



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

Chamber Member Joe Caso Discusses the Path to Achieving a Goal



Business coach and adviser Joe Caso was the featured speaker at the Key West Chamber's May membership luncheon. Caso discussed "A process to make your goals a reality."

You can't ask for directions without knowing your destination.

As a business coach and adviser, Joe Caso helps his clients figure out where they want to be and how to get there.

Members of the Key West Chamber of Commerce heard from one of their own at the organization's May 25th membership luncheon at the Doubletree Grand Key Resort.

Caso joined the Chamber as soon as he made Key West his permanent residence this past September, he said while introducing himself and his wife, Cheryl.

"We'd been coming to Key West for 18 years and have owned property here for the past five," said Caso, a New Jersey native who has worked with clients in various industries in New York City and all over the country.

He then shared some goal-setting and achievement strategies during a presentation entitled, "A Process to Make Your Goals a Reality,"

"Most people, when asked to state their goals, say they want to be more profitable or make more money," Caso said. "My goal and my job are to help my clients increase revenue and reach whatever other professional goals they set, so I develop a unique and individualized program for each of them, based on their occupation and desired outcomes."

But goals have to be specific and they have to be prioritized into one all-inclusive objective so people aren't working on numerous things at once but making minimal progress with any of them.

"I'm a process-driven person and it's my job to help tailor a process that will help a client reach their overriding goal," Caso said, adding that he first asks new clients to write down a list of their goals. Don't just say them aloud or think of them. Write them down and be specific, he emphasized.

"Then look at your list of goals," Caso said. "You can't focus on eight or ten different goals if you want to be successful in achieving them. So pick one overriding goal and state it definitively: 'I want to get from Point A to Point B within a certain amount of time.'"

He emphasized the importance of clarity and specificity in stating a goal, especially for business owners and managers who need enthusiastic buy-in from everyone else in their operation to achieve that goal.

"It's important to clarify your written goal," Caso said. "You want them

continued on page 3 ▶

Message from President Nicki L. Will



I believe the weather has unofficially turned to the summer weather patterns and the heat is here for the duration of the summer. Not only is the temperature hot but various aspects of our economy and community are heating up.

Do you know where our part-time residents call home? Through research undertaken by Key West Chamber Executive Vice

President, Virginia Panico and the property appraiser's office, we now know. You may ask "what difference does it make?" Well, as the Key West Chamber of Commerce and Key West Airport leaders work to bring additional flights and perhaps other airlines into Key West, it is important not only to understand where our visitors come from but where also our second home owners come from. In the Florida Keys over 9,600 homes are not considered primary homes. The largest group of these home owners reign from the State of New York. Over fifty percent of our second home owners come from the following states – New York, New Jersey, Pennsylvania, Michigan, Ohio, Illinois and Maryland.

A challenge for our airline services in recent years has been an increase of 19% in domestic fares after Southwest exited the market. These airfares obviously

continued on page 4 ▶

Table of Contents

Business Spotlight	2
Showcase of Businesses Tradeshow Information	3
Directors Wanted Information	4
"Tiger in the Woods" Golf Tournament Thanks you	5
Business Trends	6-7-8
Business After Hours	9
Community Calendar	10
New Members	10
Visitors Guide Information	11
Cruise Ship Calendar	11
Chamber Calendar of Events	12

Spotlight Shines on ... Cara Higgins, Horan, Wallace & Higgins law firm



Each month, the Chamber of Commerce spotlights a business or professional person whose business card is drawn at the Business After Hours. This month's winner is Cara Higgins, Horan, Wallace & Higgins law firm.

Key West attorney Cara Higgins has argued from both sides of the courtroom, working first to prosecute suspects in New Jersey and now defending them in Florida as a partner at the law firm of Horan, Wallace & Higgins on Whitehead Street.

When asked which side she prefers, Higgins doesn't hesitate with her answer.

"It's much more fun on this side of the courtroom," she said. "There's more strategy to employ. Plus, I love working alongside [founding partner] David Paul Horan."

The scenery and social circles are also a bit better in Key West, considering Higgins started her legal career as a prosecutor in New Jersey's troubled capital city of Trenton.

"Up in Jersey, I was dealing with a lot more violent crime, including high-profile rapes and drug trafficking," she said. "Down

here, instead of prosecuting violent crimes against people, I've recently been defending lobsters and other fish. Seriously. Now, I defend fish and cats."

But that's fine with the New Jersey native who went to law school at Villanova University in Pennsylvania and shortly thereafter joined the Mercer County, New Jersey prosecutor's office, where she found early career success and was recognized for her achievements with mid- and upper-level narcotics prosecutions and as head of the drug court program for the Trenton area.

Higgins's Key West story reads like so many thousands of others.

"I came on vacation in the early 2000s and just sort of fell in love with the place," she said.

It didn't take her long to decide Key West needed to be more than an annual vacation, but a permanent relocation.

"I moved here in 2003," Higgins recalled recently. "I came down, studied for the Florida Bar, took that, and joined this firm in 2004."

She made partner in 2007, and proudly saw her name added to the firm's letterhead and building façade.

Though Higgins may chuckle over her current defense of fish, lobster and the storied Hemingway cats, she said she genuinely loves working with the firm's founding partner, David Paul Horan, and has always enjoyed the actual litigation part of the law.

"I'm happiest when I'm in court arguing a case, or preparing to argue a case and outlining a strategy," she said.

Her office has been working with alleged violations of the Lacey Act, which

sets forth strict government regulations for the spiny lobster fishery and violations are aggressively pursued and prosecuted.

Defendants therefore need an equally aggressive defense attorney, and Higgins fits the bill.

"You have to wear a lot of different hats in a small firm like ours, but I do mostly litigation at the federal and state level, for criminal and civil cases," Higgins said.

And if the criminal justice system didn't keep her busy enough, Higgins is also extremely active in the Key West community.

She was appointed by two different governors to serve on the boards of the Florida Keys Aqueduct Authority and the Lower Florida Keys Hospital District Board.

She is a board member and past president of the Key West Chamber of Commerce, a Take Stock in Children mentor, a Rotarian and a board member of the Montessori Children's School.

Though constantly juggling work, family and community commitments, Higgins is quick to emphasize that any time spent with her two kids is always the best part of her days.

Her son, Thomas, is 8 and daughter Emily is 4 years old.

"They're my world," she said of her kids. "As long as I'm outside playing with them, I'm happy."

But to reach her at work, call the law firm of Horan, Wallace & Higgins at 305-294-4585 or visit hwhkeywest.com.

The Chamber Chowder Heartily Thanks These Businesses for Their Generous Support of this Issue of the Newsletter

Ernest Hemingway House Museum
907 Whitehead Street
Key West, FL 33040
305-294-1136

La Concha Crowne Plaza
430 Duval Street
Key West, FL 33040
305-296-2991

Horan, Wallace, & Higgins, L.L.P.
608 Whitehead Street
Key West, FL 33040
(305)294-4585

Porter Allen Insurance Company
513 Southard Street
Key West, FL 33040
305-294-2542

Old Town Key West Development
201 Front Street, Suite 301
Key West, FL 33040
305-294-3225

"Path" continued from page 1 ▶

to be something you can easily articulate to other people. Whether you have five or 50 employees, everyone has to be attuned to that goal and working toward it."

Once the client has put a specific and clearly stated goal in writing, Caso asks them to list the actions they need to take to reach that goal and identify the ones that are likely to have the most impact.

"Ask yourself, 'Which activities will be the most impactful and how much time of my day will I devote to it?'"

Caso helps his clients track the hours in their day and carve out time to actually do the activities they've determined will likely be the most effective for realizing that goal.

"But the next step is the most difficult," Caso warned. "You have to keep yourself accountable and keep score. Keep track of how much time you spend working toward it every month. The goal is to make working on your goal habitual."

Instead of spending an hour on Facebook or Pinterest, work on your goal, he said.

"People hate to be held accountable, so it's the most difficult, but also one of the most important pieces of the equation," Caso said.

Before taking questions from the audience, Caso finished his presentation by emphasizing, "The most important thing to remember is to put your goal in writing and hold yourself accountable."

Local business owner Michael Browning echoed the importance of putting goals in writing by asking Caso if he was familiar with the Yale study conducted with the Class of 1953.

"The researchers found that 3 percent of the class had kept goals and had put them in writing," Browning explained. "And when they followed up with those graduates 25 years later, they found that of the entire graduating class, the 3 percent who had written down their goals had a greater net worth than the entire rest of the class combined."

Key West Chamber of Commerce President Nicki Will then asked Caso, "What if you plan your work day specifically, but then it goes totally sideways with unexpected tasks?"

Caso acknowledged the chaos that threatens to overwhelm everyone's best efforts toward accountability and achievement.

"Everybody's going to have to put out fires on any given day, but the important thing is to get back on track as soon as possible and carve out that time whenever you can to work on your goal," he said.

It's his job to create a road map for day-to-day activities that match a client's business needs and personal style.

After spending most of his career in the New York metropolitan area, he's thrilled to be able to offer his services to Florida Keys business owners.

For more information about the services he provides, visit casoandco.com or contact Joe Caso at jcaso@casoandco.com or 305-453-6378.



The Key West Chamber of Commerce and Waste Management Present the 28th Annual "Showcase of Key West Businesses" Trade Show at the Key West Marriott Beachside

Wednesday, September 21, 2016

Open from 3:00p.m. to 5:00p.m. for the General Public,
and the members only Business After Hours
continuing from 5:30p.m. to 7:30p.m.

Listen for our future promotions of the show on the radio and in print!

The Key West Chamber of Commerce offers you an opportunity to showcase your business during the Business Trade Show at the Key West Marriott Beachside. Last year as in previous years this highly successful show was sold out, with more than 400 people attending making it a fun day for all. This year's trade show hours will be 3:00 p.m. to 7:30 p.m. with a ½ hour break at 5:00 p.m. to prepare for the members only Business After Hours sponsored by the Key West Marriott Beachside.

We encourage you to participate in this year's trade show to display the products and information your business offers. As an exhibitor you will receive maximum exposure from residents and members of the business community who look forward to this show yearly. Don't forget to provide giveaways as an added attraction resulting in a greater marketing exposure for your business.

Booth Sizes Available:

- **Oversized Corner Booths**
Located in the four corners of the room, ideal for oversized displays. The booth space includes a six foot draped table. **\$600.00**
- **Extended Wall Booths**
A limited number of wall spaces with extended space on both sides are available. ***Please contact Chamber for details and pricing.**
- **Standard Wall Booths**
Located along the perimeter of the room, ideal for back drops and free standing displays. The booth space includes a six foot draped table, all displays cannot be wider than six feet, and not to extend beyond one foot from the wall. **\$475.00**
- **Center Room Booths**
located in the inside of the room and ideal for table top displays **\$375.00**

For more information or to reserve your booth contact:

Kerry Baker

305-294-2587 | kbaker@keywestchamber.org

510 Greene Street, 1st Floor | Key West, FL 33040

Presented by: **Waste Management**

Co-sponsored by: **OMI/CH2M**





DIRECTORS WANTED!

**"INTENT TO RUN" MUST BE RECEIVED BY
JULY 1, 2016 at 5 p.m. in the Chamber office.**

While there won't be lights and cameras, there should be plenty of action, if you want to play an active role in helping shape the future of your community.

The Key West Chamber of Commerce is looking for a few good men and women who are dedicated hard-working business people to serve on The Key West Chamber of Commerce Board of Directors.

The duties of a director include:

- Participate actively through committees and as a chairperson where needed to complete Chamber goals and programs.
- Attending events i.e., Business After Hours, Trade Shows, and Seminars in order to represent the membership of the Key West Chamber of Commerce.
- During the fiscal year, there shall be eleven (11) regular monthly Board of Directors meetings, thirteen (13) regular General Membership meetings, including the Annual Meeting and Installation of Officers, and one (1) Annual Retreat. Absence by a director from either six (6) monthly Board of Directors meetings or seven (7) monthly General Membership meetings during the fiscal year shall constitute resignation from the board. The only excused absence permitted is attendance at a meeting or function as requested by the President or Directors of the Board.
- Directors shall attend the Annual Retreat under whatever venue(s) are made available. If a Director does not attend the Annual Retreat, the Director's membership on the board shall be terminated. Reinstatement may be approved by the board, in the board's discretion, the following year during the January

Board of Directors meeting. The date of the Board Retreat is announced one year in advance. The retreat will be held in Key West on the evening of Thursday, November 17, 2016 for the Executive Committee. The full board will be meeting on Friday, November 18, 2016 thru dinner.

Any individual or Owner/Employee Member Business who has been a member for one full year in good standing before an election who desires to serve on the board and can make a long-term commitment for the purpose of advancing the commercial, industrial, civic, and general interests of Key West shall be eligible to be listed on the ballot.

The Key West Chamber of Commerce business member contact person will be receiving their "Intent to Run" paperwork in the mail in the form of a memo from President Nicki Will. The "Intent to Run" will also be sent to the chamber's members at each organization or place of business also via email.

"Every voting member of the Key West Chamber of Commerce who meets the guidelines is welcome to run for a position on the board as a director," said Chamber Executive Vice President Virginia Panico. "Anyone who sends in an 'Intent to Run' form with a short biography to the Chamber office by 5:00 p.m. on Friday, July 1, 2016 will be placed on the ballot. But, there is a definite time commitment to consider. That is why many of our board members are business owners and senior level executives, who have more control over their time schedules." Virginia has been asked how people get to serve on the board. "This is your opportunity," she said. "Carpe diem." Please contact Virginia for more information at vpanico@keywestchamber.org

President's Message cont. from page 1 ▶

impact not only tourism but also all of us local travelers. In the fourth quarter 2015 Key West's average domestic fare was the highest among all Florida airports and \$91 higher than the Florida average. Hopefully a lot of work can pay off by the Chamber and Key West Airport officials and bring some additional routes and carriers to our market. By demonstrating the origination of our visitors as well as our part-time residents, the goal is to entice carriers to come into the market.

The City of Key West and Monroe County are moving forward on the affordable and workforce housing crisis. This has been

a challenge for our community for many years and perhaps this experiment in a public-private partnership will be successful and a model for future projects. There needs to be forward movement on the workforce housing crisis. This is a hot political issue and I am certain will continue to be. Other proposals are also in the pipeline and we will have to wait and see the outcomes as they wade through litigation, opposition and regulation.

Locally and nationally we are also continuing to heat up for elections. Again, the Chamber does not support particular candidates, but we do support voter

registration, voter education and forums for candidates. We have some candidate forums on the schedule for General Membership meetings as elections draw near.

Also, as we go into the shoulder season and the summer season, please remember to support Chamber members. The chamber membership is so varied in membership from lodging, restaurants, attractions, retail, health care services, home and personal services and so forth, please support your fellow chamber member.

Thank you for your continued support of the chamber. Please let me know how we may better serve you.



A special "Thank You" to all of our major sponsors for the 11th Annual "Tiger in the Woods Golf Tournament held Sunday, April 24th at the Key West Golf Club.

PLATINUM SPONSORS

Burke Construction
Charley Toppino & Sons
Waste Management

CLUBHOUSE SPONSORS

Centennial Bank
Horan, Wallace & Higgins LLP
Hyatt Key West
Island Dental
Lower Keys Medical Center
Pier House Resort & Caribbean Spa
Riley Hotel Group
T.E.M. Environmental
Tropic Oil
Toters
Westin Key West Resort & Marina

PAR 3 SPONSORS

Anderson Outdoor Advertising
Waterfront Brewery
Debon Air Mechanical
Key West Marriott
Beachside Resort

BEVERAGE CART SPONSOR

OMI/CH2MHILL

TEE BOX SPONSORS

DL Porter
Visiting Nurses Association & Hospice of the Florida Keys
Ibis Bay

GOLD SPONSORS

Advanced Urgent Care
At Home in Key West
Fastenal
Gary's Plumbing & Fire
Hemingway Home & Museum
Hydro Thunder
Nextran Truck Services
Ocean Key Resort

SILVER SPONSORS

Appraisal Company of Key West
Bella Construction
Conch House
Conch Tour Train
Gas Monkey Bar & Grill

Historic Tours of America
Key West Bar Pilots Association
Keys Federal Credit Union
Little White House Museum
Murray Marine
Old Town Trolley
RonJon Surf Shop

HOLE SPONSORS

Arnold's Crane Service
Arnold's Towing
Cayo Hueso Resorts
Phil Goodman
Independent Mortgage
JB Key West Investments
Key West Vacation Properties
Keys Imaging, Keys Mini Storage
Marino Construction
Macaron Keys LLC
Merrill Lynch
Miller Bros Giant
Tire Service
Mingo & Co.
Oppenheimer Eye Clinic
Oropeza & Parks CPAs
Pegasus International Hotel
Roy's Trailer Park
Spencers by the Sea
Reynolds Engineering

Services, Inc.
Romoco
Rum Runners
Snap On Tools
Southernmost Signs
Two Ocean Digital
Waldorf Casa Marina Resort
Wicker House

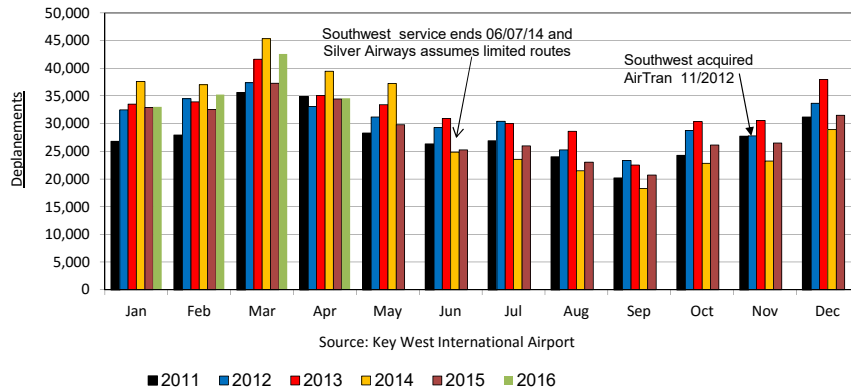
IN-KIND DONATIONS

Doubletree Grand Key Resort
Eagle Brands Distributors
Cheney Brothers
Faustos
Florida Keys Aqueduct Authority
Pepsi

A special "THANK YOU" to all of the businesses who donated items for the player "Goody Bags", raffle prizes, player prizes and to all of the volunteers who made this event a success. Mark your calendar for next year's tournament being held Sunday, April 23, 2017. For more information on the Golf Tournament or Chamber events contact the Chamber at 305-294-2587.



Key West International Airport Arrivals
January 2011 - April 2016

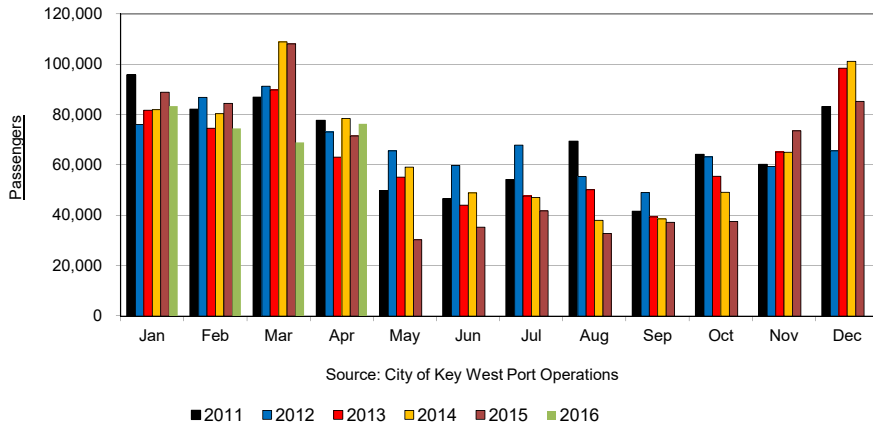


Passenger arrivals to Key West International Airport in April 2016 totaled 34,594. **This is an increase of 0.3% when compared to April 2015.**

Total passenger arrivals for the four months of 2016 were 145,519. That is a 6.0% increase over the same period in 2015.

Both February & March deplanements this year exceeded levels seen in 2013, Southwest's first year of service. While still below the high seen in 2014 before Southwest ended service in June, the current February and March arrivals are 3.6% and 2.2% higher than seen in 2013, respectively.

Key West Cruise Ship Passengers
January 2011 - April 2016



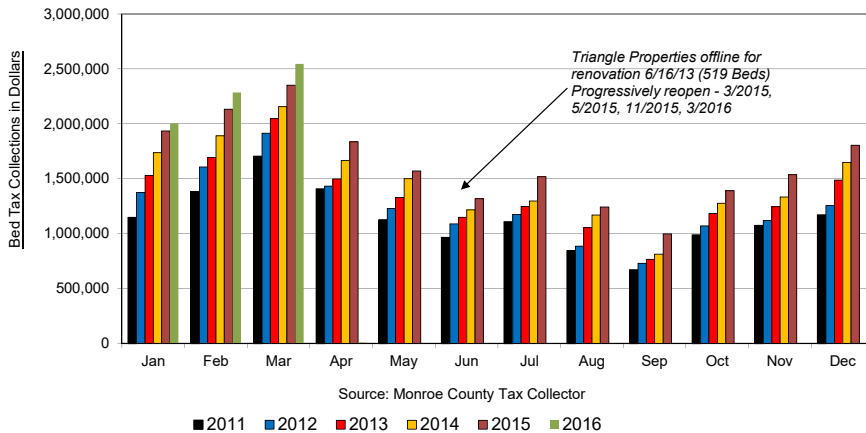
A total of 73,324 cruise ship passengers disembarked in Key West during April 2016. **This was 6.7% higher than April 2015,** which saw 71,509 passengers disembark.

For the four months of 2016, cruise ship arrivals saw 303,266 passengers disembark from 144 port calls. While port calls are down 10.6% so far for 2016, passenger counts are down 14.1% over the same period in 2015.

The cruise ship schedule for June to August 2016 compared to the same three months in 2015 is shown below:

	Number of Ships	
	2015	2016
June	12	17
July	13	16
August	11	17

Key West Bed Tax Collections
January 2011 - March 2016



Reported Bed Tax Collections for Key West were **\$2,547,692 for March 2016, an increase of 8.3% compared to March 2015.**

According to Smith Travel, **March 2016 occupancy was 93.1%, a 0.7 percentage point increase from the March 2015 occupancy rate of 92.5%.**

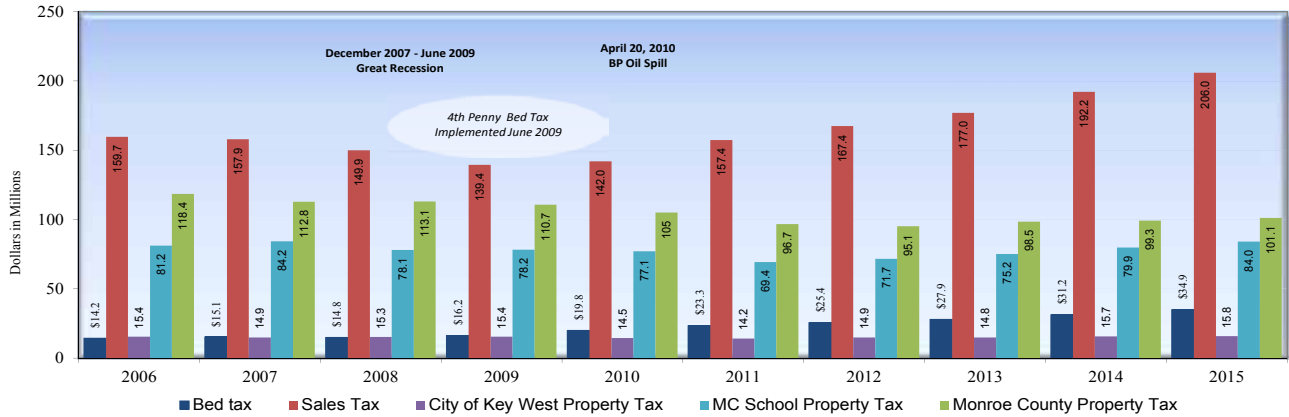
The **Average Daily Rate (ADR)** was reported at **\$385.36 for March 2016, a decrease of 0.4% from the ADR of \$386.76 posted for March 2015.** February broke the 72 month trend since February 2010 in which the monthly ADR had been higher than the previous year and the **58 month trend (since April 2011) of all-time records for the respective month.**



Local Taxes in Review

Major Legislated Taxes Collected in the Florida Keys

Source: FL DOR, Monroe County Tax Collector



\$19.6 Million



Since 2012 Visitors pay more to sleep than Residents
Key West Bed Tax revenue hits \$19.6 million in 2015
versus the City Property Tax levy of \$15.8 million

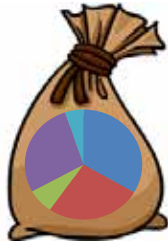
While Floridian's enjoy not paying state or local income tax, tracking down the taxes that are paid can be like herding cats. Here we try to give the "Catman" a run for his money.

The "Bed Tax" on lodging is made up of the Tourist Development and the Impact taxes. Key West generates about 56% of the total \$34.9 million in 2015, or \$19.6 million.

Taxing Authorities and Their Sources of Revenues*



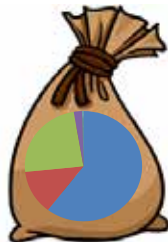
Monroe County



- \$79 million in Property Taxes
- \$62 million in Sales & Tourist Taxes
- \$17 million in Shared Taxes & Grants
- \$66 million in Charges for Services
- \$12 million in Other Fees

Source: Monroe County Fiscal 2016 Adopted Budget-in-Brief

MC School District



- \$81 million in Property Taxes
- \$17 million in Sales Taxes
- \$32 million in Federal & State funds
- \$3 million in Charges for Services
- \$0.5 million in Investment Income

Source: keysschools.com, Final Budget 2015-2016

City of Key West



- \$15 million in Property Taxes
- \$15 million in Sales Taxes
- \$6 million in Shared Taxes & Grants
- \$42 million in Charges for Services
- \$8 million in Other Fees
- \$5 million in Rents

Source: cityofkeywest-fl.gov, Fiscal Year 2015-16 Budget

*Internal transfers, fund balances and non-revenue sources disregarded

The 4 penny Tourist Development Tax on lodging funds the Tourist Development Council (TDC). The TDC supports marketing efforts, beach maintenance, capital improvements, cultural and local events.

The 1 penny Tourist Impact Tax on lodging funds ½ a penny to the County and ½ a penny to the Land Authority (which includes the Key West's portion).

The 7½ penny Sales Tax is comprised of the State's 6% tax, the County's 1% Infrastructure Tax, and the School District's ½% Capital Improvement Tax. Many believe a sales tax is preferable because estimates are that about 60% of the \$206 million in revenues for 2015 were paid by tourists.

The aggregate 3.7239 County Millage Rate is comprised of levies for general and special purpose districts (Mosquito Control), some of which do not apply to incorporated areas. Not included in the \$101.1 million in County property taxes for 2015 are the School District and Municipalities, such as Key West which are stated separately here.

The 3.5500 County School District Millage Rate is composed of a State 1.802 mills portion, a local District 1.248 mills portion, and a local District capital improvement 0.500 mills portion. The School District relies heavily on property taxes as a percentage of total funding, at 61%.

The 2.5908 City of Key West Millage Rate levied \$15.8 million for 2015. Included in the City's \$42 million in Charges for Services are disembarkments, dockage, and parking of \$3.4, \$3.7, \$5.9 million, respectively.



Quarterly Economic Environment & Outlook

The Key West Chamber of Commerce continuously monitors, compiles, and analyzes economic data; generating local economic data through surveys of its over 500 members.

www.KeyWestChamber.org

Key West Business Environment vs. Florida & the U.S.

Responses from KWCC BEO conducted Mar 28-Apr 14, 2016; NABE OS conducted Feb 24-Mar 10, 2016; FL Chamber FSBI conducted Mar 8-24, 2016*

The holidays lead in the midst of a first quarter struggling to recover as it progressed, having felt the global and national market shocks in January. Port calls started the year flat and slid down to 31.3% below last year for March; leaving the quarter cruise ship passengers 19.4% lower than last year.* As air passenger numbers continue to creep up, cheap gas prices still add cars on US1 and the streets of Key West. Occupancy rates which had been easing down, adjusted an average of 6 points compared to last year, while Average Daily Rates flattened out.* And while the strong dollar and weak Canadian economy may have affected the length of the migration this season, most snowbirds seem to have still kept the ritual.

Season dominated by weather

Whether rain, high winds, or the temperature up north, the selling of our sun and water of the Keys was dampened. And yet while the nation as a whole stumbled out of the gate this election year, Key West managed to stay positive.



Down
26 pts
to +13%
First Quarter Sales balance

- With 47% of Key West businesses reporting increased revenues, this was worse than Florida results of 53%
- Floridian's Consumer Sentiment fell in Q1 to 90.6 in January, down 0.9 points from January 2016's reading

Key West Business Outlook

Key West expectations moderate, as uncertainty rises.



Down
1 pt
to +77%
Twelve month Expectation balance

- National survey sees average growth to be 2.2% for 2016
- Floridian's confidence in the U.S. economy rose 2.1 pts in Q1 to 86.2

Compensation & Wages



Up
1 pt
to +35%
First Quarter Wages balance

- With 35% of Key West businesses reporting increasing wages during the first quarter 2016, this is down from 36% in the fourth quarter
- U.S. Personal disposable income adjusted for taxes and inflation rose 2.9% compared with 2.3% in the fourth quarter
- U.S. Personal savings as a percentage of disposable personal income was 5.2% compared with 5.0% in the fourth quarter
- U.S. Consumer spending increased 0.9% compared with 1.5% in the fourth quarter
- U.S. Prices of goods and services increased 0.3% in the first quarter, after increasing 0.4% in the fourth quarter
(Excluding energy and food, prices increased 1.4% in the first quarter and 1.0% in the fourth quarter)

#2 ISSUE

According to 88 small business owners across Florida, 79% of whom employ less than 50, the second most significant issue affecting their business is "Workforce Quality". While 48% plan to hire a few employees over Q2 & Q3, 38% expect to maintain staffing levels and only 1% are planning to reduce workforce levels.

Macro-Economic Impacts



50% nationally believe that tightening credit conditions will be the major contributor to the next U.S. economic recession.

While about 24% world-wide identify customers going out of business as the main effect of the current negative macroeconomic climate, only about 8% identify the main effect as suppliers going out of business.

World Economy

-60% Confidence

The Global Economic Conditions Survey Report: Q1, 2016 provides regional analysis from 950 businesses in 180 countries*

The Caribbean is seeing an increase in tourism. However, business optimism in the region continues to drop, reaching a negative -60 on the Confidence Index. While the pick-up in tourism numbers are helping, weak commodity prices most notably in Trinidad & Tobago continue to cause the region to suffer as financial services in areas such as Barbados, Jamaica and the Cayman Islands are promising to contribute positively to the economy of the area.

Balance figures represent the percentage reporting increases minus the percentage reporting decreases
(+ reflects expansion and - reflects contraction, and change is from prior quarter)

Sources: NABE, Outlook Survey; UF BEBR, Consumer Sentiment Index; City of Key West; MC TDC; IMA/ACCA, Global Economic Conditions Survey; Bureau of Economic Analysis; Florida Chamber, Florida Small Business Index



BUSINESS AFTER HOURS | WEDNESDAY, MAY 18TH, 2016

Sponsored by: **Key West Aloe** - 1075 Duval Street

Happy 45th Anniversary!



Community Calendar

June 2016

- 6/4 **40th Annual Swim Around Key West**
www.swimaroundkeywest.com; 305-394-5292
- 6/8-12 **Key West Pride 2016**
keywestpride.org; 305-292-3223
- 6/11 **Pride Street Fair 10am**
- 6/12 **Pride Parade 5pm**
- 6/10-12 **3rd Annual Mystery Writers Key West Fest**; 305-587-9392
- 6/11 **VFW Fishing Tournament**;
305-509-7244
- 6/16-19 **Key West Africana Festival**
cnorwood@keywestafricanafestival.com
- 6/18 **Original FKCC Swim Around Key West**
aqualb@aol.com; 305-809-3562
- 6/24-26 **Marathon Super Boat Grand Prix**; 305-296-6166

July 2016

- 7/4 **Annual 4th of July Fireworks**
9pm White Street Pier
- 7/4 **7th Annual 4th of July Harbourwalk Bar Stroll**; 305-766-0239
- 7/4 **32nd Annual Hospice, Visiting Nurses Association July 4 Picnic**; 305-294-8812
- 7/9 **32nd Underwater Music Festival 10am-2pm** Looe Key Reef; 305-872-2411
- 7/11-14 **Del Brown Invitational Permit Tournament**; 305-744-0903
- 7/14-16 **Mel Fisher Days**, skwiley@melfisher.com; 305-296-6534
- 7/20-24 **Hemingway Days**;
305-294-0320
- 7/20-23 **Key West Marlin Tournament**; 305-304-0317
- 7/21-24 **Hemingway Look-A-Like Contest** www.sloppyjoes.com; 305-296-2388
- 7/23 **Hemingway 5K Sunset Run & Paddleboard Race**; 305-240-0727
- 7/27-28 **MINI Lobster Season**;
305-743-2437

Welcome New Members!



The Key West Chamber of Commerce welcomed eight new members during its May membership luncheon at the Doubletree Grand Key Resort. Pictured left to right: Membership Committee Co-Chair Kim Works; Pete Arnow of Destination Florida Keys & Keys West; Membership Committee Co-Chair Joyce Benavides; Martha Roessler of the Coral Restoration Foundation; Claude Manna of Manna CPAs; Noelle Itrato of The Sunshine Grill and Rob Stober, associate member. (Additional new members not pictured include Boondocks Grille & Draft House, Conch Republic Cottages and UNATION, LLC.)

Boondocks Grille & Draft House
27205 Overseas Highway
Ramrod Key, FL 33041
305-872-4094
www.boondocks.us.com
Contact: Lanny Gardner
Restaurant/Bar/Mini Golf

Contact: Mari Backus
Non Profit/Tourist Attraction

Tavernier, FL 33070
305-395-2242
Associate Member

**DESTINATION Florida
Keys & Key West**
P.O. Box 1233
Key West, FL 33041
305-849-3482
www.DestinationFloridaKeys.com
Contact: Karen Davis/
Peter Arnow Publishing

The Sunshine Grill
1110 White Street
Key West, FL 33040
305-294-8089
www.sunshinegrillkeywest.com
Contact: Chris and Noelle Itrato
Restaurant

**Conch Republic
Cottages LLC**
510 Petronia Street
Key West, FL 33040
305-296-9292
Contact: Fred Wuest
Guesthouse

Manna CPAs
460 Aiken Ave
Rensselaer, NY 12144
518-436-1720
www.mannacpa.com
Contact: Claude Manna
Accountants

UNATION, LLC
218 Front Street
Key West, FL 33040
813-349-2020, X5035
www.unation.com
Contact: Dennis Thomas
Advertising Directory
& Guides

Coral Restoration Foundation
5 Seagate Boulevard
Key Largo, FL 33037
305-453-7030
www.coralrestoration.org

Rob Stober
150 Ridge Street

COMPUTER SLOW?

Call today to setup
an appointment
with a Certified
IT Professional

305-619-8989

admin@firmaitss.com

WWW.FirmaITSS.com

ACCREDITED
BUSINESS
A+

KEY WEST
CHAMBER OF
COMMERCE

SOLUTIONS AND SERVICES



Cruise Ship Schedule

June 2016

06/01	Empress	8:00am-5:00pm
06/02	Enchantment	9:30am-6:00pm
06/03	Carnival Sensation	7:30am-1:30pm
06/03	Empress	8:00am-8:00pm
06/04	NO SHIPS	
06/05	NO SHIPS	
06/06	Carnival Freedom	11:00am-7:00pm
06/07	NO SHIPS	
06/08	NO SHIPS	
06/09	Enchantment	9:30am-6:00pm
06/10	NO SHIPS	
06/11	NO SHIPS	
06/12	NO SHIPS	
06/13	NO SHIPS	
06/14	Fantasy	7:30am-1:30pm
06/15	Empress	8:00am-5:00pm
06/16	Enchantment	9:30am-6:00pm
06/17	Carnival Sensation	7:30am-1:30pm
06/18	NO SHIPS	
06/19	NO SHIPS	
06/20	NO SHIPS	
06/21	Carnival Breeze	11:00am-7:00pm
06/22	NO SHIPS	
06/23	Enchantment	9:30am-6:00pm
06/24	Empress	8:00am-5:00pm
06/25	NO SHIPS	
06/26	NO SHIPS	
06/27	NO SHIPS	
06/28	Fantasy	7:30am-1:30pm
06/29	Empress	8:00am-5:00pm
06/30	Insignia	8:30am-5:00pm
06/30	Enchantment	9:30am-6:00pm

Don't miss this exciting opportunity to reach the Key West Visitor!



The 2016-2017 **Key West Chamber of Commerce** Visitor Brochure and Map will be the fulfillment piece used by the Key West Chamber of Commerce to promote Key West

as a premier destination to prospective visitors. The brochure and map is full color and will showcase the character and activities that make Key West unique. The brochure allows Key West businesses the opportunity to feature information on your accommodations, attractions, restaurants, museums, shopping, entertainment and professional services to visitors and will be a valuable resource referred to over and over by visitors before and during their stay.

150,000 Copies

Distribution beginning September, 2016

Extremely Targeted

The Brochure and Map is the exclusive fulfillment piece for the Key West Chamber of Commerce and also for all visitor and newcomer inquiries received via telephone and email requests from the Monroe County Tourist Development Council.

The visitor brochure is distributed along the information plazas on the Florida Turnpike, with an expected distribution of 70,000 copies this coming year, as well as handed out at numerous travel and trade shows promoting Key West.

The brochure is available in the lobby of our official visitor information center located at 510 Greene Street, 1st Floor which is open seven days a week, as well at the Lower Keys, Marathon, Islamorada and Key Largo Chamber of Commerce Visitor Centers, as well as distributed to the passengers of Key West Express.

Did You Know...

From the NOAA Study "Linking the Environment and Economy of the Florida Keys and Key West," a question was asked to help gauge the influence of the Key West Chamber of Commerce Visitors Center with the following outcome. "Almost 23% of overnight visitors to the Keys reported having used at least one of the five visitor's Information centers with **47.8% of those visiting the Key West Chamber of Commerce Visitor Center. Resulting in visitors extending the length of their stay on an average of three days, this translates into overnight visitor spending averages of \$42.6 million. Key West generates 59% of all the business in the Florida Keys and Key West which would equate to approximately \$25 million more dollars spent by visitors after visiting our Visitor Information Center when in Key West.**"

Publication Specs

The map/brochure is 24" wide x 18" tall, full color both sides, folding to 4" x 9" to fit in envelopes and rack card holders. 150,000 copies printed and distributed annually!

For More Information on which spaces are available contact:

Nancy D'Amato • 305-304-1026 • quepasakeywest@hotmail.com



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

EXECUTIVE COMMITTEE

Nicki Will, President

Lower Keys Medical Center/294-9200

Kim Works, Vice President

Pirate Radio/294-1017

Cara Higgins/Secretary

Horan, Wallace & Higgins, LLP/294-4585

Greg Sullivan, Treasurer

Waste Management/434-9140

Robin Lockwood MD, Past President

Robin Lockwood, MD/304-7777

Melissa Kendrick, Appointee

Mel Fisher Maritime Museum/294-2633x24

Randy Moore, Appointee

First State Bank/296-6231

Sam Holland, Appointee

The Conch House/293-0020

Virginia A. Panico, Executive Vice President

Key West Chamber of Commerce/294-2587

CHAMBER STAFF

Virginia A. Panico

Executive Vice President

Steven Weed

Director of Research

Claudia Wilson

Executive Assistant/Bookkeeper

Kerry Baker

Membership Director/Special Events Coordinator

Gladys Clarks

Tourist Information Receptionist

Dorothy Schmida,

Emily Brogdon, and Nancy Caruthers
Office Assistants/Tourist Information Operators

Virginia A. Panico

Newsletter Editor

Cindy Jefferson

Art Director

Key West Chamber Calendar of Events

June 2016

General Membership Meeting

Date: Wednesday, June 22, 2016

Noon

Speaker: Don DeGraw,

Director of Airports

Topic: Update on the Key West International Airport

Location: Key West

Marriott Beachside

Please RSVP to the Chamber

at 305-294-2587 or

Email: info@keywestchamber.org

Business After Hours

Co-hosted with: The Key West Business Guild

Date: Wednesday, June 29, 2016

Time: 5:30p.m. – 7:30p.m.

Sponsored By: Royal Furniture/

Royal Floors & Windows

Location: 3326 North

Roosevelt Blvd.

Members Only Networking Event

July 2016

Business After Hours

“Christmas in July”

Date: Wednesday, July 20, 2016

Time: 5:30p.m. – 7:30p.m.

Sponsored By: Hard Rock

Café & Winn-Dixie

Location: 313 Duval Street

Members Only Networking Event

General Membership Meeting

Date: Wednesday, July 27, 2016

Noon

Speaker: Jessica Bennett, Marketing

Research Director for the TDC

Topic: Today's Millennials

Location: Westin Key West

Resort & Marina

Please RSVP to the Chamber

at 305-294-2587 or

Email: info@keywestchamber.org



Visit Dan for FINANCING made easy!

Centennial Bank's local loan expert **DAN** understands the uniqueness of the islands, and he's dedicated to finding the perfect loan for you.

We offer FNMA, FHLMC, FHA, VA and non-traditional loans. Conventional, Jumbo, FNMA, FHLMC, FHA and VA Financing Available.

Dan Blagriff, LOAN ORIGINATOR • NMLS 675375

305-676-3146 • dblagriff@my100bank.com



MY100BANK.COM

A Home BancShares Company (Nasdaq:HOMB)

