

Fiscal Year Ending September 30, 2020

Annual Report of the

**MONROE COUNTY TOURIST
DEVELOPMENT COUNCIL**

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

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

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January 1, 2021

Monroe County Board of County Commissioners
1100 Simonton Street
Key West, Florida 33040

Dear Mayor and Commissioners:

It is our pleasure to present the thirty first annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2020. This report is submitted in accordance with Monroe County Ordinance 003-1990 (February 13, 1990).

The accompanying financial reports were prepared by the Administrative Office of the TDC with information provided by the Monroe County Finance Department. We believe the data presented to be accurate and sets forth the financial position and operations of the TDC.

During this twelfth year of my chairmanship the world was hit with the Coronavirus pandemic, and on Sunday, March 22nd, 2020 the Keys were closed to tourism until June 1st, 2020. The TDC Board and staff had to quickly reduce budget projections, halt advertising and promotion of the Destination and revise future promotional strategies.

Prior to the pandemic the TDC made available approximately 6.5 million dollars for capital related projects, and even with a reduced budget, these commitments for funding remained in place. While enhancing our appeal to visitors, the availability of these capital funds lessens the tax burden on our residents and contributes to residents' quality of life. The TDC has continued to fund municipalities for public facilities improvements, beach maintenance and restoration, park improvements, museum restoration projects and new restroom facilities. Non-Profit organizations have received funding throughout the Keys for such projects as Coral Restoration, structural repairs and improvements to the Customs House and Oldest House Museums, Mel Fisher Maritime Heritage Society, Key West Botanical Gardens, Pigeon Key, Dolphin Research Center, History of Diving Museum, Founders Park, Florida Keys History and Discovery Foundation, Reef Environmental Interpretive and Marine Conservation Center, History of Diving Museum, Island Dolphin Care, Turtle Hospital and the USCGC Ingham Repair & Restoration project. In total, thirty three capital projects received funding from the TDC.

Our Market Research program included a website usability study which was completed by Two Oceans Digital. This study was a holistic audit based on data and visitor usability improvements. A partnership was also developed with West Virginia University to conduct research to identify visitor profiles in the Florida Keys, with particular emphasis on snorkelers and divers. This research provides analysis on visitor activities, perceptions, and expenditures surrounding primary activities of snorkeling and SCUBA diving. In addition, due to the wealth of data that was gleaned by Rockport

Analytics from Uber Media during our Economic Impact study, we embarked on an Airport visitor analysis study. This study is in progress and will be delivered in the first quarter of 2021.

Additionally, the Board of County Commissioners requested a study of the impact of sargassum on visitation to the Florida Keys. We partnered with Rockport Analytics who conducted research to quantify the impact that sargassum could have on future visitation as well as the economic impact associated with potential changes in visitor activity.

Furthermore, an ongoing goal of the research department is to increase the scope and methods of data collection. As the vacation rental market is expanding at an incredible rate, this year we added Key Data reporting on vacation rentals. This reporting provides us with average daily rate, occupancies, and revenue per available room so that we can gauge growth and/or loss in this market. We also added Travelclick Demand 360 reporting which allows us a future forecast of occupancies, average daily rate, and revenue per available room for traditional hotel properties as well as week over week pickup trends. With access to forward looking data we can target future advertising to reach the right audience with the right message at the right time.

The sales team embarked on fiscal year 2019/2020 with new lodging product to promote and a new approach to market outreach. The objective was to continue consumer promotional efforts in our key feeder markets while conducting sales calls pre/post event to reduce travel expenses and maximize exposure in that particular market. Staff liaised with key partners within the travel trade educating them on the upgraded lodging product as well as direct flight service into EYW. When Covid shut down all travel, the team shifted their focus from in person promotions to virtual and digital outreach. This was achieved both domestically and internationally. Key Lime Academy was reviewed, revised and updated, videos were created and uploaded in response to virtual vs. in-person sales platforms. The sales team took the approach of remaining top of mind by deploying various sales methods available; digital postcards developed by Tinsley Advertising, quick :15 second videos depicting iconic Keys imagery, conducting one on one appointments through virtual trade shows and hosting zoom platform destination education to travel agencies.

The in-person events that had been postponed are set to be re-visited as the situation warrants. By remaining engaged across all mediums available during this time period, the sales department has retained the reputation of being true partners with leaders within the travel industry and has solidified relationships with front line sellers of high end leisure travel.

As the Coronavirus pandemic closed the Keys to business, Tinsley Advertising jumped into action by developing a phased re-opening message campaign. All media placements were paused. Videos were edited by removing crowded footage and replacing with open spaces and adding COVID compliant messages (masks required; maintain social distancing; wash your hands), and these were used as Public Service Announcements. The agency assisted Monroe County and Keys Municipalities by creating an in-county advertising campaign placing COVID messaging signs in bus shelters, Key West airport and on power poles throughout the Keys and the City of Key West. They also assisted industry partners with ways to stay connected with visitors during the pandemic.

Our Public Relations Agency, Newman PR has been proactively communicating accurate information relating to the Coronavirus crisis to Keys tourism interests and travel consumers. The agency has continuously participated in regular Monroe County situation status conferences as well as communicating with various county officials including the health Director, Emergency Management Director and County Administrator. In addition to Tourism Advisories, the agency created a dedicated

coronavirus information page on the TDC website to communicate protective health guidelines and mandates for Keys visitors.

This year, the TDC approved continuing their contractual Agreement with Two Oceans Digital to provide website and digital services. At the Boards request, the agency presented a proposal to incorporate a booking engine on the destination's website, and the Board approved bringing forward a contract for same at a future meeting for a service to begin in FY 2021.

The Film Commission put together a COVID-19 safe sets production guide and continued to expand its online location photo database.

In addition, the TDC reviewed the achievements of the FY 2020 marketing plan goals and continued to support and work with the Dive, Fishing and Cultural Umbrellas.

As part of our ongoing marketing strategy, TDC staff presented event funding workshops to assist the one hundred and four events that were funded by the TDC throughout the Florida Keys, providing enjoyable and interesting activities for visitors and our residents alike.

I am proud to be involved with the TDC, an organization whose various advisory committees and Board members are comprised of over 50 volunteers who represent all facets of the community. The TDC continues to monitor the economic factors that affect our tourism industry and looks forward to working with the Board of County Commissioners in our efforts to address the ongoing economic prosperity of our residents in the Florida Keys.

Sincerely



Rita Irwin
Chairperson, Fiscal Year 2019-2020 (10/1/2019 – 9/30/2020)
Monroe County Tourist Development Council

Explanation of Annual Fiscal Reports

The Monroe County Tourist Development Council (TDC) is required to submit an Annual Report of its operations at the close of the fiscal year (Ordinance 003-1990 - 2/13/90).

This report covers the fiscal year ending September 30, 2020 and includes the following seven categories:

- Report of all revenue by category separation
- Report of all expenditures by category required by law
- Reserves and carry-overs for category required by law
- Reserves and carry-overs by category accumulated for specifically approved projects
- Comparison of current report year with immediate past fiscal year
- Listing of all events or projects funded by district
- Ratio of administrative expenses to overall expenditures

Monroe County Tourist Development Council Board Members

Ms. Rita Irwin, Chairperson

Dolphin Research Center
58901 Overseas Highway
Grassy Key, FL 33050
Term of Service: 8/16 to 8/24

Reappointed by Coldiron
District Appointment
District III

Mr. James Bernardin

Pine & Palms Resort.
80401 Old Highway
Islamorada, FL 33036
Term of Service: 1/16 to 2/24,
Classification: Tourist Accommodations

Reappointed by Rice
District Appointment
District IV

Mayor Heather Carruthers

Monroe County BOCC
530 Whitehead Street
Key West, FL 33040

Assigned to TDC on 12/11/2019
as per Ordinance

Mr. George Fernandez, Vice Chairperson

Key West Butterfly & Nature Conservatory
1316 Duval St.
Key West, FL 33040
Term of Service: 8/17 to 8/21
Classification: Tourist Related Industry

Reappointed by Murphy
Mayoral Appointment

Mayor Teri Johnston

City of Key West
1300 White Street
Key West, FL 33040
Term of Service: Assigned per Ordinance 12/17

BOCC Appointment

Mr. Timothy Root, Treasurer

Keys Energy Services Utility Board
1410 Johnson Street
Key West, FL 33040
Term of Service: 2/18 to 2/22
Classification: Elected Official

BOCC Appointment

Ms. Diane Schmidt, Co-Treasurer

Margaritaville Resort & Marina
245 Front Street
Key West, FL 33040
Term of Service: 8/18 to 9/22

Appointed by Carruthers

Mr. Michael Shipley

Island Bay Resort
92530 Overseas Highway
Tavernier, FL 33070
Term of Service: 8/19 to 8/23
Classification: Tourist Related Industry

Appointed by Murphy
District Appointment
District V

Ms. Gayle Tippett

Strike Zone Charters
29675 Overseas Highway
Big Pine Key, FL 33043
Term of Service: 9/19 to 9/23
Classification: Tourist Related Industry

Appointed by Kolhage
District Appointment
District II

By statute, appointments are four-year terms, except for elected officials, whose terms may be limited by tenure in office and for those who are appointed to fulfill the unexpired term of a member whose seat becomes vacant.

Administrative Staff

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street Suite 102
Key West, FL 33040
(305) 296-1552

Stacey Mitchell
Director

Maxine Pacini
Office Mgr.

Lynda Stuart
Corporate Mgr.

Kelli Fountain
Dir. of Market Research

Chad Newman
Film Commissioner

Ammie Machan
Admin. Asst.

Sharon Anaka
Finance Asst.

Laura Hamm
Admin Secty.

Katrina Cool
Office Asst.

Jack Meier
Sales Mgr.

Sabine Pons-Chilton
Sales Mgr.

Yves Vrielynck
Sales Mgr.

Guy A, Ross
Specialty Mkt. Sales

Markham McGill
Sales Mgr.

Agencies of Record

ADVERTISING

Tinsley Advertising & Marketing, Inc.
2000 South Dixie Highway
Suite 201
Miami, FL 33133
(305) 856-6060

Representative:

Mr. John Underwood

Vice President – Account Management Supervisor

PUBLIC RELATIONS

Stuart Newman Associates
2140 South Dixie Highway
Suite 203
Miami, FL 33133
(305) 461-3300

Representative:

Mr. Andy Newman

Vice President - Account Supervisor

WEBSITE PROVIDER

Cooke Communications Inc dba Two Oceans Digital and FloridaKeys.com
701 Simonton Street
Key West, FL 33040
(304) 292-1880

Representative:

Mr. Clinton Barras

Account Manager

FISCAL YEAR 2020

GENERIC TWO PENNY

Revenue	18,375,000
5% Reserve	<u>(918,750)</u>
Subtotal	17,456,250
Balance forward	<u>6,932,396</u>
Total Revenue available for appropriation	24,388,646

Revenue includes bed tax collections and interest earned. The 5% reserve is mandated by Florida Statute 129.01 and as such may not be appropriated. Balance forward represents any monies remaining at the close of the fiscal year.

The Monroe County Tourist Development Council, as an advisory board to the Monroe County Board of County Commissioners, recommends the generic two penny allocations.

Two Penny revenue is broken down in the following manner: 7% of gross revenue may be used for program administration; 65% of the net revenue is utilized for generic promotion and advertising; the remaining 35% of the net is used to fund events, public relations and consumer mail fulfillment.

DISTRICT TWO PENNY

Revenue	18,375,000
5% Reserve	<u>(912,500)</u>
Subtotal	17,462,500
Balance Forward	<u>11,965,630</u>
Total Revenue available for appropriation	29,428,130

The individual districts, as an advisory board to the TDC, make recommendations as to the allocation of these funds.

District Two Penny revenue is broken down in the following manner: 3% of net revenue may be used for program administration. District Two Penny revenues may be allocated within the following five categories: Administrative; Visitor Information Services; Capital Projects, Special Events, and Promotion & Advertising.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL...

An Overview

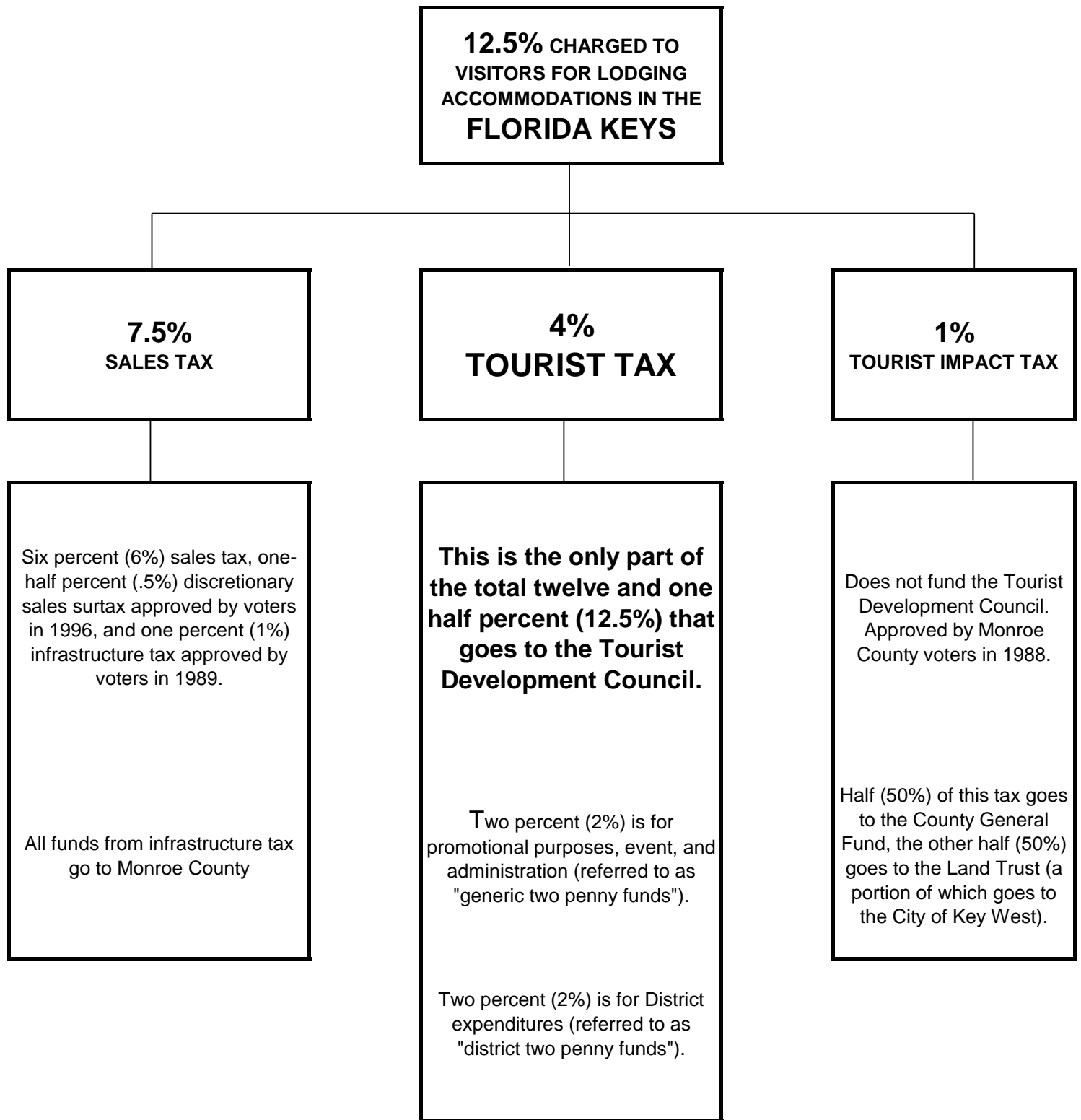
The Monroe County Tourist Development Council (MCTDC, TDC, or the Council), is a public body created by referendum of the electors. Monroe County is one of 52 Florida counties whose people elected to have a Tourist Development Council (TDC), a joining of private and public sector efforts to assist in development of a tourism economy.

The MCTDC is a legislative extension of the Monroe County Board of County Commissioners, which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and are actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent business. A county commissioner and two other elected municipal officials fill the remaining three seats to represent the interests of the public sector.

By statute, the MCTDC must review all proposed expenditures of tourist development tax revenue and recommends to the Board of County Commissioners those lawful expenditures which it deems most appropriate and effective in developing a tourism based economy for Monroe County. All recommended expenditures must be approved by the Board of County Commissioners, first as acceptable budget items, and again for payment by the County Finance Office after the expenditures are made and invoice(s) submitted.

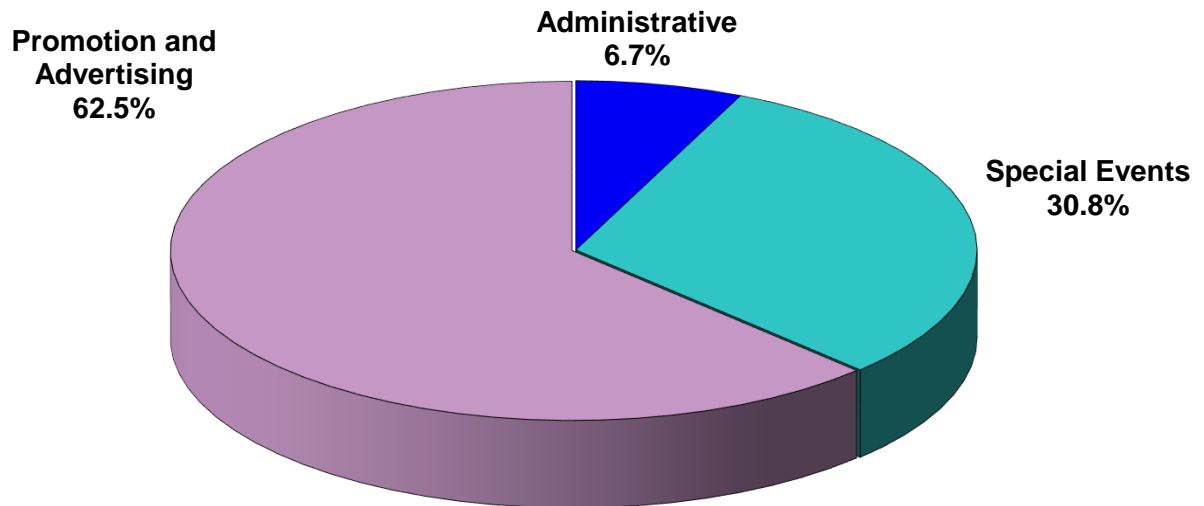
The composition, membership qualifications, responsibilities and duties of all TDC's are defined by Florida Statute 125.0104. The MCTDC is further governed by Monroe County Ordinances 015-1988 and 017-1988 as amended. (See Monroe County Code 2-299 et seq.)

The following information details the tax charged by lodging accommodations within Monroe County. It is imposed on any establishment that rents accommodations for a period of six (6) months or less. These include hotels, motels, guest houses, campgrounds, seasonal rentals, and efficiencies.



The Monroe County Tourist Development Council has explained, in further detail, the utilization of the **four** percent (**4%**) tourist tax on the following pages. Monroe County added 1 cent to the bed tax as of June 2009.

Total Generic Two Penny Expenditures FY 2020



GENERIC TWO PENNY

<u>REVENUE:</u>	<u>FY '19</u>	<u>FY '20</u>	<u>VARIANCE</u>
BED TAX REVENUE	12,309,625	12,393,938	84,313
5% RESERVES F.S.129.01	(615,481)	(619,697)	(4,216)
BALANCE FORWARD	<u>1,571,988</u>	<u>3,710,236</u>	<u>2,138,248</u>
TOTAL REVENUE	13,266,132	15,484,477	2,218,345

PROMOTIONAL

	<u>FY '19</u> <u>Appropriations</u>	<u>FY '19</u> <u>Expenditures</u>	<u>FY '20</u> <u>Appropriations</u>	<u>FY '20</u> <u>Expenditures</u>	<u>FY '20</u> <u>Carry-Over</u>
Advertising Resources	151,782	0	313,190	0	0
Fees & Commissions - Finance	60,000	0	21,158	19,865	0
Advertising	7,437,641	7,417,090	8,000,000	6,999,563	0
Advertising Expenses (Contractual	100,000	91,424	100,000	52,210	0
Mail Fulfillment (Trade)	10,000	4,717	10,000	4,832	0
Media Materials (Other Contractua	330,000	271,643	665,000	541,380	0
Collateral Materials	70,000	56,829	70,000	55,273	0
Sales & Marketing	843,726	835,788	900,000	459,309	0
Website Related Expenses	165,000	63,498	165,000	39,687	0
Promotional Staffing	805,000	614,095	850,000	598,231	0
European Sales Agency	449,000	438,785	449,000	422,223	0
County Services	<u>39,610</u>	<u>39,610</u>	<u>74,281</u>	<u>74,281</u>	<u>0</u>
Total Promotional	10,461,759	9,833,479	11,617,629	9,266,854	0
GENERIC TWO PENNY					
PROMOTIONAL TOTAL	\$10,461,759	\$9,833,479	\$11,617,629	\$9,266,854	\$0

ADMINISTRATIVE

	<u>FY '19</u> <u>Appropriations</u>	<u>FY '19</u> <u>Expenditures</u>	<u>FY '20</u> <u>Appropriations</u>	<u>FY '20</u> <u>Expenditures</u>	<u>FY '20</u> <u>Carry-Over</u>
Salaries/Legal	83,310	72,972	90,432	82,301	0
Fees & Commissions - Finance	18,000	18,000	2,450	2,300	0
Administrative Advertising	18,000	15,711	23,000	21,991	0
Board & Admin Travel	121,000	31,445	50,000	16,744	0
Capital Outlay	7,200	1,514	17,500	8,181	0
County Services	0	0	39,997	39,997	0
Administrative Resources	152,616	0	94,487	0	0
Business Lease	165,000	111,912	165,000	122,443	0
Dues & Subscriptions	14,000	14,000	13,000	0	0
Communications	18,000	7,666	18,000	8,034	0
Equipment Rental & Leases	11,000	5,885	11,000	5,309	0
Visit Florida	12,000	6,000	12,000	0	0
Repair & Maint Services	<u>15,000</u>	<u>2,631</u>	<u>15,000</u>	<u>2,416</u>	<u>0</u>
Subtotal	635,126	287,736	551,866	309,716	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '19 <u>Appropriations</u>	FY '19 <u>Expenditures</u>	FY '20 <u>Appropriations</u>	FY '20 <u>Expenditures</u>	FY '20 <u>Carry-Over</u>
Office Supplies	22,800	12,679	20,000	9,500	0
Courier Service	3,000	375	3,000	45	0
Janitorial	9,500	5,850	12,000	6,000	0
Computer Software	3,000	0	3,000	0	0
Operating Supplies	0	0	5,000	2,806	0
Administrative Services	<u>803,965</u>	<u>619,562</u>	<u>845,000</u>	<u>374,763</u>	<u>0</u>
Total Administrative	1,477,391	926,202	1,439,866	702,830	0
 SPECIAL PROJECTS					
Dist I Ad Campaign	0	0	474,320	474,320	0
Dist II Ad Campaign	0	0	49,040	49,040	0
Dist III Ad Campaign	0	0	104,000	104,000	0
Dist IV Ad Campaign	0	0	59,280	59,280	0
Dist V Ad Campaign	<u>0</u>	<u>0</u>	<u>113,360</u>	<u>113,360</u>	<u>0</u>
Total Admin Special Projects	0	0	800,000	800,000	0
 RESERVES					
Emergency	426,982	0	426,982	0	426,982
Emergency	<u>900,000</u>	<u>993,695</u>	<u>1,200,000</u>	<u>0</u>	<u>1,200,000</u>
Total Admin Emergency	1,326,982	993,695	1,626,982	0	1,626,982
 GENERIC TWO PENNY ADMINISTRATIVE TOTAL					
	\$2,804,373	\$1,919,897	\$3,866,848	\$1,502,830	\$1,626,982
 GENERIC TWO PENNY TOTAL					
	\$13,266,132	\$11,753,376	\$15,484,477	\$10,769,684	\$1,626,982

**GENERIC TWO PENNY
EVENTS
ALL DISTRICTS**

<u>REVENUE:</u>	<u>FY '19</u>	<u>FY '20</u>	<u>VARIANCE</u>
BED TAX REVENUE	5,940,375	5,981,062	40,687
5% RESERVE F.S. 129.01	(297,019)	(299,053)	(2,034)
BALANCE FORWARD	<u>3,233,873</u>	<u>3,222,160</u>	<u>(11,713)</u>
TOTAL REVENUE	8,877,229	8,904,169	26,940

	<u>FY '19 Appropriations</u>	<u>FY '19 Expenditures</u>	<u>FY '20 Appropriations</u>	<u>FY '20 Expenditures</u>	<u>FY '20 Carry-Over</u>
ADMINISTRATIVE					
Fees & Commissions - Finance	42,585	42,585	11,393	10,696	0
Mail Fulfillment (Consumer)	59,156	27,114	60,000	30,763	0
Events Resources	195,073	40,000	266,602	0	0
FL Keys & Key West Film Comm	300,000	175,064	300,000	171,116	0
Florida Keys Council of the Arts	100,000	100,000	100,000	100,000	0
Public Relations Fees	650,000	650,000	650,000	650,000	0
Public Relations Expenses	1,150,000	1,148,268	1,150,000	744,200	0
Public Relations Stringer Fees	81,876	80,712	81,876	80,712	0
Market Research	500,000	309,262	600,000	370,994	0
County Services	<u>72,713</u>	<u>72,713</u>	<u>72,713</u>	<u>72,713</u>	<u>0</u>
Total Administrative	3,151,403	2,645,718	3,292,584	2,231,194	0

SPECIAL EVENTS					
47th Annual Phil Peterson's Poker Run	4,289	0	10,000	0	10,000
Beach Trip Weekend	15,000	0	15,000	0	0
Conch Republic Independence Celebration	10,000	3,450	0	0	0
Coral Head Blues	0	0	20,000	0	20,000
Coral Head Music Festival	0	0	10,000	10,000	0
Fantasy Fest	175,000	15,000	355,000	159,500	190,000
Florida Keys Island Fest	15,000	13,918	15,000	7,825	0
Florida Keys Poker Paddle	10,000	0	10,000	7,539	0
Florida Keys Seafood Festival	10,000	10,000	0	0	0
FKCC Swim Around Key West	20,000	9,959	10,000	10,000	0
Hemingway 5K and Paddleboard	10,000	9,665	0	0	0
Heros Salute Weekend	60,000	27,764	34,000	3,170	4,000
Islamorada Half Marathon & 10K	28,361	13,361	35,000	15,000	20,000
Island Boat Show	10,000	9,317	0	0	0
Jimmy Johnsons Quest for the Ring Fishing	20,000	20,000	20,000	20,000	0
Kelly McGillis Classic	10,000	9,171	0	0	0
Key Largo Bridge Run	10,000	0	20,000	9,655	10,000
Key Largo Original Music Festival	40,000	40,000	30,000	0	30,000
Key West Brewfest	25,000	0	0	0	0
Key West Film Festival	17,000	0	0	0	0
Key West Food & Wine Festival	17,000	16,115	0	0	0
Key West Holiday Fest	35,000	865	35,000	30,962	0
Key West Half Marathon	40,000	40,000	7,500	7,500	0
Key West Lime Fest	10,000	8,142	0	0	0
Key West Ocean Fest	10,000	7,498	0	0	0
Key West Paddle Classic	10,000	9,105	0	0	0
Key West Pride	35,000	30,674	0	0	0
Key West Songwriters Festival	120,000	120,000	150,000	0	150,000
Key West Triathlon & Expo	17,000	0	17,000	13,325	0
Key West World Championship	12,282	0	0	0	0
Marathon Seafood Festival	20,129	20,129	0	0	0
NAS Key West	15,000	14,045	0	0	0
Nautical Expo	10,000	6,088	7,500	5,541	0
Orange Bowl	0	0	40,000	0	40,000
REEF Fest	30,000	14,964	28,360	14,118	13,360
RWO Offshore World Championship	0	0	150,000	0	150,000
Sombrero Beach Run	40,000	34,461	20,000	20,000	0
Stock Island Seafood Celebration	0	0	4,040	0	0
Swim for Alligator Lighthouse	55,000	30,000	30,000	0	0
Taste of the Islands	10,000	0	30,000	1,000	20,000
Tropical Heat	25,000	0	0	0	0
Uncorked Islamorada & Key Largo Food & Wine	26,473	26,473	20,000	20,000	0
Underwater Music Festival	14,612	13,032	10,000	9,898	0
Upper Keys Lionfish	0	0	4,281	0	4,281
Womenfest	0	0	24,320	7,492	24,320
DAC I Resources	163,411	150,000	12,282	0	0
DAC II Resources	15,000	15,000	0	0	0
DAC III Resources	30,000	29,774	0	0	0
DAC IV Resources	0	0	0	0	0
DAC V Resources	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	1,250,557	767,970	1,174,283	372,525	685,961

**EVENTS
ALL DISTRICTS**

	FY '19	FY'19	FY '20	FY'20	FY'20
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Cultural Umbrella Resources	104,560	86,322	132,075	122,482	0
22th Annual Afro Roots World Music Fest	14,931	14,911	16,245	8,442	0
Lower Keys Chamber Island Art Festival	6,336	4,300	8,430	200	0
Christopher Peterson's Eyocons FY19 & FY20	12,750	0	26,057	9,928	13,307
Florida Keys Celtic Festival FY19 & FY20	42,350	19,477	40,268	18,192	19,268
Florida Keys Guitar Festival	14,875	11,746	9,340	7,104	9,340
History and Discovery Lecture Series	0	0	11,360	0	11,360
Fringe Theater Key West	13,117	13,117	13,349	13,349	0
History of Diving Museum	34,269	32,154	11,201	3,497	0
ICE Season	14,630	14,234	12,782	12,386	0
I Love Stock Island	21,000	21,000	22,688	22,688	0
Impromptu Classical Concerts	11,692	11,529	11,712	9,326	0
International Sand Art Competition	11,107	10,962	0	0	0
Island Art Festival	8,000	7,780	8,000	0	8,430
Key Largo Songfest	18,050	0	0	0	0
Key West Garden Club	12,042	10,803	13,055	11,452	0
Key West Art & Hist Society	12,752	9,772	25,955	4,095	13,203
Key West Burlesque	13,186	13,186	13,167	0	13,167
Full Moon Experience	10,779	9,089	11,785	0	11,785
Key West Literary Seminar	12,825	12,825	13,058	13,058	0
Key West Theater	30,705	14,344	10,705	0	0
Key West Tropical Forest & Botanical FY19 & FY20	32,759	0	25,444	12,377	12,985
Little White House Presents	10,610	9,480	13,385	0	13,385
Marathon Community Theatre FY19 & FY20	40,350	26,485	46,667	14,971	23,167
Master Chef's Classic	6,415	6,415	6,678	3,334	0
Mel Fisher Maritime Museum FY19 & FY20	35,969	13,519	27,522	10,975	14,003
Morada Way Arts & Cultural District FY19 & FY20	34,863	9,295	25,273	0	11,710
Mystery Fest Key West	8,798	5,760	0	0	0
Nutcracker Key West	11,802	11,708	0	0	0
Old Island Restoration Foundation	13,117	12,237	13,203	10,755	0
Pigeon Key Art Festival	21,188	21,188	0	0	0
Pops in the Park	13,311	13,195	13,074	8,758	0
Rams Head Promotions	13,007	0	13,167	0	13,167
Randy Roberts Live	34,713	13,263	26,757	7,529	13,494
Red Barn Theatre	13,373	12,113	27,339	13,156	0
South Florida Smyphony Orchestra	35,086	11,797	12,367	12,367	0
Tennessee Williams Theatre	13,154	4,538	13,130	6,092	0
The Studios of Key West	12,788	12,788	13,494	13,494	0
Tropic Cinema	7,585	0	20,570	0	12,985
Waterfront Playhouse	13,592	13,490	13,167	12,635	0
Generic Arts Advertising	<u>240,000</u>	<u>235,764</u>	<u>240,000</u>	<u>239,616</u>	<u>0</u>
Total Cultural Umbrella	1,032,436	750,586	962,469	622,258	214,756

**EVENTS
ALL DISTRICTS**

	FY '19	FY '19	FY '20	FY '20	FY '20
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
FISHING UMBRELLA EVENTS-TOURNAMENTS					
Fishing Umbrella Resources	0	0	10,000	0	0
Lower Keys Chamber of Commerce Dolphin Tournament	10,000	9,727	20,000	19,748	0
Cheeca Lodge All American Fishing	5,000	5,000	5,000	4,450	0
Cuda Bowl	4,500	4,500	5,000	5,000	0
Del Brown Invitational Permit	3,300	3,300	4,000	0	0
Golden Fly Tarpon Tournament	2,000	1,400	0	0	0
Herman Lucerne Memorial Backcountry Fishing FY19 & FY20	4,000	0	9,000	0	0
Herman Lucerne Memorial Cup Tarpon Cup	0	0	3,000	0	0
Islamorada All-Tackle Bonefish & Permit	2,500	2,340	3,000	2,904	0
Islamorada Sailfish Tournament	14,000	14,000	20,000	17,743	0
Jim Boker Isla Bonefish & Redfish	2,500	1,893	0	0	0
Key West Fishing Tournament FY19 & FY20	30,000	29,878	65,000	34,325	0
Key West Kingfish Mayhem	20,000	20,000	30,000	29,051	0
Key West Marlin Tournament	42,000	41,640	50,000	49,635	0
LLGF Fever Inshore/Offshore Tournament	3,500	2,835	0	0	0
Ladies Let's Go Fishing Screamin' Reels	3,500	3,118	5,000	4,133	0
Ladies Let's Go Fishing Fever	0	0	4,000	3,885	0
Ladies Tarpon Fly Tournament	3,000	2,036	0	0	0
Marathon Bull & Cow Dolphin	35,000	34,101	42,000	41,262	0
March Merkin Permit Tournament	2,500	2,333	5,000	4,863	0
Nick Sheahan Dolphin Rodeo	20,000	20,000	22,000	9,481	0
Skipper's Dolphin Tournament	19,000	18,528	20,000	5,000	0
Sugarloaf Showdown	7,000	6,613	5,000	5,000	0
Take Stock in Children FY19 & FY20	28,000	26,826	28,000	0	0
Tarponian Tournament	3,000	2,100	3,000	0	0
Fishing TV Production	40,000	38,872	0	0	0
Fishing Umbrella Advertising	270,000	270,000	250,000	247,855	0
District I Fishing Advertising	113,700	113,700	114,000	114,000	0
District II Fishing Advertising	11,000	11,000	6,500	6,500	0
District III Fishing Advertising	26,000	26,000	27,000	27,000	0
District IV Fishing Advertising	0	0	0	0	0
District V Fishing Advertising	0	0	1,500	1,500	0
Fishing Umbrella PR	<u>90,000</u>	<u>2,548</u>	<u>90,000</u>	<u>78,462</u>	<u>0</u>
Total Fishing Umbrella	815,000	714,288	847,000	711,797	0
DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>800,000</u>	<u>787,035</u>	<u>800,000</u>	<u>723,877</u>	<u>0</u>
Total Dive Umbrella	800,000	787,035	800,000	723,877	0
RESERVES					
Emergency	<u>1,827,833</u>	<u>0</u>	<u>1,827,833</u>	<u>0</u>	<u>0</u>
Total Emergency	1,827,833	0	1,827,833	0	0
GENERIC TWO PENNY					
EVENTS TOTAL	\$8,877,229	\$5,665,597	\$8,904,169	\$4,661,651	\$900,717

Community/Tourism Enhancements

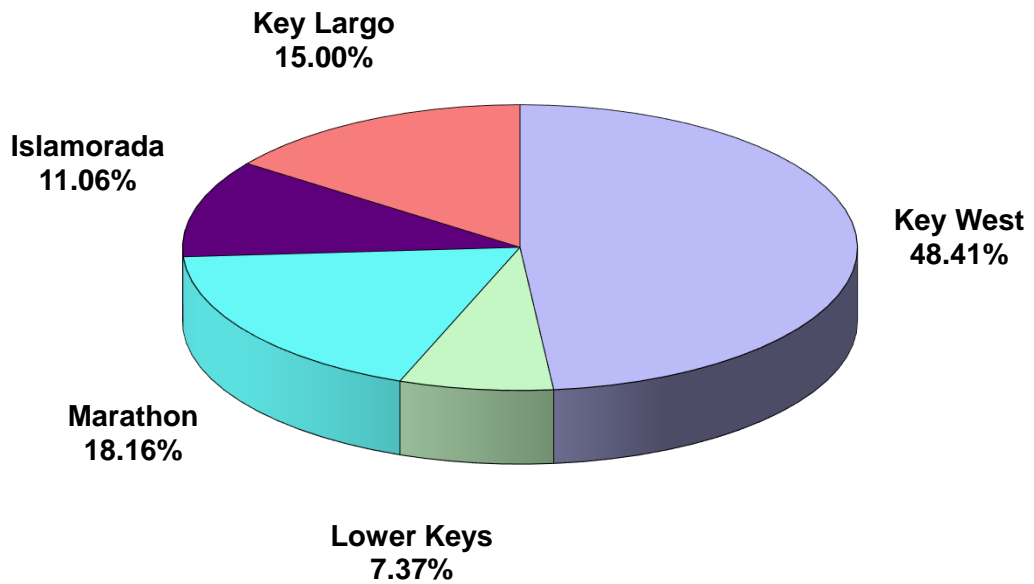
Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but are not limited to:

- **Beaches:** Cleaning and maintenance of all Keys Beaches (including the building of restroom facilities; ADA facilities; Boardwalks; Tiki Huts and Kayak docks)
- **Museums:** Adderley House; Customs House; Studios of Key West; Pigeon Key; East and West Martello Towers; Truman Little Whitehouse; Audubon House; Mel Fisher; Oldest House; Florida Keys History of Diving Museum; History of Diving Museum ongoing projects; Schooner Western Union Maritime Museum Refit Project; USCGC Ingham repairs; Key West Lighthouse – Preservation Project; Hellings House Museum Repairs and Restoration
- **Zoological Parks:** Dolphin Research Center; Marine Mammal Conservancy projects; Island Dolphin Care; Turtle Hospital
- **Artificial Reefs:** Sinking of offshore vessels (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- **Theatres:** Marathon Community Theatre; Tennessee Williams Theatre ongoing renovations; San Carlos repairs; Waterfront Playhouse ongoing upgrades; Key West Players stage repair; Monroe County Key Largo Cultural Center Improvements
- **Nature Centers:** Marathon Garden Club; Florida Keys Wild Bird Center – Acquisition of building and sign projects; Key West Botanical Garden Projects; Mote Marine Lab; Florida Keys National Wildlife Refuge Nature Center Restrooms/ADA Ramp; Coral Restoration; Mote Marine
- **Amphitheaters:** Founders Park; Marathon Park; Truman Annex
- Village of Islamorada Founder’s Park Community and Kiddy Pool, repairs to the Hurricane Monument
- Friends of Mallory Square Memorial
- Upper Keys Community Pool (Jacobs Aquatic Center) – ongoing projects
- Key West Film Society/Tropic Cinema projects
- African Cemetery Memorial Project
- Florida Keys Eco-Discovery Center
- AIDS Memorial Repair; White Street Pier renovations
- Bayview Park Vietnam Veteran’s Memorial Project
- Charter Boat Row Sidewalk Project

TDC continues to fund county and municipality employee salaries, utilities and general operational costs of a number of beach parks and museums. TDC also allocates annual bed tax revenues for capital projects benefiting our communities and visitors alike. District expenditures which have enhanced each community at no cost to the taxpayers of Monroe County are found on the following pages. Please note that our report does not include other collected taxes which go directly to the county’s long range capital and maintenance programs.

Percentage of FY 2020 Bed Tax Revenue by District

As Per September 2020 MCTDC 4 Penny Bed Tax Report



DISTRICT TWO PENNY ACTIVITIES KEY WEST	REVENUE:	FY '19	FY '20	VARIANCE
	BED TAX REVENUE	9,938,950	9,975,788	36,838
	5% RESERVES F.S. 129.01	(496,948)	(498,789)	(1,841)
	BALANCE FORWARD	<u>7,564,435</u>	<u>9,030,008</u>	<u>1,465,573</u>
	TOTAL REVENUE	17,006,437	18,507,007	1,500,570

	FY '19 Appropriations	FY '19 Expenditures	FY '20 Appropriations	FY '20 Expenditures	FY '20 Carry Over
ADMINISTRATIVE					
Salaries/Legal	0	0	0	0	0
Fees & Commissions - Finance	0	0	19,002	17,840	0
Utilities	23,000	4,271	24,000	3,729	0
Administrative Services	398,972	0	400,000	172,211	0
County Services	59,799	59,799	54,392	54,392	0
Administrative Resources	<u>28,422</u>	0	<u>57,150</u>	0	0
Total Administrative	510,193	64,070	554,544	248,172	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	333,761	333,760	350,450	350,449	0
KWBG Gay & Lesbian VIS	<u>50,000</u>	<u>49,992</u>	<u>52,500</u>	<u>52,500</u>	0
Total VIS	383,761	383,752	402,950	402,949	0

	FY '19 Appropriations	FY '19 Expenditures	FY '20 Appropriations	FY '20 Expenditures	FY '20 Carry Over
CAPITAL PROJECTS					
W Martello - Salary	66,774	60,475	62,965	60,637	0
Higgs Beach - Salary	79,344	61,329	76,731	18,105	0
Higgs Beach Sand Renourishment Phase II	1,049,109	26,084	1,049,109	55,161	1,049,109
Capital Project Resources	621,100	65,000	1,293,564	0	0
Customs House Mechanical Repairs	86,813	86,813	90,000	0	90,000
Customs House Permanent Flagpoles & Signage	19,125	0	0	0	0
DAC I Emergency Resources	489,125	0	560,900	0	0
DAC I Higgs Beach Emergency Beach Clean	0	0	9,600	0	0
Charter Boat Row Sidewalk Improvements	58,000	5,448	58,000	44,430	0
Smathers/Rest Beach - Cleaning	520,000	402,757	790,500	790,500	0
Higgs Beach Util/Maint/Op	139,000	118,906	151,730	111,996	0
Higgs Beach - Cleaning	141,635	141,635	163,200	157,809	0
Higgs Beach Operating Supplies	6,500	2,672	6,500	6,500	0
Higgs Beach Restroom Phase 1 2019	456,000	0	456,000	14,370	386,820
Historic Jail Museum	1,200,000	31,010	1,200,000	25,552	1,200,000
Key West Amphithre 2019	125,000	0	125,000	0	125,000
Key West Lighthouse Outbuilding and Fencing Repair	110,000	13,950	110,000	0	95,760
Lighthouse Exhibition Renovation	14,871	14,871	0	0	0
Florida Keys Eco-Discovery Signage	58,680	58,680	0	0	0
Florida Keys Eco-Discovery Center Interior Exhibits	0	0	225,000	0	225,000
Fire House Museum AC	0	0	2,963	2,963	0
Studios of KW Rooftop Garden & Exhibition Space	1,177,985	0	1,177,985	1,177,985	0
Botanical Playground Installation	45,000	0	45,000	0	45,000
Botanical Garden Front Entrance Sign	0	0	6,960	0	6,960
Museum Maintenance	15,000	15,000	15,000	7,359	0
Museum Utilities	22,000	22,000	22,000	22,000	0
Museum Risk Management	996	498	996	871	0
E Martello Parking Lot	400,000	39,782	0	0	0
E Martello Roof Replacement	989,648	925,561	0	0	0
East Martello Drainage and Parking Phase 2	590,000	466,711	590,000	3,133	553,458
E Martello Fort Musuem Drainage Phase III	0	0	650,000	0	650,000
E Martello Fort Musuem Window & HVAC Upgrades	0	0	350,000	5,710	150,000
West Martello Bricks & Mortar Restor 2018	84,300	0	84,300	4,200	0
West Martello Bricks & Mortar Restor 2019	800,000	201,280	800,000	622,785	0
West Martello AC/Windows/Doors 2019	150,000	0	150,000	6,960	136,100
Coral Restoration Key West	45,000	45,000	43,425	43,425	43,425
CRF - Coral Restoration - Key West 2nd Round	16,425	16,425	0	0	0
Old Firehouse Windows Restoration	1,950	1,950	0	0	0
Oldest House Museum Improvements	0	0	19,800	0	0
Mel Fisher MM 2nd Round Repairs and Improvement	112,500	52,500	0	0	0
Mel Fisher Restroom Addition Project	37,500	0	37,500	27,445	0
Mel Fisher Second Round 19 (Partial Rollover)	0	0	60,000	0	60,000
Mel Fisher Masonry Repair & Electrical 2020	0	0	281,250	0	281,250
Smathers Beach Restroom Facilities 2019	586,000	0	586,000	573,610	0
Rest Beach Enhancements 2019	35,000	0	35,000	0	35,000
Mote Coral Restoration	90,000	0	90,000	90,000	0
KW Lighthouse Keepers Qtrs Fdn Rpar 2018	81,500	55,200	0	0	0
KW Lighthouse Gift Shop HVAC & Insulation	0	0	70,000	0	70,000
KW Museum AC Upgrade	5,740	0	0	0	0
USCGC Ingham Hull 2019	75,188	0	75,188	0	75,188
Total Capital Projects	10,602,808	2,931,537	11,622,166	3,873,506	5,278,070

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '19	FY '19	FY '20	FY '20	FY '20
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
SPECIAL EVENTS					
District I Event Resources	0	0	107,718	0	0
DAC I Event Resources (new events)	10,000	0	0	0	0
Conch Republic	0	0	35,000	4,941	24,200
FKCC Swim Around Key West	0	0	10,000	0	10,000
Florida Keys Seafood Festival	0	0	17,000	15,712	0
Kelly McGillis Classic	0	0	17,000	15,754	0
Key West Brewfest	0	0	25,000	0	25,000
Key West Pride	0	0	50,000	17,573	0
Key West Paddleboard	0	0	10,000	1,810	0
Key West Triathlon	17,000	3,241	25,000	0	25,000
Old Island Restoration - 60 Years	10,000	4,000	10,000	0	0
Southernmost Marathon	34,000	7,746	17,000	14,703	0
Tropical Heat FY19 & FY20	17,000	13,085	42,000	11,698	25,000
Hemingway Sunset 5K Run	0	0	17,000	10,939	0
Key West Film Festival	0	0	25,000	0	25,000
Key West Food & Wine Festival	0	0	35,000	33,200	0
Key West Half Marathon	0	0	50,000	50,000	0
Key West Holiday Fest	50,000	44,384	50,000	0	50,000
Key West World Championship Race	257,718	150,000	0	0	0
Key West Yoga and Wellness	10,000	8,749	0	0	0
Mango Fest	0	0	10,000	4,000	0
MZF Mile Zero Fights	0	0	10,000	0	10,000
NAS Airshow	50,000	50,000	0	0	0
New Year's Eve Shoe Drop FY19 & FY20	34,000	14,985	42,000	16,100	25,000
Papios Kinetic Parade	10,000	8,333	0	0	0
Pole Vault in Paradise	0	0	10,000	8,230	0
Southernmost Marathon Key West Running Fest	0	0	25,000	0	25,000
SUP Invitational	10,000	6,337	0	0	0
The Key Lime Festival	0	0	17,000	0	0
The SMART Ride	17,000	0	17,000	16,550	0
Key West Ocean Fest	0	0	10,000	0	0
Womenfest FY19 & FY20	45,878	2,850	35,680	0	10,680
Total Special Events	572,596	313,710	719,398	221,210	254,880
PROMOTION & ADVERTISING					
FCCA Conference & Trade Show (Cruiseships)	6,100	2,556	6,100	2,540	0
Promo & Advertising Resources	25,000	0	250,000	0	0
District Advertising Campaign	4,862,678	4,709,963	4,623,049	4,552,934	0
DAC I Webcam	<u>14,800</u>	<u>14,800</u>	<u>14,800</u>	<u>14,800</u>	<u>0</u>
Total Promo & Ad	4,908,578	4,727,319	4,893,949	4,570,274	0
Economic Natural Disaster Resource			560,900	0	560,900
Higgs Beach Special Fund	<u>314,000</u>	<u>0</u>	<u>314,000</u>	<u>0</u>	<u>314,047</u>
Total Special Beach Fund	314,000	0	314,000	0	314,047
KEY WEST DISTRICT TWO PENNY PROGRAM					
TOTAL	\$17,291,936	\$8,420,388	\$18,507,007	\$9,316,111	\$5,846,997

DISTRICT TWO PENNY ACTIVITIES LOWER KEYS	REVENUE:	FY '19	FY '20	VARIANCE
	BED TAX REVENUE		1,189,900	1,205,399
5% RESERVES F.S. 129.01		(59,495)	(60,270)	(775)
BALANCE FORWARD		<u>529,230</u>	<u>757,964</u>	<u>228,734</u>
TOTAL REVENUE		1,659,635	1,903,093	243,458

	FY '19 Appropriations	FY '19 Expenditures	FY '20 Appropriations	FY '20 Expenditures	FY '20 Carry Over
ADMINISTRATIVE					
Fees & Commissions - Finance	0	0	2,296	2,156	0
Utilities	3,000	434	3,000	379	0
Administrative Services	31,814	160	35,169	17,805	0
County Services	14,975	14,975	14,975	14,975	0
Administrative Resources	<u>0</u>	<u>0</u>	<u>1,652</u>	<u>0</u>	<u>0</u>
Total Administrative	49,789	15,569	57,092	35,315	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>95,760</u>	<u>95,760</u>	<u>100,548</u>	<u>92,169</u>	<u>0</u>
Total VIS	95,760	95,760	100,548	92,169	0

CAPITAL PROJECTS					
Little Duck Key Beach - Salary	75,436	48,024	97,470	21,685	0
Little Duck Key Beach - Util/Maint/Op	10,000	5,142	10,000	9,745	0
Little Duck Key Beach - Cleaning	17,930	0	17,930	0	0
Mote Coral Reef Restoration - Lower Keys	90,000	0	90,000	90,000	0
CRF Coral Restoration - Lower Keys	63,563	63,563	22,425	22,425	22,425
Lower Keys Scenic Hwy Viewing Area	0	0	170,031	0	170,031
Shade System for Coral Raceways	28,875	15,045	0	0	0
County Lower Keys Scenic Highway 2019	326,954	0	326,954	0	326,954
Capital Projects Resources	180,000	169,807	60,000	0	0
DAC II Emergency Resources	<u>50,000</u>	<u>0</u>	<u>70,000</u>	<u>0</u>	<u>70,000</u>
Total Capital Projects	842,758	301,581	864,810	143,855	589,410

SPECIAL EVENTS					
P. Peterson's Key West Poker Run	711	0	0	0	0
Stock Island Seafood Celebration	0	0	10,960	0	10,960
Underwater Music Festival	<u>388</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	1,099	0	10,960	0	10,960

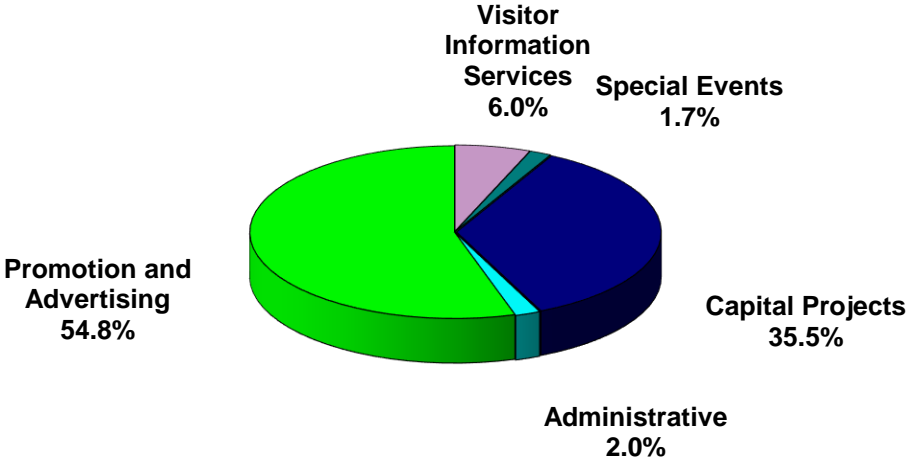
PROMOTION & ADVERTISING					
District Advertising Campaign	627,324	632,992	796,778	782,204	0
DAC II Webcam	21,000	20,800	21,000	20,800	0
Promotional/Storm Advertising Resources	<u>21,905</u>	<u>0</u>	<u>51,905</u>	<u>0</u>	<u>0</u>
Total Promo & Ad	670,229	653,792	869,683	803,004	0

LOWER KEYS DISTRICT TWO PENNY PROGRAM TOTAL	\$1,659,635	\$1,066,702	\$1,903,093	\$1,074,343	\$600,370
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DISTRICT TWO PENNY ACTIVITIES ISLAMORADA		REVENUE:	<u>FY '19</u>	<u>FY '20</u>	<u>VARIANCE</u>	
		BED TAX REVENUE	1,908,950	1,929,375	20,425	
		5% RESERVES F.S. 129.01	(95,448)	(96,469)	(1,021)	
		BALANCE FORWARD	<u>952,161</u>	<u>454,541</u>	(497,620)	
		TOTAL REVENUE	2,765,663	2,287,447	(478,216)	
			<u>FY '19</u>	<u>FY '20</u>	<u>FY '20</u>	
			<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>	
ADMINISTRATIVE						
Fees & Commissions- Finance		9,149	1,365	3,675	3,451	0
Utilities		55,819	1,014	5,000	885	0
Administrative Resources		5,000	0	3,330	0	0
Administrative Services		0	0	43,618	21,523	0
County Services		<u>13,002</u>	<u>13,002</u>	<u>13,002</u>	<u>13,002</u>	<u>0</u>
Total Administrative		82,970	15,381	68,625	38,861	0
VISITOR INFORMATION SERVICES						
District Visitor Information Services		<u>157,500</u>	<u>157,500</u>	<u>165,375</u>	<u>165,375</u>	<u>0</u>
Total VIS		157,500	157,500	165,375	165,375	0
CAPITAL PROJECTS						
Annes Beach Boardwalk		300,000	300,000	0	0	0
Annes Beach Pavillion		24,825	24,825	0	0	0
Mote Marine Lab Coral Reef Exhibit 2018		125,000	109,375	0	0	0
Key Tree Cactus Preserve Ammenities		77,500	0	0	0	0
New Gate for Founders Park		12,000	12,000	0	0	0
Dive Museum Cachalot Dive Chamber		0	0	94,875	0	94,875
Dive Museum HVAC and Security		28,500	28,500	0	0	0
Dive Museum Roof 2019		37,491	37,491	0	0	0
Exhibit-Rebreathers & Technical Diving 2018		29,250	29,250	0	0	0
Founders Park Ampitheater		118,431	118,431	0	0	0
Founders Park Pickleball Complex		0	0	96,000	68,053	0
Founders Park Tennis Complex		0	0	30,000	30,000	0
History and Discovery Interactive Museum Exhibit		0	0	9,210	0	9,210
History and Discovery Security System		7,491	7,491	0	0	0
Florida Keys Historical Station 2019		34,500	0	34,500	30,810	0
Florida Keys Station Phase II		0	0	14,999	0	0
Indian Key Exhibit Expansion Remodel Improvement		0	0	27,000	0	27,000
Islamorada Beach Cleaning		45,000	45,000	45,000	45,000	0
Coral Reef Restoration - Islamorada		0	0	15,000	15,000	15,000
CRF Restore Coral Species Islamorada		6,000	6,000	22,425	22,425	22,425
DAC IV Emergency Resources		148,000	0	348,000	0	298,575
Capital Projects Resources		<u>380,888</u>	<u>0</u>	<u>307,360</u>	<u>0</u>	<u>0</u>
Total Capital Projects		1,374,876	718,363	1,044,369	211,288	467,085
SPECIAL EVENTS						
Conch Life Scramble Golf Tournament		10,000	10,000	0	0	0
Florida Keys Poker Paddle		10,000	0	0	0	0
Islamorada Half Marathon & Beach Mile		6,639	6,639	0	0	0
Lionfish Derby		0	0	5,719	2,076	5,719
Mad Dog Mandich Fishing Classic		10,000	0	0	0	0
Mote's Ocean Fest: A Community Celebration		10,000	0	0	0	0
Swim for Alligator Lighthouse		0	0	30,000	0	30,000
Uncorked		<u>9,241</u>	<u>9,241</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events		55,880	25,880	35,719	2,076	35,719
PROMOTION & ADVERTISING						
District Advertising Campaign		1,043,399	1,014,676	922,359	921,426	0
Promo & Adv Resources		30,038	0	30,000	0	30,000
DAC IV Webcam		<u>21,000</u>	<u>20,800</u>	<u>21,000</u>	<u>20,800</u>	<u>0</u>
Total Promo & Adv		1,094,437	1,035,476	973,359	942,226	30,000
ISLAMORADA DISTRICT TWO PENNY PROGRAM TOTAL		\$2,765,663	\$1,952,600	\$2,287,447	\$1,359,826	\$532,804

DISTRICT TWO PENNY ACTIVITIES KEY LARGO	REVENUE:		<u>FY '19</u>	<u>FY '20</u>	<u>VARIANCE</u>
	BED TAX REVENUE		2,352,425	2,396,100	43,675
	5% RESERVES F.S. 129.01		(117,621)	(119,805)	(2,184)
	BALANCE FORWARD		<u>1,269,314</u>	<u>1,853,141</u>	<u>583,827</u>
	TOTAL REVENUE		3,504,118	4,129,436	625,318
			<u>FY '19</u>	<u>FY '19</u>	<u>FY '20</u>
ADMINISTRATIVE					
Fees & Commissions - Finance	12,060	1,423	4,564	4,284	0
Utilities	65,546	290	1,200	253	0
Administrative Services	0	0	85,000	41,158	0
County Services	26,318	26,318	26,318	26,318	0
Administrative Resources	<u>1,200</u>	<u>0</u>	<u>6,801</u>	<u>0</u>	<u>0</u>
Total Administrative	105,124	28,031	123,883	72,013	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>149,100</u>	<u>149,100</u>	<u>156,555</u>	<u>156,555</u>	<u>0</u>
Total VIS	149,100	149,100	156,555	156,555	0
CAPITAL PROJECTS					
Harry Harris Beach - Salary	77,668	68,423	80,878	62,235	0
Settler's Park - Salary	35,350	33,589	36,192	36,192	0
Harry Harris Beach - Cleaning	19,534	18,000	19,534	18,000	0
Harry Harris Beach - Util/Maint/Rprs	80,000	65,717	80,000	50,553	0
Island Dolphin Awning Repair 19	1,163	1,163	0	0	0
Island Dolphin Elevator 19	43,217	43,217	0	0	0
CRF Coral Restoration- Key Largo	211,875	211,875	224,925	224,925	224,925
Reef Charging Stations	26,438	22,219	0	0	0
Rowell's Bathrooms Phase 2	0	0	246,406	0	246,406
Rowells Waterfront Park Parking Lot Phase 2	257,830	250	257,830	0	257,830
Infrastructure Enhanced Communications Outreach	0	0	2,248	2,076	0
Jacobs Aquatic Center Spalling Plaster Railing Safety	0	0	36,675	18,980	0
DAC V Emergency Resources	245,424	0	500,000	0	500,000
Capital Projects Resources	<u>499,977</u>	<u>0</u>	<u>437,953</u>	<u>0</u>	<u>0</u>
Total Capital Projects	1,498,476	464,453	1,922,641	412,961	1,229,161
SPECIAL EVENTS					
Uncorked	4,286	4,286	20,000	20,000	0
REEF Fest	0	0	1,640	0	1,640
Phil Petersons	0	0	10,000	0	10,000
Orange Bowl	40,000	0	40,000	40,000	0
Special Events Resources	<u>0</u>	<u>0</u>	<u>5,000</u>	<u>0</u>	<u>0</u>
Total Special Events	44,286	4,286	76,640	60,000	11,640
PROMOTION & ADVERTISING					
Promo & Adv Resources	100,000	0	170,000	0	0
District Advertising Campaign	1,583,132	1,596,309	1,655,717	1,604,418	0
DAC V Webcam	<u>24,000</u>	<u>23,975</u>	<u>24,000</u>	<u>24,000</u>	<u>0</u>
Total Promo & Ad	1,707,132	1,620,284	1,849,717	1,628,418	0
KEY LARGO DISTRICT TWO PENNY PROGRAM TOTAL	\$3,504,118	\$2,266,154	\$4,129,436	\$2,329,947	\$1,240,801

Total District Two Penny Expenditures FY 2020



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2020 report.
The Board of County Commissioners
and the TDC hope that the data has served
to explain the purpose and legislative intent
being served by these funds.**

DISCLAIMER

The Administrative Office of the Monroe County Tourist Development Council has compiled and produced this report with financial information gathered from the Monroe County Financial Office. The information is correct to the best of our knowledge; however, the MCB OCC/MCTDC and their agencies of record are not liable for any inaccuracies in the information presented.