelle Lincoln, Mr. Bobby Mongelli, Ms. Rachel Oropeza, and Ms. Patti Stanley

Visit Florida Keys Board Members Absent Were: Mayor Danise “DeeDee” Henriquez and Ms. Robyn Still

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

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

- D. **Approval of the Minutes**
 - 1. October 28, 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: 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

Mr. Fernandez seconded. Motion passed unanimously.

Update from Chairperson Diane Schmidt: Ms. Schmidt welcomed Mayor Michelle Lincoln back to the board. Ms. Schmidt highlighted recent PR coverage including the release of Molly the sea turtle and coverage on the best key lime pie, which was picked up by both AOL and Yahoo.

President/CEO Report: Ms. Franker reviewed the Visit Florida Keys Branding Task Force members nominated by the TDC at the October meeting and reported that the new brand is anticipated to be launched later in the year.

Ms. Franker shared trends in global travel, stating that even with worldwide economic and political uncertainty, people are still choosing travel over material things, with visitors choosing value and authentic experiences. Ms. Franker stated that despite fierce headwinds in the past year, the destination performed well.

Ms. Franker reviewed allowable expenditures of Tourist Development Tax under the Florida State Statutes and stated that there are two additional Tourist Development Tax pennies that could be activated and that transportation projects were allowable under the Public Facility category within the Statutes. Ms. Franker stated that while the budget was already set for FY 2026 that if it was the will of the Board, these items could be explored down the line.

Ms. Schmit asked that this be brought back for further discussion.

Comprehensive departmental updates were provided.

There being no further business of the corporation, the meeting was adjourned at 10:41 a.m.

Agenda Item #

E.1.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Update from Chairperson Diane Schmidt

ITEM BACKGROUND:

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY: Chairperson

DEADLINE DATE: January 30, 2026

Agenda Item #

E.2.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

President & CEO Update

ITEM BACKGROUND:

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY: President & CEO

DEADLINE DATE: January 30, 2026

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Finance and Compliance Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY: Finance and Compliance Team

DEADLINE DATE: January 30, 2026

ADMINISTRATIVE OFFICE STATUS REPORT FEBRUARY 2026

Administration and Operations

Project:

Completion Date:

Status:

Operations Manual

Ongoing

The Operations Manual has been updated as follows:

- Section II: Updated Media Buy Process, Cash handling policies, reimbursable expenses for events

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

Ongoing

Vacancies:

- Approval of District IV Representation is included in the packet for approval

Meetings:

- The next meeting is scheduled for March 12, 2026

Project:

Completion Date:

Status:

Dive and Eco-Tourism Advisory Committee

Ongoing

Vacancies:

- Approval of appointments for all Districts are included in the meeting packet for approval

Meetings:

- The next meeting is scheduled for March 12, 2026

Project:

Completion Date:

Status:

District Advisory Committees

Ongoing

Vacancies:

- Damian Vantriglia was appointed as an At Large representative at the January BOCC meeting
- Approval of the District I Lodging Representative appointment is included in the meeting packet for approval
- Upcoming vacancies that will be advertised soon include:
 - DAC IV Tourist Related Representative (end of term 3/27/26)
 - DAC V Lodging Representative (end of term 3/27/26)
 - DAC V At Large Representative (end 4/18/26)
 - DAC III At Large Representation (end of term 5/19/26)

Meetings:

The next DAC meetings are scheduled for March 24th and 25th

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: **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. The BOCC implemented the new program with their January meeting and staff is determining if the new program will suit the needs for the development and distribution of the VFK/TDC meeting agenda packets.

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 was December 16, 2025. The Selection Committee met on January 27, 2026 and their recommendations are included in the February meeting packet for approval. A final agreement is anticipated to be placed on the March or April BOCC meeting agenda.

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 was approved by the BOCC at their December 10, 2025. Artibus performed their first walk through of the property and plans are anticipated to be completed in early March. TDC staff will then be seeking bids for the construction work. The construction timeline will be refined once contractor quotes are received.

Project: **TDC Islamorada Office Renovation**
Completion Date: Estimated September 2026
Status: The TDC approved entering into a contract with Keystone for architectural services at the December 4, 2025 meeting. The agreement was approved by the BOCC at their January 28, 2026. Upon completion of the design plans TDC staff will then be seeking bids for construction work. The construction timeline will be refined once contractor quotes are received.

Compliance

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: **Board and Committee Ethics Training**
Completion Date: February 2026
Status: As part of our required ethics compliance, all TDC and advisory board committee members must complete the ethics training developed by the Florida Ethics Institute. All current members have been provided with a link to the video and an acknowledgment form to complete. Going forward, any newly appointed members will be provided with this training material at the commencement of their appointment.

Grants

Project: **Capital Project Funding Site Visits**
Completion Date: Ongoing
Status: Staff will do Capital Project Site Visits when necessary.

Project: **FY 2027 Event Funding Applications**
Completion Date: February 2026
Status: The FY 2027 Funding application was approved by the TDC at the December 4, 2025 meeting and by the BOCC at their January 28, 2026 meeting. A workshop will be held for those persons interested in applying for funding on March 4, 2026.

Project: **FY 2027 Fishing Event Funding Applications**
Completion Date: February 2026
Status: The FY 2027 Fishing Event Funding Application was approved by the TDC at the December 4, 2025 meeting. Workshops will be held for interested persons on March 5th.

Project: **FY 2027 Capital Funding Application**
Completion Date: March 2026
Status: Approval of revised applications/process is included in your meeting packet for approval.

Project: **FY 2026 2nd Round Capital Funding Applications – DAC II and V**
Completion Date: February 2026
Status: DAC II and V reviewed and made their funding recommendations at their October 7, 2025 meetings. TDC approved the funding recommendation at the October 28, 2025 meeting. Agreements were placed on the BOCC agenda for approval beginning in January. Remaining agreements will be placed on the February BOCC meeting agenda.

Budget

Project: **FY 2027 Budget**
Completion Date: September 2026
Status: Staff has begun the process of building the FY 27 budget. The FY 27 strategic budget plan will be presented to the TDC at the April meeting, followed by final approval of the line item budget in June.

Finance

Project: **P Cards For VFK Staff**
Completion Date: Ongoing
Status: Administrative office is working on procedures and distribution of “P” cards to approved staff members.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Four Penny Revenue Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

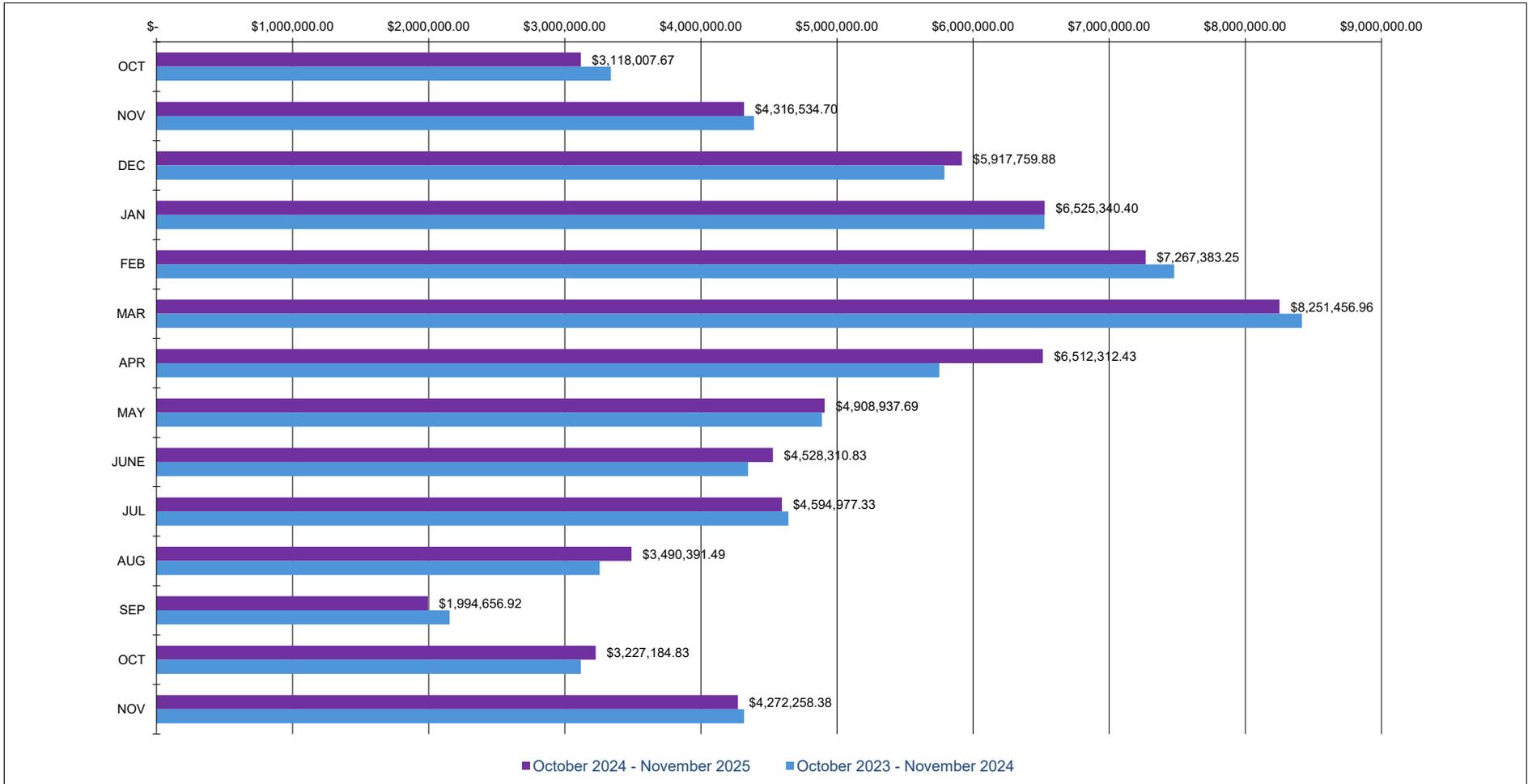
ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY: Finance and Compliance Team

DEADLINE DATE: January 30, 2026

FOUR PENNY REVENUE REPORT
Fiscal Year 2026



MARKET SHARE	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026
											Year To Date
DISTRICT I	55.89%	54.13%	59.02%	54.09%	48.30%	46.43%	47.66%	46.42%	47.50%	46.82%	54.32%
DISTRICT II	5.46%	6.59%	6.18%	6.36%	7.43%	8.24%	7.98%	8.15%	8.46%	8.56%	8.22%
DISTRICT III	15.80%	15.57%	12.97%	15.87%	18.16%	18.39%	18.09%	18.58%	18.08%	18.12%	13.26%
DISTRICT IV	10.59%	10.47%	7.37%	9.79%	11.04%	11.26%	10.69%	11.21%	9.91%	10.65%	9.81%
DISTRICT V	12.26%	13.24%	14.46%	13.89%	15.08%	15.68%	15.57%	15.64%	16.05%	15.86%	14.38%
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 2026

DISTRICT I													FY 2026 VS FY 2025		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 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	\$ 1,781,889.35	\$ 19,767.76	1.1%	OCTOBER	
NOVEMBER	\$ 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	\$ 2,291,869.07	\$ (38,530.42)	-1.7%	NOVEMBER	
DECEMBER	\$ 1,811,261.05	\$ 1,855,374.29	\$ 1,637,648.25	\$ 2,017,591.62	\$ 2,051,381.84	\$ 1,809,575.59	\$ 3,201,559.53	\$ 2,779,401.15	\$ 2,813,906.08	\$ 2,840,911.49			0.0%	DECEMBER	
JANUARY	\$ 2,012,090.86	\$ 2,032,432.63	\$ 1,824,432.90	\$ 2,212,743.54	\$ 2,375,937.93	\$ 1,851,949.98	\$ 3,363,875.48	\$ 3,105,003.21	\$ 3,243,977.65	\$ 3,232,910.81			0.0%	JANUARY	
FEBRUARY	\$ 2,291,422.67	\$ 2,209,352.82	\$ 2,189,090.60	\$ 2,441,072.24	\$ 2,724,208.81	\$ 2,415,590.13	\$ 3,720,975.71	\$ 3,350,579.46	\$ 3,572,902.67	\$ 3,473,209.54			0.0%	FEBRUARY	
MARCH	\$ 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	\$ 3,712,986.87			0.0%	MARCH	
APRIL	\$ 1,898,566.03	\$ 2,035,531.41	\$ 1,894,633.41	\$ 2,151,741.52	\$ 49,435.37	\$ 2,973,128.38	\$ 3,369,278.21	\$ 2,903,169.22	\$ 2,757,544.12	\$ 3,053,288.98			0.0%	APRIL	
MAY	\$ 1,681,959.62	\$ 1,665,774.16	\$ 1,579,761.19	\$ 1,778,251.97	\$ 39,292.68	\$ 2,875,070.78	\$ 2,746,633.09	\$ 2,209,092.73	\$ 2,356,819.90	\$ 2,288,476.26			0.0%	MAY	
JUNE	\$ 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	\$ 1,810,840.06			0.0%	JUNE	
JULY	\$ 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	\$ 1,851,661.54			0.0%	JULY	
AUGUST	\$ 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	\$ 1,442,260.95			0.0%	AUGUST	
SEPTEMBER	\$ 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	\$ 958,579.31			0.0%	SEPTEMBER	
TOTAL	\$ 20,532,125.51	\$ 19,922,541.40	\$ 19,281,159.21	\$ 21,624,197.97	\$ 15,539,361.55	\$ 26,302,475.30	\$ 32,875,732.70	\$ 28,571,847.23	\$ 28,965,149.59	\$ 28,757,646.89	\$ 4,073,758.42	\$ (18,762.66)	-0.5%		
% INC/DEC PREVIOUS YEAR		7.0%	-3.0%	-3.2%	12.2%	-28.1%	21.6%	25.0%	-13.1%	1.4%	-0.7%				

DISTRICT II													FY 2026 VS FY 2025		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 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	\$ 255,783.03	\$ 33,031.83	14.8%	OCTOBER	
NOVEMBER	\$ 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	\$ 360,794.74	\$ 36,495.64	11.3%	NOVEMBER	
DECEMBER	\$ 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	\$ 531,380.03			0.0%	DECEMBER	
JANUARY	\$ 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	\$ 630,128.97			0.0%	JANUARY	
FEBRUARY	\$ 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	\$ 633,562.68			0.0%	FEBRUARY	
MARCH	\$ 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	\$ 685,555.92			0.0%	MARCH	
APRIL	\$ 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	\$ 555,976.86			0.0%	APRIL	
MAY	\$ 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	\$ 407,806.81			0.0%	MAY	
JUNE	\$ 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	\$ 381,615.53			0.0%	JUNE	
JULY	\$ 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	\$ 391,429.96			0.0%	JULY	
AUGUST	\$ 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	\$ 311,924.24			0.0%	AUGUST	
SEPTEMBER	\$ 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	\$ 179,715.06			0.0%	SEPTEMBER	
TOTAL	\$ 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	\$ 5,256,146.36	\$ 616,577.77	\$ 69,527.47	12.7%		
% INC/DEC PREVIOUS YEAR		-3.1%	21.0%	-16.8%	25.9%	-6.0%	83.8%	17.9%	-8.9%	2.8%	1.9%				

FOUR PENNY REVENUE REPORT
Fiscal Year 2026

DISTRICT III													FY 2026 VS FY 2025		DISTRICT III
FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 234,800.48	\$ 239,626.06	\$ 196,810.44	\$ 215,613.40	\$ 270,733.47	\$ 356,719.73	\$ 540,800.25	\$ 495,193.60	\$ 441,166.04	\$ 401,878.67	\$ 407,972.99	\$ 6,094.32	1.5%	OCTOBER	
NOVEMBER	\$ 293,276.57	\$ 302,122.70	\$ 211,083.73	\$ 316,194.06	\$ 401,207.51	\$ 416,370.49	\$ 705,397.80	\$ 652,851.49	\$ 650,896.71	\$ 619,742.96	\$ 586,813.84	\$ (32,929.12)	-5.3%	NOVEMBER	
DECEMBER	\$ 500,556.19	\$ 491,045.96	\$ 314,255.12	\$ 521,259.98	\$ 644,822.25	\$ 737,162.10	\$ 1,098,949.36	\$ 1,036,397.85	\$ 1,065,724.46	\$ 1,072,048.41			0.0%	DECEMBER	
JANUARY	\$ 577,463.89	\$ 537,332.79	\$ 379,610.14	\$ 573,178.65	\$ 677,390.02	\$ 785,980.37	\$ 1,251,111.46	\$ 1,098,677.13	\$ 1,117,954.37	\$ 1,117,799.07			0.0%	JANUARY	
FEBRUARY	\$ 616,201.24	\$ 613,053.78	\$ 435,173.18	\$ 651,587.84	\$ 863,911.04	\$ 939,759.81	\$ 1,318,021.03	\$ 1,272,444.45	\$ 1,331,159.36	\$ 1,268,346.14			0.0%	FEBRUARY	
MARCH	\$ 822,108.31	\$ 762,282.11	\$ 576,101.32	\$ 879,468.17	\$ 582,866.26	\$ 1,369,868.46	\$ 1,651,331.87	\$ 1,552,929.47	\$ 1,642,301.89	\$ 1,613,790.82			0.0%	MARCH	
APRIL	\$ 493,491.53	\$ 617,909.65	\$ 354,791.73	\$ 648,587.95	\$ 26,801.41	\$ 1,129,424.18	\$ 1,376,617.91	\$ 1,202,383.99	\$ 970,752.17	\$ 1,116,988.44			0.0%	APRIL	
MAY	\$ 410,244.76	\$ 412,509.88	\$ 289,670.84	\$ 465,817.91	\$ 30,122.52	\$ 1,004,352.43	\$ 921,387.63	\$ 767,505.51	\$ 814,481.58	\$ 864,938.77			0.0%	MAY	
JUNE	\$ 521,540.61	\$ 532,364.79	\$ 432,280.61	\$ 667,771.53	\$ 596,181.12	\$ 1,137,878.42	\$ 1,124,416.92	\$ 1,034,649.53	\$ 985,230.71	\$ 984,946.67			0.0%	JUNE	
JULY	\$ 655,572.62	\$ 675,735.36	\$ 477,059.98	\$ 730,788.00	\$ 769,572.43	\$ 1,307,546.27	\$ 1,321,488.88	\$ 1,226,413.71	\$ 1,036,426.73	\$ 1,037,325.54			0.0%	JULY	
AUGUST	\$ 431,148.60	\$ 425,687.44	\$ 355,607.57	\$ 484,992.36	\$ 617,727.09	\$ 775,507.52	\$ 759,469.20	\$ 706,072.08	\$ 658,664.29	\$ 736,612.83			0.0%	AUGUST	
SEPTEMBER	\$ 249,246.50	\$ 122,101.24	\$ 213,290.81	\$ 189,918.78	\$ 362,000.38	\$ 458,499.55	\$ 409,523.96	\$ 387,695.47	\$ 307,762.93	\$ 296,345.31			0.0%	SEPTEMBER	
TOTAL	\$ 5,805,651.30	\$ 5,731,771.76	\$ 4,235,735.47	\$ 6,345,178.63	\$ 5,843,335.50	\$ 10,419,069.33	\$ 12,478,516.27	\$ 11,433,214.28	\$ 11,022,521.24	\$ 11,130,763.63	\$ 994,786.83	\$ (26,834.80)	-2.6%		
% INC/DEC PREVIOUS YEAR	12.8%	-1.3%	-26.1%	49.8%	-7.9%	64.2%	19.8%	-8.4%	-3.6%	1.0%					

DISTRICT IV													FY 2026 VS FY 2025		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 2026	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 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	\$ 314,729.73	\$ 49,878.54	18.8%	OCTOBER	
NOVEMBER	\$ 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	\$ 421,319.10	\$ 32,807.10	8.4%	NOVEMBER	
DECEMBER	\$ 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			0.0%	DECEMBER	
JANUARY	\$ 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			0.0%	JANUARY	
FEBRUARY	\$ 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			0.0%	FEBRUARY	
MARCH	\$ 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			0.0%	MARCH	
APRIL	\$ 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			0.0%	APRIL	
MAY	\$ 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			0.0%	MAY	
JUNE	\$ 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			0.0%	JUNE	
JULY	\$ 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			0.0%	JULY	
AUGUST	\$ 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	\$ 413,819.35			0.0%	AUGUST	
SEPTEMBER	\$ 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	\$ 213,196.18			0.0%	SEPTEMBER	
TOTAL	\$ 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	\$ 6,538,814.85	\$ 736,048.83	\$ 82,685.64	12.7%		
% INC/DEC PREVIOUS YEAR	5.9%	-1.0%	-37.5%	62.6%	-9.3%	63.0%	15.5%	-6.4%	-12.4%	8.3%	-88.7%				

FOUR PENNY REVENUE REPORT
Fiscal Year 2026

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 2026	\$ INC/DEC	% INC/DEC	
	FY 2026 VS FY 2025														
OCTOBER	\$ 220,948.31	\$ 239,671.35	\$ 221,249.58	\$ 240,338.77	\$ 279,564.03	\$ 374,618.38	\$ 586,465.86	\$ 539,319.44	\$ 500,963.84	\$ 466,405.02	\$ 466,809.73	\$ 404.71	0.1%	OCTOBER	
NOVEMBER	\$ 285,020.89	\$ 316,838.18	\$ 281,446.18	\$ 327,501.23	\$ 396,881.93	\$ 388,975.80	\$ 695,247.16	\$ 631,476.76	\$ 643,856.84	\$ 653,581.15	\$ 611,461.63	\$ (42,119.52)	-6.4%	NOVEMBER	
DECEMBER	\$ 400,154.58	\$ 433,952.66	\$ 399,405.50	\$ 475,992.59	\$ 579,614.01	\$ 615,796.56	\$ 1,039,559.77	\$ 864,186.86	\$ 872,198.00	\$ 873,409.62			0.0%	DECEMBER	
JANUARY	\$ 438,954.21	\$ 455,527.53	\$ 442,897.09	\$ 518,816.11	\$ 621,899.72	\$ 621,311.20	\$ 967,603.77	\$ 920,206.44	\$ 985,332.03	\$ 958,358.93			0.0%	JANUARY	
FEBRUARY	\$ 513,498.15	\$ 534,454.16	\$ 515,400.07	\$ 625,687.69	\$ 766,533.69	\$ 833,014.45	\$ 1,198,785.63	\$ 1,095,997.09	\$ 1,201,416.23	\$ 1,154,471.36			0.0%	FEBRUARY	
MARCH	\$ 670,122.23	\$ 715,984.65	\$ 710,197.40	\$ 890,882.05	\$ 523,871.20	\$ 1,204,685.58	\$ 1,472,393.70	\$ 1,301,247.90	\$ 1,427,448.43	\$ 1,314,854.58			0.0%	MARCH	
APRIL	\$ 403,116.52	\$ 530,004.09	\$ 447,471.21	\$ 603,406.69	\$ 26,291.65	\$ 991,549.89	\$ 1,137,099.37	\$ 980,800.95	\$ 955,879.94	\$ 1,051,513.97			0.0%	APRIL	
MAY	\$ 340,432.94	\$ 382,047.86	\$ 341,054.39	\$ 423,121.56	\$ 20,268.46	\$ 875,764.92	\$ 860,813.65	\$ 736,824.68	\$ 796,708.48	\$ 803,132.06			0.0%	MAY	
JUNE	\$ 338,106.49	\$ 385,166.88	\$ 394,027.75	\$ 477,972.17	\$ 383,718.70	\$ 937,915.48	\$ 823,821.18	\$ 780,612.28	\$ 710,768.09	\$ 784,942.39			0.0%	JUNE	
JULY	\$ 399,397.02	\$ 432,348.03	\$ 435,017.08	\$ 475,550.95	\$ 510,412.93	\$ 933,472.99	\$ 910,925.05	\$ 813,916.64	\$ 791,398.89	\$ 749,433.56			0.0%	JULY	
AUGUST	\$ 262,667.54	\$ 298,848.73	\$ 329,034.89	\$ 306,479.05	\$ 386,373.80	\$ 606,615.60	\$ 570,995.45	\$ 520,371.46	\$ 532,131.14	\$ 585,774.12			0.0%	AUGUST	
SEPTEMBER	\$ 231,837.85	\$ 147,807.14	\$ 207,305.92	\$ 186,136.91	\$ 354,755.59	\$ 498,784.30	\$ 478,302.60	\$ 443,609.46	\$ 370,872.07	\$ 346,821.06			0.0%	SEPTEMBER	
TOTAL	\$ 4,504,256.73	\$ 4,872,651.26	\$ 4,724,507.06	\$ 5,551,885.77	\$ 4,850,185.71	\$ 8,882,505.15	\$ 10,742,013.19	\$ 9,628,569.96	\$ 9,788,973.98	\$ 9,742,697.82	\$ 1,078,271.36	\$ (41,714.81)	-3.7%		
% INC/DEC PREVIOUS YEAR		5.8%	8.2%	-3.0%	17.5%	-12.6%	60.0%	20.9%	-10.4%	1.7%	-0.5%	-88.9%			

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 2026	\$ INC/DEC	% INC/DEC	
	FY 2026 VS FY 2025														
OCTOBER	\$ 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	\$ 3,338,801.71	\$ 3,118,007.67	\$ 3,227,184.83	\$ 109,177.16	3.5%	OCTOBER	
NOVEMBER	\$ 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	\$ 4,307,633.14	\$ 4,391,113.59	\$ 4,316,534.70	\$ 4,272,258.38	\$ (44,276.32)	-1.0%	NOVEMBER	
DECEMBER	\$ 3,223,176.49	\$ 3,288,094.77	\$ 2,654,501.60	\$ 3,572,952.10	\$ 3,896,537.72	\$ 3,963,418.46	\$ 6,543,018.47	\$ 5,798,496.99	\$ 5,789,139.07	\$ 5,917,759.88	\$ -		0.0%	DECEMBER	
JANUARY	\$ 3,619,999.66	\$ 3,619,222.97	\$ 3,010,466.25	\$ 3,927,885.91	\$ 4,397,814.22	\$ 4,110,968.12	\$ 6,887,580.75	\$ 6,382,953.09	\$ 6,524,287.16	\$ 6,525,340.40	\$ -		0.0%	JANUARY	
FEBRUARY	\$ 4,072,611.83	\$ 4,045,770.39	\$ 3,578,292.63	\$ 4,424,172.31	\$ 5,203,807.14	\$ 5,216,596.81	\$ 7,677,438.08	\$ 7,090,243.98	\$ 7,476,962.04	\$ 7,267,383.25	\$ -		0.0%	FEBRUARY	
MARCH	\$ 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	\$ 8,022,011.21	\$ 8,415,919.78	\$ 8,251,456.96	\$ -		0.0%	MARCH	
APRIL	\$ 3,327,798.60	\$ 3,849,450.76	\$ 3,135,222.58	\$ 4,037,249.12	\$ 146,517.04	\$ 6,301,656.41	\$ 7,203,358.04	\$ 6,289,700.04	\$ 5,751,489.58	\$ 6,512,312.43	\$ -		0.0%	APRIL	
MAY	\$ 2,884,271.30	\$ 3,000,072.66	\$ 2,606,391.28	\$ 3,192,753.80	\$ 126,347.90	\$ 5,866,381.46	\$ 5,552,285.19	\$ 4,645,506.78	\$ 4,889,508.03	\$ 4,908,937.69	\$ -		0.0%	MAY	
JUNE	\$ 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	\$ 4,645,413.42	\$ 4,346,180.06	\$ 4,528,310.83	\$ -		0.0%	JUNE	
JULY	\$ 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	\$ 5,095,092.92	\$ 4,642,988.06	\$ 4,594,977.33	\$ -		0.0%	JULY	
AUGUST	\$ 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	\$ 3,324,965.01	\$ 3,256,641.80	\$ 3,490,391.49	\$ -		0.0%	AUGUST	
SEPTEMBER	\$ 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	\$ 2,468,107.67	\$ 2,153,522.94	\$ 1,994,656.92	\$ -		0.0%	SEPTEMBER	
TOTAL	\$ 36,738,190.25	\$ 36,804,818.34	\$ 32,667,455.22	\$ 39,976,824.97	\$ 32,173,256.77	\$ 56,654,495.21	\$ 68,972,919.36	\$ 61,550,322.57	\$ 60,976,553.82	\$ 61,426,069.55	\$ 7,499,443.21	\$ 64,900.84	0.9%		
% INC/DEC PREVIOUS YEAR		7.0%	0.2%	-11.2%	22.4%	-19.5%	41.7%	21.7%	-10.8%	-0.9%	0.7%	-87.8%			

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Visit Florida Keys Contract Compliance Report

ITEM BACKGROUND:

Attached.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY: Finance and Compliance Team

DEADLINE DATE: January 30, 2026

Requirement	Category	Owner	Department/Team	Status	Due Frequency
Maintain and provide Annual TDC audit report delivered to County.	Documentation/Finance	Erica	Finance	In Progress	Annual
Maintain and provide quarterly expenditure reports.	Documentation/Finance	Erica	Finance	Complete	Quarterly
Maintain current IRS determination letter confirming tax-exempt status.	Documentation/Admin	Erica	Finance	In Progress	Ongoing/Annual
Maintain current general liability and required insurance certificates.	Documentation/Admin	Ammie	Partnerships	Complete	Annual
Maintain annual corporate filings and IRS Form 990.	Documentation/Admin	Erica	Finance	Complete	Annual
Maintain records retention plan and sample records compliant with GS1-SL.	Documentation/Admin	Ammie	Partnerships	In Progress	Ongoing
Maintain documentation of Sunshine, Public Records, and Ethics training for staff and TDC members.	Documentation/Governance	Ammie	Partnerships	In Progress	Annual/Ongoing
Maintain meeting agendas, minutes, and public notices for TDC, DAC, and Umbrella committee meetings.	Documentation/Governance	Sydney	Admin	Complete	Per Meeting
Maintain DAC vacancy notices, nomination forms, and appointment documentation.	Documentation/Governance	Sydney	Admin	Complete	As Needed
Maintain approved annual marketing plan.	Documentation/Marketing	Sherene	Marketing	Complete	Annual
Maintain RFPs, contracts, and amendments with all Agencies of Record.	Documentation/Procurement	Ammie	Partnerships	Complete	Ongoing
Maintain documentation showing retention of all TDC/County-funded assets including domains, media libraries, and research.	Documentation/Assets	Jeanne	Partnerships	Not Started	Ongoing
Maintain current Strategic Plan (every 3–5 years).	Documentation/Strategic	Kaire	Admin	Complete	Every 3–5 Years
Maintain DMAP certification documents and compliance evidence.	Documentation/Strategic	Kaire	Admin	In Progress	Every 3–5 Years
Maintain Crisis & Emergency Plan documentation.	Documentation/Admin	Mary	PR	Complete	Annual/Ongoing
Maintain Monthly Four Penny (TDT) reports.	Documentation/Finance	Erica	Finance	Complete	Monthly
Maintain hotel performance metric reports (ADR, Occupancy, RevPAR).	Documentation/Research	Kelli	Admin	In Progress	Monthly/Quarterly
Maintain short-term rental performance reports.	Documentation/Research	Kelli	Admin	In Progress	Monthly/Quarterly
Maintain traveler sentiment and visitor perception studies.	Documentation/Research	Kelli	Admin	In Progress	Periodic
Maintain economic impact and visitor spending studies.	Documentation/Research	Kelli	Admin	In Progress	Periodic
Maintain board reports on KPIs and ROI including advertising, website, PR, sales, social, and other metrics.	Documentation/Reporting	Julia	Admin	Complete	Quarterly
Maintain approved annual budget submitted to Monroe County.	Documentation/Finance	Maxine	Finance	Complete	Annual
Maintain documentation of all TDT-funded grant agreements.	Documentation/Grants	Ammie	Partnerships	Complete	Ongoing

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Marketing, Public Relations and Research Status Report

ITEM BACKGROUND:

Attached

Additional Reports:

[Starmark Report](#)

[Turner PR Report](#)

[Overseas Media Report](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY: Marketing, Public Relations, and Research Team

DEADLINE DATE: January 30, 2026

EXECUTIVE SUMMARY: RESEARCH UPDATE

Feb. 12, 2026, TDC Meeting

Lodging Performance

December finished strong, with RevPAR up year over year for both the Florida Keys (+8.2%) and Key West (+5.5%). The lift was driven primarily by higher ADR at the end of the month, while occupancy posted modest gains.

For the full calendar year, occupancy remained slightly ahead of last year in both the Florida Keys (+1.6%) and Key West (+1.7%). While ADR and RevPAR were down on a year-to-date basis, the Keys continued to hold occupancy even as national and international travel softened.

Nationally, international inbound travel declined year over year, while domestic travel remained more resilient. Even with that softness internationally, the Florida Keys maintained occupancy, reflecting steady core domestic demand.

Looking ahead, RevPAR is pacing positive across all forward months from January through May. February and May are currently showing the strongest projected year-over-year gains. After peaking in February, growth moderates in March and April before improving again in May as the market moves deeper into high season.

Bed Tax Collections

Four-Penny bed tax collections are holding steady at the start of the fiscal year. Through November, FY2026 collections are pacing 0.9% ahead of FY2025.

October posted a solid 3.5% year-over-year increase, which helped offset a slight decline in November (-1.0%). Overall, collections continue to reflect stable lodging demand entering the winter season.

Key Takeaway

Despite ongoing pressure on international travel, the Florida Keys continue to perform steadily, supported by domestic demand, strong year-end rate performance, and positive forward RevPAR pacing as high season begins.

Sources:

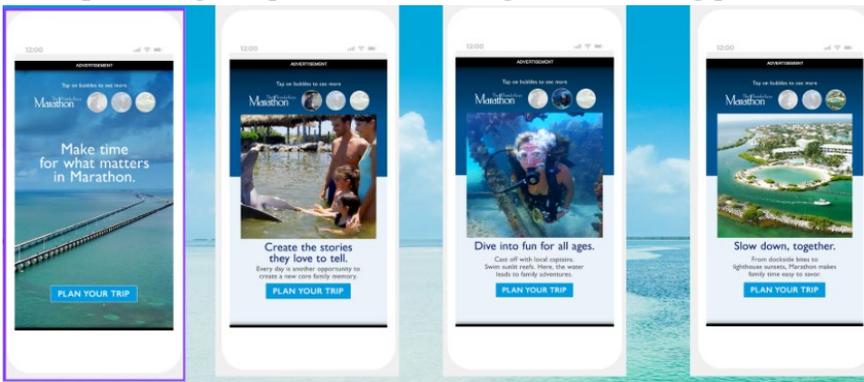
STR (Smith Travel Research)
Monroe County Bed Tax Collection Reports
Tourism Economics
US Travel Association
Amadeus Demand360

EXECUTIVE SUMMARY: MARKETING UPDATE

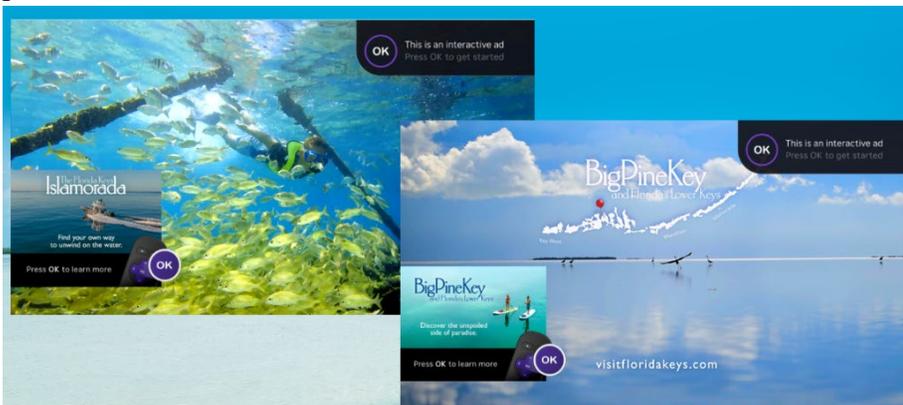
Visit Florida Keys, in partnership with Starmark, launched the Q1 FY25/26 marketing program across all channels, introducing new creative assets through a phased rollout with customized messaging across DACs and Umbrellas in both traditional and digital campaigns.

Marketing Highlights Include:

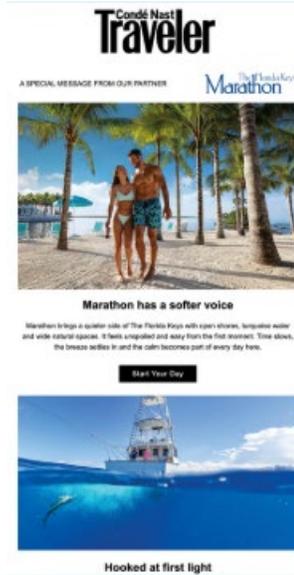
- **Brand:** Kicked off Brand Campaign planning and convened the Brand Task Force
- **PadSquad:** High-impact rich-media digital advertising placement



- **Modern Luxury Editorial Coverage:** Key West feature: Earned editorial coverage highlighting destination experience and high-profile lifestyle event
- **Roku Interactive TV Campaign:** Deployed interactive ads to drive engagement, allowing viewers to actively connect with content and brand messaging across digital platforms.



- **Paid Email Marketing:** Emails featuring experiences, destinations and partners across the Keys were placed in Luxury Link, Sherman’s Travel, Travel + Leisure, Food & Wine and CondeNast.



- **Display Banners geo-targeted to Domestic and International Feeder Markets**



Key Marketing Metrics:

SEM Performance

- Overall CTR 11.33% (+142% vs. industry benchmark of 4.68%)
- Marathon led CTR at 14.2%, followed by Islamorada (13.77%).
- Brand Awareness ranked third in CTR (13.2%) and drove the second-highest site traffic, behind Key West.

YouTube

- Key West Brand Awareness achieved a 74% view rate, 77% interaction rate, and 0.02% CTR.
- 15 sec videos were the top performers.

Performance Max

- Key West PMax delivered 251K+ impressions and the highest CTR (5.71%) among PMax campaigns, driving the most site traffic.
- Diving and Weddings PMax campaigns recorded the highest interaction rates.

EXECUTIVE SUMMARY: PUBLIC RELATIONS AND SOCIAL MEDIA UPDATE

With support from OMG Media, VFK delivered impressive results across all platforms. VFK's PR Team, with Turner PR, secured more than 490 pieces of online, broadcast and radio coverage.

Social Media Highlights Include:

- Live social media event coverage at Custom House Holiday Concert & Bazaar; Schooner Wharf Lighted Boat Parade; and Pirate Wench Drop and Schooner Wharf.



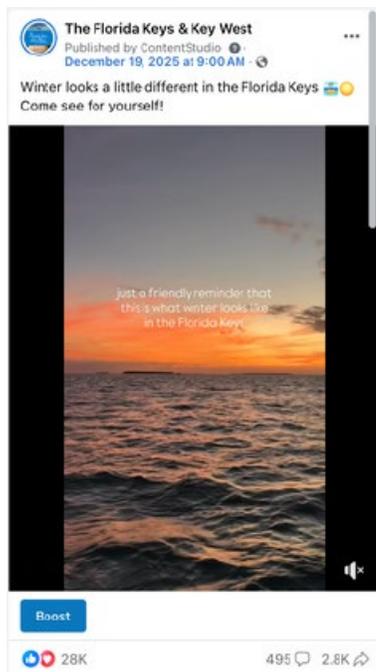
- Social media influencer and TV travel journalist Emily Kaufman, known as *The Travel Mom*, along with TV Entertainment personality Tommy DiDario, and ABC News Anchor Gio Benitez partnered with VFK staff for on-site production in the Florida Keys. They

promoted the destination across their social media channels and Kaufman engaged followers through a trip-giveaway campaign.

- The Lilly Pulitzer Campaign has reached 6.4M followers.

Notable Social Metrics:

- Facebook interactions rose by 58%
- Instagram engagement increased to 69%
- TikTok's page reach surged by 157%
- Top Performing Post was on Facebook: "What December Looks Like in the Florida Keys" (795K Views, 33.4K Interactions, 631K Viewers, 28.7K Likes & Reactions, 495 Comments, 2.9K Shares, 1.3K Saves)



- 70+ partner mentions

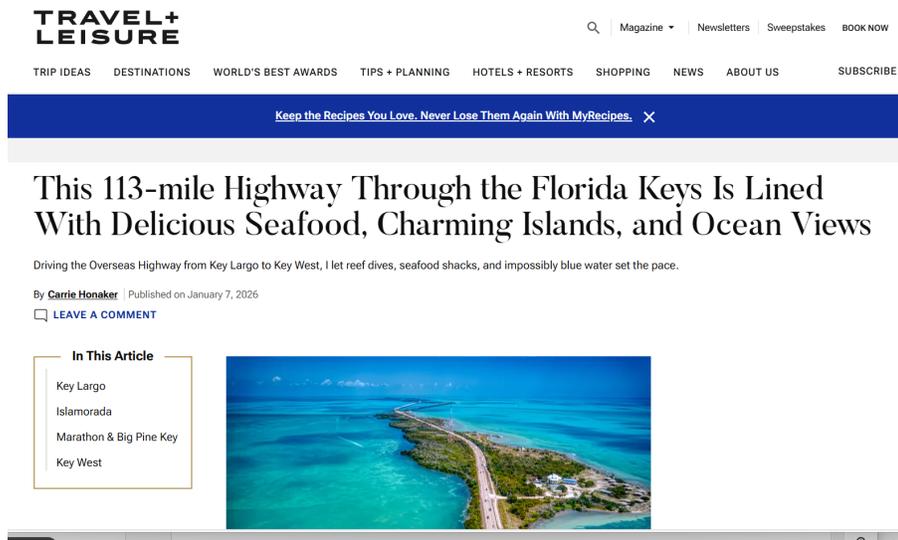
PR Highlights include:

The PR team secured premium editorial placement across globally influential outlets including *The Sunday Times*, *Lonely Planet*, and *Travel + Leisure*, reinforcing the destination's position within the international luxury travel market. Coverage emphasized experiential depth, culinary distinction, and the singular sense of journey that defines the Keys.

This editorial momentum was amplified through strategically produced and distributed video news releases on a number of high-impact events including Scuba Santa, New Year's Eve Red Shoe Drop, extending reach and impact across broadcast and digital platforms. These assets

showcased signature events and conservation initiatives—strengthening brand visibility while underscoring the destination’s authenticity, cultural relevance, and long-term brand equity.

Travel + Leisure’s Carrie Honaker positioned the Overseas Highway as a globally touted tourism asset in “[This 113-Mile Highway Through the Florida Keys Is Lined with Delicious Seafood, Charming Islands, and Ocean Views](#),” highlighting the corridor’s ability to sustain demand through lifestyle-driven, high-value travel experiences.



Matt Hampton’s feature in [The Times of London](#) delivered a major win for The Florida Keys in one of our most valuable international feeder markets. A seven-day motorcycle journey down US Route 1, captured the Keys as they are meant to be experienced...raw, untamed, and unapologetically authentic. The feature went beyond traditional travel coverage, positioning the destination as an iconic, once-in-a-lifetime ride where natural beauty, freedom, and edge converge. For The Florida Keys and our partners, this was high-impact, high-credibility exposure in a top-tier global outlet that powerfully reinforced the destination’s allure to long-haul travelers.

Key PR Metrics:

Top Broadcast Highlights:

The Visit Florida Keys’ PR Department delivered high-impact national and international broadcast coverage across top-tier media outlets and key global markets, significantly expanding destination visibility through these strategic earned media placements.

Total Broadcast Audience Reach: 961,046,181

Key Broadcast Wins

▪ **Turtle Release & Kermit’s Key Lime Shop – *Live on Good Morning America***

Secured live national broadcast coverage on *Good Morning America*, with additional regional exposure in Washington, D.C. and Connecticut, and strong penetration across key Florida drive markets including Miami, Tampa, Fort Myers, and beyond; highlighting both conservation efforts and iconic local businesses.

Total impressions: 160,039,928

▪ **Cold-Stunned Turtles Warm up at the Turtle Hospital**

The heartwarming story of 25 Kemps Ridley Sea Turtles brought to the Turtle Hospital for treatment delivered red hot results. National radio, broadcast, online, and social media coverage on outlets like AccuWeather helped position the Florida Keys as a leader in environmental stewardship and marine conservation. The story also garnered regional and international exposure in Canada and Germany.

Audience reach: 319,194,486

▪ **Santa Scuba Dive**

VFK's video news release garnered national broadcast coverage on CNN, with extensive radio, online, and social placements across major U.S. drive and media markets (Tampa, Orlando, Miami, Boston, Chicago, New York), with international amplification in Canada and France.

Audience reach: 182,526,597

▪ **Key West New Year’s Eve Drag Queen Shoe Drop**

Secured broadcast, online, and social coverage across major U.S. markets including Miami, New York, North Carolina, and additional regions—reinforcing the Florida Keys’ reputation for iconic, inclusive destination experiences.

Audience reach: 299,285,170

EXECUTIVE SUMMARY: FILM UPDATE



Date: Jan. 25th, 2026

From: Chad Newman, Film Commissioner, Visit Florida Keys

Re: Report on Film Activities Dec. 1, 2025 – Jan. 30, 2025

Between December 1, 2025 and January 30, 2026, the Florida Keys hosted multiple film and fashion productions generating 274 room nights. During this period, I participated in a strategic London trade mission that produced 137 qualified production leads.

Television & Film

Bad Monkey Season 2 is back in the Florida Keys and ramping up production. Principal photography runs February 3rd through 21st. The production's U.S. locations team has been on the ground securing locations since the beginning of January and will be filming throughout the lower Florida Keys, including Key West, Summerland Key, Big Pine, and Marathon. The show is expected to air sometime in late 2026 or early 2027. On Jan. 28, 2026, the Monroe County Board of County Commissioners unanimously voted to support filmmaking in the Florida Keys, approving an emergency ordinance that allows, limited, temporary use of county conservation land on Big Pine Key for *Bad Monkey* Season Two.

Writer/Producer/Director Tony Armer filmed *Key of Bones: The Curse of the Ghost Pirate* in Key West, a low-budget horror/comedy that shot for 10 days utilizing Key West landmarks including the Shipwreck Museum, Firehouse Museum, East Martello Fort, Smathers Beach, Higgs Beach, and locations throughout Duval Street. The production generated 154 room nights with an approximate budget of \$250,000. Armer noted that the great thing about Key West is that everywhere you point the camera looks like a movie set.

Youngbloods, a low-budget vampire horror film, is currently filming in Islamorada and Key Largo for approximately three weeks. The production is utilizing both onshore and offshore locations, with a significant portion of filming scheduled at night to accommodate the film's vampire narrative. Key locations include Anne's Beach in Islamorada, showcasing the Florida Keys' versatility for genre productions.

Fashion Shoot

Vineyard Vines shot photos and video for catalog and social media in Islamorada and Key Largo January 5-10, generating 120 room nights. The crew stayed at the Three Waters Resort in Islamorada.

Events

London Trade Mission—I attended Focus Trade Show (December 10-11) and Content London (December 2-5), two major industry events bringing together international content executives, production companies, and film commissioners. The mission successfully generated 137 unique production leads while building strategic relationships with decision-makers from major platforms including BBC Studios, Disney, ITV, Sony Pictures, and Sky. Visit Florida Keys participated in a Film USA booth at Focus with film commissions from across the country, which attracted an estimated 3,500 delegates from 84 countries. Content London provided critical access to commissioners from leading broadcasters and streaming platforms, with key sessions highlighting the growing importance of international co-productions and AI integration in production workflows. Notable contacts included production companies across the UK, Germany, Spain, Iceland, and Barbados, as well as an Amazon MGM Studios networking event featuring Lauren Anderson, Head of Brand and Content Innovation.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Sales Status Report

ITEM BACKGROUND:

Attached

Additional Reports:

[Sales Trip Reports](#)

[Axis Sales Report](#)

[Get it Across Sales Report](#)

[LMA Sales Report](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY: Sales Team

DEADLINE DATE: January 30, 2026

Executive Summary

International & Domestic Sales, Trade & Marketing Activities – Q4 2025

Market Overview & Sentiment

During Q4 2025, Visit Florida Keys navigated a challenging domestic and international travel landscape influenced by political and economic uncertainty. Despite some caution among first-time U.S. travelers, repeat and experienced visitors continued to demonstrate confidence in the Florida Keys' appeal and value. Early booking behavior and sustained interest in experiential and premium travel suggest opportunity for stabilization and recovery heading into 2026.

Trade Engagement & Sales Development

Throughout Q4, the Sales and Trade team implemented a comprehensive domestic and international engagement strategy focused on maintaining destination visibility, strengthening key trade relationships, and supporting future leisure and group business.

Visit Florida Keys representatives, in collaboration with hotel partners and in-market representation, conducted direct sales outreach, trade appointments, and destination education with travel advisors, tour operators, and industry partners across both U.S. and international markets.

Key Q4 sales activities included participation in Signature Travel Network events, engagement with advisors through AAA Threads, and representation at Vakantiebeurs in Utrecht, where the Florida Keys were promoted to both trade and consumer audiences. In addition, Greg's participation in the Northeast Destination Link Luncheon Series supported targeted outreach to regional planners and partners, strengthening relationships within the Northeast market.

Across these engagements, sales efforts emphasized destination education, relationship-building, brochure inclusion, itinerary development, and early-stage planning discussions for 2026. Product knowledge and destination support were reinforced across all five Keys regions, ensuring trade partners were equipped with current and accurate information.

Marketing & Joint Promotions

During Q4, strategic joint marketing initiatives and cooperative campaigns were executed or advanced across domestic and international markets to sustain destination visibility and support trade engagement. These efforts focused on reinforcing positive destination messaging, supporting advisor education, and inspiring future travel consideration.

Marketing initiatives highlighted the Florida Keys' unique character, outdoor and marine experiences, signature events, and year-round appeal. Cooperative efforts with partners helped maintain consistent exposure while positioning the destination competitively as travelers evaluated future travel plans.

Media & Public Relations

Media outreach during Q4 supported destination awareness across domestic and international markets, generating editorial interest, press coverage, and planning discussions for future media visits. Storylines focused on signature events, conservation and sustainability initiatives, outdoor recreation, and the distinct sense of place that differentiates the Florida Keys.

Planning for individual and group media visits in early 2026 progressed during this period, ensuring continued storytelling momentum and earned media opportunities.

Key Insights & Outlook

- Domestic and international trade engagement remains essential to sustaining destination demand.
- High-producing advisors and repeat visitors continue to demonstrate confidence in the Florida Keys.
- Early booking behavior supports opportunity for recovery in 2026.
- The Florida Keys' focus on high-quality experiences, longer stays, and immersive travel continues to appeal to travelers across key markets.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Partnerships and Technology Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY: Partnerships and Technology Team

DEADLINE DATE: January 30, 2026

TDC Board Meeting – February 12, 2026
EXECUTIVE SUMMARY – TECHNOLOGY & PARTNERSHIPS

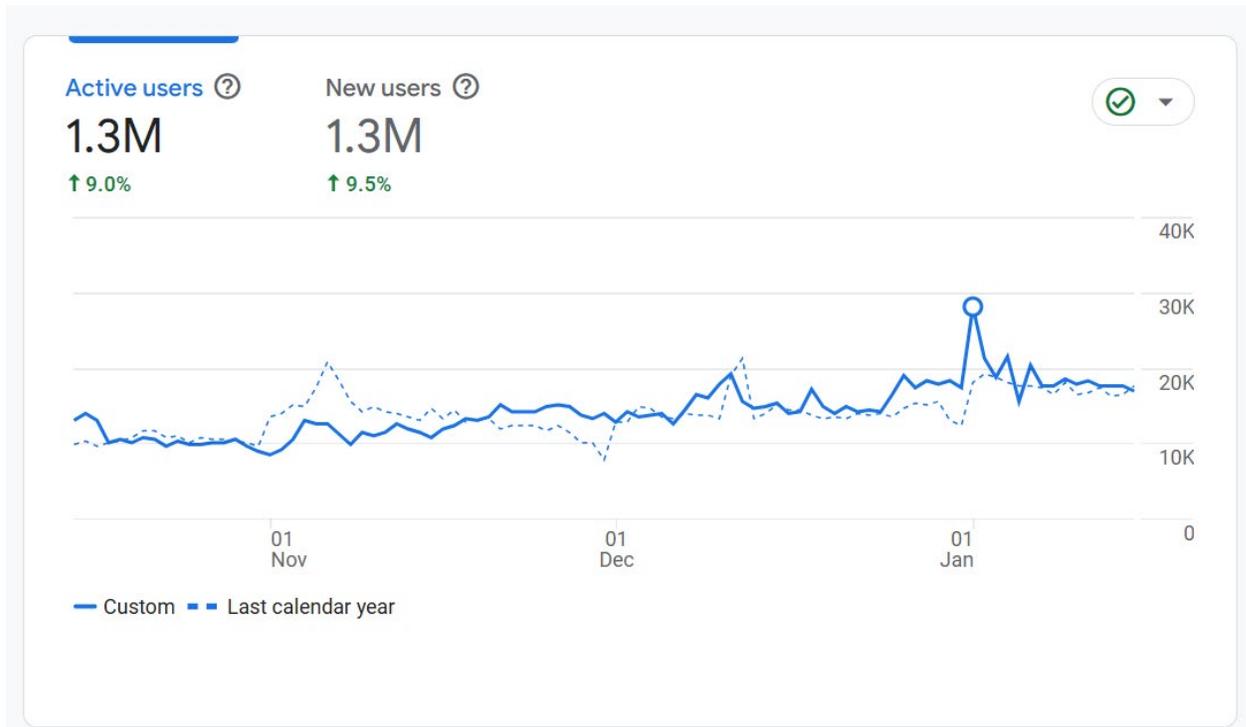
Partnership Outreach

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.
- Promoted openings on the new Dive-Ecotourism committee (all districts), DAC I (lodging representative) and Fishing Advisory Committee (district IV) to gain a healthy slate of candidates.
- 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.
- Updated the Fishing Tournaments page on visitfloridakeys.com to reflect dates for all the 2026 tournaments
- Planning for attendance at Florida Tourism Day and Florida Keys Day in Tallahassee in late January and early February

Web Traffic Trends (mid-Oct 2025 through mid-Jan 2026)

Overall website traffic continues to perform well compared with last year, with new users (1.3M) up 9% year-over-year (YoY), even though overall views (2.2M) were down 10% YoY (source: Google Analytics), largely due to a large spike in website views last year due to the approach of Hurricane Milton in mid Oct 2024. Happily, the current site saw a significant spike in views on Jan 1, likely due to New Year's activities.



Overall site engagement (41.8%) is down compared to last year, not surprising given the time it typically takes for a brand-new site (launched in late October 2025) to gain engagement traction as users get used to new content, new features and as search engines index the site more confidently. We anticipate engagement rates will start to climb as the months go by.

Organic search traffic continues to trend down (-74.9% YoY), part of a broader trend driven by AI-generated summaries in search results. Our new generative search optimization efforts with MMGY and the Bonafide solution will start providing recommendation in the coming weeks that we can implement to help with GEO search results, including Google AI summaries.

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

- Paid Social: 459K total users
- Digital: 189K total users
- Paid Video: 118K total users
- Paid Search: 99K total users

International traffic interestingly had mixed behavior over late fall/early winter. We saw increases in year-over-year traffic from Asia and Central/South America [*India (+305%), China (+4527%), Thailand (+96%), Philippines (+12%), Vietnam (+253%), Singapore (+3233%), Japan (+163%), Mexico (+169%), Brazil (+10%)*] though these visitors still make up a relatively small portion of our website traffic (~47K visitors total).

Canadian & European website traffic continues to largely show YoY declines with the exception of Spain (+127%) and Netherlands (+45). Canada (-60%), Italy (-90%), France (-81%), Sweden (-68%), Germany (-51%), and the UK (-69%). Again, web visitors from these countries make up relatively small numbers (~37K visitors total).

Happily, U.S. visitors, our largest audience segment, increased moderately (+14%) YoY with 1.14M active users, keeping our numbers net positive.

Webcams (mid-Oct 2025 through mid-Jan 20256)

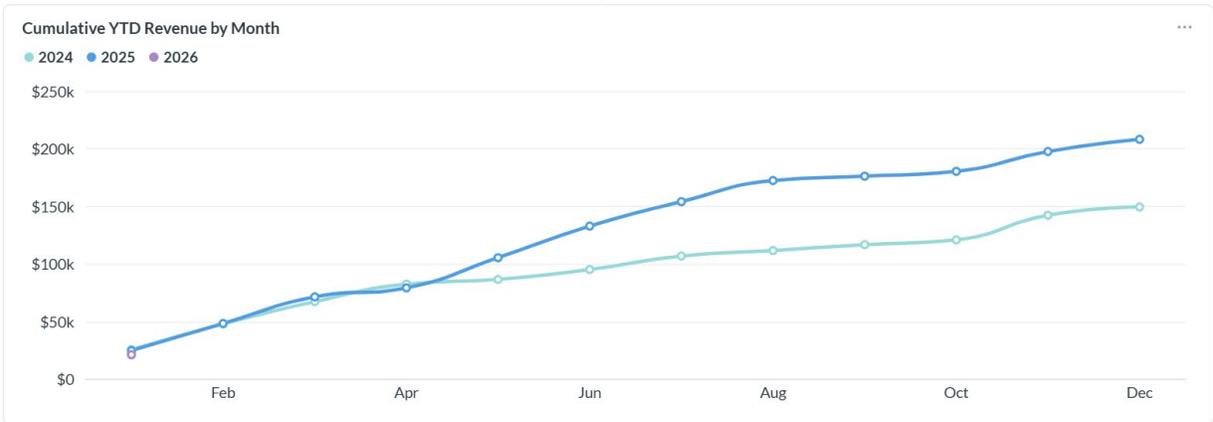
Webcam pages had 118K views during the last three months, with 3.60 views per active user. These numbers are down pretty significantly compared with last year and could be the result of us replacing the word ‘webcam’ in the navigational menu with a webcam icon. We’ll explore this further with MMGY and switch back to the webcam word if necessary. Happily, average webcam engagement time climbed 4% YoY to 2 mins 38 sec per user and speaks to the increased video quality of the cams. 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 for either FY26 or FY27 in the March 2026 DAC meetings.

Ripe Booking Engine (mid-Oct 2025 through mid-Jan 2026)

Our website booking engine has a total of 124 active properties able to be booked directly from visitfloridakeys.com. From mid-Oct through mid-Jan, the booking engine saw:

- 71.8K visitors
- 57 reservations, 150 room nights
- \$51,217 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 January 2026.

Conch-cierge AI Chatbot/Travel Assistant: late October 2025-mid-Jan 2026

The “Conch-cierge” AI Chatbot (powered by Matador’s Guide Geek platform) went live on visitfloridakeys.com with the new site launch on October 28, 2025. Since then there have been 16K interactions with the chatbot from the website (source: Google Analytics).

According to GuideGeek metrics, the chatbot has seen:

- 331 active users
- 1319 messages
- Average session length of 4 mins and 54 seconds

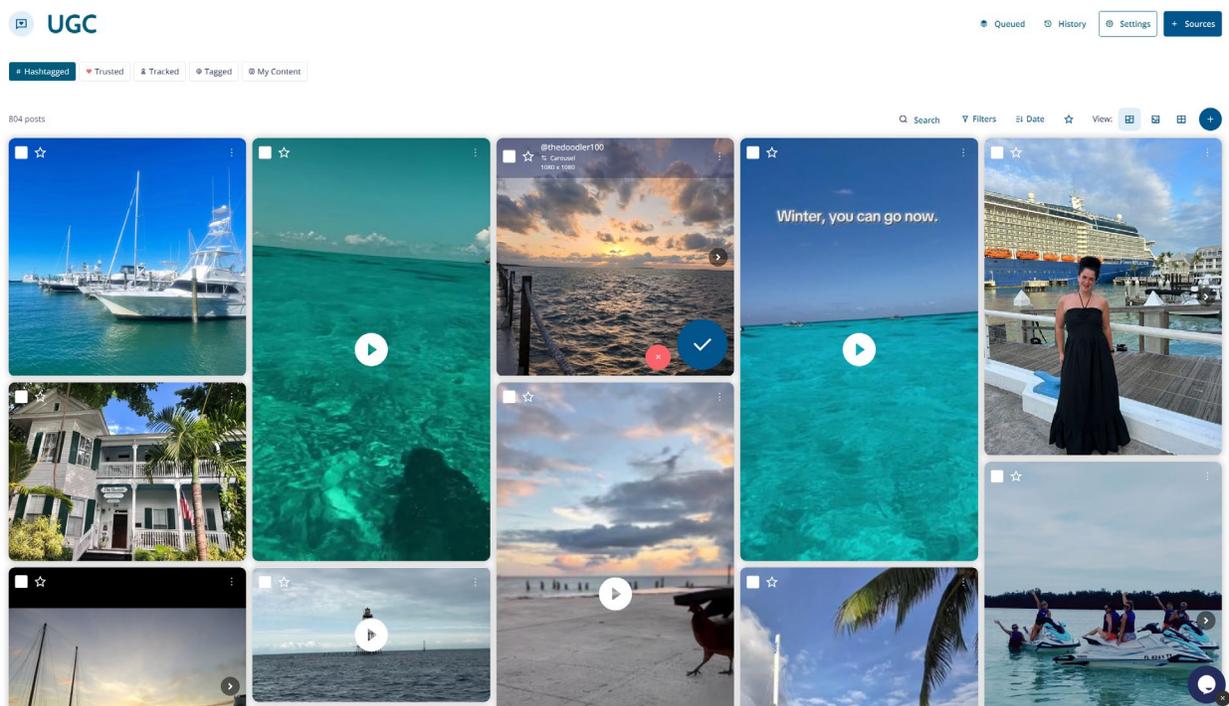
With top categories of questions focused on places to stay and things to do.

Top Categories



SnapSea User-Generated Content (UGC):

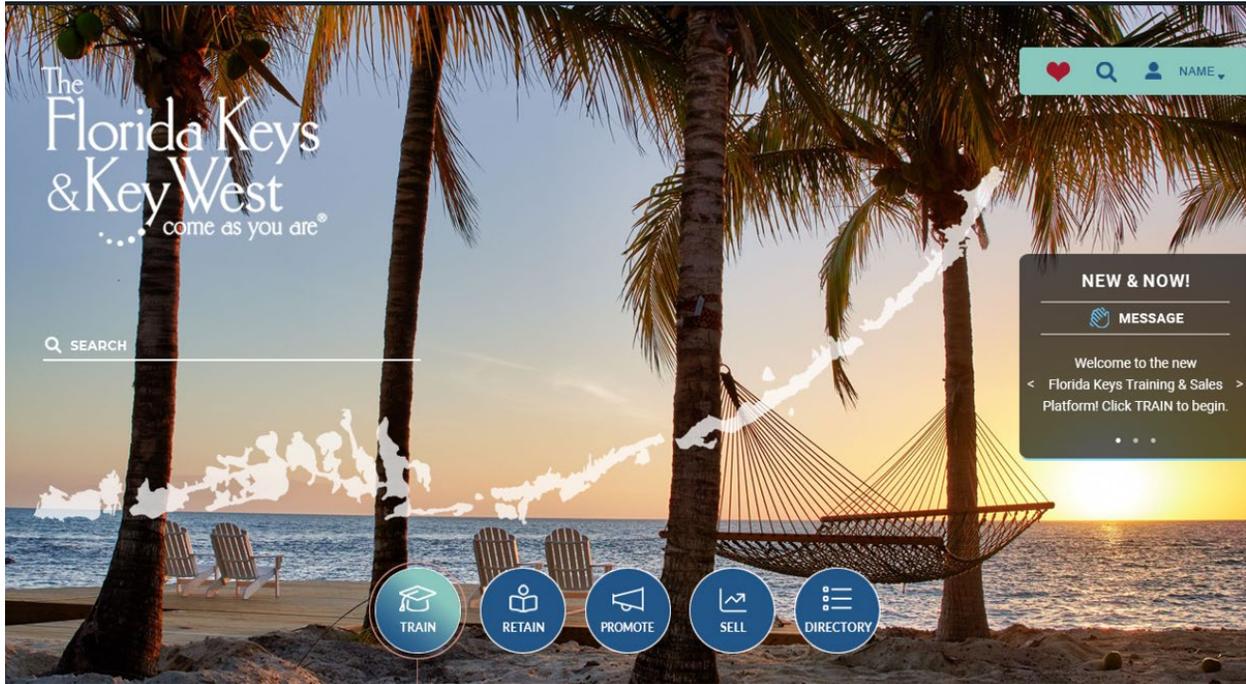
The team has worked with SnapSea to get the UGC platform up and running and is currently collecting tagged content from visitors and requesting usage permissions so galleries of content can be added to the visitfloridakeys.com website in the coming weeks.



TravPRO Mobile – new Key Lime Academy

The sales team and technology team are working with TravPRO mobile to build a new “Key Lime Academy.” This will be a digital platform to train and activate thousands of global travel trade professionals and meeting planners to encourage them to book their clients and groups to visit The Florida Keys & Key West. The build process is underway and site is

anticipated to go live in mid April of this year. Shown here is a draft version of the home page for this new travel professional training platform.



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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: AI Policy

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



DATE: January 19, 2026
TO: Visit Florida Keys Board Members
FROM: Jeanne Quinn, SVP, Partnerships & Tech, Visit Florida Keys
RE: **Consideration and Approval re: Responsible AI Usage Policy**

As the TDC and Visit Florida Keys expand their use of generative Artificial Intelligence tools and systems to optimize our destination marketing efforts, improve visitor experiences, and increase staff efficiency, it's important that the organization have a policy to encourage responsible use of AI.

The attached Responsible AI Usage Policy has been created to guide and educate current and future VFK employees on when and how to use AI systems and tools in appropriate ways. It will serve as a companion to upcoming AI training and roadmap work that the VFK team will be completing in partnership with previously-approved AI vendors, including experts from Intentful and Matador.

Approval for this AI Policy is requested. Upon approval by VKF this item will be included in the Visit Florida Keys Personnel Policies and Procedure Manual and shared with VFK staff (posted on team Sharepoint site and reviewed in staff meetings).

Responsible AI Use: Visit Florida Keys & Monroe County TDC

Owner: Jeanne Quinn, SVP, Technology & Partnerships

Effective: January 15, 2026

Review: At least once a year (or sooner if tools or laws change)

Why this policy exists

Artificial intelligence (AI) can help us work more efficiently, spark new ideas, and better tell the story of The Florida Keys & Key West. Used thoughtfully, it supports our mission of responsible tourism promotion that benefits residents, businesses, and visitors.

This policy is here to set clear, practical expectations for using AI in a way that protects public trust, respects privacy, supports accessibility, and keeps people, not tools, accountable for the work we publish.

What we mean by “AI”

AI refers to tools that help generate, summarize, analyze, or refine content such as text, images, audio, video, or data based on prompts from a user. This includes chat tools, content assistants, and compliance knowledge bases.

Our approach to using AI

We want our team to use AI confidently and responsibly. These principles guide how we do that:

1. *People stay in charge*

AI can help with ideas, drafts, and analysis—but people make the final call.

Anything public-facing (website, social, press, partner communications, ads) must be reviewed, edited, and approved by a staff member before it goes out.

2. *Accuracy matters*

AI can be helpful, but it can also make mistakes or provide incomplete information. Always double-check facts, dates, names, links, locations, and any safety-related information. AI output should never be treated as automatically correct.

3. *Be open about AI use*

- Inside the team: It’s helpful to note when AI played a meaningful role in a draft or project.

- With the public: If AI meaningfully contributes to content, or if visitors interact with AI directly (like our Conch-cierge chatbot), we should be transparent and make it easy to reach a human when appropriate.

4. Protect privacy and sensitive information

Don't put personally identifiable information (PII), confidential, non-public, or proprietary information into AI tools. Even paid tools don't change our legal or ethical responsibilities around data protection, so treat prompts carefully.

5. Respect creativity, rights, and authenticity

Only use content we own, are licensed to use, or clearly have permission to reuse. AI should not be used to impersonate real people or businesses, create deepfakes, or mislead audiences about who we are or what visitors can expect.

6. Be inclusive and accessible

Review AI-assisted content for bias, stereotypes, or exclusion. Public-facing content should use plain language, support accessibility best practices, and reflect our commitment to welcoming everyone.

How AI can be helpful here

AI is encouraged as a support tool for things like:

- Brainstorming ideas, outlines, and concepts
- Drafting or refining content (web, social, emails, presentations)
- Summarizing documents or meetings
- Improving clarity, tone, or accessibility
- Checking our understanding of County and organizational policies

AI-assisted drafts may become final language, as long as a human reviews, edits, and fact-checks the content before publication.

What not to use AI for

AI should not be used to:

- Publish content without human review
- Create or edit emergency, safety, evacuation, wildlife, legal, or regulatory guidance
- Enter PII, confidential budgets, contracts, vendor pricing, or other non-public information into unapproved tools
- Create fake quotes, images, videos, reviews, or impersonations

- Allow vendors or tools to train general AI models on our data without written agreement

Tools we encourage you to use

Visit Florida Keys provides and supports AI tools designed for work use, including:

- ChatGPT Team / Business edition
A paid, company-funded tool with settings that prevent our information from being used to train public AI models.
- VFK Content Creation Tool (powered by Intentful)
Built specifically for our team's content creation use, with safeguards aligned to our needs.
- VFK Compliance Bot (powered by Intentful, built into ChatGPT as a GPT)
Trained on Monroe County and Florida statutes, code, regulations and policies, this tool helps us quickly find answers to compliance questions.

We also use some additional AI tools in our technology stack, including Matador's GuideGeek to power the Conch-cierge AI assistant for visitors to our website, and the AI agent functions in AirTable which can help generate suggested copy for partner or event listings.

This list of tools will continue to evolve, as we work with Monroe County and within our team to explore new platforms and systems that can compliantly help the team be more effective and improve the user experience for our partners and visitors.

Learning and training

We encourage everyone to keep learning. AI tools evolve quickly and understanding how they work, and where they fall short, helps us use them better.

This may include:

- Training or workshops provided by Visit Florida Keys or Monroe County
- External webinars, courses, or certifications
- Peer learning and shared examples of what's working well

Learning how to use AI responsibly is part of working smarter, not a requirement to use every tool.

Questions, concerns, and accountability

If something feels unclear or risky, pause and ask. Questions and feedback are welcome.

Misuse of AI tools may result in retraining, loss of tool access, or other action consistent with Visit Florida Keys, TDC, and County policies.

Questions or concerns: Contact Jeanne Quinn or Kara Franker.

This policy will continue to evolve as AI tools, laws, and best practices change.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Ratification of: Agreements for Lilly Pulitzer Fashion Show

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$18,096

ALLOCATED FROM: 76671-SC_00039

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



DATE: January 30, 2026
TO: VKF Members
RE: Ratification of: Agreements for Lilly Pulitzer Fashion Show

The Lilly Pulitzer fashion show activation took place in Key West, November 18-19, 2025 and included a fashion show, production activities, and a VIP dinner at the Hemingway Home & Museum. The event hosted journalists, media writers, influencers, models, actresses, and fashion editors whose participation is expected to generate national and international editorial and social media coverage promoting the destination. The campaign began on November 18th and has generated significant Public Relations coverage, a reach of 6.4M on Instagram and landed the cover of Modern Luxury Palm Beach Magazine. Promotion of this activation is ongoing and is expected to garner additional coverage.

Additional Reporting and coverage:

[Modern Luxury Cover and article, Social Media Reporting, Public Relations Coverage](#)

Visit Florida Keys supported the event by sponsoring seaplane transportation, a curated sailing experience, and trolley transportation as outlined below.

It was determined that formal agreements and proof of insurance coverage are required in order to process these vendor payments. Agreements for Tropic Ocean Airways and Historic Tours of America were placed on the January BOCC meeting agenda for approval, and Danger Charters will be placed on the February BOCC meeting agenda upon receipt of insurance documentation.

Ratification of the following is requested:

- Tropic Ocean Airways in the amount of \$13,313 for round trip seaplane service between Fort Lauderdale and Casa Marina Resort in Key West to support the Lilly Pulitzer Fashion Show
- Danger Charters in the amount of \$2,774 for hosting a curated on-water sailing experience designed for content capture and editorial storytelling for journalists, media writers, influencers, models, actresses, and fashion editors to create content that promotes the destination
- Historic Tours of America in the amount of \$2,009 for ground transportation services for journalists, media writers, influencers, models, actresses, and fashion editors to and from designated hotels, filming locations, cultural sites, and event venues

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Update re: Risk Assessment

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY:

DEADLINE DATE: January 30, 2026

TDC RECOMMENDATIONS ROAD MAP & TIME FRAME - **UPDATED 2/12/26**

(October 2024 – February 2026)

Department	Recommendations	TDC Response/Status	Responsibility
Finance	R1. Evaluate organizational structure.	Organizational structure finalized and approved at the 6/17/25 TDC meeting.	COMPLETED AND TDC APPROVAL
	R2. Contract language for AOR's should require the AOR to obtain bids/quotes when obtaining new vendors to provide services related to TDC.	All new contracts with AORs have been authored and approved. These documents have addressed the deficiencies concerning 3 rd party vendors for AORs.	COMPLETED AND ONGOING
	R3. Ensure procurement procedures and contract language provide appropriate quality control over 3 rd party vendor vetting.	VFK has incorporated new conflict-of-interest and code-of-conduct criteria into internal policy and procedures, plus external vendor/contractor agreements. These revisions were guided by the Florida Ethics Institute's compliance standards. Further, VFK departments are closely monitoring 3 rd party deliverables and compliance.	COMPLETED AND ONGOING
	R4. Update policies and procedures.	Revised Operations Manual Policies and Procedures approved by TDC at the 10/28/25 Board meeting.	COMPLETED
	R5. Enhance procurement policies.	Procurement Policies revised by Monroe County, the Finance Consultant, and internal VFK staff.	COMPLETED AND ONGOING
	R6. Formalize a recurring bid process for AOR's that increases competition by expanding the number of bid participants.	AOR bids were completed and vendors authorized by the TDC for: website, advertising agency, social media, and PR firm. Using new procurement procedures, over 100 firms reviewed the four RFPs, and 30+ firms submitted official bids. This dramatically improved the competitive nature of the RFP process and assures value for money for the TDC.	COMPLETED

	<p>R7. Management should implement contracts and service level agreements for all 3rd party goods and services.</p> <p>R8. Restructure financial reporting process.</p> <p>R9. Implement regular internal training programs to ensure personnel (regardless of employment duration) properly perform their roles. The training should encompass core control areas and assure employees are aware of ethics and conflict of interest policies.</p> <p>R10. Document budgeting methodology and timing.</p> <p>R11. Assure that approval of payments shall not be delegated to anyone unable to fulfill those responsibilities.</p> <p>R12. Reinstate non-profit status.</p>	<p>Contracts and service agreements are in place for all VFK vendors. This includes assurance that all transactional information is correct, including ethics, whistleblower, and conflict-of-interest documentation.</p> <p>All internal finance and budget related policies and procedures have been revised, including new approval delegation protocols.</p> <p>Onboarding and DMO/hospitality industry training program started (1/6/25). 10 sessions over a 20-week period were complete. Florida Ethics Institute's <i>Compliance Training</i> and additional finance training have also been completed. All training sessions were recorded and are in use for onboarding new employees. DMO, hospitality, finance and conflict-of-interest training continues at regular intervals. A full-staff, day-long Communications Seminar is scheduled for VFK on January 30, 2026.</p> <p>The budget methodology and timeline were reviewed by the CEO during the 6/17 TDC meeting as part of her Leadership Report. This methodology was endorsed by the TDC and will be inserted into the TDC's Operations Manual in the next round of Manual additions/revisions.</p> <p>Internal finance staff competencies are built assuring payment approvals are managed by qualified employees.</p> <p>CEO and finance staff are working with a CPA to analyze the corporation's IRS status</p>	<p>COMPLETED AND ONGOING</p> <p>COMPLETED AND ONGOING</p> <p>ONGOING</p> <p>COMPLETED AND FOR INSERTION INTO OPS. MANUAL</p> <p>COMPLETED AND ONGOING</p> <p>TO BE COMPLETED</p>
<p>Office Management and HR</p>	<p>R13. Revise organization structure.</p>	<p>Org. structure stabilized to address new management requirements and to reflect DMO best practices.</p>	<p>COMPLETED</p>

	<p>R14. Documentation of job descriptions.</p> <p>R15. Document timekeeping requirements.</p> <p>R16. Obtain timekeeping software solution enabling employees to submit leave time, and allow management to approve requests, maintain timesheets, and monitor leave balances.</p> <p>R17. Eliminate TDC checkbook. Payments should go through the normal process with the county.</p> <p>R18. New employees should be thoroughly vetted before hiring and trained in finance and administrative processes at the start of employment.</p> <p>R19. Document budget process & cross train HR and operations staff.</p> <p>R20. Institute electronic badges to support advanced tracking of access for the offices.</p>	<p>All job descriptions for current and new employees are authored for the entire organization. These documents are memorialized in a shared file managed by Humani HR, and accessible to senior managers and individual employees.</p> <p>The software platform, Bamboo, provides full-stack HR functionality. Managed by our external HR provider, Humani HR.</p> <p>Supported by Humani HR, utilizing the Bamboo software solution that includes all necessary functionality.</p> <p>The checkbook has been eliminated, and all transactions now go through the VFK's and County's formal disbursement process.</p> <p>Management is closely aligning new employee recruitment with VFK desired competencies and DMO-specific experience. The external HR and Operations consultants have authored new onboarding and training programs. The VFK training program is currently provided by Humani HR, the Operations Consultant, along with Destinations International and the Florida Ethic Institute via online programming.</p> <p>Internal budget procedures have been documented. Cross training continues regarding HR, finance, and operations procedures.</p> <p>To be completed in conjunction with office renovation. Renovations started for completion Q2 2026.</p>	<p>COMPLETED AND ONGOING</p> <p>COMPLETED AND ONGOING</p> <p>COMPLETED AND ONGOING</p> <p>COMPLETED</p> <p>COMPLETED AND ONGOING</p> <p>COMPLETED AND ONGOING</p> <p>TO BE COMPLETED</p>
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	R21. Install security systems to ensure unauthorized office access is prevented.	To be completed in conjunction with office renovation. Renovations started for completion Q2 2026.	TO BE COMPLETED
Legal	R22. Document procurement and contract management, including roles and responsibilities, contract execution, contract approval process, and required document retention.	The CEO and finance staff, in cooperation with the County Legal Department, have developed a comprehensive framework. This documentation is currently being authored by VFK's Compliance Working Group.	FRAMEWORK COMPLETED DOCUMENTATION FORTHCOMING
	R23.a. Create, implement, and monitor a conflict-of-interest policy to include: all employees and TDC Board members.	Authored and included in the revised VFK Policy and Procedures and the TDC Operations Manuals.	COMPLETED
	R23.b. Create, implement, and monitor a conflict-of-interest policy to include: all vendors and contractors.	The vendor and contractor conflict-of-interest policy has been authored and is implemented.	COMPLETED AND ONGOING
	R24. Implement regular audits of the TDC's operations to ensure policies and procedures are being followed and to assure compliance with all financial and budget controls, plus applicable laws.	This recommendation is now memorialized as a new policy within the TDC Operations Manual and audit assignments are underway.	COMPLETED AND AUDIT IN PROCESS
	R25. Make additional attorneys available for contract creation and oversight to ensure the required processes are complete and accurate.	The County Attorney, CEO, and internal staff are currently reviewing all contracts. The use of additional attorneys to support contract creation and oversight, at this point, has not been approved.	MONITOR BY THE CEO AND TDC
	R26. Consider planning for contingent liability for potential future legal settlement.	There is currently no specific contingent liability documented within the FY2025-26 TDC Finances.	MONITOR BY THE CEO AND TDC
Corporate Management	R27. Evaluate status of Corporate Manager position.	Position eliminated, payroll and 401k management duties are now managed by Humani HR and internal staff.	COMPLETED AND ONGOING
	R28. Develop a process to monitor third-party vendors for payroll and 401K.	Payroll, 401k, and benefits administration duties are now managed by Humani HR and internal staff.	COMPLETED AND ONGOING

	<p>R29. Develop a process for payroll approval.</p> <p>R30. Management to develop a succession and backup plan for all critical operational positions. Simultaneously, update policies and procedures (in writing) to support the team in event of someone's absence.</p> <p>R31. Contracts and service level agreements should be utilized for all third-party services to ensure both parties know their obligations.</p> <p>R32. Work with Monroe County IT department for security review and provide appropriate training on proper IT protocols. Ensure security-related policies and procedures for users are articulated and communicated regularly to employees, TDC, volunteers, and any other oversight bodies.</p> <p>R33. Cross training should be prioritized related to all organizational mission critical duties.</p> <p>R34. Continuing education should be required annually for employees performing payroll and 401K related duties.</p> <p>R35. Develop segregation of duties and implement in the payroll process to ensure</p>	<p>The CEO, internal finance staff, and Humani HR have developed a formalized process to monitor payroll and ensure quality control.</p> <p>Currently two documents: the <i>VFK Succession Plan</i> and the <i>VFK Resiliency & Continuity Playbook</i> are in draft form (for eventual submission with the DMAP application). The intent is to review these two documents at the TDC's April Board meeting, and for eventual inclusion into the TDC Operations Manual.</p> <p>Contracts and service agreements are being implemented for all vendor interactions.</p> <p>The staff training program includes this topical area. VFK staff is collaborating with its external IT vendor (MMGY Global) to train in IT protocols and user access. VFK is reviewing security-related policies and procedures. These provisions will be included in the next round of TDC Operational Manual revisions/additions. This topic is also a component of VFK's compliance with DMAP standards.</p> <p>In process and part of VFK overall training initiatives.</p> <p>This is a priority for the CEO, Humani HR, and internal finance staff.</p> <p>This has been implemented in concert with the CEO, internal finance staff, and Humani HR.</p>	<p>COMPLETED AND ONGOING</p> <p>DOCUMENTATION COMPLETED AND FOR REVIEW BY THE TDC</p> <p>COMPLETED AND ONGOING</p> <p>ONGOING, DOCUMENTATION FORTHCOMING</p> <p>COMPLETED AND ONGOING</p> <p>ONGOING</p> <p>COMPLETED AND ONGOING</p>
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	<p>documentation of all new hires and terminations.</p> <p>R36. All payroll changes should be reviewed regularly by an individual independent of the initial processing and documentation. Review documentation should be retained in accordance with the required state document retention laws.</p>	<p>Under the oversight of the CEO, a procedure has been implemented to comply with this recommendation...facilitated by internal finance staff and Humani HR.</p>	<p>COMPLETED</p>
<p>Sales & Marketing</p>	<p>R37. Evaluate Sales and Marketing Department structure, open lines of communication, and develop KPIs to determine success or failure of efforts.</p>	<p>Both departments have been restructured to reflect DMO best practices. Communication between departments has dramatically improved with collaboration on marketing plans, media buys, and PR efforts. KPIs are the defining component of the FY2025-26 Marketing Plan.</p>	<p>COMPLETED AND ONGOING</p>
	<p>R38. Using KPIs, develop a process to monitor sales and marketing vendors.</p>	<p>KPIs are the defining component of the FY2025-26 Marketing Plan and specifically for the Marketing and Sales Department teams. Senior leadership is committed to this mandate: "If it can't be measured, it won't be in the plan".</p>	<p>COMPLETED AND ONGOING</p>
	<p>R39. Implement regular internal training programs to ensure sales and marketing employees properly perform their roles, including purchasing and reporting requirements. Training should encompass core control areas for operational compliance and awareness of conflict-of-interest policies.</p>	<p>Sales and Marketing team members have embraced new standards for purchasing and reporting. Weekly Status Reports and Weekly Team Meetings are standard operating procedures. Financial control protocols on travel and purchasing have improved with more timely employee reporting and closer management oversight. The entire VFK staff has completed the Florida Ethics Institute's compliance training...online in video format.</p>	<p>COMPLETED AND ONGOING</p>
	<p>R40. Cross training should be prioritized related to sales and marketing duties.</p>	<p>Internal department cross training and communications between both departments has been underway since March 1, 2025.</p>	<p>ONGOING</p>
	<p>R41. Contracts and service agreements should be utilized for all 3rd party goods and services.</p>	<p>Contracts and service agreements have been structured with all AORs and their ancillary 3rd party vendors. Further,</p>	<p>COMPLETED AND ONGOING</p>

	<p>This ensures both parties know their obligations. Time limits should be applied to existing vendors to ensure bid renewals, thus preventing potential conflicts of interest.</p> <p>R42. Sales and marketing personnel should ensure they are fully versed on AOR strategies.</p>	<p>internal finance and compliance staff members are working to assure 100% compliance with these standards for all other contracts and agreements.</p> <p>There has been productive, ongoing communication between the AORs and the Sales and Marketing teams. Through collaboration, team members are now fully invested in the AORs strategies and tactics.</p>	<p>ONGOING</p>
IT	<p>R43. Evaluate procurement strategy with potential contractors to ensure they are qualified to perform the outsourced service. Once selected, the vendor's performance should be regularly monitored for contract compliance.</p> <p>R44. Bring control of emails in-house and ensure that proper retention protocols for public information requests are in place.</p> <p>R45. Audit of AOR relative to email and digital security</p>	<p>RFPs and overall procurement strategies by the IT team are ensuring contractors are qualified to perform the proposed outsourced services. There are specific requirements for vendors and if they don't meet the requirements, they are not considered. Once engaged, IT staff closely monitor contract compliance by the selected vendors.</p> <p>As of May 1, 2025, this has been completed. The IT team are ensuring proper retention of public information using industry standards.</p> <p>Since email is now controlled internally, a review of an AOR relative to email and digital security is not necessary. The IT staff has this capacity and regularly performs email and digital security analysis.</p>	<p>COMPLETED AND ONGOING</p> <p>COMPLETED AND RETENTION OF PUBLIC RECORDS IS ONGOING</p> <p>ONGOING</p>

Agenda Item #

E.1.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

December 4, 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: January 30, 2026

Tourist Development Council Meeting

The December 4, 2025, meeting of the Tourist Development Council was called to order by Chairperson Diane Schmidt at 10:41 a.m. at the Marathon Government Center in Marathon via a hybrid Zoom meeting platform.

TDC Board Members in Attendance Were: Mr. George Fernandez, Ms. Peg Laron, Mayor Michelle Lincoln, Mr. Bobby Mongelli, Ms. Rachel Oropeza, and Ms. Patti Stanley

TDC Board Members Absent Were: Mayor Danise “DeeDee” Henriquez (1st absence in Fiscal Year) and Ms. Robyn Still (1st absence in Fiscal Year)

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), Mr. Rick McKeown (DAC V)

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

Recognition of DAC and Committee Members: Ms. Franker thanked the DAC and Committee members for their service and input to the TDC. Ms. Schmidt stated that the organization could not function without the DAC and Committees.

Approval of the Bulk Agenda Items: The following items were pulled from the bulk agenda to read updates to the items into the record:

G.1. Consideration and Action re: 2026 Meeting Schedule

G.3. Consideration and Action re: Operation Manual Update – DMAP Updates

Mr. Fernandez moved approval of the following bulk items:

E. **Approval of the Minutes**

1. October 28, 2025 Regular Meeting Minutes

G. **TDC Related Items**

2. Consideration and Action re: Operations Manual Update – Event Allowable Expenses

4. Consideration and Action re: Operations Manual Update – Media 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

J. **Fishing Advisory Committee**

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

Mr. Mongelli seconded. Motion passed unanimously.

Consideration and Action re: 2026 Meeting Schedule: Ms. Machan read the following updates to the meeting schedule into the record:

- The date of the September meeting was changed to September 17, 2026 at the Harvey Government Center in Key West
- The location of the November 12, 2026 meeting was changed to the Murray Nelson Government Center in Key Largo

Ms. Laron moved approval of the 2026 meeting schedule as revised, Ms. Oropeza seconded. Motion passed unanimously.

Consideration and Action re: Operations Manual Update – DMAP Updates: Ms. Machan read the following revisions into to the record (additions are shown in underlined text)

- Paragraph 1 – added the Marketing plan will be annually reviewed
- Paragraph 11 - added The VFK Technology Department, in concert with Monroe County, will develop and manage the official corporate website of the TDC and VFK

Mr. Fernandez moved approval of the Operations Manual Updates – DMAP Updates as revised, Mayor Lincoln seconded. Motion passed unanimously.

There being no further business of the TDC, the meeting was adjourned at 11:02 a.m.

Agenda Item #

F.1.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

FY 2026 Quarterly Budget Report Q1 October – December 2025

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

FUND 115 (Two-Penny)
FY 25 VS FY 26
QUARTERLY REPORT
1/26/2026

FY 25 PROJECTED REVENUE	9,765,000
5% RESERVE STATE STATUTE 129.01	(488,250)
	<u>9,276,750</u>
FUND BALANCE FORWARD- Special Beach Fund	0
FUND BALANCE FORWARD - Commitments(EVENTS/CAPITAL)	1,356,693
EVENT RESOURCES BROUGHT FORWARD	0
CAPITAL RESOURCES BROUGHT FORWARD	0
FUND BALANCE FORWARD - PROMOTIONAL RESOURCES	0
FUND BALANCE FORWARD - CAPITAL ECONOMIC DISASTER	1,081,783
FUND BALANCE FORWARD - SPECIAL PUBLIC FACILITIES	0
BUDGET ALLOCATED	11,715,226

FY 26 PROJECTED REVENUE	9,276,750
5% Reserve State Statute 129.01	(463,838)
	<u>8,812,913</u>
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE	225,000
FUND BALANCE FORWARD -Commitments(EVENTS/CA	121,875
EVENT RESOURCES BROUGHT FORWARD	-
FUND BALANCE FORWARD-SPECIAL BEACH FUND	-
FUND BALANCE FORWARD - PROMOTIONAL RESOUR	-
FUND BALANCE FORWARD - CAPITAL ECONOMIC DIS	1,081,783
BUDGET ALLOCATED	10,241,571

Fund	Cost Center	Category	FY 25			FY 26													
			FY 25 Appropriation	Expenditures	FY 25 Balance	Cost Center	FY 26 Appropriation	FY 26 obligations	Q1 Month	Q1 Exp	Q2 Month	Q 2 Exp	Q3 Month	Q3 Exp	Q4 Month	Q4 Exp	Balance		
115	75035	Event Resources & Fullfillment	197,621	192,149.81	5,471.19	75035	\$ 72,135.00	\$ -	October	\$ 11,860.00	January		April		July		\$ 34,697		
									November	\$ 25,578.09	February		May		August				
									December	\$ -	March		June		September				
									Subtotal	\$ 37,438.09	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -			
115	86529	County Cost Allocation	72,713	72,713	-	86529	\$ 402,135.00	\$ -	October	\$ -	January		April		July		\$ 402,135		
									November	\$ -	February		May		August				
									December	\$ -	March		June		September				
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -			
115	75011	Cultural Umbrella	1,553,693	1,257,374.58	296,318.42	75011	\$ 1,514,875.00	\$ 41,974.00	October	\$ -	January		April		July		\$ 1,472,901		
									November	\$ -	February		May		August				
									December	\$ -	March		June		September				
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -			
115	75022	Fishing Advisory	1,508,000	1,326,128.90	181,871.10	75022	\$ 1,537,000.00	\$ 429,187.80	October	\$ -	January		April		July		\$ 1,084,751		
									November	\$ 23,060.76	February		May		August				
									December	\$ -	March		June		September				
									Subtotal	\$ 23,060.76	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -			
115	75036	Finance Salary	16,275	16,275	-	75036	\$ 18,065.00	\$ 13,551.49	October	\$ 4,513.51	January		April		July		\$ -		
									November	\$ -	February		May		August				
									December	\$ -	March		June		September				
									Subtotal	\$ 4,513.51	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -			
115	75037	Film Commission Office	425,000	280,939.79	144,060.21	75037	\$ 225,000.00	\$ 10,800.00	October	\$ -	January		April		July		\$ 212,470		
									November	\$ -	February		May		August				
									December	\$ 1,730.35	March		June		September				
									Subtotal	\$ 1,730.35	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -			
115	75038	Public Relations Expenses and Fees	2,582,549	1,575,054.26	1,007,494.74	75038	\$ 1,430,000.00	\$ 429,280.00	October	\$ 565.49	January		April		July		\$ 964,495		
									November	\$ 211.93	February		May		August				
									December	\$ 35,447.90	March		June		September				
									Subtotal	\$ 36,225.32	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -			
115	75039	Research/Salary/Benefits	731,000	582,138.03	148,861.97	75039	\$ 529,675.00	\$ 63,000.00	October	\$ 529.00	January		April		July		\$ 466,146		

FUND 115 (Two-Penny)
 FY 25 VS FY 26
 QUARTERLY REPORT
 1/26/2026

115 75024 Market Research (Contractual Services)

Cost Center not used in FY25

75024 \$ 190,325.00 \$ -

Subtotal	\$	52,498.53	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-									
October	\$	17,485.91	January			April			July		\$ 135,903									
November	\$	15,324.11	February			May			August											
December	\$	21,611.71	March			June			September											
Subtotal	\$	54,421.73	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-									
Total	\$	11,715,226	\$	7,695,091	\$	4,020,135	\$	10,240,993	\$	1,342,510	\$	740,107	\$	-	\$	-	\$	-	\$	8,158,376

FUND 116 (Advertising Promotion)
FY 25 VS FY 26
QUARTERLY REPORT
1/26/2026

FY 25 PROJECTED REVENUE	17,924,474
5% RESERVE STATE STATUTE 129.01	(896,224)
	<u>17,028,250</u>
FUND BALANCE FORWARD- Special Beach Fund	0
FUND BALANCE FORWARD - Commitments(EVENTS/CAPITAL)	0
EVENT RESOURCES BROUGHT FORWARD	0
CAPITAL RESOURCES BROUGHT FORWARD	0
FUND BALANCE FORWARD - PROMOTIONAL RESOURCES	0
FUND BALANCE FORWARD - CAPITAL ECONOMIC DISASTER	6,000,000
FUND BALANCE FORWARD - SPECIAL PUBLIC FACILITIES	0
BUDGET ALLOCATED	23,028,250

FY 26 PROJECTED REVENUE	17,228,250
5% Reserve State Statute 129.01	(861,413)
	<u>16,366,838</u>
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE	4,625,000
FUND BALANCE FORWARD -Commitments(EVENTS/CA	-
EVENT RESOURCES BROUGHT FORWARD	-
FUND BALANCE FORWARD-SPECIAL BEACH FUND	-
FUND BALANCE FORWARD - PROMOTIONAL RESOUR	-
FUND BALANCE FORWARD - CAPITAL ECONOMIC DIS	5,400,000
BUDGET ALLOCATED	26,391,838

Fund	Cost		Category	FY 25 Appropriation	FY 25 Expenditures	FY 25 Balance	FY 26													Balance			
	Center	Contingency					Center	FY 26 Appropriation	FY 26 obligations	Q1 Month	Q1 Exp	Q2 Month	Q 2 Exp	Q3 Month	Q3 Exp	Q4 Month	Q4 Exp						
116	76064	Contingency		-		-	76064	\$	105,669	\$	-	October	\$	-	January		April		July	\$	105,669		
												November	\$	-	February		May		August				
												December	\$	-	March		June		September				
												Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
116	76065	Advertising Fees		12,614,959	11,241,432.30	1,373,526.73	76065	\$	13,315,068	\$	3,503,936	October	\$	-	January		April		July	\$	9,662,028		
												November	\$	62,190.33	February		May		August				
												December	\$	86,914.11	March		June		September				
												Subtotal	\$	149,104.44	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
116	86530	County Cost Allocation		74,281	-	74,281	86530	\$	74,281	\$	-	October	\$	-	January		April		July	\$	74,281		
												November	\$	-	February		May		August				
												December	\$	-	March		June		September				
												Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
116	76090	Emergency Contingency Reserves		6,000,000	-	6,000,000	76090	\$	5,400,000	\$	-	October	\$	-	January		April		July	\$	5,400,000		
												November	\$	-	February		May		August				
												December	\$	-	March		June		September				
												Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
116	76667	Advertising Salaries		*Cost Center not used in FY25*			76667	\$	1,200,000	\$	-	October	\$	109,286.92	January		April		July	\$	912,973		
												November	\$	90,674.48	February		May		August				
												December	\$	87,065.13	March		June		September				
												Subtotal	\$	287,026.53	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
116	76066	Sales & Marketing Expenses		1,281,997	887,579.85	394,417.15	76066	\$	1,488,270	\$	-	October	\$	124,263.77	January		April		July	\$	1,185,203		
												November	\$	143,915.08	February		May		August				
												December	\$	34,888.47	March		June		September				
												Subtotal	\$	303,067.32	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
116	76081	Sales & Marketing Staff		1,700,000	905,716.91	794,283.09	76081	\$	1,300,000	\$	-	October	\$	109,286.93	January		April		July	\$	932,853		
												November	\$	109,640.74	February		May		August				
												December	\$	148,219.44	March		June		September				
												Subtotal	\$	367,147.11	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
116	76079	European Sales Agencies		521,200	486,125.56	35,074.44	76079	\$	800,000	\$	504,296	October	\$	-	January		April		July	\$	199,345		

**FUND 117 (DAC I)
FY 25 VS FY 26
QUARTERLY REPORT
1/26/2026**

FY 25 PROJECTED REVENUE	13,986,000
5% RESERVE STATE STATUTE 129.01	(699,300)
	<u>13,286,700</u>
FUND BALANCE FORWARD- Special Beach Fund	313,962
FUND BALANCE FORWARD - Commitments(EVENTS/CAPITAL)	3,614,646
EVENT RESOURCES BROUGHT FORWARD	829,499
CAPITAL RESOURCES BROUGHT FORWARD	893,827
FUND BALANCE FORWARD - PROMOTIONAL RESOURCES	500,000
FUND BALANCE FORWARD - CAPITAL ECONOMIC DISASTER	660,900
FUND BALANCE FORWARD - SPECIAL PUBLIC FACILITIES	16,256,833
BUDGET ALLOCATED	36,356,367

FY 26 PROJECTED REVENUE	14,817,150
5% Reserve State Statute 129.01	(740,856)
	<u>14,076,293</u>
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE	-
FUND BALANCE FORWARD -Commitments(EVENTS/CA	7,749,676
EVENT RESOURCES BROUGHT FORWARD	488,133
FUND BALANCE FORWARD-SPECIAL BEACH FUND	313,962
FUND BALANCE FORWARD - PROMOTIONAL RESOUR	500,000
FUND BALANCE FORWARD - CAPITAL ECONOMIC DIS	660,900
BUDGET ALLOCATED	23,788,964

Fund	Center	Category	FY 25 Appropriation	FY 25 Expenditures	FY 25 Balance	FY 26 Cost Center	FY 26 Appropriation	FY 26 obligations	FY 26								Balance
									Q1 Month	Q1 Exp	Q2 Month	Q2 Exp	Q3 Month	Q3 Exp	Q4 Month	Q4 Exp	
117	77003	Administrative	396,270	179,140.08	217,129.92	77003	\$ 390,123.00	\$ 30,516.44	October	\$ 18,933.68	January		April		July		\$ 320,952
									November	\$ 8,846.12	February		May		August		
									December	\$ 10,874.57	March		June		September		
									Subtotal	\$ 38,654.37	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
117	86531	County Cost Allocation	23,310	23,310	-	86531	\$ 54,392.00	\$ -	October	\$ -	January		April		July		\$ 54,392
									November	\$ -	February		May		August		
									December	\$ -	March		June		September		
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
117	77020	Promotional	6,855,298	6,740,197.00	115,101.00	77020	\$ 6,757,241.00	\$ 1,940,311	October	\$ 5,680	January		April		July		\$ 4,741,924
									November	\$ 35,250.00	February		May		August		
									December	\$ 34,076.90	March		June		September		
									Subtotal	\$ 75,006.90	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
117	77010	VIS	350,450	321,570	28,880.03	77010	\$ 350,450.00	\$ 292,040.80	October	\$ -	January		April		July		\$ 1
									November	\$ 29,204.17	February		May		August		
									December	\$ 29,204.08	March		June		September		
									Subtotal	\$ 58,408.25	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
117	77012	Gay & Lesbian VIS	57,882	57,881	0.60	77012	\$ 57,882.00	\$ 48,234.35	October	\$ -	January		April		July		\$ 1
									November	\$ -	February		May		August		
									December	\$ 9,646.90	March		June		September		
									Subtotal	\$ 9,646.90	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
117	77011	West Martello/ Higgs Beach Maintenance	478,004	368,297.17	109,706.83	77011	\$ 502,761.00	\$ 15,089.05	October	\$ 25,342.09	January		April		July		\$ 367,579
									November	\$ 8,040.64	February		May		August		
									December	\$ 86,710.24	March		June		September		
									Subtotal	\$ 120,092.97	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
117	77041	Salaries/Wages Higgs Beach	189,050	178,011.91	11,038.09	77041	\$ 197,572.00	\$ -	October	\$ 9,597.83	January		April		July		\$ 156,171
									November	\$ 19,111.86	February		May		August		
									December	\$ 12,691.65	March		June		September		
									Subtotal	\$ 41,401.34	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
117	77044	Smathers/Rest Beach Cleaning	865,000	865,000.00	-	77044	\$ 900,000.00	\$ -	October	\$ -	January		April		July		\$ 900,000

FUND 117 (DAC I)
 FY 25 VS FY 26
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November	\$ -	February	May	August
December	\$ -	March	June	September
Subtotal	\$ -	Subtotal	\$ -	Subtotal

117	86541	Special Public Facility Projects/Affordable Housing	16,256,833	16,256,833	-													
Not a Cost Center in use in FY26																		
117	77040	Capital Projects	5,936,433	2,736,016	3,200,417	77040	\$	9,224,474.00	\$	2,422,199.00	October	\$ -	January	April	July	\$	6,802,275	
											November	\$ -	February	May	August			
											December	\$ -	March	June	September			
											Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	
117	77035	Reynolds Street Pier Repairs				77035	\$	259,448.00	\$	-	October	\$ -	January	April	July	\$	259,448	
		* Cost Center was not used in FY25*									November	\$ -	February	May	August			
											December	\$ -	March	June	September			
											Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	
117	77038	Lighthouse Stables Renovations 23				77038	\$	520,000.00	\$	-	October	\$ -	January	April	July	\$	520,000	
		* Cost Center was not used in FY25*									November	\$ -	February	May	August			
											December	\$ -	March	June	September			
											Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	
117	77039	West Martello AC and Electrical 23	250,000	-	250,000		\$	-			October	\$ -	January	April	July	\$	-	
											November	\$ -	February	May	August			
											December	\$ -	March	June	September			
											Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	
117	77051	East Martell NE Wall Brick Repair 24	307,125	-	307,125	77051	\$	307,125.00	\$	-	October	\$ -	January	April	July	\$	307,125	
											November	\$ -	February	May	August			
											December	\$ -	March	June	September			
											Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	
117	77052	Key West Lighthouse ADA Bathrooms 24	250,000	-	250,000	77052	\$	250,000.00	\$	250,000.00	October	\$ -	January	April	July	\$	-	
											November	\$ -	February	May	August			
											December	\$ -	March	June	September			
											Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	
117	77053	Fort East Martello Exterior Lighting FY25	187,185	187,185	-						*Cost Center not used in FY26*							
117	77054	Key West Lighthouse ADA Bathrooms Supplemental	336,500	-	336,500	77054	\$	336,500	\$	261,430	October	\$ -	January	April	July	\$	-	
											November	\$ -	February	May	August			
											December	\$ 75,070.00	March	June	September			
											Subtotal	\$ 75,070.00	Subtotal	\$ -	Subtotal	\$ -	Subtotal	
117	77055	West Martello HVAC Electrical Upgrade	125,000	-	125,000						*Cost Center not used in FY26*							
117	77056	East Martello Main Gallery HVAC/Windows/Classroom	1,178,576	-	1,178,576	77056	\$	1,178,576	\$	294,195	October	\$ -	January	April	July	\$	884,381	
											November	\$ -	February	May	August			
											December	\$ -	March	June	September			
											Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	
117	77030	Events	1,338,589	370,036.65	968,552.35	77030	\$	1,527,558	\$	336,000	October	\$ -	January	April	July	\$	1,191,558	
											November	\$ -	February	May	August			
											December	\$ -	March	June	September			
											Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	

FUND 117 (DAC I)
 FY 25 VS FY 26
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117	77043	Economic/Natural Disaster Resource	660,900	-	660,900.00	77043	\$	660,900	\$	-	October	\$	-	January		April		July		\$	660,900	
											November	\$	-	February		May		August				
											December	\$	-	March		June		September				
											Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
117	77050	Higgs Beach Special Fund	313,962	-	313,962	77050	\$	313,962	\$	-	October	\$	-	January		April		July		\$	313,962	
											November	\$	-	February		May		August				
											December	\$	-	March		June		September				
											Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-
		Total	\$ 36,356,367	\$ 28,283,478	\$ 8,072,889		\$	23,788,964	\$	5,890,015		\$	418,281	\$	-	\$	-	\$	-	\$	-	\$ 17,480,668

**FUND 118 (DAC II)
FY 25 VS FY 26
QUARTERLY REPORT
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FY 25 PROJECTED REVENUE	2,433,000
5% RESERVE STATE STATUTE 129.01	(121,650)
	<u>2,311,350</u>
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE/EXPENSE VARIA	0
FUND BALANCE FORWARD - Commitments(EVENTS/CAPITAL)	0
EVENT RESOURCES BROUGHT FORWARD	0
CAPITAL RESOURCES BROUGHT FORWARD	180,932
FUND BALANCE FORWARD - PROMOTIONAL RESOURCES	100,000
FUND BALANCE FORWARD - CAPITAL ECONOMIC DISASTER	170,000
FUND BALANCE FORWARD - SPECIAL PUBLIC FACILITIES	2,438,825
BUDGET ALLOCATED	5,201,107

FY 26 PROJECTED REVENUE	2,294,250
5% Reserve State Statute 129.01	(114,713)
	<u>2,179,538</u>
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE/	-
FUND BALANCE FORWARD -Commitments(EVENTS/CA	300,000
EVENT RESOURCES BROUGHT FORWARD	1,405
CAPITAL RESOURCES BROUGHT FORWARD	613,322
FUND BALANCE FORWARD - PROMOTIONAL RESOUR	100,000
FUND BALANCE FORWARD - CAPITAL ECONOMIC DIS	170,000
BUDGET ALLOCATED	3,364,265

Fund	Cost Center	Category	FY 25 Appropriation	FY 25 Expenditures	FY 25 Balance	FY 26	FY 26 Appropriation	FY 26 obligations	Q1			Q2			Q3			Balance
						Cost Center			Month	Exp	Month	Exp	Month	Exp	Month	Exp		
118	78003	Administrative	58,015	51,769.55	6,245.45	78003	\$ 53,853.00	\$ 4,725.07	October	\$ 2,931.67	January		April		July		\$ 43,193	
									November	\$ 1,369.71	February		May		August			
									December	\$ 1,633.47	March		June		September			
									Subtotal	\$ 5,934.85	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -		
118	86532	County Cost Allocation	14,975	14,975	-	86532	\$ 14,975.00	\$ -	October	\$ -	January		April		July		\$ 14,975	
									November	\$ -	February		May		August			
									December	\$ -	March		June		September			
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -		
118	78020	Promotional	1,176,051	1,085,407.19	90,643.81	78020	\$ 1,108,951.00	\$ 376,155.95	October	\$ -	January		April		July		\$ 722,518	
									November	\$ 1,005.00	February		May		August			
									December	\$ 9,271.58	March		June		September			
									Subtotal	\$ 10,276.58	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -		
118	78010	VIS	100,548	100,548	-	78010	\$ 100,548.00	\$ 83,790.00	October	\$ -	January		April		July		\$ -	
									November	\$ 8,379.00	February		May		August			
									December	\$ 8,379.00	March		June		September			
									Subtotal	\$ 16,758.00	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -		
118	78040	DAC II CAPITAL PROJECTS RESOURCES	613,322	-	613,322	78040	\$ 974,790.00	\$ -	October	\$ -	January		April		July		\$ 974,790	
									November	\$ -	February		May		August			
									December	\$ -	March		June		September			
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -		
118	78041	Coral Restoration	96,050	40,250	55,800	78041	\$ 144,250.00	\$ -	October	\$ -	January		April		July		\$ 144,250	
									November	\$ -	February		May		August			
									December	\$ -	March		June		September			

**FUND 118 (DAC II)
FY 25 VS FY 26
QUARTERLY REPORT
1/26/2026**

						Subtotal		Subtotal		Subtotal		Subtotal										
						\$	\$	\$	\$	\$	\$	\$	\$	\$	\$							
118	78042	Salaries/Wages Little Duck Key	126,808	126,454.51	353.49	78042	\$	134,030.00	\$	-	October	\$	6,166.40	January	April	July	\$	109,670				
											November	\$	10,064.78	February	May	August						
											December	\$	8,128.69	March	June	September						
											Subtotal	\$	24,359.87	Subtotal	\$	-	Subtotal	\$	-			
118	78044	Little Duck Key Maintenance	17,952	17,781.88	170.12	78044	\$	17,952.00	\$	-	October	\$	1,340.58	January	April	July	\$	15,817				
											November	\$	794.35	February	May	August						
											December			March	June	September						
											Subtotal	\$	2,134.93	Subtotal	\$	-	Subtotal	\$	-			
118	78030	Event Funding	88,561	-	88,561	78030	\$	84,916.00	\$	-	October	\$	-	January	April	July	\$	84,916				
											November	\$	-	February	May	August						
											December	\$	-	March	June	September						
											Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-			
118	78043	Economic Disaster Fund	170,000	-	170,000	78043	\$	170,000.00	\$	-	October	\$	-	January	April	July	\$	170,000				
											November	\$	-	February	May	August						
											December	\$	-	March	June	September						
											Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-			
118	78050	BIG PINE AMPITHEATRE 24	300,000	284,379.21	15,620.79	78050	\$	300,000.00	\$	-	October	\$	-	January	April	July	\$	300,000				
											November	\$	-	February	May	August						
											December	\$	-	March	June	September						
											Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-			
118	78051	COUNTY BIG PINE PARK SKATEPARK 26		*New Cost Center for FY26*		78051	\$	260,000.00	\$	-	October	\$	-	January	April	July	\$	260,000				
											November	\$	-	February	May	August						
											December	\$	-	March	June	September						
											Subtotal	\$	-	Subtotal	\$	-	Subtotal	\$	-			
118	86542	Special Public Facility Projects/Affordable Ho	2,438,825	2,438,825	-	86542					*Cost Center not used in FY26*											
		Total	\$	2,762,282	\$	1,721,565	\$	1,040,717	\$	3,364,265	\$	464,671	\$	59,464	\$	-	\$	-	\$	-	\$	2,840,130

**FUND 119 (DAC III)
FY 25 VS FY 26
QUARTERLY REPORT
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FY 25 PROJECTED REVENUE	5,532,000
5% RESERVE STATE STATUTE 129.01	<u>(276,600)</u>
	5,255,400
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE/EXPENSE VARIANCE	0
FUND BALANCE FORWARD - Commitments(EVENTS/CAPITAL)	1,690,044
EVENT RESOURCES BROUGHT FORWARD	0
CAPITAL RESOURCES BROUGHT FORWARD	260,778
FUND BALANCE FORWARD - PROMOTIONAL RESOURCES	365,886
FUND BALANCE FORWARD - CAPITAL ECONOMIC DISASTER	500,000
FUND BALANCE FORWARD - SPECIAL PUBLIC FACILITIES	7,599,804
BUDGET ALLOCATED	15,671,912

FY 26 PROJECTED REVENUE	4,463,100
5% Reserve State Statute 129.01	<u>(223,155)</u>
	4,239,945
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE	-
FUND BALANCE FORWARD -Commitments(EVENTS/CA	1,574,017
EVENT RESOURCES BROUGHT FORWARD	-
CAPITAL RESOURCES BROUGHT FORWARD	564,588
FUND BALANCE FORWARD - PROMOTIONAL RESOUF	365,886
FUND BALANCE FORWARD - CAPITAL ECONOMIC DIS	500,000
BUDGET ALLOCATED	7,244,436

Fund	Cost Center	Category	FY 25			FY 26															
			Appropriation	Expenditures	FY 25 Balance	Center	FY 26 Appropriation	FY 26 obligations	Q1 Month	Q1 Exp	Q2 Month	Q2 Exp	Q3 Month	Q3 Exp	Q4 Month	Q4 Exp	Balance				
119	79003	Administrative	152,365	59,307.93	93,057.07	79003	\$ 120,298.00	\$ 9,191.91	October	\$ 6,253.04	January		April		July		\$ 98,215				
									November	\$ 2,664.55	February		May		August						
									December	\$ 3,973.24	March		June		September						
									Subtotal	\$ 12,890.83	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -					
119	86533	County Cost Allocation	13,595	13,595	-	86533	\$ 13,595.00	\$ -	October	\$ -	January		April		July		\$ 13,595				
									November	\$ -	February		May		August						
									December	\$ -	March		June		September						
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -					
119	79020	Promotional	2,951,280	2,549,911.54	401,368.46	79020	\$ 2,347,841.00	\$ 733,145.76	October	\$ -	January		April		July		\$ 1,592,478				
									November	\$ 350.00	February		May		August						
									December	\$ 21,866.96	March		June		September						
									Subtotal	\$ 22,216.96	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -					
119	79010	VIS	176,400	176,400	-	79010	\$ 176,400.00	\$ 147,000.00	October	\$ -	January		April		July		\$ 14,700.00				
									November	\$ 14,700.00	February		May		August						
									December	\$ 14,700.00	March		June		September						
									Subtotal	\$ 29,400.00	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -					
119	79040	DAC II CAPITAL PROJECTS RESOURCES	767,638	207,262.94	560,375.06	79040	\$ 500,000.00	\$ -	*Cost Center not used in FY26*												
119	79041	Coral Restoration	500,000	-	500,000	79041	\$ 500,000.00	\$ -	October	\$ -	January		April		July		\$ 500,000				
									November	\$ -	February		May		August						
									December	\$ -	March		June		September						
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -					
119	79042	Salaries/Wages Little Duck Key	3,395,984	1,290,375	2,105,609	79042	\$ 3,331,190.00	\$ 1,351,746.00	October	\$ -	January		April		July		\$ 1,979,444				
									November	\$ -	February		May		August						
									December	\$ -	March		June		September						
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -					
119	79030	Little Duck Key Maintenance	114,846	11,725.00	103,121.00	79030	\$ 192,457.00	\$ 22,438.58	October	\$ -	January		April		July		\$ 161,476				

**FUND 119 (DAC III)
FY 25 VS FY 26
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November	\$ 6,918.26	February		May		August	
December	\$ 1,624.32	March		June		September	
Subtotal	\$ 8,542.58	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -

119 86543 Special Public Facility Projects/Affordable Housing 7,599,804 7,599,804 - 86543

Not a Cost Center in use in FY26

119 79046 Old 7 Mile Bridge * Not a Cost Center used in FY25* 79046

October	\$ -	January		April		July	\$ -
November	\$ -	February		May		August	
December	\$ -	March		June		September	
Subtotal	\$ -						

Total	15,671,912.00	11,908,381.41	3,763,530.59	\$ 7,244,436.00	\$ 2,263,522.25	\$ 73,050.37	0.00	0.00	0.00	\$ 4,359,908.38
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**FUND 120 (DAC IV)
FY 25 VS FY 26
QUARTERLY REPORT
1/26/2026**

FY 25 PROJECTED REVENUE	3,369,000
5% RESERVE STATE STATUTE 129.01	<u>(168,450)</u>
	3,200,550
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE/EXPENSE VARIANCE	0
FUND BALANCE FORWARD - Commitments(EVENTS/CAPITAL)	958,055
EVENT RESOURCES BROUGHT FORWARD	0
CAPITAL RESOURCES BROUGHT FORWARD	1,050
FUND BALANCE FORWARD - PROMOTIONAL RESOURCES	87,039
FUND BALANCE FORWARD - CAPITAL ECONOMIC DISASTER	600,000
FUND BALANCE FORWARD - SPECIAL PUBLIC FACILITIES	4,119,377
BUDGET ALLOCATED	8,966,071

FY 26 PROJECTED REVENUE	2,679,000
5% Reserve State Statute 129.01	<u>(133,950)</u>
	2,545,050
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE	-
FUND BALANCE FORWARD -Commitments(EVENTS/CA	1,134,771
EVENT RESOURCES BROUGHT FORWARD	806
CAPITAL RESOURCES BROUGHT FORWARD	-
FUND BALANCE FORWARD - PROMOTIONAL RESOUR	87,039
FUND BALANCE FORWARD - CAPITAL ECONOMIC DIS	600,000
BUDGET ALLOCATED	4,367,666

Fund	Cost Center	Category	FY 25			FY 26											Balance
			Appropriation	Expenditures	FY 25 Balance	Cost Center	FY 26 Appropriation	FY 26 obligations	Q1 Month	Q1 Exp	Q2 Month	Q2 Exp	Q3 Month	Q3 Exp	Q4 Month	Q4 Exp	
120	70003	Administrative	88,068	48,803.99	39,264.01	70003	\$ 67,368.00	\$ 5,517.49	October	\$ 3,423.29	January		April		July		\$ 47,857
									November	\$ 1,768.90	February		May		August		
									December	\$ 8,801.55	March		June		September		
									Subtotal	\$ 13,993.74	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
120	86534	County Cost Allocation	13,002	13,002	-	86534	\$ 13,002.00	\$ -	October	\$ -	January		April		July		\$ 13,002
									November	\$ -	February		May		August		
									December	\$ -	March		June		September		
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
120	70020	Promotional	1,550,912	1,550,912.00	0.00	70020	\$ 1,217,228.00	\$ 558,956.67	October	\$ 32,793.62	January		April		July		\$ 612,790
									November	\$ 7,582.00	February		May		August		
									December	\$ 5,105.45	March		June		September		
									Subtotal	\$ 45,481.07	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
120	70010	VIS	165,375	165,375	-	70010	\$ 165,375.00	\$ 137,812.50	October	\$ -	January		April		July		\$ -
									November	\$ -	February		May		August		
									December	\$ 27,562.50	March		June		September		
									Subtotal	\$ 27,562.50	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
120	70040	DAC II CAPITAL PROJECTS RESOURCES	-	-	-	70040	\$ 43,475.00	\$ -	October	\$ -	January		April		July		\$ 43,475
									November	\$ -	February		May		August		
									December	\$ -	March		June		September		
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
120	70041	Capital Projects	2,306,705	82,212	2,224,493	70041	\$ 2,162,896.00	\$ 759,125.00	October	\$ -	January		April		July		\$ 1,403,771
									November	\$ -	February		May		August		
									December	\$ -	March		June		September		
									Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	Subtotal	\$ -	
120	70045	Economic/Natural Disaster Capital Resource	600,000	-	600,000	70045	\$ 600,000.00	\$ -	October	\$ -	January		April		July		\$ 600,000

**FUND 120 (DAC IV)
FY 25 VS FY 26
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120	70030	Events	122,632	20,000.00	102,632.00
120	86576	Special Public Facility Projects/Affordable Housing	4,119,377	4,119,377	-
	Total		8,966,071.00	5,999,681.99	2,966,389.01

70030	\$	98,322.00	0
	\$	4,367,666.00	\$ 1,461,411.66

November	\$ -	February		May		August	
December	\$ -	March		June		September	
Subtotal	\$ -						
October	\$ -	January		April		July	\$ 98,322
November	\$ -	February		May		August	
December	0	March		June		September	
Subtotal	\$ -						

Not a Cost Center in use in FY26

\$ 87,037.31	\$ -	\$ -	\$ -	\$ 2,819,217.03
--------------	------	------	------	-----------------

**FUND 121 (DAC V)
FY 25 VS FY 26
QUARTERLY REPORT
1/26/2026**

FY 25 PROJECTED REVENUE	4,680,000
5% RESERVE STATE STATUTE 129.01	<u>(234,000)</u>
	4,446,000
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE/EXPENSE VARIANCE	0
FUND BALANCE FORWARD - Commitments(EVENTS/CAPITAL)	2,354,477
EVENT RESOURCES BROUGHT FORWARD	0
CAPITAL RESOURCES BROUGHT FORWARD	170,707
FUND BALANCE FORWARD - PROMOTIONAL RESOURCES	309,392
FUND BALANCE FORWARD - CAPITAL ECONOMIC DISASTER	800,000
FUND BALANCE FORWARD - SPECIAL PUBLIC FACILITIES	4,585,161
BUDGET ALLOCATED	12,665,737

FY 26 PROJECTED REVENUE	4,246,500
5% Reserve State Statute 129.01	<u>(212,325)</u>
	4,034,175
FUND BALANCE FORWARD UNAPPROPRIATED REVENUE	-
FUND BALANCE FORWARD -Commitments(EVENTS/CA	995,000
EVENT RESOURCES BROUGHT FORWARD	-
CAPITAL RESOURCES BROUGHT FORWARD	1,177,910
FUND BALANCE FORWARD - PROMOTIONAL RESOUF	309,392
FUND BALANCE FORWARD - CAPITAL ECONOMIC DIS	800,000
BUDGET ALLOCATED	7,316,477

Fund	Cost Center	Category	FY 25 Appropriation	FY 25 Expenditures	FY 25 Balance	FY 26 Cost Center	FY 26 Appropriation	FY 26 obligations	Q1			Q2			Q3			Balance				
									Month	Q1 Exp	Month	Q2 Exp	Month	Q3 Exp	Q4 Month	Q4 Exp						
121	71003	Administrative	114,082	76,491.73	37,590.27	71003	\$ 101,077.00	\$ 8,745.82	October \$ 5,426.27	January	April	July	November \$ 2,535.24	February	May	August	December \$ 3,819.02	March	June	September	\$ 80,551	
									Subtotal \$ 11,780.53	Subtotal \$ -	Subtotal \$ -	Subtotal \$ -										
121	86534	County Cost Allocation	26,318	26,318	-	86535	\$ 26,318.00	\$ -	October \$ -	January	April	July	November \$ -	February	May	August	December \$ -	March	June	September	\$ 26,318	
									Subtotal \$ -	Subtotal \$ -	Subtotal \$ -	Subtotal \$ -										
121	71020	Promotional	2,503,265	2,150,186.64	353,078.36	71020	\$ 2,220,217.00	\$ 684,735.07	October \$ -	January	April	July	November \$ 21,681.56	February	May	August	December \$ 32,997.37	March	June	September	\$ 1,480,803	
									Subtotal \$ 54,678.93	Subtotal \$ -	Subtotal \$ -	Subtotal \$ -										
121	71010	VIS	156,555	156,555	-	71010	\$ 156,555.00	\$ 130,462.50	October \$ -	January	April	July	November \$ 13,046.25	February	May	August	December \$ 13,046.00	March	June	September	\$ 0	
									Subtotal \$ 26,092.25	Subtotal \$ -	Subtotal \$ -	Subtotal \$ -										
121	71040	Capital Projects	2,700,140	1,502,446.47	1,197,693.53	71040	\$ 1,238,496.00	\$ 417,225.00	October \$ 480.37	January	April	July	November \$ -	February	May	August	December \$ -	March	June	September	\$ 820,791	
									Subtotal \$ 480.37	Subtotal \$ -	Subtotal \$ -	Subtotal \$ -										
121	71041	Capital Projects Resources	*Not a Cost Center used in FY25*			71041	\$ 979,627.00	\$ -	October \$ -	January	April	July	November \$ -	February	May	August	December \$ -	March	June	September	\$ 979,627	

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement with Amadeus for Forward Looking Data

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$41,321

ALLOCATED FROM: Research Resources

REQUESTED BY: Research

PROVIDED BY: Research

DEADLINE DATE: January 30, 2026



Memorandum

TO: Board of County Commissioners
FROM: Kelli Fountain, Director of Market Research
DATE: January 29, 2026
RE: Consideration: Amadeus Travelclick Demand 360

We previously maintained a subscription with Amadeus TravelClick to provide forward-looking lodging performance data, including occupancy and ADR statistics. That subscription expires on February 16, 2026.

In accordance with our purchasing guidelines, I explored alternative providers capable of delivering comparable forward-looking data derived from direct integrations with property management systems. At this time, the only provider offering this type of dataset for our destination is Amadeus. While Smith Travel Research (STR) provides related lodging performance data, they do not offer the same forward-looking product for the Florida Keys.

For the upcoming contract year, we have also expanded the competitive market set to include Puerto Rico, the Bahamas, the U.S. Virgin Islands, and the Dominican Republic.

Based on this review, I recommend proceeding with a one-year agreement in the amount of \$41,321. Approval to waive the purchasing policy requirement to obtain two price quotes is requested, as no comparable provider currently offers this specific service for our destination.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Updates and Additions to Marketing Plan

ITEM BACKGROUND:

Approval of the following updates and additions to the Marketing Plan are requested:

- Sales Shows and Conferences
- National Travel and Tourism Week Activation

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



DATE: Jan 22, 2026
TO: BOCC Members
RE: Approval of Additional Sales Shows not Included in the Marketing Plan

As part of Visit Florida Keys' continued sales efforts to promote tourism to the destination, approval is requested for the following travel, trade shows and events that were not previously included in the FY 2026 Marketing Plan. The funds are available within the approved FY 2026 budget for these events.

MPI South Florida February Mixer

Location: Miami, FL

Dates: February 19–20, 2026

Budget: \$35 Registration, plus travel expenses not to exceed \$325

This networking event, hosted by the MPI South Florida Chapter, provides Visit Florida Keys with the opportunity to engage directly with local meeting planners and industry partners. Participation supports relationship-building and ongoing visibility within the South Florida meetings and events community.

Midwest Roadshow (CONFAB)

Location: Chicago, IL; Naperville, IL; and Minneapolis, MN

Dates: February 23–27, 2026

Budget: \$4,000 Registration, plus travel expenses not to exceed \$2,375

Participation in the Midwest Roadshow (CONFAB) includes a series of one-on-one, appointment-based sales events that equals over 60 face to face opportunities, with pre-qualified meeting planners across key Midwest markets. This program allows Visit Florida Keys to present the destination directly to planners actively sourcing new meetings and group business opportunities, while building relationships and increasing awareness within these target markets.

Brand USA Latin America Travel Week

Location: Rio de Janeiro, Brazil

Dates: March 15–19, 2026

Budget: \$7,000 Registration, plus travel expenses not to exceed \$6,000

Brand USA Latin America is an international trade event focused on the Latin American market, presenting latest market trends and providing scheduled appointments with tour operators and travel trade partners. Participation supports Visit Florida Keys' efforts to increase market awareness and bookings within the Latin American leisure travel market.



Northeast Roadshow (CONFAB)

Location: New York, NY and Boston, MA

Dates: April 13–16, 2026

Budget: \$2,800 Registration, plus travel expenses not to exceed \$1,500

Participation in the Northeast Roadshow (CONFAB) includes a series of one-on-one, appointment-based sales events that equals over 60 face to face opportunities with pre-qualified meeting planners in key Northeast markets. This program provides Visit Florida Keys with direct access to planners actively sourcing meetings and group business, supporting continued growth within this important regional market.

Retreats Resources New South Roadshow

Location: Atlanta, GA; Tennessee markets

Dates: April 13–16, 2026

Budget: \$5,500 Registration, plus travel expenses not to exceed \$1,050

Partnering with Retreats Resources, this multi-city roadshow provides face-to-face appointments with pre-qualified incentive and meetings buyers across emerging Southeast markets. Participation supports Visit Florida Keys' group sales strategy by targeting new opportunities within high-potential regional markets, and as this inaugural Southern Roadshow provides an opportunity to engage early with qualified buyers in these emerging markets.

The Balance Show

Location: Reno, NV

Dates: May 2–7, 2026

Budget: \$6,500 Registration, plus travel expenses not to exceed \$1,800

The Balance Show is a national tradeshow focused on incentive, corporate, and association meeting planners. Participation includes pre-scheduled appointments and networking opportunities with more than 150 qualified planners, allowing Visit Florida Keys to showcase the destination and generate new group and incentive travel opportunities.

CCRA PowerSolutions LIVE

Location: Tampa, FL

Dates: June 23, 2026

Budget: \$4,000 Registration, plus travel expenses not to exceed \$2,000

CCRA PowerSolutions LIVE is an invitation-only sales event connecting destinations with top-producing travel advisors through structured appointments and networking opportunities. Participation allows Visit Florida Keys to strengthen relationships with key travel advisors and drive leisure travel sales to the destination.



Brand USA Travel Week – Europe

Location: Amsterdam, The Netherlands

Dates: September 28–October 1, 2026

Budget: \$8,500 Registration, plus travel expenses not to exceed \$11,500

Brand USA Travel Week – Europe is a premier international trade event that brings together U.S. destinations and top European travel buyers for pre-scheduled business-to-business appointments and networking. Participation supports Visit Florida Keys' international marketing efforts by increasing awareness, strengthening trade relationships, and driving future visitation from key European markets.



DATE: January 30, 2026
TO: Tourist Development Council Members
RE: **Consideration and Action re: National Travel & Tourism Week Expenditures**

National Travel & Tourism Week (NTTW) is a nationally recognized annual observance led by the U.S. Travel Association that highlights the economic, social, and cultural impact of travel and tourism across the country. Participation in NTTW is included in and aligned with the FY marketing plan previously approved by the TDC Board. The purpose of this memo is to request approval of the individual line-item expenditures associated with the planned NTTW activation.

Event Overview

- **Date:** Monday, May 4, 2026

This activation is designed to recognize and celebrate tourism's role in the Florida Keys while generating earned media, social content, and community goodwill. Programming will reinforce responsible recreation, local engagement, and destination stewardship. The total budget for this promotion will not exceed \$10,500. Estimated costs for each element are provided below; final invoiced amounts may vary by vendor and event needs, provided the total cost remains within the \$10,500 cap.

Planned Activities & Budget Justification

- **Proclamation Photo Opportunity**
Monroe County Mayor Lincoln will sign an official NTTW proclamation during a staged photo opportunity that showcases the Florida Keys lifestyle and reinforces our stewardship message. This high-visibility moment is intended to generate strong earned media coverage and highly shareable content while strengthening the destination brand and our commitment to responsible, outdoor recreation.
- **Live Music – Estimated \$2,500**
Live music supports local talent and helps drive attendance, creating an inviting environment that encourages community participation and extended engagement throughout the event.
- **Visit Florida Keys Promotional Booth – Estimated \$3,500**
The booth will distribute branded promotional items and provide educational materials focused on responsible tourism, stewardship messaging, and visitor awareness. This element directly supports strategic goals related to sustainable tourism and resident relations.



- **Professional Photographer / Aerial Footage – Estimated \$1,500**
Professional photography and aerial footage will capture high-quality, reusable assets for post-event marketing, public relations, and social media. These evergreen visuals extend the value of the activation well beyond the event date and can be repurposed across future campaigns.
- **Table, Chair & Linen Rentals – Estimated \$2,000**
Tables, chairs, and linens are required to support the overall guest experience and event operations. This includes providing seating and table space for attendees to sit and eat after purchasing food from on-site trucks, as well as general gathering space throughout the activation. These rentals support a safe, welcoming, and well-organized public event and encourage guests to remain on-site longer.
- **Permit & Insurance Fees – Estimated \$1,000**
Permit and insurance fees are required to reserve and operate within the designated public space and to ensure compliance with applicable site rules and safety requirements. Securing the proper permits and coverage supports safe event operations, appropriate use of public facilities, and coordination with relevant agencies as needed.
- **Food Truck (No TDC Funds Requested)**
Food will be available for purchase; guests will pay individually. No TDC funds are requested for food service.

Budget Summary

Total event expenditures: Not to exceed \$10,500

Conclusion

To deliver this NTTW activation in a safe, organized, and media-ready manner, staff must secure the vendor services outlined above. These line items represent the essential, limited investments required to execute an approved marketing initiative, expand community engagement, and capture professional content that will continue to support destination marketing and stewardship messaging after the event concludes. We respectfully request approval of these line items so staff can confirm vendors and finalize logistics within required lead times.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement with Otsego, Inc. for Lead Generation for Group Sales

ITEM BACKGROUND:

Attached

Additional Reports:

[Otsego Quote](#)

[Quote Tracker and Additional Quotes](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$20,400

ALLOCATED FROM: 116-76066-SC 00039

REQUESTED BY: Sales

PROVIDED BY: Sales

DEADLINE DATE: January 30, 2026



DATE: January 20, 2026
TO: TDC Board Members
RE: Recommendation for Lead Generation Vendors for Meetings

Context:

This project explores the development of a targeted lead generation strategy for the meetings and group travel segment, with a focus on proactive, outbound approaches.

Visit Florida Keys contacted and evaluated three (3) vendors skilled in conducting direct outreach, such as cold calls, in-person engagement, and relationship-driven prospecting, to generate qualified leads and expand our pipeline for Meetings.

Goal:

Identify and evaluate services from 3rd party vendors capable of scalable, effective tactics that complement existing sales efforts and support long-term growth in group and meetings business.

Assessment:

Visit Florida Keys team assessed 3 vendors for the project. Each firm utilized the option for an online meeting with our team to clearly outline the project scope, objectives, and expectations for outbound lead generation in the meetings and group travel segment. Otsego, Inc. d/b/a Strategic Database Research demonstrated a strong understanding of the assignment, remained responsive throughout the process, and submitted a complete proposal in a timely manner that aligned well with our business model and needs. Blue Interactive Agency understood the original request but later determined they could not deliver the required scope and instead proposed an alternative service model that does not align well with our needs and at a significantly higher cost. FlatWorld Solutions initially engaged with clarifying questions but needed an extended deadline for their proposal. While the vendor was able to align the scope of services in their proposal to our request, their fees came in higher than Otsego, Inc. d/b/a Strategic Database Research.

Recommendation:

Based on clear understanding of the project scope, and alignment with our lead generation objectives and business model, Otsego, Inc. d/b/a Strategic Database Research is recommended for this initiative.

Their proposal delivers the requested services that meet our needs best at a reasonable cost, lowest among the 3 bids at \$20,400 (for setup and 6 months of services).

Approval to enter into an Agreement with Otsego, Inc. d/b/a Strategic Database Research is requested in an amount not to exceed \$20,400 for a six-month period with an option to extend. A copy of the scope of services is included below.



Scope of Services:

Start-up costs \$1,500.00 (one-time) upon completion of services listed below

- Program and technological development
- Customization of script(s) and questionnaire(s) based upon program objectives and current sales initiatives
- Customization of databases i.e., merge/purge, de-dupe, data formatting
- SDR will build initiative-specific target lists that meet criteria set by Visit Florida Keys
- Development of all reports and analysis
- Interviewer training call on the destination, messaging, and priorities provided by Visit Florida Keys
- Programming of automated email distribution for Verified Information Requests (VIRs) and Email Requests (REs)

6 Months Outbound Sales Support & Pipeline Development Program \$3,150.00 (monthly) For services listed below:

- Outbound prospecting/qualifying account potential for Visit Florida Keys
- Dedicated Interviewer specialists prospecting on behalf of Visit Florida Keys
- Tradeshow and sales-mission support, including pre-event outreach and post-event follow-up calls
- Ongoing Qualified Prospect distribution
- Automated post-call follow-up emails to planners requesting additional information
- Weekly distribution of productivity and activity reports
- Conference calls with the designated contacts when applicable
- Administrative Team: Project Manager, Database Manager, Operations Manager, and Quality Control Lead

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Permission to Advertise FY 2027 Capital Project Application

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

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: January 30, 2026

Subject: Consideration and Action re: FY 2027 Capital Funding Application, worksheet and Approval to Advertise

Attached are the proposed FY 2027 Capital Funding Application, draft schedule, and sample worksheet for capital projects commencing in FY 2027.

Following substantial review and discussions with community leaders and frequent users of the program, staff have incorporated several key updates to improve clarity, streamline the application process, and enhance overall program effectiveness.

Summary of Key Updates

The following revisions have been made:

- **Cover Page & Table of Contents:** Added for easier navigation and reference.
- **Improved Format:** Instructions have been moved to the beginning of the document to improve flow and usability for both applicants and reviewers.
- **Interactive Forms:** Added internal links and fillable fields throughout the application to improve accessibility and simplify completion and submission.
- **Increased Streamlined Funding Threshold to \$50,000:** To maintain the streamlined service level previously provided to projects under \$19,999.99, the streamlined threshold has been increased to \$50,000.
- **Acknowledgement of Funding:** Added requirements for award recipients to:
 1. Install a permanent 12" x 12" sign acknowledging that the project was funded by the Monroe County Tourist Development Council; and
 2. Issue a local press release identifying the project award and funding amount prior to submitting reimbursement documentation.

Upon approval by the TDC at the February 12, 2026 meeting, staff will forward the application package to the Board of County Commissioners (BOCC) for final approval.

Note: Prior to advertising, minor formatting edits may be made to the attached application; however, the intent and requirements of the application will remain unchanged.

CAPITAL PROJECT SCHEDULE

FY 2027

TDC APPROVAL TO ADVERTISE:	February 12, 2026
BOCC APPROVAL TO ADVERTISE:	March 11, 2026
NOTICES SENT TO INTERESTED PERSONS:	Week of March 16, 2026
REMINDER AND WORKSHOP NOTICE:	Week of May 4 th , 2026
ADVERTISE RFP:	After BOCC approval
APPLICATION WORKSHOP:	May 19 th , 2026 (10:00 a.m.)

Approx. 110 DAYS

DEADLINE: **June 30th, 2026** (Tentative)

Send Applications to DAC Members **Week of September 21st, 2026**

DAC DEADLINE: September 25th, 2026

DAC APPROVAL: October 6/7, 2026

TDC APPROVAL: November 12, 2026

BOCC APPROVAL AFTER DECEMBER 2026

Applicant:
 Project:
 Funds Requested

FY 2027 Capital Project Worksheet

Purpose of This Worksheet

This worksheet is used by District Advisory Committee (DAC) members to evaluate and rank capital project applications for potential funding. Applications are reviewed and scored to determine a ranking order from highest to lowest.

Projects are considered for funding in descending order of their ranking. The DAC may also recommend funding amounts that differ from the amount requested. *(Project applications do not have to be funded at the level requested but may not be funded at a level higher than requested)*

Section A — To Be Completed by TDC Administrative Office

This application has been reviewed and accepted as a permissible TDC expenditure for the use of bed tax revenue.

Project Category (check one)

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Convention Center | <input type="checkbox"/> Fishing Pier | <input type="checkbox"/> Auditorium | <input type="checkbox"/> Public Facilities |
| <input type="checkbox"/> Sports Stadium | <input type="checkbox"/> Museum | <input type="checkbox"/> Aquarium | <i>(reviewed on separate worksheet)</i> |
| <input type="checkbox"/> Sports Arena | <input type="checkbox"/> Zoological Park | <input type="checkbox"/> Beach or Beach Park | |
| <input type="checkbox"/> Coliseum | <input type="checkbox"/> Nature Center | Facility /Channel /
Estuary / Lagoon | |

- The applicant has provided satisfactory proof that 100% of the required funds are available to begin and complete the project prior to requesting reimbursement from TDC.
- This project is ready to begin upon approval of the Agreement by the Monroe County Board of County Commissioners.

Section B — To Be Completed by DAC Members

Scoring Instructions

DAC members should score each question using a **1–5 scale**: (1 being the lowest and 5 being the highest). To be considered for funding, the applicant must receive a score of **18 points** or higher from a majority of sitting DAC members.

Evaluation Criteria (1–5 Scale)

1. **Planning and Readiness** - Evaluate the planning and readiness of the project to commence. **Score:** _____
2. **Tourism Purpose** - Evaluate whether the project has a primary purpose of promoting tourism. **Score:** _____
3. **Projected Visitors** - Evaluate the projected number of annual visitors and the method used to calculate the estimate. **Score:** _____
4. **Marketing Plan** - Evaluate the applicant’s marketing plan for this project. **Score:** _____
5. **Clarity of Application** - Evaluate how clearly and adequately the application provides information for review. **Score:** _____
6. **Overnight Visitor Impact** - Evaluate the project’s overall effectiveness in drawing overnight visitors to the destination. **Score:** _____

Total Score: _____

Print Name: _____

Signature: _____

Date: _____

Monroe County Tourist Development Council

**FY 2027 CAPITAL PROJECT
FUNDING APPLICATION**

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FY 2027 Capital Funding Application

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Request for Applications for Capital Projects (Bricks & Mortar)

All applicants must download and use the current application available on the County's electronic bidding platform:

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

Use of any other version will result in the application being rejected. All instructions must be followed exactly for the application to be accepted.

APPLICATION DEADLINE: Tuesday, June 30, 2026

All applications must be submitted no later than 5:00 p.m. (close of business) on the deadline date.

Questions & Correspondence

All inquiries—*except for submission of the application*—must be directed to:

Monroe County Tourist Development Council

Contact: Crystal Blaskis & Maxine Pacini

Email: grants@fla-keys.com

Please note: Questions regarding project eligibility submitted fewer than 10 business days before the deadline may not receive a response.

Public Notice Requirements

Pursuant to [F.S. § 50.0211\(3\)\(a\)](#), all competitive solicitation notices are available at:

www.floridapublicnotices.com

Submission requirements and evaluation criteria may be obtained from the County's Bonfire platform listed above. Public records are available upon request.

Submission Instructions

The Monroe County Purchasing Department only accepts electronic submissions via the Bonfire platform.

Do NOT submit sealed bids by: Email, Mail, Hand-delivery

Such submissions WILL NOT be accepted.

All bids must be submitted via Bonfire at: <https://monroecounty-fl.bonfirehub.com>

Submission Deadline: No later than 5:00 p.m. on Tuesday, June 30, 2026.

There is no cost to use the Bonfire platform.

Confidential Financial Information

Do not include confidential financial information within your main proposal.

Dedicated upload sections are provided for such documents.

Under Florida's public records law:

- Proposals become public after an intended decision or 30 days, whichever occurs first, unless all bids are rejected pursuant to [F.S. 119.071](#).
- Any financial information included within your proposal (instead of the confidential upload section) will be publicly viewable.

Virtual Bid Opening

The bid opening for this solicitation will be conducted virtually at:

Date: Wednesday, July 1, 2026 Time: 9:00 A.M.

Participants may join via internet or phone using the following:

Join Zoom Meeting:

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

Meeting ID: 450 932 6156

One-Tap Mobile:

+1 646 518 9805,,4509326156# (New York) / +1 669 900 6833,,4509326156# (San Jose)

Dial by Location:

+1 646 518 9805 (New York)

CAPITAL PROJECT FUNDING PROCESS

This funding program supports facilities whose primary purpose is to promote tourism in Monroe County. The Monroe County Tourist Development Council (TDC) administers the four-cent (4¢) bed tax, which supports tourism marketing and capital improvements. Each year, the TDC releases a Request for Applications (RFA) for Capital Project funding.

Eligibility

To qualify, projects must be:

- Owned and operated by a governmental entity or a non-profit organization
- Open to the public
- Used primarily for tourism-related purposes

Not eligible:

- Individuals
- For-profit businesses
- Organizations not registered in Florida
- Entities that are neither the owner nor operator of the facility

Review Process

- All applications are reviewed by the appropriate District Advisory Committees (DACs).
- DACs make funding recommendations to the Tourist Development Council (TDC).
- If the TDC approves the recommended funding allocation, the administrative office coordinates with the project manager to establish a project agreement.
- The proposed agreement is then presented to the County for final approval.

Funding Availability

- Capital Project funding may reimburse up to 100% of eligible project expenditures.
- Applicants must demonstrate that 100% of project funding is available at the time of application.
- TDC funds may not be used as matching funds.
- Work may not begin until BOCC approval of the agreement.

Applying for Funding in Multiple Districts

If a project benefits more than one TDC district, applicants may:

1. Standard Method (most common)

Allocate specific portions of the request to multiple DACs:

- Each DAC reviews only the funding requested from its district.
- The majority of funds should be requested from the district where the project is physically located.
- If nearby districts benefit, requests may reflect that tourism impact.

2. Emergency Circumstances (rare)

Applicants may request the full project amount from multiple DACs only when:

- Public health or safety is at immediate risk, or
- There is imminent danger of losing public or private property

Requirements:

- Applicant must submit documentation demonstrating the emergency.
- If one DAC awards partial funding, remaining DAC requests must be adjusted.
- DAC decisions cannot be revised based on other DACs' decisions once finalized.

IMPORTANT INFORMATION

Public Records

All application materials are public records, except those that are exempt under Florida law.

Prohibition on Lobbying

Applicants may not lobby or attempt to influence:

- DAC members
- TDC Board members
- Evaluation or scoring
- Award recommendations
- Negotiations

Violation may result in disqualification.

Project Commencement

No portion of the funded project may begin prior to approval of the agreement by the BOCC.

Work described in Exhibit A must begin within the same fiscal year funding is awarded.

Example: FY 2027 funding applies to work beginning Oct. 1, 2026 – Sept. 30, 2027. *Note: Funding becomes available on **October 1, 2026**. The start date for all grant-funded activities must occur **on or after December 9th, 2026**.*

Business Registration

Applicants must be registered to do business in Florida. Prior to filling out the application, please go to www.sunbiz.org to ensure that your organization is registered.

Print the Sunbiz record and attach as **Exhibit A**.

Applicant Responsibilities -

- All preparation and submission costs are the applicant's responsibility.
- A complete, signed application must be submitted on time.
- Once submitted, the application must stand alone; no additional information may be added unless requested.
- All attachments should be noted as such in the top right-hand corner of each sheet.

The application shall be considered complete upon receipt and should stand alone with no other information being provided after-the-fact (other than any additional information that may be requested by the TDC administrative office, or questions from the DAC at the allocation meeting).

Applicants should familiarize themselves with referenced online materials noted in this application. Review the [Sample Agreement](#).

Reimbursement Restrictions

- Work performed before BOCC approval is not eligible.
- Be advised that if your organization is awarded funding, you will be required to enter into an agreement which requires you to maintain accurate and complete documentation of the project. Any substantive project changes require a signed amendment.

Follow the reimbursement procedures in the [Sample Reimbursement Packet](#).

Project Management Requirement

If the project does not involve a licensed architect, engineer, or general contractor, the applicant must appoint a qualified project manager.

Tax Exemption

The TDC/County is exempt from:

- Federal taxes
- Excise taxes
- State of Florida sales tax

Maintenance Requirements

Applicants are responsible for:

- All maintenance and operation of funded facilities
- Insurance coverage for funded improvements
- Proper handling and safekeeping of funded assets

Asset disposal must comply with:

- [Chapter 274, F.S.](#) (governmental entities)
- [Chapter 617, F.S.](#) (non-profit organizations)

Permit Requirements

- Applicants must secure all federal, state, and local permits.
- Award of funds under this application does not indicate any development approval by the County and applicants are required to comply with all County concurrency requirements under land use laws of the County and State.
- Permit reimbursement for non-profits is limited to the physical construction segment.
- Permit reimbursement is allowed only within the final segment of the project, as outlined in the approved agreement.
- Permits obtained before BOCC approval of the funding agreement will not be reimbursed.

Insurance Requirements

If requesting \$50,000 or more in funding:

- Applicants must complete Exhibit N (pages 28–31 of the application).
- Applicants must submit current insurance certificates meeting all requirements in the funding agreement.

If requesting \$50,000 or less in funding - Applicants must maintain general liability insurance with limits of at least \$300,000 per occurrence, naming Monroe County BOCC as Additional Insured. Waiver requests may be submitted in writing and are subject to approval by the County Risk Manager.

Please note: *The TDC/County does not reimburse any insurance-related costs for the project.*

Performance Guarantee

By submitting this application, the applicant certifies and warrants that they have the financial capacity to complete the project as described, without requiring additional TDC/County funds.

Applicants must provide written proof that 100% of project funds are available at the time of application.

Acceptable documentation includes:

Bank Statements

- A signed letter from a bank certifying that funds are available for the project.
- Documentation of an approved line of credit dedicated to the project.

Additional requirements:

- The applicant may be asked to demonstrate that funds are available to complete all other active TDC-funded projects.
- For amendments to existing agreements, proof of available funds may again be required.
- Governmental applicants must submit a line-item budget for the project and proof that it was adopted by their governing body.

Certification Statement:

By submitting the application, the applicant affirms that neither the organization, its principals, nor any previously owned businesses are or have ever been in default under any Monroe County contract. *Default includes failure to meet contractual obligations resulting in legal action or involvement of a bonding company.*

In-Kind Services (Non-Profit Applicants Only)

Non-profit organizations not requesting 100% of the project cost may use in-kind contributions to cover up to 50% of their out-of-pocket expenses.

Eligible In-Kind Services

- Donated labor
- Donated materials
- Donated goods or services

A detailed schedule of values for each contribution must be provided with the application.

Valuation Requirements

- Donated labor must be valued at the reasonable hourly rate for the task performed.
Example: A licensed architect volunteering to paint may only claim the *market rate of a painter*, not an architect’s hourly rate.

Limitations

The following may NOT be included as in-kind contributions:

- Waived governmental fees
- Any portion contributing toward property acquisition
- Permitting, administrative, overhead, or operational expenses

The TDC/County may request valuation adjustments or deny certain in-kind items.

Approved In-kind Contributions:

- Must be listed in the final agreement
- Are not reimbursable
- May only be increased if the applicant receives less funding than requested

QUOTES, PROCUREMENT & CONTRACT REQUIREMENTS

Governmental Entities

Governmental applicants must follow all federal, state, and local procurement policies applicable to their agency.

When submitting for reimbursement, applicants must provide:

- A copy or link to the agency’s procurement regulations
- Documentation demonstrating compliance with those regulations for each vendor, contractor, or consultant used

Not-for-Profit Organizations - Required Quotes

Project Cost	Quote Requirement
\$10,000 – \$100,000	Two (2) written quotes
\$100,000+	Three (3) written quotes

Documentation of Efforts

When submitting reimbursement requests, applicants must demonstrate diligent effort to obtain the required number of quotes.

Documentation may include:

- Telephone logs
- Copies of emails
- Communication notes
- Correspondence from vendors

If the required number of quotes cannot be obtained:

Notarized Explanation Required

The organization's President/CEO must submit a notarized statement:

- Explaining why sufficient quotes could not be obtained
- Affirming that all reasonable efforts were made
- Including supporting documentation

Sole-Source Purchases

If an item or service is available from only one provider:

1. Applicant must submit a notarized sole-source justification, explaining the uniqueness of the vendor/product.
2. The TDC Administrative Office must review the request.
3. The County must approve the justification in advance.
4. Purchase may only occur after approval.

Failure to obtain prior approval may result in denial of reimbursement.

All documentation must accompany reimbursement requests.

Construction & Contract Compliance Requirements

By submitting this application, applicants certify that all contracts relating to the project comply with:

- [Chapter 255, Florida Statutes](#) (public construction)
- [Chapter 274, Florida Statutes](#) (public property)
- [Chapter 287, Florida Statutes](#) (procurement of professional services)
- All other applicable federal, state, and local requirements

Applicants must also provide TDC/County representatives with:

a) Access

Access to the project site at any time for:

- Progress inspections
- Verification of materials
- Compliance reviews

b) Documentation

Copies of:

- All subcontracts
- All requests for quotes or bids
- All documentation verifying compliance with procurement requirements
- A complete list of subcontractors

c) Records Access

Applicants must maintain all project-related records:

- For a minimum of four (4) years after agreement termination
- In accordance with Generally Accepted Accounting Principles (GAAP)
- Even if other agencies require longer retention periods

Records must be available to:

- The TDC
- Monroe County
- State and federal auditors

Termination for Default/Convenience:

The TDC/County reserves the right to terminate the agreement if:

- The applicant fails to properly or faithfully perform the project
- Funding availability changes or becomes insufficient

If termination occurs:

- The County will provide 30 days' written notice
- Only allowable costs incurred prior to termination and compliant with the agreement may be reimbursed

Payment Requirements

To receive reimbursement:

- Applicants must submit all required documentation to the Monroe County Clerk of the Circuit Court & Comptroller's Finance Department
- Applicants must use the TDC Application for Payment forms provided in the reimbursement packet
- Required supporting documentation must accompany each request

10% Withhold

The County will withhold 10% of every progress payment until:

- The entire project is completed
- The County certifies the project as complete

Design, Engineering & Architectural Costs

These costs are not reimbursable unless the project is funded as a Public Facilities project in accordance with the Florida Attorney General Office's [AGO 2021-02](#) opinion.

If eligible:

- Costs are reimbursed only after completion of the physical construction segment
- Reimbursement for design/engineering must occur in the final segment of the project
- No reimbursable design work may begin before BOCC approval
- Applicants may include preliminary plans for review with the application

Acquisition of Property

Property acquisition projects are eligible only if all criteria below are met:

Funding Availability: Applicants must demonstrate they have 100% of the purchase price available.

Acceptable documentation includes:

- Bank statements
- Letter from bank certifying available funds
- Documentation of an approved purchase loan

Title Requirements

- Property must have no outstanding liens
- Applicant must hold clear title at closing
- Reimbursement requires proof of clear title in the contracting entity's name

Use Requirements

The property must be used as a tourism facility for at least ten (10) years.

If the property stops meeting this requirement:

- The County may require prorated repayment of TDC funds

Additional Rules

- No down payments or purchases may occur before BOCC approval
- In-kind services cannot be applied toward acquisition
- Reimbursement is issued in a single payment after all agreement requirements are completed
- A Restrictive Covenant will be required to secure TDC/County investment

Acknowledgments

Projects receiving TDC funding must display a permanent 12" x 12" public acknowledgment at the project site in a visible and accessible location. In addition, applicants are requested to do a local press release about the project and funding received from the TDC. The cost of this acknowledgement shall not be reimbursable.

Funding Allocations

District Advisory Committees (DACs), the TDC, and Monroe County may:

- Reduce funding amounts
- Deny funding requests

DACs may not exceed the amount requested by the applicant.

Projects Requesting \$50,000.00 or Less ("Streamlined Process")

Applicants requesting \$50,000.00 or less may follow the simplified procedure, which eliminates:

- The need for a BOCC-approved contract
- County Engineering Department review

Insurance documentation requirements: Applicants must maintain general liability insurance with limits of at least \$300,000 per occurrence, naming Monroe County BOCC as Additional Insured. Waiver requests may be submitted in writing and are subject to approval by the County Risk Manager.

This allows for a faster project start date.

Applicants must:

- Swear or affirm compliance with streamlined requirements
- Receive a Project Summary Sheet and Reimbursement Packet
- Follow simplified reimbursement instructions

Sample documents:

[**SAMPLE TDC PROJECT SUMMARY SHEET**](#)

Public Facilities Funding

TDC Capital Funds may support public facilities that increase tourism, consistent with [F.S. 125.0104\(5\)\(a\)\(6\)](#).

Key Requirements

- BOCC approval by two-thirds vote
- Independent professional analysis (funded by the TDC) showing positive tourism impact
- TDC may fund up to 70% of total project cost

[Public Facilities Flow Chart](#)

Applications must contain two project segments:

Segment 1 — Independent Study	Segment 2 — Physical Project
Requests up to 100% funding	Requests up to 70% of total project cost
Must include estimated completion date	Proceeds only if the study confirms a positive tourism impact
Reimbursed only after Study is completed and submitted	

If the study is negative:

- Agreement terminates
- Applicant is reimbursed for the study segment only

Approval & Progression

After DAC and TDC approval, both segments are included in one agreement submitted to the BOCC. The BOCC must approve the agreement by two-thirds vote.

If the independent study shows a positive tourism impact, the project may move forward. If the study does not show a positive impact, the remaining agreement terminates, but the applicant will still be reimbursed for the study (subject to caps).

Additional guidance is available in the [Public Facilities Flow Chart](#)

Definition of “Public Facilities” - Facilities must have a life expectancy of five (5) years or more, including but not limited to:

- | | |
|--------------------------------|--------------------------|
| -Transportation infrastructure | -Drainage infrastructure |
| -Sanitary sewer systems | -Potable water systems |
| -Solid waste facilities | -Pedestrian facilities |

Public Record Notice

All information submitted or disclosed during the application process is considered a public record under Florida law.

Total Project Cost Estimates

When estimating project costs, applicants must consider:

- | | |
|---|--|
| -Consumer Price Index (CPI) | -If an engineer, architect, or consultant prepared cost estimates, applicants must ensure these factors were appropriately included. |
| -Current inflation trends | |
| -Local construction and material conditions | |
| -Supply chain challenges or potential variances | |

Download & Submission Requirements

All applicants must download the most current version of this application from:
<https://monroecounty-fl.bonfirehub.com> OR www.monroecounty-fl.gov/BonfireBids

Use of an outdated application will result in automatic rejection.

If additional Rounds of FY 2027 funding are released:

- Applicants must download the updated application.
- Reusing this version for later rounds will result in rejection.

Submission Requirements

Applications must be uploaded to the County's Bonfire platform by the stated deadline and in the format described on the first page.

It is solely the applicant's responsibility to ensure the application is successfully uploaded before the deadline.

WORKSHOPS FOR APPLICANTS

A workshop will be held via zoom for those applicants that are interested in applying for funding. Attendance is strongly recommended.

TDC Office Host is inviting you to a scheduled Zoom meeting.

Topic: Capital Funding Workshop

Time: May 19, 2026 10:00 AM Eastern Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/98521736552?pwd=GZGm0ImPfq8DT19QFsrdbEwevaKOI.1>

Meeting ID: 985 2173 6552

Passcode: 186958

One tap mobile

+13052241968,,98521736552#,,, *186958# US

+16469313860,,98521736552#,,, *186958# US

Join instructions

<https://zoom.us/join/98521736552/invitations?signature=nwHUTIsjAmiZHXn9oBVFmJ4Sb2YlwMguGPYybHss5nM>

PERMISSIBLE USES FOR CAPITAL PROJECT FUNDS

This funding program is designed for facilities whose primary purpose is to promote tourism in Monroe County. Capital (Bricks & Mortar) funds support the construction, renovation, expansion, and major repair of qualifying facilities that are permanently affixed to a structure or site.

Applicant Eligibility

To be eligible for Capital Project funding projects must be owned and operated by a governmental entity, or

a non-profit organization and **open to the public.** Individuals and for-profit businesses are not eligible.

Applicants must provide:

- Proof of property ownership, long-term lease, or service contract; and
- Documentation showing the organization has the expertise and financial capability to operate and maintain the facility.

Permissible Uses of TDC Capital Funds

Capital project funds may be used within Monroe County for the following purposes, as authorized by [F. S. 125.0104](#):

1. Tourist-Oriented Public Facilities and Venues

Funds may be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, or operate one or more of the following:

- Convention centers, sports stadiums, arenas, or coliseums
- Auditoriums that are:
 - Publicly owned and operated, or
 - Publicly owned and operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3)
- Aquariums or museums that are:
 - Publicly owned and operated, or
 - Owned and operated by non-profit organizations and open to the public
- Zoological parks, fishing piers, or nature centers that are publicly owned or non-profit operated and open to the public

These facilities must be located within the county or the sub-county special taxing district where the tourist development tax is collected.

2. Beach, Shoreline, and Waterway Improvements

Funds may be used to finance, construct, improve, maintain, or restore coastal and inland water-related facilities, including:

- Beach or beach park facilities
- Beach, channel, estuary, or lagoon:
 - Improvement, maintenance, re-nourishment, restoration, erosion control, construction of beach groins or shoreline protection structures
- Enhancement, clean-up, or restoration of publicly accessible:
 - Inland lakes, rivers, and other water bodies

These activities must relate directly to the physical preservation of the natural resource.

3. Public Facilities Needed to Increase Tourism

Funds may also be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities that directly support and increase tourist-related business activity, in accordance with [F.S. 125.0104\(5\)\(a\)\(6\)](#).

Such projects must meet specific statutory conditions (outlined in the Public Facilities section of the application).

Statutory Compliance

All uses of Tourist Development Tax revenue must comply with [F. S. 125.0104](#), as amended. Projects must clearly demonstrate alignment with the statute and the TDC's mission of promoting tourism in Monroe County.

CAPITAL PROJECT FUNDING APPLICATION

Only complete the sections of **page 13, 14, or 15** which correspond to your type of application. Please review project cost requirements on **page 9** before completing financial sections.

SECTION 1 — DISTRICT SELECTION

Select the district in which the project is physically located:

District I: Key West
(Encompasses the city limits of Key West)

District II: Lower Keys
(From the city limits of Key West to the west end of the Seven Mile Bridge)

District III: Marathon
(From the west end of the Seven Mile Bridge to the Long Key Bridge)

District IV: Islamorada
(Between the Long Key Bridge and Mile Marker 90.939)

District V: Key Largo
(From Mile Marker 90.940 to the Dade/Monroe County Line, including mainland Monroe County)

SECTION 2 — APPLICANT INFORMATION

Applicant Organization

Registered Legal Name (as listed on www.sunbiz.org):
(Attach Sunbiz printout as **Exhibit A**)

Type of Applicant:

- Non-Profit Organization
 Governmental Entity

Project Title:

Federal Employer Identification Number (FEIN):

SECTION 3 — DESIGNATED PROJECT CONTACT

Provide the primary point of contact responsible for correspondence, agreement execution, and reimbursement communication.

Name & Title:

Telephone/Mobile Number:

Email Address:

Mailing Address:

Facility Website (if applicable):

SECTION 4 — PROJECT LOCATION DETAILS

Provide the complete physical location of the proposed project.

- **Street Address:**
- **Real Estate Number (RE#):**
- **Legal Description** (lot/block/subdivision):
- **Attach a project location map.**

SECTION 5 — FACILITY OWNERSHIP & TYPE

Ownership Structure

Select one:

- Publicly owned and operated
- Owned and operated by a non-profit organization
- Publicly owned but operated by a non-profit organization

Facility Classification

Select the category that best describes your facility. Eligible facilities must comply with [F.S. 125.0104\(5\)\(a\)\(1\)-\(6\)](#):

- | | | |
|--|--|---|
| <input type="checkbox"/> Convention Center | <input type="checkbox"/> Aquarium | <input type="checkbox"/> Fishing Pier |
| <input type="checkbox"/> Sports Stadium | <input type="checkbox"/> Museum | <input type="checkbox"/> <i>Beach or Beach Park Facility, Channel, Estuary, or Lagoon</i> |
| <input type="checkbox"/> Sports Arena | <input type="checkbox"/> Zoological Park | |
| <input type="checkbox"/> Coliseum | <input type="checkbox"/> Nature Center | <input type="checkbox"/> Public Facility meeting the conditions of F.S. 125.0104(5)(a)(6) |
| <input type="checkbox"/> Auditorium | | |

SECTION 6 — PROJECT SCOPE

Indicate the primary scope of the project:

- | | |
|------------------------------------|----------------------------------|
| <input type="checkbox"/> Acquire | <input type="checkbox"/> Remodel |
| <input type="checkbox"/> Construct | <input type="checkbox"/> Repair |
| <input type="checkbox"/> Extend | <input type="checkbox"/> Improve |
| <input type="checkbox"/> Enlarge | |

If your project involves a *Beach or Beach Park Facility*, select all that apply:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Improve | <input type="checkbox"/> Maintenance |
| <input type="checkbox"/> Renourishment | <input type="checkbox"/> Construct |
| <input type="checkbox"/> Restoration | <input type="checkbox"/> Repair |
| <input type="checkbox"/> Erosion Control | |

SECTION 7 — OWNERSHIP CONDITIONS & COMPLIANCE

If the TDC/County requires a Conservation Easement, Deed Restriction, or Mortgage Note requiring repayment of TDC funds in the event of ownership transfer or change in use, are you willing to execute such documents?

- Yes
- No

SECTION 8 — CODE ENFORCEMENT STATUS

Does your organization or the property associated with this application have any outstanding code violations, fines, costs, or liens?

(Pursuant to [Monroe County Code § 2-25\(e\)](#), applicants with unresolved code enforcement fines are ineligible for funding.)

- Yes
- No

If **yes**, please explain (100 characters):

Non-Profit Organizations

Payment may be authorized for up to one hundred percent (100%) reimbursement of the total cost of each project segment, subject to the maximum reimbursement amount established in the funding agreement. The applicant must be prepared to pay the full cost of each segment upfront before requesting reimbursement.

For purposes of this application:

- No more than fifty percent (50%) of the organization’s out-of-pocket costs may consist of in-kind services or materials.
- In-kind services are not eligible for reimbursement.
- If TDC funds are awarded at less than 100% of the total project cost, the organization may request approval to allocate additional in-kind contributions after submission of the application; such requests must be formally incorporated into the final agreement.

Projects may be divided into two or three segments. Once a segment is fully completed, the applicant may apply to the TDC for reimbursement of the TDC-funded portion of that segment.

For acquisition of property, refer to the important information on **page 9**.

Project Funding Summary – Non-Profit Applicants

Category	Description	Amount
Total Project Cost	Total cost of the project as proposed	\$ _____
TDC Funds Requested	Up to 100% of Total Project Cost	\$ _____
Organization’s Out-of-Pocket Cost	Total Project Cost minus TDC Funds Requested	\$ _____
Confirmed In-Kind Services	Up to 50% of Out-of-Pocket Cost	\$ _____
Confirmed / Available Hard Dollar Funds	Total Project Cost minus In-Kind Services	\$ _____

Category	Description	Amount
Organization's Financial Investment	Out-of-Pocket Cost minus In-Kind Services	\$

In-Kind Services and Materials

In the space below, list all confirmed in-kind services and goods, including their estimated fair-market values. All values are subject to review and negotiation by the TDC/County (250 characters). Please refer to **page 6** of this application.

Governmental Entities

Payment may be authorized for up to one hundred percent (100%) reimbursement of the total cost of each project segment, subject to the expenditure cap established in the agreement. The governmental applicant must be prepared to pay the entire cost of each segment in advance of seeking reimbursement.

Projects may be divided into two or three segments. For acquisition of property, refer to the important information on page 9.

Project Funding Summary – Governmental Applicants

Category	Description	Amount
Total Project Cost	Total cost of the project as proposed	\$
TDC Funds Requested	Up to 100% of Total Project Cost	\$
Governmental Agency's Out-of-Pocket Cost	Total Project Cost minus TDC Funds Requested	\$

Note: Please highlight the specific line item(s) in your agency's budget that support this project and attach the relevant portion of your approved budget as **Exhibit B**.

Public Facilities

Public Facilities applications must be submitted as one comprehensive application containing two segments:

1. Segment #1 – Independent Study (100% reimbursable)
2. Segment #2 – Physical Project Improvements (up to 70% reimbursable)

Projects may be further divided into additional segments as needed and permitted within the final agreement.

SEGMENT #1 — STUDY PHASE

Payment for the Study Phase may be approved for up to 100% reimbursement, subject to the expenditure cap specified in the final agreement. Applicants must pay the entire cost upfront before seeking reimbursement.

For property acquisition projects, refer to the acquisition requirements on page 9 of the application.

Study Phase Funding Summary

Category	Description	Amount
Total Study Cost	Total cost of the study phase	\$
TDC Funds Requested	Up to 100% of Total Study Cost	\$
Governmental Agency's Out-of-Pocket Cost	Total Study Cost minus TDC Funds Requested	\$

Budget Requirement:

Highlight the relevant line item(s) in the agency's approved budget that support this study and attach as Exhibit B.

Estimated Completion Date for Study:

SEGMENT #2 — PHYSICAL PROJECT PHASE

Segment #2 (physical construction/implementation) may be eligible for up to 70% reimbursement, subject to the expenditure cap in the agreement. Applicants must pay the full cost of each segment before requesting reimbursement.

Project Phase Funding Summary

Category	Description	Amount
Total Project Cost (excluding study)	Total cost of physical improvements	\$
TDC Funds Requested	Up to 70% of Total Project Cost	\$
Governmental Agency's Out-of-Pocket Cost	Total Project Cost minus TDC Funds Requested	\$

Budget Requirement:

Highlight the applicable line item(s) in the agency's budget and attach as Exhibit B.

Required Confirmation of Funding

Applicants must provide written confirmation that all required project funds (non-TDC portion) are committed and available at the time of application. *(Attach as Exhibit B.)*

Use of TDC Funds (350 characters)

List specific items, services, or components for which TDC funds will be used. Do not include:

- Warranty fees
- Administrative or office costs
- Retail space improvements
- Design costs (unless the project is a Public Facility under statutory requirements)

1. Use of Structure / Facility

a) Original Use and Date of Construction (350 characters):

b) Present Use (350 characters):

c) Proposed Use (350 characters):

d) Photograph Requirement:

Attach a current photograph of the existing site as **Exhibit C**.

e) Historic Designation (350 characters):

Indicate whether the property:

- Is listed in the National Register of Historic Places
- Is located within a National Register Historic District
- Is a locally designated historic landmark
- Is located within a locally designated historic district

If located within a historic district, provide the official district name.

This information may be obtained from the local planning agency with jurisdiction over the property.

2. Ownership and Operational Eligibility

All capital projects funded by the TDC must be owned and operated by either a governmental entity or a non-profit organization. Applicants must provide proof of property ownership, a long-term lease, or a service contract for the proposed project site, along with documentation demonstrating sufficient experience or financial capacity to operate the facility.

(Enclose documentation as Exhibit D)

Ownership or Interest in Property

- a) Official records reference for ownership documentation (e.g., deed book and page number).
- b) If the applicant does not own the property, provide:
 - A long-term lease or service contract, and
 - A notarized letter of consent from the property owner confirming approval for use of the property for the purposes outlined in this application.

3. Transfers of Real Property to the County

If the proposed project involves the transfer of title of real property to Monroe County, the applicant must provide:

- Two (2) current real estate appraisals, and
- One (1) environmental assessment.

(Enclose as Exhibit E)

The TDC/County must determine, prior to acceptance of any donation or purchase, that:

- The property does not present any environmental hazards or liabilities, and
- The property serves a permissible governmental interest.

Indicate any proposed title transfers below (200 characters):

4. Acquisition Funding Requests

This section applies **only** to acquisition-related funding requests. Applicants must still complete Items 9–11 for all projects, including new construction, renovations, additions, and exhibits.

Property Size

Indicate the total acreage of the property to be acquired:

When evaluating acquisition requests, the TDC will consider the appropriateness of the site size. Site size must:

- Preserve the historic or environmental context of the structure or site (as applicable), and
- Include no more property than necessary to meet project objectives.

Because these considerations directly impact application requirements and costs, applicants are strongly encouraged to consult with the TDC Administrative Office before initiating acquisition documentation.

5. Protection of Property

Indicate any state, federal, or local protections currently applicable to the property. More than one protection type may apply. Applicants must:

- Provide citations for relevant local protective ordinances, and
- Attach copies of all property-specific restrictive legal instruments. (*Enclose as Exhibit F*)

By submitting this application, the applicant certifies that all existing restrictions have been fully disclosed. Failure to disclose restrictions may result in immediate termination of any agreement and repayment of all funds awarded.

6. Threats to Property

Is the property currently threatened by imminent destruction, deterioration, or other loss, including but not limited to:

- Demolition
- Vacancy
- Severe deterioration
- Loss of structural integrity
- Encroaching development
- Adverse environmental conditions
- Vandalism

If yes, describe the threat(s) in detail and specify urgency (250 characters):

7. Development and Environmental Considerations

a.) Building Restrictions

Are there any recorded building restrictions, easements, or covenants on the site?

Yes No

If yes, describe below and attach all recorded documents. (250 characters) (*Enclose as Exhibit G.*)

By submitting this application, the applicant certifies that all restrictions have been disclosed. Failure to do so may result in termination of the agreement and return of all funds.

Description:

b.) Concurrency and Land Use Compliance

Is the proposed project compatible with Monroe County and/or municipal Concurrency Requirements under the existing and proposed Comprehensive Plan?

Yes No

Describe how this determination was made. Applications lacking information on existing permits or Planning Department review will be rejected.

List all required permits for the project (250 characters):

c.) Endangered or Threatened Species

- Does the site contain endangered or threatened species of flora or fauna?

Yes No

If yes, attach explanation as **Exhibit H**.

d.) Accessibility Compliance

Will the project comply with:

- [Chapter 553, Part V, Florida Statutes](#), and
- [The Americans with Disabilities Act \(ADA\) of 1990](#), as amended?

Yes No

If no, attach explanation as **Exhibit I**.

e.) Recycling Utilization

Explain how recycling practices will be integrated into the execution of the proposed project (100 characters):

f.) Public Accessibility and Use

Describe the extent to which the property is currently, or will be, open to the public:

- **Hours per day:**
- **Days per week:**
- **Weeks per year:**

Estimate annual visitors/users upon project completion and explain how this estimate was determined:(100 characters):

For archaeological projects where public access is not possible, estimate the number of individuals who will access interpretive materials resulting from the project.

g.) Signage on U.S.1

- Is there currently signage for the project/facility on U.S. 1?
 Yes No

If no, indicate whether signage is planned and whether FDOT approval has been obtained. Explain below (250 characters):

h.) Signage in Historic Districts

- If the project is located in a Historic District, is signage currently installed?
 Yes No Not located in a Historic District

i.) Parking Variances

- Does the project require any parking variances?
 Yes No

If yes, explain how this determination was made (100 characters):

8. Present Physical Condition of Site

Attach the legal description from county property tax records and indicate the present condition:

- Excellent** – Fully habitable, no repairs needed, continuous maintenance evident; project involves expansion/enhancement.
- Good** – Habitable and occupied; minor repairs required.
- Fair** – Habitable but possibly vacant; structural and weather-tight integrity are compromised.
- Poor** – Uninhabitable and vacant; major structural work required.

-Describe contributing factors or issues affecting current condition (250 characters):

9. Status of Project Planning

Design/Architectural/Engineering expenses are only eligible for TDC funding if the project qualifies under the Public Facilities category. Any work initiated before approval by the Board of County Commissioners is at the applicant’s own risk.

Select all that apply:

- Not yet initiated

Initiated

Completed construction documents

Schematics completed

Required permits obtained

Design development completed

10. Project Consultant Information

Name and Address of Consultant (architect, engineer, contractor, etc.) (100 characters):

Attach preliminary plans or architectural documents completed to date (one set).
(Enclose as Exhibit J.)

11. Architectural or Construction Services Agreement

Has an agreement for architectural or construction services been executed?

Yes *(costs will not be reimbursed by TDC)*

No

Project does not require architectural services

1. Operations and Maintenance

It is the policy of Monroe County not to fund the ongoing operations or maintenance costs of facilities. Applicants must therefore demonstrate a viable plan for sustaining the facility after restoration or rehabilitation is completed.

In the space below, describe (250 characters):

- How the structure(s) affected by this project will be maintained after completion
- The sources of funding that will support ongoing maintenance
- Estimated annual amounts associated with each funding source

2. Impact on Visitor Experience

Explain how the proposed project will enhance or positively impact the visitor experience in Monroe County. Cite specific examples such as increased accessibility, improved amenities, preservation of cultural or historic resources, enhancement of recreational opportunities, or other benefits that support tourism and align with TDC goals. (250 characters)

3. Operational Capability and Long-Term Viability

Applicants must demonstrate the capacity to:

- Complete the project as proposed
- Maintain and operate the facility as a long-term, publicly accessible tourist attraction
- Implement a sustainable marketing and promotional program

To satisfy this requirement, attach:

- **Exhibit K.1:** Proposed operational budget for the completed facility
- Explain your marketing plan and/or promotional strategy for attracting visitors (**250 characters**)

These materials should clearly establish the project’s long-term viability and its continued benefit to tourism in Monroe County.

4. Estimated Project Completion Date

Please provide the estimated completion date for the project.

*Note: Funding becomes available on **October 1, 2026**. The start date for all grant-funded activities must occur **on or after December 9th, 2026**.*

Estimated Completion Date:

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 as item L.

**Request for Taxpayer
Identification Number and Certification**

Give Form to the
requester. Do not
send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.		
	2 Business name/disregarded entity name, if different from above		
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ▶ _____		
	5 Address (number, street, and apt. or suite no.) See instructions.		Requester's name and address (optional)
	6 City, state, and ZIP code		
	7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

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 *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number	
or	
Employer identification number	

Part II Certification

Under penalties of perjury, I certify that:

- 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.

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.

Sign Here	Signature of U.S. person ▶	Date ▶
------------------	----------------------------	--------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

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.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

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 as Exhibit M.



**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: Address: _____ City: _____ State: _____ Zip: _____	Remittance Address if different from Mailing Address: Address: _____ City: _____ 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: Bank Account Type: <input type="checkbox"/> Checking <input type="checkbox"/> Savings Bank Name: _____ Name on Account: _____ Bank Routing Number: _____ Bank Account Number: _____	1099 Required? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes , please check 1099 Type: <input type="checkbox"/> Attorneys <input type="checkbox"/> Medical/Healthcare Payments <input type="checkbox"/> Non-Employee Compensation <input type="checkbox"/> Other Income <input type="checkbox"/> 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 <input type="checkbox"/> physical presence or <input type="checkbox"/> online notarization, this _____ day of _____, 20____, by _____.	
(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 as M.



**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: Bank Account Type: <input type="checkbox"/> Checking <input type="checkbox"/> Savings Bank Name: _____ Name on Account: _____ Bank Routing Number: _____ Bank Account Number: _____	Previous Bank Information: Bank Account Type: <input type="checkbox"/> Checking <input type="checkbox"/> Savings Bank Name: _____ Name on Account: _____ Bank Routing 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: Address: _____ City: _____ State: _____ Zip: _____	Previous Mailing Address: Address: _____ City: _____ 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 checked="" type="checkbox"/> physical presence or <input type="checkbox"/> online notarization, this _____ day of _____, 20____, by _____ (SEAL) _____ Name and Title Print, Type, Stamp Commissioned Name of Notary Personally Known _____ OR Produced Identification _____ Type of Identification Produced: _____	

INSURANCE CHECKLIST AND AGENT/BIDDER'S STATEMENT
(Enclose as Exhibit N)
 Only for applications requesting \$50,000 or more in funding

INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS FOR WORK

To assist in preparing your proposal, the insurance coverages marked with an “X” indicate the requirements your organization must meet if awarded a contract.

Vendors must sign and submit the completed insurance checklist with their proposal.

The required insurance coverages are listed and described below.

WORKERS’ COMPENSATION AND EMPLOYERS’ LIABILITY

Code	Coverage	Requirements
X	Workers’ Compensation	Statutory limits, including: • Bodily Injury by Accident • Bodily Injury by Disease (Policy Limit / Per Employee)
WC1	Employers’ Liability	\$100,000 / \$500,000 / \$100,000
WC2	Employers’ Liability	\$500,000 / \$500,000 / \$500,000
WC3	Employers’ Liability	\$1,000,000 / \$1,000,000 / \$1,000,000
WCUSLH	U.S. Longshore & Harbor Workers Act	\$1,000,000
WCJA	Federal Jones Act	\$1,000,000

GENERAL LIABILITY

Minimum required coverage must include:

- Premises Operations • Products & Completed Operations
- Blanket Contractual • Personal Injury

Required Limits

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

Required Endorsements

- **GLLIQ – Liquor Liability** (if applicable)
- **GLS – Security Services** (if applicable)

All endorsements must carry limits equal to the basic policy.

BUSINESS AUTOMOBILE LIABILITY

Coverage must include owned, non-owned, and hired vehicles.

Code	Limit	Selected
VL1	\$50,000 per Person / \$100,000 per Occurrence / \$25,000 Property Damage OR \$100,000 Combined Single Limit	<input type="checkbox"/>

Code	Limit	Selected
VL2	\$200,000 per Person / \$300,000 per Occurrence / \$200,000 Property Damage OR \$300,000 Combined Single Limit	<input checked="" type="checkbox"/>
VL3	\$500,000 per Person / \$1,000,000 per Occurrence / \$100,000 Property Damage OR \$1,000,000 Combined Single Limit	<input type="checkbox"/>
VL4	\$5,000,000 Combined Single Limit	<input type="checkbox"/>

Note: VL1 may only be used for special projects involving other governmental or non-profit organizations and must be approved by Risk Management.

MISCELLANEOUS COVERAGES

Code	Coverage	Required Limits
BR1	Builder's Risk	Full replacement value of completed project
CLI	Cyber Liability	\$1,000,000
MVC	Motor Truck Cargo	Limit equal to maximum shipment value
PRO	Professional Liability	\$300,000 per Occurrence / \$500,000 Aggregate
PRO2	Professional Liability	\$500,000 per Occurrence / \$1,000,000 Aggregate
PRO3	Professional Liability	\$1,000,000 per Occurrence / \$2,000,000 Aggregate
POL1	Pollution Liability	\$500,000 per Occurrence / \$1,000,000 Aggregate
POL2	Pollution Liability	\$1,000,000 per Occurrence / \$2,000,000 Aggregate
POL3	Pollution Liability	\$3,000,000 per Occurrence / \$6,000,000 Aggregate
POL4	Pollution Liability	\$5,000,000 per Occurrence / \$10,000,000 Aggregate
EDT	Employee Dishonesty	\$10,000
ED2	Employee Dishonesty	\$100,000
GK1	Garage Keepers Liability	\$300,000 (\$25,000 per vehicle)
GK2	Garage Keepers Liability	\$500,000 (\$100,000 per vehicle)
GK3	Garage Keepers Liability	\$1,000,000 (\$250,000 per vehicle)
MED1	Medical Professional Liability	\$300,000 / \$750,000 Aggregate
MED2	Medical Professional Liability	\$500,000 / \$1,000,000 Aggregate
MED3	Medical Professional Liability	\$1,000,000 / \$3,000,000 Aggregate
MED4	Medical Professional Liability	\$5,000,000 / \$10,000,000 Aggregate
IF	Installation Floater	Maximum value of equipment installed
VLP1	Hazardous Cargo Transporter	\$300,000 (requires MCS-90 endorsement)
VLP2	Hazardous Cargo Transporter	\$500,000 (requires MCS-90 endorsement)

Code		Coverage	Required Limits
VLP3		Hazardous Cargo Transporter	\$1,000,000 (requires MCS-90 endorsement)
BLL		Bailee Liability	Maximum value of County property in vendor's custody
HKL1		Hangar Keepers Liability	\$300,000
HKL2		Hangar Keepers Liability	\$500,000
HKL3		Hangar Keepers Liability	\$1,000,000
HKL4		Hangar Keepers Liability	\$5,000,000
AIR1		Aircraft Liability	\$1,000,000
AIR2		Aircraft Liability	\$5,000,000
AIR3		Aircraft Liability	\$50,000,000
AEO1		Architect Errors & Omissions	\$250,000 per Occurrence / \$500,000 Aggregate
AEO2		Architect Errors & Omissions	\$500,000 per Occurrence / \$1,000,000 Aggregate
AEO3		Architect Errors & Omissions	\$1,000,000 per Occurrence / \$3,000,000 Aggregate
AEO4		Architect Errors & Omissions	\$5,000,000 per Occurrence / \$10,000,000 Aggregate
ARP		All Risk Property	Full replacement value of the structure
EOJ		Engineers Errors & Omissions	\$250,000 per Occurrence / \$500,000 Aggregate
EO2		Engineers Errors & Omissions	\$500,000 per Occurrence / \$1,000,000 Aggregate
EO3		Engineers Errors & Omissions	\$1,000,000 per Occurrence / \$2,000,000 Aggregate
EO4		Engineers Errors & Omissions	\$5,000,000 per Occurrence / \$10,000,000 Aggregate
WL1		Watercraft Liability	\$500,000 per Occurrence
WL2		Watercraft Liability	\$1,000,000 per Occurrence

APPLICANT'S INSURANCE STATEMENT

I acknowledge that the insurance requirements outlined in this application are mandatory. If awarded a contract, I certify that all required insurance coverage will be obtained and maintained in full compliance with the agreement.

Applicant Name (Printed):

Applicant Signature:

Title:

Organization Name:

INSURANCE CHECKLIST AND AGENT/BIDDER'S STATEMENT

(Enclose as Exhibit N)

Only for applications requesting \$49,999.00 or less in funding

INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS FOR WORK

GENERAL LIABILITY

Minimum required coverage must include:

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

Required Limits

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

Required Endorsements

- **GLLIQ – Liquor Liability** (if applicable)
- **GLS – Security Services** (if applicable)

All endorsements must carry limits equal to the basic policy.

APPLICANT'S INSURANCE STATEMENT

I acknowledge that the insurance requirements outlined in this application are mandatory. If awarded a contract, I certify that all required insurance coverage will be obtained and maintained in full compliance with the agreement.

Applicant Name (Printed):

Applicant Signature:

Title:

Organization Name:

ATTACHMENTS AND CERTIFICATIONS

(Enclose as Exhibit O)

192.168.85.12The following supporting documents are attached (as applicable):

- Sunbiz Registration** – Printout of “Detail by Entity” from Sunbiz.org (*Exhibit A*)
- Documentation of Confirmed Project Funds** – Bank verification letter or equivalent (*Exhibit B*)
- Photograph of Existing Site** (*Exhibit C*)

- d.) **Proof of Ownership, Long-Term Lease, or Service Contract** *(Exhibit D)*
Include notarized owner consent if applicant is not the property owner.
- e.) **Real Estate Appraisals and Environmental Assessment** (if applicable) *(Exhibit E)*
At least two (2) current appraisals and one (1) environmental assessment
- f.) **Local Protective Ordinances** – Citations or documentation (if applicable) *(Exhibit F)*
- g.) **Recorded Easements and Restrictive Covenants** (if applicable) *(Exhibit G)*
- h.) **Description of Endangered or Threatened Species** (if applicable) *(Exhibit H)*
- i.) **ADA Accessibility Explanation** (if applicable) *(Exhibit I)*
- j.) **Preliminary Plans or Architectural Documents** (if applicable) *(Exhibit J)*
- k.) **Proposed Operational Budget** *(Exhibit K.1)*
- l.) **Completed W-9 Form** *(Exhibit L)*
- m.) **Monroe County New Vendor Form or Vendor Update Form** (if applicable) *(Exhibit M)*
- n.) **Completed Insurance Worksheet** *(Exhibit N)*
- o.) **Notarized Attachments and Certifications Form** *(Exhibit O)*

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Amendment to Agreement with MMGY Global Website Agreement to add Special Projects

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: **\$79,288.33**

ALLOCATED FROM: **Website Resources**

REQUESTED BY: **Partnerships & Technology**

PROVIDED BY: **Partnerships & Technology**

DEADLINE DATE: **January 30, 2026**



DATE: January 19, 2026
TO: Tourist Development Council Members
FROM: Jeanne Quinn, SVP, Partnerships & Tech, Visit Florida Keys
RE: **Consideration and Action re: Amendment to MMGY Global contract for special projects – sizzle reel video, Consent Management Platform & partner portal.**

The TDC and Visit Florida Keys are working with MMGY Global on overall website development and email marketing and are using monthly maintenance hours as defined in our existing contract for most website and email functionality fixes and enhancements that are planned.

However, some phase 2 projects require an additional scope of work, either because their complexity will use up most/all of our monthly maintenance hours, leaving no ability for necessary small fixes or minor enhancements, or are using MMGY teams and time not covered by the existing maintenance hour agreement.

In addition, as the new website was finalized, some previously-estimated costs were refined to reflect actual costs.

This scope of work and requested addendum to the MMGY Global contract covers projects to be completed before the end of FY2026:

- Sizzle reel video – short video that highlights the capabilities and new features of the visitfloridakeys.com website - **\$4455.00**
- Consent Management Platform (CMP) implementation – original scope for this project included in the contract is for \$19,000/yr for three years. After initial implementation, MMGY determined that the scope needs to be refined to accommodate additional CMP coverage hours each year to accommodate our web traffic volume as follows:
 - FY26 - \$19,625
 - FY27 - \$19,583.33
 - FY28 - \$19,500

For a total of \$1,708.33 that needs to be added to the 3-yr contract

- Partner Portal – an extension of the visitfloridakeys.com website that adds significant capabilities to the existing industry partner pages to enable our tourism partners to log in, create/edit their business listing information, see dashboard reporting of marketing efforts where the partner was included, e.g.



event promotion, articles, social media, co-op marketing, website engagement
- **\$15,000**

- **Deal Listings & Directory** – an extension of the visitfloridakeys.com website to show active deals and offers available to visitors from our tourism partners.
- **\$4,125**
- **Website Hosting revision** – the original contract had an estimated web hosting fee of \$12,000/yr (\$1,000/month). As the new website was developed and the site content and capabilities were finalized, MMGY was able to finalize the website hosting cost from Pantheon (billed via Google Cloud Platform). Final cost is \$30,000/yr (\$2,500/month). **This adds \$54,000 to the 3-yr contract (\$18,000/yr.)**

TOTAL INCREASE OF ADDENDUM (over three years): \$79,288.33

This request covers MMGY development hours, configuration, testing & optimization of these new projects with the Visit Florida Keys team.

Approval for this amendment to the MMGY contract is requested. Upon approval by the TDC this item will be placed on the March BOCC meeting agenda for final approval.

Agenda Item #

G.6.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Amendment to Agreement with Starmark

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



DATE: January 19, 2026
TO: Tourist Development Council Members
FROM: Jeanne Quinn, SVP, Partnerships & Tech, Visit Florida Keys
RE: **Consideration and Action re: Amendment to Starmark contract for Airtable system & process tool development.**

The TDC and Visit Florida Keys are using a relational database called Airtable that serves as the primary data foundation for the work the team does, across marketing, sales, technology, partnerships, finance and compliance. Licenses and overall management of the Airtable platform are included in our agreement with Starmark, our agency of record.

Airtable contains event and tourism partner data that feeds the visitfloridakeys.com website pages and lets the team make necessary additions and updates quickly and easily. The team also manages our marketing calendar in Airtable, to track all the marketing tactics underway, the timing of them, and the partners who are involved. This will ultimately support easy and efficient reporting of which partners and events are promoted, by which marketing tactic and when, and helps the team stay aligned and organized.

The team has requested that Starmark expand our data foundation in Airtable to develop systems and customized capabilities to help with compliance goals, sales effectiveness, team efficiency and overall reporting.

The attached proposal covers four Airtable projects that support the above objectives but are over and above the bank of hours funded by Starmark's original contract:

- Customer Relationship Management (CRM) system for the sales team - \$16,478
- Marketing Team Project Management system - \$28,952
- Operations System for finance team tracking - \$18,018
- Starmark/Visit Florida Keys request ticketing system including support hours for FY26 to assist with any needed enhancements or fixes to the Airtable system after the projects are built - \$27,720

TOTAL: \$91,168

This request covers Starmark development hours, configuration, testing & optimization of these new systems with the Visit Florida Keys team.



Approval for this amendment to the Starmark contract is requested. Upon approval by the TDC this item will be placed on the March BOCC meeting agenda for final approval.

Agenda Item #

G.7.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Operations Manual Update – Capital Streamline Process

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

DATE: January 30, 2026

To: Monroe County Tourist Development Council

FROM: Maxine Pacini, Senior Director Grants and Budget

RE: **Consideration and Action re: Revision to Section II of the Operations Manual Relating to Streamline Process of Capital Project Agreements**

Our current policy governing capital project agreement funding allows projects with total costs of \$19,999.99 or less to qualify for a streamlined reimbursement process.

This policy has been in place for more than a decade, during which time project costs have increased significantly.

To maintain the same level of streamlined service that projects under \$19,999.99 previously received, we respectfully request approval to revise the policy to allow projects with total costs under \$50,000 to be eligible for the streamlined reimbursement process.

For reference, in FY 2025 there were 15 project requests at or below \$50,000, and in FY 2026 there were 20 such requests.

Below is a copy of the revised policy for your review and approval. Upon approval by the TDC this item will be placed on the BOCC agenda in March for approval.

CAPITAL PROJECT AGREEMENTS \$~~19,999.99~~\$50,000 AND UNDER: Those funding allocations of **\$~~19,999.99~~50,000** and below shall be streamlined to simplify the process.

All those capital allocations that fall under **\$~~19,999.99~~50,000** and approved by the District Advisory Committees and TDC shall only be signed off by the TDC President/CEO. There would be no formal Agreement processed through the BOCC, but rather an official capital project summary sheet. The BOCC approves the amount allocated within the line item for Capital Projects for each of the Districts within the line item budget submitted for approval at the yearly budget meeting.

Should the applicant request an extension or revision to the scope of work for their funding allocation, they must submit the request in writing to the President/CEO and staff review.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Operations Manual Update – Additional Updates to Media Buy Process and Exceptions to Purchasing Policy

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

Deletions noted in ~~Strike-through text~~ and additions noted in underlined text

- **To be added under Purchasing Policy and Procedure Exemptions**

TDC PURCHASING POLICIES AND PROCEDURES & BUDGET STRATEGY

Purchasing Policy and Procedures Exemptions: The TDC and VFK follow the County's Purchasing Policies and Procedures, but due to the unique nature of goods and services that need to be procured exemptions for price quote(s) requirements (purchases that are less than \$150,000) or competitive solicitations (\$150,000 or more) are necessary on a reoccurring basis.

The BOCC authorizes that price quote and/or competitive solicitation procedures are not required to apply to the following:

1. Trade Show Events- including participation & registration fees and exhibition services (booth buildout and other related services needed to participate in the event shall be exempt as most tradeshow require utilization of a sole or preferred provider).
2. Media Buys- including the purchase of advertising in all forms of media (print, digital, TV). This also includes the production needed for the specific media buys and production of campaigns.
3. Sponsorship of Events
4. With the implementation of Public Relations services to VFK, programs that are already implemented may be continued without obtaining additional price quotes in order to ensure that visitor experiences are uninterrupted. VFK staff must provide documentation in order to verify that the service is already implemented. New programs must obtain the necessary price quotes and are not exempt.
5. Industry memberships and dues.
6. Travel expenses so long as they are in accordance with Section 112.061, Florida Statutes, Monroe County Code (Chapter 2, Art. II, Div. 3), Monroe County Policies and Procedures and Monroe County TDC Travel Guidelines, as amended.
7. Office rent and utilities.
8. Tourism professionals, which due to their unique skill set and/or artistic qualifications provide an exclusive skill or value for a particular marketing and promotional project. This includes photographers, videographers, bloggers, influencers, and writers. Staff shall provide a memo to support the use of said tourism professional.

- **To be added under VFK Agreements for Services and Signatory Authority.**

VFK Agreements for Services and Signatory Authority: It is understood that VFK may enter into agreements for services as needed for operational services and for promotion of the Florida Keys and Key West.

Since all VFK agreements will be paid with public funds, (i.e. tourist development tax revenues) contract provisions as determined necessary by the County Attorney's office shall be incorporated into VFK agreements and in accordance with the VFK addendum (Attached hereto as Exhibit XX) provided by the County Attorney's Office as may be amended from time to time. This is necessary to ensure that contracted vendors provide proper supporting documentation as a condition precedent to payment and as otherwise necessary by law or policy. Contract requirements include that all payments are subject to the Local Government Prompt Payment Act- 218.70, Florida Statutes.

All agreements must be procured in accordance with the County purchasing policies and procedures and as set forth herein (see exemption specific to TDC operations). VFK shall coordinate with the County's Budget and Finance Department to ensure that the procurement process is followed. As a best practice and to ensure transparency, all VFK agreements, except for insertion orders/media buy agreements procured and process on behalf of and in the name of the County, shall be submitted to the BOCC for approval to pay the VFK contracted expenditures. All fully executed agreements are to be provided to the County's Budget and Finance Department and the Monroe County Clerk of Court and Comptroller (Clerk) as soon as practicable. Insertion Orders/media buy agreements will be provided to the County's Budget and Finance Department and Clerk through the request for purchase order process.

VFK agreements shall be authorized by the VFK board & signed by the Chair of the VFK Board in accordance with VFK policies and procedures. Currently, signatory authority is limited to the VFK Chair except when Media Buys are purchased on behalf of Monroe County

When Media Buys are purchased on behalf of Monroe County the Monroe County Board of County Commissioners authorizes any one of the following VFK staff to execute the insertion orders/media buy agreements as needed to effectuate the purchase and placement of said advertisement.

- ~~VFK VP of Marketing and Communications~~
- VFK CEO
- VFK Senior Director of Marketing
- ~~or VFK Comptroller to execute the insertion orders/media buy agreements as needed to effectuate the purchase and placement of said advertisement.~~

Insertion Orders without any terms and conditions/additional contract terms do not require additional contract provisions or the County addendum.

An Insertion Order/media buy agreement that contains terms and conditions, will be required to include additional contract terms as deemed necessary by the County Attorney's

office and as set forth in the County addendum (attached hereto as Exhibit A) and as may be amended from time to time. A sample Insertion Order is attached hereto as Exhibit B.

As VFK develops and implements additional policies, procedures and best practices, the policies regarding agreements and signatory authority as set forth herein may be revised upon consultant and agreement of the TDC, BOCC and Clerk. Any revisions to this operation manual must be presented and approved by the TDC and BOCC.

Monroe County Business Representation in Marketing Materials

Purpose

Visit Florida Keys markets the destination by showcasing authentic visitor experiences available throughout Monroe County. This requires featuring real hotels, restaurants, attractions, events, and other tourism-related businesses in marketing and promotional materials.

Policy Statement

Visit Florida Keys is authorized to feature tourism businesses and their offerings in advertising, promotional materials, and content campaigns, provided that:

- **No Financial Exchange:** Visit Florida Keys neither pays businesses for inclusion nor receives payment from businesses for being featured.
- **Marketing Purpose:** Inclusion is solely for the public purpose of driving visitation and overnight stays in Monroe County.
- **Destination Benefit:** Featured businesses are presented as representative examples of experiences available throughout the Florida Keys and are not exclusive beneficiaries.

Selection Framework

Tourism businesses may be featured based on one or more of the following considerations:

- Relevance to campaign objectives and target audiences
- Geographic representation across the five districts
- Seasonal relevance or time-sensitive visitor demand
- Event or experience timing
- Diversity of tourism products (lodging, dining, activities, attractions, arts, and culture)

Operational Guidelines

- Selection is made by Visit Florida Keys marketing staff and its contracted marketing agencies based on campaign needs.
- No application, sponsorship, or competitive process is required.
- Featured businesses receive no compensation and are not guaranteed future inclusion.
- Inclusion does not constitute endorsement, sponsorship, or a vendor or procurement relationship.

Addendum

Monroe County Contract

Terms and Conditions

The Monroe County Board of County Commissioners (herein after “County”) and _____ (herein after “Contractor”) agree as set forth below.

The County and Contractor hereby enter into this addendum to modify any Agreement, Proposal/Quote or Estimate offered by CONTRACTOR for the good or services to be provided (herein after referred to as “Agreement”) and agrees to the following:

This Agreement includes and incorporates the Contractor’s Agreement, Proposal/Quote, Terms and Conditions as applicable and this Addendum. To the extent that any terms conflict, the language as set forth in this Addendum shall supersede any other terms and shall be binding. The terms and conditions as set forth below are imposed in accordance with Florida Law and Monroe County Code.

Payment: Payment will be made in accordance with the Local Government Prompt Payment Act, 218.70, Florida Statutes. Payments due and unpaid under the Agreement shall bear interest pursuant to the Local Government Prompt Payment Act. Contractor shall submit to the County invoices with Supporting documentation that are acceptable to the Monroe County Clerk of Court and Comptroller (Clerk). Acceptability to the Clerk is based on generally accepted accounting principles and such laws, rules, and regulations as may govern the Clerk’s disbursal of funds.

If the Agreement is a multi-year agreement, the County’s performance and obligation to pay under this Agreement is contingent upon an annual appropriation by the Monroe County Board of County Commissioners.

This Agreement shall not exceed \$100,000.00 unless it is approved by the Monroe County Board of County Commissioners. Any automatic renewal is subject to a not to exceed amount of \$100,000.00 unless the Monroe County Board of County Commissioners gives prior approval of an agreement more than \$100,000.00. In accordance with Monroe County Code Sec. 2-58, the County Administrator is authorized to sign agreements when the total cumulative value of the contract does not exceed \$100,000.00.

The County reserves all rights available to recuperate monies paid under this Agreement, including the right to sue for breach of contract and including the right to pursue a claim for violation of the County’s False Claims Ordinance, located at Section 2-721 et al. of the Monroe County Code.

Termination: The County may terminate this Agreement for cause should Contractor fail to perform. Prior to termination for cause, the County shall provide Contractor with seven (7) calendar days’ written notice and provide the Contractor with an opportunity to cure the breach that has occurred. If the breach is not cured, the Agreement will be terminated for cause. If the County terminates this Agreement, County shall pay Contractor the sum due under this Agreement prior to termination, unless the cost of completion to the County exceeds the funds remaining in the contract; however, the County reserves the right to assert and seek an offset for damages caused by the breach.

The County may terminate this Agreement for convenience, at any time, upon thirty (30) days’ written notice to Contractor. If the County terminates this Agreement, County shall pay Contractor the sum due prior to termination, unless the cost of completion of the remaining work under the Agreement exceeds the funds remaining in the contract.

Maintenance of Records: Contractor shall maintain all books, records, and documents directly pertinent to

performance under this Agreement in accordance with generally accepted accounting principles consistently applied. Each party to this Agreement or their authorized representatives, shall have reasonable and timely access to such records of each other party to this Agreement for public records purposes during the term of the Agreement and for five years following the termination of this Agreement. If an auditor employed by the County or the determines that monies paid to Contractor pursuant to this Agreement were spent for purposes not authorized by this Agreement, Contractor shall repay the monies together with interest calculated pursuant to Sec. 55.03; FS, running from the date the monies were paid to Contractor.

Governing Law, Venue, Interpretation, Costs, and Fees: This Agreement shall be governed by and construed in accordance with the laws of the State of Florida applicable to contracts made and to be performed entirely in the State. In the event that any cause of action or administrative proceeding is instituted for the enforcement or interpretation of this Agreement, the County and Contractor agree that venue shall lie in the appropriate court or before the appropriate administrative body the 16th Judicial Circuit in and for Monroe County, Florida. This Agreement shall not be subject to arbitration.

Attorney's Fees and Costs: The Parties agree that in the event any cause of action or administrative proceeding is initiated or defended by any party relative to the enforcement or interpretation of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees and court costs, as an award against the non-pre prevailing party, and shall include attorney's fees and courts costs in appellate proceedings. Mediation proceedings initiated and conducted pursuant to this Agreement shall be in accordance with the Florida Rules of Civil Procedure and usual and customary procedures required by the circuit court of Monroe County.

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

Public Records Compliance: Contractor must comply with Florida public records laws, including but not limited to Chapter 119, Florida Statutes and Section 24 of article I of the Constitution of Florida. The County and Contractor shall allow and permit reasonable access to, and inspection of, all documents, records, papers, letters or other "public record" materials in its possession or under its control subject to the provisions of Chapter 119, Florida Statutes, and made or received by the County and Contractor in conjunction with this contract and related to contract performance. The County shall have the right to unilaterally cancel this contract upon violation of this provision by Contractor. Failure of Contractor to abide by the terms of this provision shall be deemed a material breach of this contract and the County may enforce the terms of this provision in the form of a court proceeding and shall, as

a prevailing party, be entitled to reimbursement of all attorney's fees and costs associated with that proceeding. This provision shall survive any termination or expiration of the contract. Contractor is encouraged to consult with its advisors about Florida Public Records Law in order to comply with this provision.

The Agreement is a Public Record under Chapter 119, Florida Statutes. The parties agree to comply with Chapter 119, Florida Statutes.

Sovereign Immunity and Non-Waiver of Immunity: The County's indemnification is limited and subject to the sovereign immunity provisions of Sec. 768.28, Florida Statutes. Notwithstanding the provisions of Sec. 768.28, Florida Statutes, the participation of the County and Contractor in this Agreement and the acquisition of any commercial liability insurance coverage, self-insurance coverage, or local government liability insurance pool coverage shall not be deemed a waiver of immunity to the extent of liability coverage, nor shall any contract entered into by the County be required to contain any provision for waiver. Nothing contained herein is intended, nor may it be construed, to waive County's rights and immunities under the common law or Section 768.28, Florida Statutes, as amended from time to time; nor will anything included herein be construed as consent to be sued by any third parties in any matter arising out of this Agreement

Non-Reliance by Non-Parties: No person or entity shall be entitled to rely upon the terms, or any of them, of this Agreement to enforce or attempt to enforce any third-party claim or entitlement to or benefit of any service or program contemplated hereunder, and the County and the Contractor agree that neither the County nor the Contractor or any agent, officer, or employee of either shall have the authority to inform, counsel, or otherwise indicate that any particular individual or group of individuals, entity or entities, have entitlements or benefits under this Agreement separate and apart, inferior to, or superior to the community in general or for the purposes contemplated in this Agreement.

No Personal Liability: No covenant or agreement contained herein shall be deemed to be a covenant or agreement of any member, officer, agent or employee of Monroe County in his or her individual capacity, and no member, officer, agent or employee of Monroe County shall be liable personally on this Agreement or be subject to any personal liability or accountability by reason of the execution of this Agreement.

Statutory Requirements and Notices relating to Unauthorized Employment and Subcontracts:

E-Verify System: In accordance with F.S. 448.095, Any Contractor and any subcontractor shall register with and shall utilize the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees hired by the Contractor during the term of the Contract and shall expressly require any subcontractors performing work or providing services pursuant to the Contract to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees hired by the subcontractor during the Agreement term. Any subcontractor shall provide an affidavit stating that the subcontractor does not employ, contract with, or subcontract with an unauthorized alien. Contractor shall comply with and be subject to the provisions of F.S. 448.095

Public Entity Crime: A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid, proposal, or reply on a contract to provide any goods or services to a public entity; may not submit a bid, proposal, or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit bids, proposals, or replies on leases of real property to a public entity; may not be awarded or perform work as a Contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, F.S., for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.

Scrutinized Companies: Contractor certifies that it is not on the Scrutinized Companies that Boycott Israel List or engaged in a boycott of Israel. Pursuant to section 287.135, F.S., the Department may immediately terminate this Agreement at its sole option if the Contractor is found to have submitted a false certification; or if the

Contractor is placed on the Scrutinized Companies that Boycott Israel List or is engaged in the boycott of Israel during the term of the Agreement.

If this Agreement is for more than one million dollars, the Contractor certifies that it is also not on the Scrutinized Companies with Activities in Sudan, Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria as identified in section 287.135, F.S. Pursuant to section 287.135, F.S., the Department may immediately terminate this Agreement at its sole option if the Contractor is found to have submitted a false certification; or if the Contractor is placed on the Scrutinized Companies with Activities in Sudan List, or Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaged with business operations in Cuba or Syria during the term of the Agreement.

As provided in subsection 287.135(8), F.S., if federal law ceases to authorize these contracting prohibitions, then they shall become inoperative.

Disclosure of Gifts from Foreign Sources: If this Agreement is \$100,000 or more, Contractor shall disclose to County any current or prior interest of, any contract with, or any grant or gift received from a foreign country of concern, as defined in section 286.101, F.S., if such interest, contract, or grant or gift has a value of \$50,000 or more and such interest existed at any time or such contract or grant or gift was received or in force at any time during the previous 5 years. Such disclosure shall include the name and mailing address of the disclosing entity, the amount of the contract or grant or gift or the value of the interest disclosed, the applicable foreign country of concern and, if applicable, the date of termination of the contract or interest, the date of receipt of the grant or gift, and the name of the agent or controlled entity that is the source or interest holder. If the disclosure requirement is applicable as described above, then within 1 year before applying for any grant, Contractor must also provide a copy of such disclosure to the State of Florida Department of Financial Services.

Suspended Person/Business Entity Sec. 2-347(l), Monroe County Code: In accordance with Monroe County Code Sec. 2-347(l), the Contractor hereby swears and affirms that it is not a suspended person or business entity. The employment of a suspended person/business entity is a material breach of the county/contractor contract and entitles the County, in its discretion, to terminate the contract with no further liability to the Contractor beyond payment of the portion of the contract price that may be due for work satisfactorily completed up to the date of termination.

Indemnification & Hold Harmless: Notwithstanding any minimum insurance requirements prescribed elsewhere in this Agreement, the Contractor shall defend, indemnify, and hold the County, and the County's elected and appointed officers and employees, harmless from and against any claims, actions or causes of action, any litigation, administrative proceedings, appellate proceedings, or other proceedings relating to any type of injury (including death), loss, damage, fine, penalty or business interruption, and any costs or expenses that may be asserted against, initiated with respect to, or sustained by, any indemnified party by reason of, or in connection with: (A) any activity of the Contractor or any of its employees, agents, contractors or other invitees during the term of this Agreement; (B) the negligence or recklessness, intentional wrongful misconduct, errors or other wrongful act or omission of the Contractor or any of its employees, agents, sub-contractors or other invitees; or (C) the Contractor's default in respect of any of the obligations that it undertakes under the terms of this Agreement. This section will survive the expiration of the term of this Agreement or any earlier termination of this Agreement.

Insurance: At all times during the term of this Agreement (including any extensions thereof), Contractor shall maintain the insurance as specified in this section. In the event Contractor fails to maintain all insurance required by this section, County reserves the right to immediately terminate this Agreement or suspend all work until the required insurance has been reinstated. Delays in completion of the work resulting from Contractor's failure to maintain required insurance shall not cause the extension of any deadlines specified in this Agreement, and Contractor agrees to indemnify and hold harmless the County for any and all increases in cost resulting from such delay.

Contractor shall maintain the following coverage:

- **Commercial General Liability:** Contractor's insurance policy shall cover, at a minimum, premises operations, personal injury (including death), property damage, products & completed operations, and blanket contractual liability. If coverage is provided on a Claims Made basis, Contractor's policy must provide for claims filed during the term of this Agreement, and for twelve (12) months after its termination or expiration. Contractor's policy shall be endorsed to name Monroe County Board of County Commissioners as Additional Insured. The minimum limits acceptable are: _____ Combined Single Limit (CSL)
- **Worker's Compensation:** Contractor's insurance policy shall reflect coverage and limits sufficient to meet requirements of Chapter 440, Florida Statutes.
- **<INSERT STANDARD LANGUAGE FOR OTHER COVERAGES AS APPLICABLE>**

Prior to commencement of work under this Agreement, Contractor shall provide to the County Risk Manager satisfactory evidence of the required insurance, which may be an Certificate of Insurance or a copy of the insurance policy. The County reserves the right to request a certified copy of Contractor's insurance policy. Any deviation from the insurance requirements specified herein must be approved by the County's Risk Manager on an approved Insurance Waiver Form. Insurance Waivers may be requested from the Risk Management Department: Tel: (305) 292-3470; Eml: risk_management@monroecounty-fl.gov.

COUNTY FORMS: By signing this Agreement, Contractor has sworn or affirmed to the following requirements as set forth in the Public Entity Crime Statement, Ethics Statement, Vendor Certification Regarding Scrutinized Companies List and Affidavit Attesting To Noncoercive Conduct For Labor Or Services as set forth in more detail in this Agreement.

PUBLIC ENTITY CRIME STATEMENT: Contractor certifies and agrees that Contractor nor any Affiliate has been placed on the convicted vendor list within the last 36 months.

In accordance with Section 287.134, Florida Statutes, an entity or affiliate who has been placed on the Discriminatory Vendor List, kept by the Florida Department of Management Services, may not submit a bid on a contract to provide goods or services to a public entity; may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work; may not submit bids on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor or consultant under a contract with any public entity; and may not transact business with any public entity.

A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid, proposal or reply on contracts to provide any goods or services to a public entity, may not submit a bid, proposal or reply on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids, proposals or replies on leases of real property to public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, Contractor or subcontractor under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 of the Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

By signing this Agreement, Contractor represents that the execution of this Agreement will not violate the Public Entity Crimes Act (Section 287.133, Florida Statutes). Violation of this section shall result in termination of this Agreement and recovery of all monies paid hereto, and may result in debarment from County's competitive procurement activities.

In addition to the foregoing, Contractor further represents that there has been no determination, based on an audit, that it or any subcontractor has committed an act defined by Section 287.133, Florida Statutes, as a "public entity crime" and that it has not been formally charged with committing an act defined as a "public entity crime" regardless

of the amount of money involved or whether Contractor has been placed on the convicted vendor list.

Contractor will promptly notify the County if it or any subcontractor is formally charged with an act defined as a “public entity crime” or has been placed on the convicted vendor list.

ETHICS CLAUSE: By signing this Agreement, Contractor warrants that he/it has not employed, retained or otherwise had act on his/her behalf any former County officer or employee in violation of Section 2 of Ordinance No. 010-1990 or any County officer or employee in violation of Section 3 of Ordinance No. 010- 1990. For breach or violation of this provision the County may, in its discretion, terminate this Agreement without liability and may also, in its discretion, deduct from the Agreement or purchase price, or otherwise recover, the full amount of any fee, commission, percentage, gift, or consideration paid to the former County officer or employee.

VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS:

Contractor agrees and certifies compliance with the following:

Section 287.135, Florida Statutes prohibits a Contractor from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of any amount if, at the time of contracting or renewal, the Contractor is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, Florida Statutes, or is engaged in a Boycott of Israel. Section 287.135, Florida Statutes, also prohibits a Contractor from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of \$1,000,000 or more, if the Contractor/company is on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Terrorism Lists which were created pursuant to s. 215.473, Florida Statutes, or is engaged in business operations in Cuba or Syria and is not on the State Board of Administration’s “Scrutinized List of Prohibited Companies” available under the quarterly reports section at <https://www.sbafla.com/reporting/>.

As the person authorized to sign on behalf of Contractor, I hereby certify that the Contractor identified above is not listed on the Scrutinized Companies that Boycott Israel List or engaged in a boycott of Israel and for Projects of \$1,000,000 or more is not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Terrorism List, or engaged in business operations in Cuba or Syria or on the Scrutinized List of Prohibited Companies.

I understand that pursuant to Section 287.135, Florida Statutes, the submission of a false certification may subject Contractor to civil penalties, attorney’s fees, and/or costs. I further understand that any contract with the County may be terminated, at the option of the County, if the Contractor is found to have submitted a false certification or has been placed on the Scrutinized Companies that Boycott Israel List or engaged in a boycott of Israel or placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Terrorism List or been engaged in business operations in Cuba or Syria or on the Scrutinized List of Prohibited Companies.

Note: The List are available at the following Department of Management Services Site:
http://www.dms.myflorida.com/business_operations/state_purchasing/vendor_information/convicted_suspended_discriminatory_complaints_vendor_lists

NON-COLLUSION AFFIDAVIT: Contractor by signing this Agreement, according to law on my oath, and under penalty of perjury, depose and say that the person signing on behalf of the firm of Contractor, the bidder making the Proposal for the project described in the Scope of Work and that I executed the said proposal with full authority to do so; the prices in this bid have been arrived at independently without collusion, consultation, communication or agreement for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor; unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to bid opening, directly or indirectly, to any other bidder or to any competitor; and no attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit, or not to submit, a bid for the purpose of restricting competition; the statements contained in this affidavit are true and

correct, and made with full knowledge that Monroe County relies upon the truth of the statements contained in this affidavit in awarding contracts for said project.

AFFIDAVIT ATTESTING TO NONCOERCIVE CONDUCT FOR LABOR OR SERVICES:

CONTRACTOR is required to provide an affidavit under penalty of perjury attesting that CONTRACTOR does not use coercion for labor or services in accordance with Section 787.06, Florida Statutes.

As defined in Section 787.06(2)(a), coercion means:

1. Using or threatening to use physical force against any person;
2. Restraining, isolating, or confining or threatening to restrain, isolate, or confine any person without lawful authority and against her or his will;
3. Using lending or other credit methods to establish a debt by any person when labor or services are pledged as a security for the debt, if the value of the labor or services as reasonably assessed is not applied toward the liquidation of the debt, the length and nature of the labor or service are not respectively limited and defined;
4. Destroying, concealing, removing, confiscating, withholding, or possessing any actual or purported passport, visa, or other immigration document, or any other actual or purported government identification document, of any person;
5. Causing or threatening to cause financial harm to any person;
6. Enticing or luring any person by fraud or deceit; or
7. Providing a controlled substance as outlined in Schedule I or Schedule II of Section 893.03 to any person for the purpose of exploitation of that person.

As a person authorized to sign on behalf of CONTRACTOR, I certify under penalties of perjury that CONTRACTOR does not use coercion for labor or services in accordance with Section 787.06. Additionally, CONTRACTOR has reviewed Section 787.06, Florida Statutes, and agrees to abide by same.

Contractor

Signature

Title

Date

Agenda Item #

G.9.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Approval of Waiver of Standard of Conduct

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

DATE: January 30, 2026

To: Tourist Development Council Board Members

FROM: Ammie Machan, Sr. Manager of Compliance and Contracts

RE: **Consideration and Action re: Approval of Waivers of Standard of Conduct**

In accordance with F.S. 112.313(12), as the appointing body, the TDC may waive potential conflicts under F.S. 112.312(3) and (7) for advisory board members. Members who are appointed by the BOCC (DAC At Large Members and TDC Members) may likewise seek waivers of conduct from the BOCC. Form 4A only needs to be completed once for the disclosing of a business transaction, relationship or interest. The members currently abstain from voting on such matters and will continue to do so even with the waivers granted by the TDC.

The attached waiver is requested for approval:

- Ms. Kim Works District I Tourist Related Representative who is employed by Pirate Radio who provides radio advertising to the TDC for the promotion of the destination.

FORM 4A DISCLOSURE OF BUSINESS TRANSACTION, RELATIONSHIP OR INTEREST

LAST NAME - FIRST NAME - MIDDLE INITIAL Works, Kim			OFFICE / POSITION HELD Member - Tourist Related Representative
MAILING ADDRESS 820 Georgia St.			AGENCY OR ADVISORY BOARD District Advisory Committee DAC I
CITY Key West	ZIP 33040	COUNTY Monroe	ADDRESS OF AGENCY 1201 White St. Suite 102 Key West FL

HOW TO COMPLETE AND FILE THIS FORM:

Parts A and B of this form serve two different purposes. Part A is for advisory board members who wish to use an exemption in the ethics laws that is applicable only to advisory board members. Part B is for public officers and employees who wish to use a separate exemption that is applicable when the business entity involved is the sole source of supply within the political subdivision. In order to complete and file this form:

- **Fill out** Part A or Part B, as applicable.
- **Sign** and date the form on the reverse side.
- **File Part A** with the appointing body or person that will be waiving the restrictions of 112.313(3) or (7), Fla. Stat., prior to the waiver.
- **File Part B** with the governing body of the political subdivision in which the reporting person is serving, prior to the transaction.

PART A - DISCLOSURE OF TRANSACTION OR RELATIONSHIP CONCERNING ADVISORY BOARD MEMBER

WHO MUST COMPLETE THIS PART:

Sections 112.313(3) and 112.313(7), Florida Statutes, prohibit certain business relationships on the part of public officers and employees, including persons serving on advisory boards. See Part III, Chapter 112, Florida Statutes, and/or the brochure entitled "A Guide to the Sunshine Amendment and Code of Ethics for Public Officers and Employees" for more details on these prohibitions. However, Section 112.313(12), Florida Statutes, permits the appointing official or body to waive these requirements in a *particular instance* provided: (a) waiver by the appointing body must be upon a two-thirds affirmative vote of that body; or (b) waiver by the appointing person must be effected after a public hearing; *and* (c) in either case the advisory board member must fully disclose the transaction or relationship which would otherwise be prohibited by Subsections (3) of (7) of Section 112.313, Florida Statutes. This Part of Form 4A has been prescribed by the Commission on Ethics for such disclosure, *if and when applicable* to an advisory board member.

PLEASE COMPLETE THE FOLLOWING:

1. The partnership, directorship, proprietorship, ownership of a material interest, position of officer, employment, or contractual relationship which would otherwise violate Subsection (3) or (7) of Section 112.313, Florida Statutes, is held by [please check applicable space(s)]:
 - The reporting person;
 - The spouse of the reporting person, whose name is _____; or
 - A child of the reporting person, whose name is _____.
2. The particular transaction or relationship for which this waiver is sought involves [check applicable space]:
 - Supplying the following realty, goods, and/or services: Radio Advertising.
 - Regulation of the business entity by the governmental agency served by the advisory board member.
3. The following business entity is doing business with or regulated by the governmental agency:

Pirate Radio
4. The relationship of the undersigned advisory board member, or spouse or child of the advisory board member, to the business entity transacting this business is [check applicable spaces]:
 - Officer; Partner; Associate; Sole proprietor; Stockholder; Director; Owner of in excess of 5% of the assets of capital stock in such business entity; Employee; Contractual relationship with the business entity;
 - Other, please describe:

[CONTINUED ON REVERSE SIDE]

PART B - DISCLOSURE OF INTEREST IN SOLE SOURCE OF SUPPLY

WHO MUST COMPLETE THIS PART:

Sections 112.313(3) and 112.313(7), Florida Statutes, prohibit certain employment and business relationships on the part of public officers and employees. See Part III, Chapter 112, Florida Statutes, and/or the brochure entitled "A Guide to the Sunshine Amendment and Code of Ethics for Public Officers and Employees" for more details on these prohibitions. However, Section 112.313(12)(e), Florida Statutes, provides an exemption from the above-mentioned restrictions in the event that the business entity involved is the only source of supply within the political subdivision of the officer or employee. In such cases the officer's or employee's interest in the business entity must be fully disclosed to the governing body of the political subdivision. This Part of Form 4A has been prescribed by the Commission on Ethics for such disclosure, *if and when applicable*.

PLEASE COMPLETE THE FOLLOWING:

1. The partnership, directorship, proprietorship, ownership of a material interest, position of officer, employment, or contractual relationship which would otherwise violate Subsection (3) or (7) of Section 112.313, Florida Statutes, is held by [please check applicable space(s)]:
 - The reporting person;
 - The spouse of the reporting person, whose name is _____; or
 - A child of the reporting person, whose name is _____.

2. The following are the goods, realty, or services being supplied by a business entity with which the public officer or employee, or spouse or child of such officer or employee, is involved is:

3. The business entity which is the only source of supply of the goods, realty, or services within the political subdivision is:

(NAME OF ENTITY)	(ADDRESS OF ENTITY)
------------------	---------------------

4. The relationship of the undersigned public officer or employee, or spouse or child of such officer or employee, to the business entity named in Item 3 above is [check applicable spaces]:
 - Officer; Partner; Associate; Sole proprietor; Stockholder; Director; Owner of in excess of 5% of the assets or capital stock in such business entity; Employee; Contractual relationship with the business entity;
 - Other, please describe:

SIGNATURE

SIGNATURE	DATE SIGNED	DATE FILED
	1/22/26	

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES s. 112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Amendment to Agreement with Longwoods for Brand Study

ITEM BACKGROUND:

The TDC approved entering into an Agreement with Longwoods International USA, Inc. at the June 17, 2025 meeting for a Brand Study of the destination. It has become necessary to amend the agreement to re-field the drive/fly markets segment of the project.

A copy of the required Amendment to the Agreement is attached.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: \$6,700

ALLOCATED FROM: Research Resources

REQUESTED BY: Research

PROVIDED BY: Research

DEADLINE DATE: January 30, 2026

AMENDMENT (1st AMENDMENT) TO AGREEMENT

THIS AMENDMENT to Agreement dated this _____ day of _____ 2026, is entered into by and between the Board of County Commissioners for Monroe County (County), on behalf of the Tourist Development Council, and **Longwoods International USA, Inc.** (Contractor).

WHEREAS, there was an Agreement entered into on June 18, 2025 between the parties, for Contractor to provide a Brand Study for the Tourist Development Council; and

WHEREAS, it has become necessary to amend the Agreement to revise the methodology to re-field the fly/drive markets segment of the study as set forth in more detail in Attachment A; and

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the parties agree to the amended Agreement as follows:

1. The Agreement shall be amended to include Attachment A outlining the Scope of Services and Cost of the project. The term of the Agreement shall be extended to September 30, 2026 to allow for the services as set forth in Attachment A to be completed.
2. The remaining provisions of the agreement dated June 18, 2025 shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have set their hands and seal on the day and year first above written.

(SEAL)
Attest: Kevin Madok, Clerk

Board of County Commissioners
of Monroe County

As Deputy Clerk

Mayor/Chairman

Longwoods International USA, Inc.

By _____
President

Print Name

Date: _____

AND TWO WITNESSES

(1) _____

(2) _____

(1) _____
Print Name

(2) _____
Print Name

Date: _____

Date: _____

Attachment A

Additional Scope of Services and Cost

Methodology

The online survey will be conducted using a consumer internet panel, balanced statistically to match the population on key demographic variables, with respondents randomly selected from among the panel's 18+ year old members living in Visit Florida Keys' selected key advertising markets to ensure a truly representative sample.

1,000 qualified respondents will meet the following qualifications:

- 18 years of age or older.
- Took a leisure trip in the past 3 years and intend to do so in the next 2 years.
- Residing in Visit Florida Keys' target markets:
 - 500 from the Fly Market DMA:
 - ✓ Boston
 - ✓ Chicago
 - ✓ Philadelphia
 - ✓ New York
 - ✓ Dallas
 - ✓ Atlanta
 - ✓ Charlotte
 - ✓ Washington DC
 - 500 from the Drive Market DMAs:
 - ✓ Miami-Ft. Lauderdale
 - ✓ Orlando
 - ✓ Tampa-St. Petersburg

Pricing

Pricing is dependent on no changes to the questionnaire apart from market updates. Additional text or advertisement updates outside the below scope will incur additional charges.

	Price
No changes to the questionnaire - straight re-field with updated markets	\$6,700
Total Cost	\$6,700

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement with Longwoods International USA, Inc. for Travel USA Subscription

ITEM BACKGROUND:

Attached

Additional Information:

[Quote Tracker](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: **\$59,000**

ALLOCATED FROM: **Research Resources**

REQUESTED BY: **Research**

PROVIDED BY: **Research**

DEADLINE DATE: **January 30, 2026**



Memorandum

TO: Tourist Development Council

FROM: Kelli Fountain, Senior Director of Market Research

DATE: January 23, 2026

RE: Consideration: Travel USA® Visitor Profile Subscription (2025 Data)

Monroe County currently utilizes destination-specific research tools, including the Rockport Analytics annual visitor profile study and the Longwoods Brand Assessment Study. While these studies provide detailed insight into Monroe County travelers and brand performance, they do not include a nationally syndicated benchmark against the broader U.S. traveling population.

Longwoods International offers the Travel USA® Visitor Profile Study, a nationally syndicated research product that provides standardized traveler demographic, behavioral, and trip data representative of the U.S. traveling population. Participation would allow Monroe County to compare its visitor base and key indicators to national travel trends using a consistent, industry-recognized methodology.

In accordance with County purchasing guidelines, staff contacted additional vendors to identify comparable national traveler research products. While MMGY and Ipsos offer custom research solutions, neither provides a standardized national syndicated study comparable to Travel USA®.

Longwoods has submitted a proposal in the amount of \$59,000 for a two-year subscription (2025 and 2026 data), including two prior years of historical data for first-time subscribers.

Accordingly, staff recommends approval to proceed with the purchase of the Travel USA® Visitor Profile Study. Upon TDC recommendation, this item will be placed on the upcoming BOCC agenda for final approval.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Agreement with MMGY Global, Inc. for Visitor Volume Data Agreement

ITEM BACKGROUND:

Attached.

Additional Information:

[Quote Tracker](#)

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: **\$44,000**

ALLOCATED FROM: **Research Resources**

REQUESTED BY: **Research**

PROVIDED BY: **Research**

DEADLINE DATE: **January 30, 2026**



Memorandum

TO: Tourism Development Council
FROM: Kelli Fountain, Director of Market Research
DATE: January 23, 2026
RE: Consideration: Visitor Volume Extension (2021–2025)

Monroe County previously contracted with DK Shifflet (now MMGY) to provide survey-based visitor volume and spending data through 2020. In order to maintain a consistent and complete historical time series, staff evaluated options to extend the survey-based dataset through 2025.

In accordance with County purchasing guidelines, staff contacted additional vendors to identify providers capable of delivering standalone visitor volume estimates comparable to the County's existing survey-based dataset.

Rockport Analytics advised that they do not maintain a proprietary survey-based visitor volume dataset and would rely on client-provided or third-party visitation inputs rather than producing a multi-year survey-based data extension.

Tourism Economics similarly advised that visitation estimates can be modeled using lodging, tax, and economic inputs; however, such modeled estimates are not survey-based and are generally developed in conjunction with broader economic analysis. No comparable standalone survey-based bid was provided.

Because the County's current need is limited to extending its survey-based visitor volume dataset, neither Rockport nor Tourism Economics provided a proposal directly comparable to the requested scope.

MMGY has provided a proposal in the amount of \$44,000 to deliver survey-based visitor volume and spending estimates for 2021–2025.

Accordingly, staff recommends proceeding with MMGY to extend the existing dataset. This approach preserves methodological continuity, maintains defensible trend analysis, and ensures consistency with prior reporting.

Upon approval by TDC, this item will be placed on the upcoming BOCC agenda for final approval.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Approval of the Actions and Recommendations of the International Public Relations Selection Committee and Approval to enter into Agreements with Selected Agencies

ITEM BACKGROUND:

Attached.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



DATE: January 30, 2026
TO: TDC Members
FROM: Ammie Machan, Sr. Manager of Contracts and Compliance
RE: Consideration and Action re: Approval of the Actions and Recommendations of the International Public Relations Selection Committee and Approval to enter into Agreements with Selected Agencies

A Request for Proposals for an International Public Relations (PR) Agency was issued on November 15, 2025 with a deadline of receipt of proposals of December 17, 2025.

The Selection Committee met on January 27, 2026, to review the proposals received. The Selection Committee ranked the proposals based upon the proposal and presentations made by the proposers. A copy of the meeting minutes are attached. LMA Communications was scored as the highest ranked respondent and offered to provide Canadian PR Services. Axis Travel Marketing was scored as the second highest ranked respondent and offered to provide European PR services.

Based upon the Selection Committee's review and ranking of the proposals, approval of the following is requested:

- Approval to disqualify BRG Group, Inc. as non-responsive due to the omission of the litigation checklist, financial documents, and requested credit and customer references
- Approval to recommend to the BOCC to enter into an Agreement with LMA Communications as the Canadian Public Relations Agency and request that the BOCC waive the omission of registration to do business in the state of Florida as a minor irregularity. The company will be required to be registered prior to submitting the Agreement to the BOCC for approval.
- Approval to recommend to the BOCC to enter into an Agreement with Axis Travel Marketing as the European Public Relations Agency.
- If a final agreement can't be reached with either agency, approval to negotiate with the next highest ranked respondent until an agreement can be reached.

Upon approval by the TDC, Agreements will be negotiated with the selected Agencies for placement on the March or April BOCC meeting agenda for final approval.

Copies of the proposals submitted by LMA and Axis can be found here:

[Axis Proposal](#)

[LMA Proposal](#)

International Public Relations Selection Committee Meeting Minutes

The meeting of the International Public Relations Selection Committee was called to order at 9:30 a.m. Tuesday January 27, 2026.

Selection Committee Members in Attendance: Ms. Mary Haban, Mr. Chand Newman, Mr. Robbie Reckwerdt

Staff in Attendance: Ms. Christine Limbert – Sr. Assistant County Attorney, Ms. Ammie Machan – Sr. Manager of Compliance and Contracts

Consideration and Action re: Disqualification of partially non-responsive proposals for International Public Relations RFP: Ms. Machan stated that staff is recommending that the proposal submitted by BGR Group be considered partially non-responsive and disqualified from consideration due to missing several key elements on the proposal, which would make evaluating difficult. The proposal did not include the Litigation Check list, Credit or Customer reference, or financial documents.

Mr. Newman moved to disqualify the partially non-responsive proposal from consideration, Ms. Haban seconded. Motion passed unanimously.

Presentations by International Public Relations Agencies: The following agencies presented to the Selection Committee, including an opportunity for questions and answers:

1. Aqua Marketing
2. MDG Productions
3. Axis Travel Marketing
4. LMA Communications

Consideration and Action re: Selection of Agency (ies) to bring forward to the TDC and Monroe County Board of County Commissioners to enter into an Agreement with: After each agency presented, the Selection Committee discussed the presentations and proposal and scored each Agency as follows.

LMA	277
Axis	266
Aqua	250
MDG	200

Mr. Reckwerdt moved approval to recommend entering into an agreement with LMA Communications for Canadian Public Relations Services, Ms. Haban seconded. Motion passed unanimously.

Mr. Newman moved approval to recommend entering into an agreement with Axis Travel Marketing for European Public Relations Services, Mr. Reckwerdt seconded. Motion passed unanimously.

There being no further business of the committee the meeting was adjourned at 11:51 am

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Approval of on Call Service Agreements for the Florida Keys News Bureau

ITEM BACKGROUND:

Attached.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



DATE: January 30, 2026
TO: TDC Board Members
RE: Consideration and Action re: Approval of on Call Service Agreements for the Florida Keys News Bureau

The ability of the Florida Keys News Bureau to deliver timely, high-quality media coverage depends on having qualified vendors under contract who can provide services as needed, without requiring a separate agreement for each assignment.

On-Call Services Agreements are currently required for five (5) independent contractors who provide broadcast-quality video, photography, and writing services in support of news coverage and media support through the Florida Keys News Bureau.

These vendors have been utilized for News Bureau coverage following the conclusion of the NewmanPR contract in January 2025. All vendors performed services after the fiscal year rollover and currently have outstanding invoices for completed work. At the time the work was performed, it was not anticipated that a formal agreement would be required.

Approval is requested to enter into On-Call Services Agreements with the vendors listed below for a four-year term, retroactive to October 1, 2025. Each agreement shall not exceed \$100,000 for the four-year term. Work assignment will be documented by a Task Order which will clearly define the scope of services, cost and timeline of each assignment.

VENDORS REQUESTED FOR ON-CALL AGREEMENTS

Video Vendors (3):

1. Digital Island Media – Steve Panariello
2. Digital Peak Productions – Landon Jones
3. Black Sky Entertainment – Christjen Johnson

Photography Vendor

4. Mark Hedden – Photography Services

Writer

5. Laura Meyers – Blog Writer

VENDOR QUALIFICATIONS

Digital Island Media (Steve Panariello)

Digital Island Media is the News Bureau's primary video vendor due to proven reliability and quality. Mr. Panariello has over 30 years of experience, began his career at CBS Television, and previously served as NewmanPR's primary video vendor. His work consistently meets professional broadcast standards and is frequently suitable for national media pickup.



Digital Peak Productions (Landon Jones)

Digital Peak Productions provides critical backup coverage and specialty support. Mr. Jones performs extensive work for Marriott properties worldwide and is often traveling, which limits availability. However, his experience and production quality make him a necessary on-call option when other vendors are unavailable and coverage is time-sensitive.

Black Sky Entertainment (Christjen Johnson)

Black Sky Entertainment provides additional backup coverage when immediate response is required. Mr. Johnson has more availability and can step in when needed. He is also the licensed drone pilot used for aerial footage, including news events and other coverage requiring drone capability.

Mark Hedden (Photography Services)

Mark Hedden is the News Bureau's primary photography vendor due to his strong editorial eye and extensive news experience. His work has been published by *The New York Times*, and he consistently produces high-quality images appropriate for media-focused and PR coverage.

Laura Meyers (Writer)

Laura Meyers has previously provided writing services for the News Bureau, and her services have been utilized to maintain consistency in messaging and content quality.

Upon approval by the TDC, agreements with the approved vendors will be placed on the February and March BOCC meeting agendas for final approval.

Agenda Item #

G.15.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Discussion re: Transportation

ITEM BACKGROUND:

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY:

DEADLINE DATE: January 30, 2026

Agenda Item #

G.16.

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

MEETING DATE: February 12, 2026

DISTRICT:

AGENDA ITEM WORDING:

Discussion and Direction re: Advisory Committee Appointment Process and Term Limits

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY:

PROVIDED BY:

DEADLINE DATE: January 30, 2026

FOR TDC MEMBER DISCUSSION AND DIRECTION

RECOMMENDATIONS FOR MONROE COUNTY CODE (MCC) §23-199 REVISIONS & OPERATIONS MANUAL UPDATES RE: TERMS AND GOVERNANCE TOPICS:

I. TDC BOARD – TERM LIMITS & LEADERSHIP

A. Add Term Limits to MCC §23-199(b)(2)

Insert into ordinance:

- TDC Members may serve only one four-year term with no possible extension (per state statute).
- All appointments must be approved by the BOCC under F.S. 125.0104.
- TDC Members serve at the pleasure of the BOCC and may be removed at any time.

B. Limit Chair Tenure (1–3 years)

The current ordinance only says the chair: “shall be elected annually and may be reelected.” Amend MCC to add the following three provisions:

- “A member may serve as chair for no more than three consecutive one-year terms as determined by the TDC Board.”
- TDC members cannot have their terms automatically extended, even if elected chair.
- If a chair’s term expires mid-year (e.g., elected in October, term ends in March), the BOCC must affirmatively reappoint them. No automatic extension can be written into the ordinance.

Additional Chair details (non-statutory) can be written into the Operations Manual:

- Add a non-binding expectation in the Operations Manual encouraging BOCC to consider “continuity of leadership” when evaluating chair reappointments.
- Add additional details concerning Chair responsibilities.

II. DACs – ADDITIONS TO MCC & OPERATIONS MANUAL

A. Add DAC Structure to MCC §23-199(f)(2)

Term-limit structure:

- DAC members serve only three-year terms.
- Add: “Members may be reappointed for a one-year extension if no qualified candidate is available.”

B. Add Chamber Executive Director as Ex Officio Member to the DACs. This requires adding a new section to MCC §23-199(f).

Important:

Per Christine Limbert: because Chambers have VIS contracts, ex officio status does not eliminate potential conflicts under F.S. 112.313(3) & (7). We will need waivers or written conflict disclosures. Christine is vetting this with the FEI.

III. FAC & DIVE/ECO-TOURISM COMMITTEES

These committees do not currently exist in MCC. They do exist in the Operations Manual:

A. Add to MCC the existence of the FAC and Dive/Eco-Tourism Committees the same provisions as noted above for the DACs, i.e., three-year term and one-year extension if no qualified candidate is available.

IV. NOMINATING COMMITTEES – STANDARDIZATION ACROSS DAC, FAC, DIVE/ECO

A. Current MCC §23-199(f)(3) applies only to DACs

To standardize, we would amend MCC to apply the same Nominating Committee structure to DAC, FAC, and Dive/Eco committees.

B. Revised Nominating Committee Composition

1. Executive Director - Lodging Association of the Florida Keys and Key West
2. Executive Director - Chamber of Commerce
3. TDC Board Chairperson

V. ANNOUNCEMENT REQUIREMENTS FOR VACANCIES

A. Add Announcement Step for Lodging & Tourist-Related Seats

Possibly mirror the at-Large appointment process:

- Announce vacancy at a TDC meeting.
- If timing is not allowed, notify stakeholders via email or by other means.
- This can be managed with a provision in the Operations Manual.

VI. SUMMARY – WHAT GOES WHERE

A. MCC (Ordinance) Changes

- TDC term limits (4 years)
- Chair term cap (1–3 years)
- DAC term-limit language (3 years + 1-year extension)
- Add DAC ex officio Chamber Director
- Add FAC & Dive/Eco committees to MCC
- Standardize nominating committees across DACs/FAC/Dive-Eco

B. TDC Operations Manual Changes

- Chair election procedures
- Add details concerning the Chair's responsibilities
- Expectations for BOCC reappointment when chair's term expires
- Conflict-of-interest disclosures for ex officio Chamber Directors
- Detailed nominating committee procedures
- Update FAC & Dive/Eco terms and structure

Agenda Item #

H.1.a.

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

MEETING DATE: February 12, 2026

DISTRICT: I

AGENDA ITEM WORDING:

Consideration and Action re: Mr. Mark Vose/Lodging Industry Representative

ITEM BACKGROUND:

This position was advertised due to the end of term of Mr. Mark Vose. The District I Nomination Committee has recommended the reappointment of Mr. Mark Vose to serve as District I Lodging Industry Representative from December 17, 2025 to December 16, 2028.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

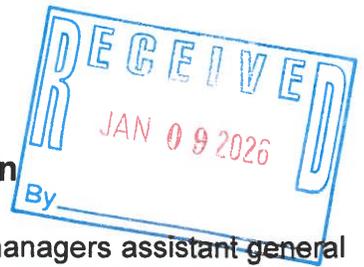
ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

District I Advisory Committee Application



X **LODGING INDUSTRY** – shall be owners or operating/general managers assistant general managers, director of sales and/or marketing, director of engineering, director of food and beverage, director of operations/rooms, comptroller as executive (exempt employee level) positions of motels, hotels, recreational vehicle parks, or other tourist accommodations which are subject to bed tax in the tax collection district for which they are applying).

_____ **TOURIST RELATED BUSINESS** – shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who shall not be employed in any position listed above within the lodging industry (motels, hotels, recreational vehicle parks, and other tourist accommodations and whose business is in the tax collection district for which they are applying).

_____ **AT LARGE** – Any resident who is not directly involved in a tourism business and who shall represent the general public and shall live or work within the tax collection district for which they are applying. (The operative word within this description is *directly*. This means no direct involvement by an applicant in a business or economic activity that is dependent upon tourism).

Name: Mark Vose
Business Name: The Capitana Key West
Business Address: 2401 N Roosevelt Blvd
Key West, FL 33040
Home Address: 1901 S Roosevelt Blvd
Key West, FL 33040
Business Phone: 305-296-6925
Cell Phone: 305-393-7779
***Email Address:** Mark.vose@ophotels.com

*All correspondence and meeting packets will be distributed electronically via email.

Current Employment:

General Manager for The Laureate Key West and The Capitana Key West

Employment History:

2010 - 2016 **Westin Key West Resort & Marina**
Director of Operations

2016 - 2018 **Havana Cabana**
General Manager

2018 - Present **The Laureate Key West & The Capitana Key West**
General Manager

Organizations/Membership Affiliation(s):

Vice Chair of the board of the Lodging Association of the Florida Keys

Brief Summary as to your qualifications to serve on this committee:

<p>I would like to express my interest in reapplying for a third term on the DAC 1 Board. Serving on the Board over the past two terms has been a meaningful opportunity to contribute to its mission, strengthen governance practices, and support informed decision-making with regards to tourism in the Florida Keys.</p> <p>During my tenure, I have brought continuity, hotel/tourism industry knowledge, and a collaborative approach to Board deliberations, especially with regards to event and capital funding. I believe this experience has enabled me to contribute effectively while also supporting newer members as they transition into their roles. A third term would allow me to continue to support the DAC's mission of balancing tourism and the well-being of our community.</p> <p>As the current Vice Chair, I remain committed to the responsibilities of the role and to upholding the values and objectives of DAC 1. I respectfully request consideration for reappointment and would be honored to continue serving.</p>
--

Signature: Max Doe Date: 01/09/26

Application to be received no later than 5:00 p.m. January 16, 2026.

Important:

Applicants will be notified by email that the application has been received by our office. If an applicant does not receive notification, it is their responsibility to contact the TDC office to confirm receipt within 2 business days of the deadline date.

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

MEETING DATE: February 12, 2026

DISTRICT: IV

AGENDA ITEM WORDING:

Consideration and Action re: Theresa Axford/District I Representative

ITEM BACKGROUND:

Attached.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Cultural Umbrella

PROVIDED BY: Cultural Umbrella

DEADLINE DATE: January 30, 2026

March 20, 2025

Kara Franker
Monroe County Tourist Development Council
1201 White Street, Suite #102
Key West, FL 33040

Dear Ms Franker and Board of Directors:

I'm pleased to inform you that the Florida Keys Council of the Arts Board of Directors recommends **Theresa Axford** of Key West to serve in the **District I** position on the **Cultural Umbrella Committee**. Mrs. Axford will serve a three-term beginning upon your approval and ending September 30, 2029 as outlined in the guidelines for the committee. She replaces Mr. Scott Burau who has relocated and graciously resigned after many years of service to the Cultural Umbrella Committee.

Theresa's appointment occurred at the Florida Keys Council of the Arts Board of Directors meeting on January 29, 2026 and was approved unanimously. She meets all the criteria for a committee member and we look forward to working with her.

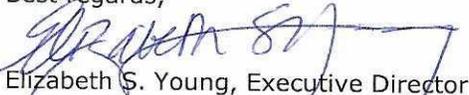
Her contact information is:
Theresa Axford
1401 4th Street, Key West, FL 33040
theresaaxford@att.net - 305-797-0361

Ms. Axford has been an advocate for Arts and Culture in the Keys for the past twenty years and during that time, served as the Chairperson of the Florida Keys Council of the Arts for eight years. In addition to the role of Chairperson, she has served as an advisor, committee chair and a leader for Strategic Planning for the Council. As the most recent Superintendent of Schools for the Monroe County School District, she has advocated for and implemented art programs throughout the district in music, visual arts with an emphasis on videography and many forms of performance art. Terri believes that she has portrayed and set an example through her work of the importance of arts and culture to our lives in the Keys. She is involved in advocacy believes strongly that our cultural heritage is one of the most important aspects of life in the Keys. The Board of Directors thinks that Ms. Axford's knowledge and commitment to the arts would be an asset to the Cultural Umbrella Committee.

Instead of a resume, Terri shared an article which appeared in the Keys Weekly which is an excellent summary of her dedication to her work in the Keys, especially with the Monroe County School District. Please click on this link to read it. <https://keysweekly.com/42/retiring-superintendent-theresa-axford-recalls-48-years-in-keys-schools>

Please pass this appointment on to the Board of Directors of the Tourist Development Council for their approval.

Best regards,



Elizabeth S. Young, Executive Director

cc: Dist. 1 vacant
Dist. 2 Ms. Nancy Bunch
Dist. 3 Mr. Shannon P. Wiley
Dist. 4 Ms. Jill Zima Borski
Dist. 5 Ms. Barbara Hann, Interim Chair

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

MEETING DATE: February 12, 2026

DISTRICT: IV

AGENDA ITEM WORDING:

Consideration and Action re: Ms. Sarah Hamlyn/District IV Representative

ITEM BACKGROUND:

This position was advertised due to the end of term of Capt. Ted Wilson. The District IV Nomination Committee has recommended the appointment of Ms. Sarah Hamlyn to serve as District IV Representative from February 12, 2026 to February 11, 2029.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

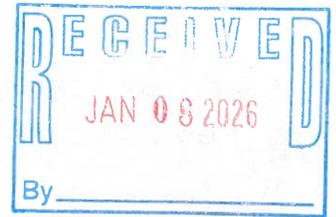
ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

Fishing Advisory Committee Application



District: IV Fishing Advisory Committee Representative
(Between the Long Key Bridge and Mile Marker 90.939)

Must reside full time in the Florida Keys and have a fishing related business or represent and have knowledge of fishing tournaments that utilize/request funding from the specific bed tax district they are representing.

NAME: Sarah Hamlyn

BUSINESS NAME: _____

WORK ADDRESS: _____

HOME ADDRESS: 137 S Rolling Hill Rd
Tavernier, FL 33070

WORK PHONE: _____

Home/Cell: (please circle) 305-393-6699

*E-Mail sbhamlyn@bigpond.com

*All correspondence and meeting packets will be distributed electronically via email.

Explain why you feel you are qualified to make recommendations for fishing related expenditures (events/advertising/PR) from the bed tax revenue collected in this district that will enhance the visitor fishing experience for this specific district.

As the Operations Manager for the Florida Keys Fishing Guides Association, I have a strong understanding of the guiding community and commercial operations that keep the Keys afloat. I have worked closely with the fishing community for a number of years, through my background in scientific operations, having fishing TDC supported tournaments personally (for example Fish for Holly & Ladies Tarpon Fly), and assisting with tournament scoring in a number of other non-TDC funded tournaments. In addition, I am the on-site tournament director for the Swamp Guides Ball (wherby I would excuse myself from any votes or discussion pertaining to this tournament, as is funded through the TDC).

Signature: Date: 01/08/2026

Application to be received no later than 5:00 p.m. January 16, 2026.

Important:
Applicant will be notified by email that the application has been received by our office. If the applicant does not receive notification, it is their responsibility to contact the TDC office to confirm receipt.

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

MEETING DATE: February 12, 2026

DISTRICT: I

AGENDA ITEM WORDING:

Consideration and Action re: Mr. Bob Holston/District I Representative

ITEM BACKGROUND:

This position was advertised due to the establishment of the Dive and Eco-Tourism Committee. The District I Nomination Committee has recommended the appointment of Mr. Bob Holston to serve as District I Representative from February 12, 2026 to February 11, 2029.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



Dive & Ecotourism Advisory Committee Application

District: I Dive & Ecotourism Advisory Committee Representative

Must reside full time in the Florida Keys and have a Dive & Ecotourism related business or represent and have knowledge of Dive or Ecotourism events that utilize/request funding from the specific bed tax district they are representing

- Diving and Ecotourism Related Business or Knowledge** – Any person, business, or organization engaged in the provision of goods, services, training, programs, or experiences related to scuba diving, snorkeling, underwater exploration, sustainable travel, environmental conservation, nature-based tourism, or habitat restoration; or possessing prior experience through participation in, organization of, or representation of such activities. This definition expressly includes dive shops, charter operators, training and certification entities, marine research and conservation organizations, environmental nonprofits, aquariums, museums, educational institutions, and wildlife or marine life tour providers that advance diving safety, responsible exploration, environmental awareness, or ecological stewardship.

Name: Bob Holston

Address: 2428 Flagler Ave Key West FL 33040

Work Phone: _____ Home / Cell Phone: 305-766-7226

E-mail: keywestdiveconsult@gmail.com

**All correspondence and meeting packets will be distributed electronically via email*

Explain why you feel you are qualified to make recommendations for Dive or Ecotourism related expenditures (marketing/advertising/PR) from the bed tax revenue collected in this district that will enhance the visitor dive or ecotourism experience for this specific district:

I have worked with the TDC since its inception and also served on DAC 1. I have an understanding of the position and have an extensive background working with numerous partners in the dive industry including DEMA. I was Co-Director of the International Dive and Travel Show held at the Orange County Convention Center and secured Seaworld as our sponsor. Gov. Martinez attended the show and proclaimed it Florida Dive Day. I was appointed to the Florida Tourism Commission and represented the Dive Industry in the State of Florida. I have served at the President of the Keys Association of Dive Operators, Florida Association of Dive Operators and Scuba Retailers of America. I am currently the Chair of the Key West Harbor Safety and Security Committee which deals with all water-related issues including cruise ships, user conflicts, water quality, hurricane preparedness among other issues. I have experience dealing with local, state and federal governments including lobbying. I testified before Congress to nominate the Florida Keys to become a National Marine Sanctuary. I was appointed to the original Sanctuary Advisory Council tasked with developing the Management Plan and served for over 20 Years. I was asked to join the National Marine Sanctuary Foundation Board which supports all the Marine Sanctuaries in the United States. I feel my background and experience allows me to have a unique perspective that will benefit the Florida Keys as I currently have a consulting business with clients ranging from Yap Divers in Micronesia to the Florida Keys, Dry Tortugas National Park, NOAA, United States Coast Guard, and various military Special Operations Groups, U.S.A Environmental, and Mote Marine to name a few.

Application to be received no later than 5:00 p.m. January 16, 2026.

Signature: *Bob Holston* Date: *Jan 14, 2024*

IMPORTANT: Applicant will be notified by email that the application has been received by our office. If the applicant does not receive notification, it is their responsibility to contact the TDC office to confirm receipt.

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

MEETING DATE: February 12, 2026

DISTRICT: II

AGENDA ITEM WORDING:

Consideration and Action re: Ms. Kim Roney/District II Representative

ITEM BACKGROUND:

This position was advertised due to the establishment of the Dive and Eco-Tourism Committee. The District II Nomination Committee has recommended the appointment of Ms. Kim Roney to serve as District II Representative from February 12, 2026 to February 11, 2029.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

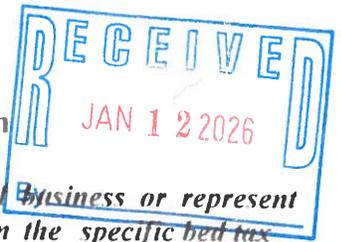
PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

Dive & Ecotourism Advisory Committee Application

District: II Dive & Ecotourism Advisory Committee Representative

Must reside full time in the Florida Keys and have a Dive & Ecotourism related business or represent and have knowledge of Dive or Ecotourism events that utilize/request funding from the specific bed tax district they are representing



■ Diving and Ecotourism Related Business or Knowledge – Any person, business, or organization engaged in the provision of goods, services, training, programs, or experiences related to scuba diving, snorkeling, underwater exploration, sustainable travel, environmental conservation, nature-based tourism, or habitat restoration; or possessing prior experience through participation in, organization of, or representation of such activities. This definition expressly includes dive shops, charter operators, training and certification entities, marine research and conservation organizations, environmental nonprofits, aquariums, museums, educational institutions, and wildlife or marine life tour providers that advance diving safety, responsible exploration, environmental awareness, or ecological stewardship.

Name: Kim Roney

Address: 29675 Overseas Hwy, Big Pine Key

Work Phone: 305-872-9863 Home / Cell Phone: 305-434-2665

E-mail: kim@captainhooks.com

**All correspondence and meeting packets will be distributed electronically via email*

Explain why you feel you are qualified to make recommendations for Dive or Ecotourism related expenditures (marketing/advertising/PR) from the bed tax revenue collected in this district that will enhance the visitor dive or ecotourism experience for this specific district:

I am qualified to be on this board because of my experience in the dive industry, travel industry and conservation industry. I have been involved in the dive industry for over 20 years and I have three dive shops from Marathon to Key West. All of my shops have a conservation aspect along with a dive travel program. I have a good understanding of what is needed to represent the Florida Keys as a destination. I also have a great working relationship with most of the conservation groups throughout the Keys. Putting both groups together will only strengthen the message that is put out to the public of how important our oceans are and how people can actually help with our oceans.

I have been involved with the TDC for approx. 17 years. I am also involved with NOAA, College of the Florida Keys dive board and KADO. Capt Hooks is also the number one instruction agency for NAUI in the world. To be able to discuss and find ways to bring more diving/conservationist tourist to the Keys is what I am always striving for. I interact with many tourist while they are here in the Keys. I am able to work with many groups and consumers to get our message out. I am excited and hope to be a part of the new TDC and the new approach this team is taking.

Thank you for considering my application. I hope to be apart of this team and be able to contribute to the direction the TDC is now taking.

Application to be received no later than 5:00 p.m. January 16, 2026.

Signature:  Date: 1/12/2026

IMPORTANT: Applicant will be notified by email that the application has been received by our office. If the applicant does not receive notification, it is their responsibility to contact the TDC office to confirm receipt.

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

MEETING DATE: February 12, 2026

DISTRICT: III

AGENDA ITEM WORDING:

Consideration and Action re: Ms. Bette Zirkelbach/District III Representative

ITEM BACKGROUND:

This position was advertised due to the establishment of the Dive and Eco-Tourism Committee. The District III Nomination Committee has recommended the appointment of Ms. Bette Zirkelbach to serve as District III Representative from February 12, 2026 to February 11, 2029.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

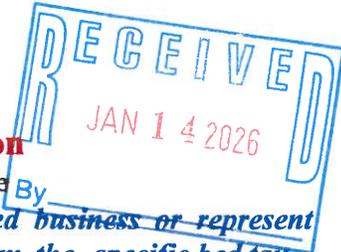
TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



Dive & Ecotourism Advisory Committee Application

District: III Dive & Ecotourism Advisory Committee Representative By

Must reside full time in the Florida Keys and have a Dive & Ecotourism related business or represent and have knowledge of Dive or Ecotourism events that utilize/request funding from the specific bed tax district they are representing

■ **Diving and Ecotourism Related Business or Knowledge** – Any person, business, or organization engaged in the provision of goods, services, training, programs, or experiences related to scuba diving, snorkeling, underwater exploration, sustainable travel, environmental conservation, nature-based tourism, or habitat restoration; or possessing prior experience through participation in, organization of, or representation of such activities. This definition expressly includes dive shops, charter operators, training and certification entities, marine research and conservation organizations, environmental nonprofits, aquariums, museums, educational institutions, and wildlife or marine life tour providers that advance diving safety, responsible exploration, environmental awareness, or ecological stewardship.

Name: Bette Zirkelbach/The Turtle Hospital

Address: 2396 Overseas Highway

Work Phone: 305-923-8562 Home / Cell Phone: 305-923-8562

E-mail: bette@turtlehospital.org

**All correspondence and meeting packets will be distributed electronically via email*

Explain why you feel you are qualified to make recommendations for Dive or Ecotourism related expenditures (marketing/advertising/PR) from the bed tax revenue collected in this district that will enhance the visitor dive or ecotourism experience for this specific district:

I feel I am highly qualified to make recommendations for dive and/or eco-tourism related expenditures in Monroe County due to my extensive, hands-on experience and proven track record in marine conservation and tourism development. My unique qualifications bridge the gap between environmental stewardship and economic impact, making my input invaluable to the District Advisory Committee (DAC3) and the Tourist Development Council (TDC).

Decades of Local Experience: Living in the Florida Keys for 25 years provides me with a deep understanding of the local ecosystem, community, and the specific needs of the region's unique tourism industry. As a dive master in the Florida Keys and a former diver who led the manatee rescue team at the Dolphin Research Center for 12 years, I possess direct, field-level knowledge of the marine environment and the diver experience. This practical expertise ensures my recommendations align with the realities and needs of eco-tourists and divers. My tenure as Director of Facilities at the the Dolphin Research Center and my current role as the General

Application to be received no later than 5:00 p.m. January 16, 2026.

Digitally signed by Bette Zirkelbach
Signature:  Date: _____
'Date: 2026.01.14 12:32:29 -05'00

IMPORTANT: Applicant will be notified by email that the application has been received by our office. If the applicant does not receive notification, it is their responsibility to contact the TDC office to confirm receipt.

Explain why you feel you are qualified to make recommendations for Dive or Ecotourism related expenditures (marketing/advertising/PR) from the bed tax revenue collected in this district that will enhance the visitor dive or ecotourism experience for this specific district:

I feel I am highly qualified to make recommendations for dive and/or eco-tourism related expenditures in Monroe County due to my extensive, hands-on experience and proven track record in marine conservation and tourism development. My unique qualifications bridge the gap between environmental stewardship and economic impact, making my input invaluable to the District Advisory Committee (DAC3) and the Tourist Development Council (TDC).

Decades of Local Experience: Living in the Florida Keys for 25 years provides me with a deep understanding of the local ecosystem, community, and the specific needs of the region's unique tourism industry. As a dive master in the Florida Keys and a former diver who led the manatee rescue team at the Dolphin Research Center for 12 years, I possess direct, field-level knowledge of the marine environment and the diver experience. This practical expertise ensures my recommendations align with the realities and needs of eco-tourists and divers. My tenure as Director of Facilities at the the Dolphin Research Center and my current role as the General Manager of The Turtle Hospital for almost 14 years demonstrates significant leadership skills and an understanding of operational success in the non-profit sector. I was instrumental in making the The Turtle Hospital self-sustaining. The Turtle Hospital, under my management, sees over 115,000 visitors a year and generates substantial, unmatched PR for the Florida Keys through over 100 million social media reach and regular national and international news coverage. This highlights my expertise in leveraging eco-tourism for broad exposure and community engagement. I understand how to enhance the visitor experience and translate that into positive marketing and advertising for Monroe County.

I served on the committee responsible for the Florida Keys' disaster planning, ensuring the safety of both the environment and the community during emergencies. I spearheaded the effort to have a Marine Mammal Plan added to the Area Contingency Plan (ACP) for Monroe County. This involved direct collaboration with the U.S. Coast Guard to ensure critical marine wildlife protections are standardized in federal and local response protocols. I organized and coordinated all marine animal facilities in the region for disaster response,

ensuring a unified front for protecting one of the Keys' most significant natural (and economic) assets.

The Monroe County TDC's mission is to manage tourism marketing while also guaranteeing the sustainability and improvement of natural resources and enhancing the quality of life for residents. My career has been a testament to this exact philosophy, successfully blending conservation, education, and tourism revenue generation.

My combined experience provides a unique perspective that effectively links the health of the marine environment to the economic vitality of the tourism sector, a crucial balance for the DAC3 and TDC to maintain when allocating funds derived from tourist tax revenue.

Thank you for your consideration,

Bette Zirkelbach

480 52nd Street Gulf, Marathon, FL 33050 • BetteZirkelbach@gmail.com • (305)923-8562

Professional Profile

Manages the world-renowned Sea Turtle Hospital in the heart of the Florida Keys, where she has been a driving force behind the unique facility since 2012. Over 36 years of operations management experience. Strategic, results-driven leader with proven ability to spearhead change locally and on a global level, and conceptualize and execute innovative, sustainable initiatives, spearheading sea turtle research and advancing sea turtle medicine. Demonstrates flexibility, high energy, and creativity in approaching problem resolution and affecting operational relations through the application of exceptional oral and written communication skills. A compassionate manager dedicated to fostering a work environment that encourages collaboration and optimizes team performance.

Professional Experience

The Turtle Hospital - Marathon, FL

2012 to present

World renowned not-for-profit State licensed veterinary hospital, rehabilitation, education, and research facility dedicated to saving threatened and endangered sea turtles and the environment we share.

General Manager

Oversees all facets of medical, research, development, education, capital projects, and public relations. Driving force behind the substantial growth in all areas. Built and retains a growing staff of educators, rehabilitation specialists, veterinarians, and aquarists. Develops, designs, and implements innovative programs and projects. Writes and defends grants. Prepares and executes hospital budget that has grown substantially with her implementation of new programs. Manages medical team for rescue, medical care, and release of threatened and endangered sea turtles. Coordinates with Federal, State, and local agencies for rescue and transport of sea turtles. Works with University scientists to develop and implement sea turtle research. Leverages and maintains partnerships with local contractors and vendors and with marine wildlife facilities worldwide. Coordinates acquisition of capital equipment through direct purchase. Solicits contributions from major donors. Writes press releases, articles, and social media content.

Selected Accomplishments:

- Increased revenues for non-profit to purchase the land and facility, securing the future of The Turtle Hospital in the Florida Keys.
- Substantially increased operations budget to improve medical equipment and fund research projects that help sea turtles globally.
- Serves as a resource for sea turtle rescue and rehabilitation efforts in remote locations around the globe including Africa, Trinidad, Haiti, Cuba, and the Canary Islands.
- Led expeditions to Cuba to provide medical and technical support for Cuban sea turtle conservation efforts.
- Expanded educational outreach programs to include virtual field trips offered worldwide.
-
- Increased social media audience to over 180,000 followers and collaborates with partners to reach over a million followers raising awareness for sea turtles and their ocean home.
- Increased educational programs to reach over 100,000 visitors annually at The Turtle Hospital, a winning example of eco-tourism that is a model for facilities worldwide. Six out of ten of the rescue calls that come into the hospital are now from people who have attended one of their public programs.
- Successfully writes grants for funding and oversees major construction projects including a salt water well system that dramatically improved the water quality for the rehabilitation tanks, a 50' x 80' tiki hut for open air educational programs and events, pavers, drainage, stand-by generators for an alternative power source in the event of a major storm, ADA accessible walkways throughout the facility, 4 guest restrooms to facilitate the increased guest programs, and state-of-the-art medical

Bette Zirkelbach

480 52nd Street Gulf, Marathon, FL 33050 • BetteZirkelbach@gmail.com • (305)923-8562

equipment including digital x-ray head and plate, video scopes, endoscopes, an anesthesia machine, 3D ultrasound, surgical lights, and a CO2 laser.

- Collaborated with Force Blue, Harbor Branch Oceanographic Institute, and InWater Research Group to design and implement the first green sea turtle health assessment research study in the Florida Keys.
- Respected advocate and spokesperson for sea turtles and our marine ecosystems, reaching audiences nationally and internationally in articles, documentaries, news broadcasts, and TV shows. Recruits ocean warriors and changes the way people see their world with her infectious passion and dedication.

Dolphin Research Center - Marathon, FL

2000 to 2012

Not-for-profit education and research facility dedicated to teaching, learning and caring about marine mammals and the environment we share.

Director of Facilities

Oversaw all facets of physical plant and equipment, animal care and habitat, and construction projects. Lead departments through periods of substantial growth and transition. Built and retained exceptional staff and created an excellent work environment. Developed, designed and implemented innovative programs and projects. Prepared and executed annual operations budget and plans for department, and worked with other departments executives in syncing cross-departmental initiatives. Wrote grants for TDC funds and defended grants at DAC meetings. Managed animal handling team/divers for in-water medical check-ups of facilities marine mammals and manatee rescues in the field. Coordinated with state agency and rehab facility for manatee rescue and transport. Participated in HERA, health and risk assessment for wild dolphins with Harbor Branch in Indian River Lagoon. Participated in health assessment for manatees in the Everglades. Leveraged and maintained partnerships with contractors and vendors. Coordinated acquisition of capital equipment through direct purchase.

Selected Accomplishments:

- Substantially increased guest grounds.
- Designed and implemented roller system to secure guest program docks, improving guest and animal safety.
- Developed and implemented physical aptitude test for divers and new hires.
- Successfully oversaw major construction projects including 200' Causeway Tiki, Paver Walkway, Fiber Optic Installation, New Fish Freezer Building, IT Hub, Volunteer Building Floor Replacement, 3 Phase Power Installation, Generator and Generator Building, Kodak Imaging Tiki and Wireless Equipment, Waterfall Renovation, Parking Lot Drainage and Beautification, Children's Spray Ground, Hurricane Wilma Rebuild and Mold Remediation, Medical Pool and Water Treatment System, Program Docks, Dock Replacement, Seawall Repair, Aeration System and Sea Lion Pools.
- Conceived, designed, wrote grant for funding, and managed construction of Children's Spray Ground improving guest comfort, expanding guest grounds, and increasing local membership.
- Developed and managed Rebuild Plan post Hurricane Wilma.
- Designed program docks increasing capacity for guest programs and updated building materials reducing maintenance costs.
- Served as Executive Member on Florida Keys Area Committee, spearheading and working with U.S. Coast Guard Sector Key West to develop the Marine Animal Facilities Plan, now part of the Florida Keys Area Contingency Plan. Presented plan at annual PREP seminar.

Professional Experience

Brumbaugh Industries, Inc. - Eddystone, PA

1989 to 2000

Bette Zirkelbach

480 52nd Street Gulf, Marathon, FL 33050 • BetteZirkelbach@gmail.com • (305)923-8562

Established 1972 - \$1 million Custom Powder Coatings Service Company

General Manager

Enjoyed a progressive career culminating in position as General / Sales Manager, acquiring technical expertise in all facets of operation through hands-on experience. Significantly expanded customer base and market exposure within the Mid-Atlantic region through concentrated sales efforts to OEM's and metal fabricator accounts in a wide range of industries, including medical, food, chemical, automotive, transportation, and architectural fields. Direct sales, marketing, purchasing, production scheduling, and daily manufacturing operations in a 19,000 square foot manufacturing facility with two conveyor systems and three batch operations. Performed cold calling, telemarketing, and market research to identify potential new sales leads. Designed, wrote, and produced corporate marketing material, brochures, and corporate customer correspondence. Utilized technical expertise to assist customers in identifying custom coating requirements for specific applications. Received and analyzed specifications for custom work, formulated material and labor estimates, prepared bid packages and estimates, and initiated follow-up to maximize sales opportunities. Represented customers at regional and national trade shows as a Technical Representative for powder coatings and metal finishing. Ensured regulatory compliance with OSHA and EPA guidelines. Oversaw finance and accounting functions and served as company representative for legal, accounting, and human resource issues. Coordinated acquisition of capital equipment through direct purchase or leasing. Maximized profitability and production capacity.

Selected Accomplishments:

- Progressed rapidly throughout tenure to independently manage entire operation within four years with sole accountability to absentee owner for all aspects of profitability, performance, and compliance.
- Increased annual sales by 30% over tenure through the application of improved target marketing, prospecting, and estimating processes.
- Served successfully on legal committee responsible for defending company's position in a law suit regarding SuperFund site.
- Conceived and implemented a temporary staffing program that significantly improved production performance while reducing staffing expenses.
- Built and successfully maintained an excellent rapport with customers throughout the region, applying strengths in communication and problem-solving to ensure the highest caliber of customer service.
- Updated pollution control equipment within the manufacturing environment to ensure regulatory compliance and improve employee safety.
- Renegotiated office lease and secured \$20,000 in renovations at no cost.
- Identified market potential and initiated a secondary machining process as value-added service that significantly broadened customer base and enhanced market potential.
- Developed and instituted an employee training program to improve production performance.
- Represented industry in the Women's Division Powder Coating 5K Run, placing first in 1997 second in 1996

CoreStates Bank of Delaware - Wilmington, DE

1986 to 1989

Credit Card Processing Division

Assistant Manager

Directed a staff of eight employees in the adjustment area of customer credit card servicing. Applied excellent interpersonal and problem-solving skills to resolve customer problems and diffuse tense situations. Processed chargebacks.

Bette Zirkelbach

480 52nd Street Gulf, Marathon, FL 33050 • BetteZirkelbach@gmail.com • (305)923-8562

Education

Formal Training:

- Business Management – Widener University 1987
- Biology – Juniata College 1985
- Diploma – St. Mark's High School, Wilmington, DE 1984

Specialized Training:

PDIC Open Water
PADI Advanced Open Water
PADI Rescue Diver
PADI Divemaster
PADI Oxygen First Aid
PADI Enriched Air Nitrox
PADI Underwater Hunter
PADI Dry Suit Diver
NAUI Decompression Techniques
NAUI Technical EANx Diver

Affiliations

Member, Florida Keys Area Committee
Member, Save-A-Turtle
Member, Professional Association of Dive Instructors
Associate Member, Women Divers Hall of Fame

Community Service

Florida Keys Area Committee (Disaster planning for the Florida Keys) – Executive Member
Marathon Magazine – contributes quarterly articles
Marathon Chamber of Commerce – member
Forgotten Felines of the Florida Keys
Canine Partners for Life – 7 years Raised Service Dogs and Public Relations Representative
Delaware Marine Archeological Society – Directed Dive Operations / Hosted Underwater Archeology Class
Delaware Underwater Swim Club - Divemaster
Tri-State Wild Bird Rescue – Baby Bird Care and Oil Spill Response Team
Marine Mammal Stranding Center –Rescue/Museum Guide

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

MEETING DATE: February 12, 2026

DISTRICT: IV

AGENDA ITEM WORDING:

Consideration and Action re: Mr. Michael Goldberg/District IV Representative

ITEM BACKGROUND:

This position was advertised due to the establishment of the Dive and Eco-Tourism Committee. The District IV Nomination Committee has recommended the appointment of Mr. Michael Goldberg to serve as District V Representative from February 12, 2026 to February 11, 2029.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

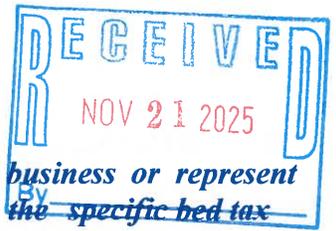
REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026

Dive & Ecotourism Advisory Committee Application

District: IV Dive & Ecotourism Advisory Committee Representative



Must reside full time in the Florida Keys and have a Dive & Ecotourism related business or represent and have knowledge of Dive or Ecotourism events that utilize/request funding from the specific bed tax district they are representing

- Diving and Ecotourism Related Business or Knowledge** – Any person, business, or organization engaged in the provision of goods, services, training, programs, or experiences related to scuba diving, snorkeling, underwater exploration, sustainable travel, environmental conservation, nature-based tourism, or habitat restoration; or possessing prior experience through participation in, organization of, or representation of such activities. This definition expressly includes dive shops, charter operators, training and certification entities, marine research and conservation organizations, environmental nonprofits, aquariums, museums, educational institutions, and wildlife or marine life tour providers that advance diving safety, responsible exploration, environmental awareness, or ecological stewardship.

Name: Michael Goldberg

Address: **85960 Overseas Highway Islamorada**

Work Phone: **305-664-2211** Cell Phone: **305-998-8424**

E-mail: **mike@icareaboutcoral.org**

**All correspondence and meeting packets will be distributed electronically via email*

Explain why you feel you are qualified to make recommendations for Dive or Ecotourism related expenditures (marketing/advertising/PR) from the bed tax revenue collected in this district that will enhance the visitor dive or ecotourism experience for this specific district:

I believe I am qualified to advise the TDC regarding eco-tourism, sustainable tourism, ocean conservation and all activities related to scuba diving. I am the co-founder of I.CARE, a reef restoration group based in Islamorada focused on empowering recreational divers to rebuild our coral reefs. My group is all host to the annual I.CARE Trash Derby, which last year had over 900 participants. I also am owner of Key Dives, a dive shop based in Islamorada.

Application to be received no later than 5:00 p.m. January 16, 2026.

Signature: 

Date: **November 21, 2025**

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

MEETING DATE: February 12, 2026

DISTRICT: V

AGENDA ITEM WORDING:

Consideration and Action re: Ms. Jill Kuehnert/District V Representative

ITEM BACKGROUND:

This position was advertised due to the establishment of the Dive and Eco-Tourism Committee. The District V Nomination Committee has recommended the appointment of Ms. Jill Kuehnert to serve as District V Representative from February 12, 2026 to February 11, 2029.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

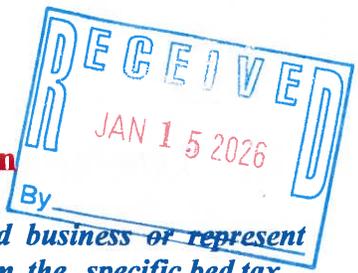
TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: January 30, 2026



Dive & Ecotourism Advisory Committee Application

District: V Dive & Ecotourism Advisory Committee Representative

By _____

Must reside full time in the Florida Keys and have a Dive & Ecotourism related business or represent and have knowledge of Dive or Ecotourism events that utilize/request funding from the specific bed tax district they are representing

Diving and Ecotourism Related Business or Knowledge – Any person, business, or organization engaged in the provision of goods, services, training, programs, or experiences related to scuba diving, snorkeling, underwater exploration, sustainable travel, environmental conservation, nature-based tourism, or habitat restoration; or possessing prior experience through participation in, organization of, or representation of such activities. This definition expressly includes dive shops, charter operators, training and certification entities, marine research and conservation organizations, environmental nonprofits, aquariums, museums, educational institutions, and wildlife or marine life tour providers that advance diving safety, responsible exploration, environmental awareness, or ecological stewardship.

Name: Jill Kuehnert, Campus Director, Reef Environmental Education Foundation (REEF)

Address: PO Box 370246, Key Largo FL 33037

Work Phone: 305 852-0030 ext 1001 Home / Cell Phone: 754-703-1323

E-mail: jill@REEF.org

**All correspondence and meeting packets will be distributed electronically via email*

Explain why you feel you are qualified to make recommendations for Dive or Ecotourism related expenditures (marketing/advertising/PR) from the bed tax revenue collected in this district that will enhance the visitor dive or ecotourism experience for this specific district:

I'm qualified to recommend District V bed tax-funded dive and ecotourism marketing/PR because I've worked on all sides of the success equation here: selling the experience, delivering the experience, and protecting the resource that draws visitors.

From 2018–2023, I co-owned and operated a Key Largo charter business offering scuba, snorkeling, and eco-boat trips. I personally managed marketing and guest communications, seeing firsthand what messaging converts and what experiences lead to repeat visits from strong word-of-mouth. For the past two years, I've led REEF's Key Largo operations and community relationships as Campus Director, welcoming visitors from around the world through REEF's work to inspire and engage the public in marine conservation, especially the newly-opened Ocean Exploration Center. My resume is attached to this application to provide more information on these qualifications.

I would use a practical lens to evaluate funding requests: district fit and authenticity, clear visitor benefit, credible partners and execution, and measurable outcomes, and of course reflecting responsible, reef-smart stewardship!

Application to be received no later than 5:00 p.m. January 16, 2026.

Signature: *Jill M. Kuehnert* Date: January 15, 2026

IMPORTANT: Applicant will be notified by email that the application has been received by our office. If the applicant does not receive notification, it is their responsibility to contact the TDC office to confirm receipt.

Resume

Communications-driven leader with deep experience building relationships that connect people to place and mission. Trusted partner to donors, agencies, community leaders, and local organizations, skilled at aligning diverse stakeholders through clear messaging, thoughtful outreach, and consistent follow-through. Strong track record shaping narratives, strengthening partnerships, and translating complex work into engagement that grows participation, trust, and long-term stewardship.

Areas of Expertise: *Strategic Communications, Stakeholder & Community Engagement, Partnership Development, Brand & Message Strategy, Cross-Functional Team Leadership, Program & Operations Management, Issues Management, Advocacy*

Career Experience & Achievements

REEF ENVIRONMENTAL EDUCATION FOUNDATION (REEF), Key Largo, FL, USA | 2025 – Present

Campus Director

Lead REEF's Key Largo campus operations and community presence, strengthening day-to-day systems and relationships that support conservation, education, and a welcoming visitor experience in the Upper Keys.

- Direct and support an 8-person staff team plus Fellows/Interns, setting priorities, schedules, and a culture grounded in service, care, and accountability.
- Build trusted relationships with local stakeholders, including businesses, nonprofits, and civic partners, so that REEF is a collaborative community partner.
- Welcome residents and visitors to the newly-opened REEF Ocean Exploration Center (June 2025), helping make the campus an accessible hub for marine conservation learning and stewardship.
- Oversee campus operations and administrative functions to keep programs running smoothly, safely, and visitor-ready.

 **Profiled on VisitFloridaKeys.com as a [Steward of the Keys](#), November 2025**

SEED STORIES, Singapore & Florida, USA | 2008 – 2023

Owner & Consultant

Founded and grew an international consulting practice to cultivate a greater understanding for and impact of agriculture research and development within complex science, technology, and policy environments. Drove global, cross-institutional collaboration, engaging with partners, donors, and other stakeholders on strategy development, funding proposals, and project/program advancement.

- Developed, implemented, and analyzed multi-year communications and outreach strategies for public-private partnerships.
- Collaborated on the creation of key messages and core content that explains technical and social aspects of agriculture biotechnology.
- Consulted on client's funding needs and process for managing grants for both current and future programs.
- Respected presenter and trainer on science communication and advocacy. Experience speaking at and working with game-changing organizations such as Cornell University's Alliance for Science, ISAAA AfriCenter, International Society for Biosafety Research (ISBR), International Life Sciences Institute's (ILSI) Research Foundation, and the Biotech Literacy Project.

Entrepreneurship and Earlier Career Experience**LUCKY FISH SCUBA, Key Largo, FL, USA | 2018 – 2023****Co-owner, First Mate & PADI-certified Divemaster**

Launched a private charter tour business for scuba diving, snorkeling and other custom boat trips in the Florida Keys, operating over 100 trips per year.

- Created and maintained unique tour offerings, business brand identity, online and email marketing strategy, business management and customer service processes.
- Active member of Professional Association of Diving Instructors (PADI), Girls that Scuba, Dive Equipment Manufacturers Association (DEMA), REEF Environmental Education Foundation (REEF) and Key Largo Chamber of Commerce.

 **TripAdvisor Travelers' Choice Award for 2021 and 2022**

MONSANTO COMPANY, St. Louis, Missouri, USA | 1996 – 2007**Director of Global Biotechnology Acceptance (2006 – 2007)**

Directed program, advocacy, and education efforts to improve awareness and acceptance of agricultural biotechnology worldwide, including internal employee development initiatives. Directed execution of communications and outreach strategies related to the company's work in Africa aiding smallholder farmers to use agriculture technologies more effectively.

Regional Director of Government & Public Affairs, Asia-Pacific (2003 – 2006)

Led a 15-person team and provided strategic leadership on organizational goals, projects, and emerging global issues across 10 countries in the Asia-Pacific and Pacific Rim regions. Cultivated relationships with key influencers and decision-makers in government, media, and aligned organizations, as well as optimized multimillion-dollar budgets for key initiatives.

Director of Technology Cooperation (2000 – 2003) & Manager, Public Policy (1996 – 2000)

Directed a portfolio of collaborative research projects to improve staple food crops across Africa, Asia, India, and Europe, in conjunction with public- and private-sector partners. Led public outreach, policy development, and stakeholder relationships. Early supporter of "Golden Rice," the Donald Danforth Plant Science Center, and the African Agricultural Technology Foundation.

THE WORLD BANK, Washington, D.C., USA | 1992 – 1996**Research & Operations Analyst / Project Assistant, Environment Division**

Coordinated participation with other donors, regional organizations, and beneficiary countries in the Mediterranean Environmental Technical Assistance Program. Involved in environmental and development ethics seminars on behalf of the Bank.

Community Involvement**UPPER KEYS BUSINESS & PROFESSIONAL WOMEN (BPW), Tavernier, FL, USA | www.upperkeysbpw.org 2017 – Present****President 2022-2024**

Volunteer leader of the largest local chapter of BPW/FL, a nonprofit, nonpartisan, grassroots organization for working women.

- With the volunteer Board of Directors, create and implement a program of monthly events, scholarships and other activities to support women in the Upper Keys personally, professionally and politically.
- Oversee and preside at all events for the organization's 100+ members.
- Manage the budget including a \$40k endowment fund, program spending and scholarship disbursements.
- Communicate regularly to membership and represent the organization in the community.

 **Acknowledged as Upper Keys Business & Professional Women's (BPW) Woman of the Year for 2020.**

— Education —**Master of Arts (MA), Philosophy & Social Policy****Bachelor of Arts (BA), International Studies & French/West European Area Studies****THE AMERICAN UNIVERSITY, Washington, D.C., USA**