



Key West, Florida

CHAMBER CHOWDER©

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

Scholarships and Storm Season on Chamber Menu



Before the Key West Chamber of Commerce started its formal lunchtime presentation on July 27th, the organization honored one of the community's most promising young stars.

Recent graduate Gabriela Pozzi spoke gratefully and graciously to the membership and to the chamber's education committee, which selected her as this year's winner of

the Chamber's Honor Roll of 100/Charley P. and Orsolina Toppino Memorial Scholarship.

The scholarship totals \$17,500 and will help Pozzi, who plans to attend Miami University of Ohio in the fall. The impressive young woman said she will major in business while operating her own small business around the college campus.

Pozzi told the audience that she and her brother started a company called the Bar Buddy, which places portable Breathalyzers in downtown bars.

"For \$2, people can either test themselves before driving home, or in the case of college students, they can try to outdo each other," Pozzi said to an impressed room of business owners. "We currently have eight in operation in Key West, where we split the profits with the bars. And we plan to expand to the college town around Miami University of Ohio when I get there."

Pozzi said she was humbled and beyond grateful to members of the Key West Chamber of Commerce and the Toppino family for decades of increasing support for local students.

But then things got serious and talk turned to tropical weather, more specifically, hurricanes.

The word hangs in the summertime humidity, often unspoken, but never underestimated.

It may be taboo to talk about "tropical events" in the Florida Keys, but there's always plenty to do before the telltale swirls start crossing warm water.

Complacency has become an increasing concern among emergency management officials in light of recent years' quiet storm seasons.

So for its July 27th membership luncheon at the Westin Key West Resort & Marina, the Key West Chamber of Commerce asked its members, "Are You Prepared for a Tropical Occurrence?"

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Message from President Kim Works



That's that time of year. Back in the day in the Keys... Summertime was very slow and retailers struggled to make it through to December. Some of them even closed for a couple of months though they still had their fixed costs like rent and utilities.

Nowadays, however, the summer season is alive and well. Thanks to the many festivals, events, and of course tourist development dollars from the heads in beds generated from the previous seasonal months that keep us busy all year-round.

Budgeting is still necessary for the summer months but it's not as bad as it used to be. The change started when Fantasy Fest was invented to help at a very slow time of year in Key West. Lots of tourists like to see the fall colors at that time of year and, thanks to some very creative individuals, we have a different type of flora and fauna here at the end of October. But it's not just Fantasy Fest that helps us get through the late summer, it's also our visitors, a lot of them from other countries. Simply walk down Duval St and you'll hear the different

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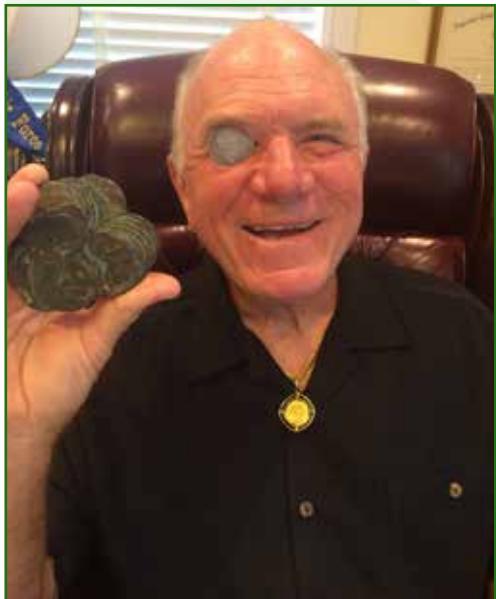
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Key West, Florida

Spotlight Shines on ... David Paul Horan, Key West Treasure Chest



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 David Paul Horan, Key West Treasure Chest.

It's a story familiar to most Key West residents and visitors: Treasure hunter Mel Fisher's golden crew of divers found the "mother lode" of treasure from the 1622 wreck of the Spanish galleon Nuestra Senora de Atocha in July 1985, when neatly stacked piles of silver bars revealed themselves in water about 35 miles off Key West.

They sat as they had for more than 300 years, on the ocean floor, right where the ship's wooden hull had landed after sinking in a hurricane in September 1622.

And after winning the drawn-out legal battle, successfully arguing before the U.S. Supreme Court, Key West attorney David Paul Horan ensured that

his friend and client was able to keep what he found.

Fisher returned to Key West with a cache of gold and silver coins, gold bars, heavy silver ingots, gold chains, ornate jewelry and gleaming emeralds.

The figure \$400 million has long been bandied about as the value of Fisher's find, and his talented attorney made a worldwide name for himself representing Fisher and a host of subsequent treasure salvors.

But there's another, lesser known, chapter in the island's favorite adventure tale that perhaps Horan knows best: Mel Fisher's success was the exception, not the rule, and treasure hunters are generally broke, Horan said.

"Inasmuch as I've been representing today's modern-day treasure salvors, normally they're dead broke during their search," said Horan, whose own heavy Atocha coin swings from a chain under any shirt he wears. "So they often pay their legal bills in treasure coins from whichever wreck they're salvaging."

In addition to Fisher's salvage claims on the Atocha, Santa Margarita and other shipwrecks, Horan has represented the salvage crews that excavated the El Cazador that was lost in 1784 while in route from Vera Cruz, Mexico to New Orleans. She was carrying more than 400,000 Spanish 8 reale coins. Horan also represents the team that salvaged the 1715 Spanish fleet that was lost off Fort Pierce.

"Mel was broke most of the time," Horan recalled recently. "I remember twice in the early days, I had to appear before a loan committee to explain why I couldn't make the mortgage payment on my house.

"As you can imagine, I ended up with a tremendous number of treasure coins," Horan said from his Whitehead Street law office on a recent Tuesday morning.

About 10 years ago, Gene Smith, owner of A&B Lobster House and a legal client of Horan's, asked the attorney what he does with all the coins he acquires.

"I told him I sell them to my legal clients," Horan said, chuckling. "Gene told me he had a small retail space opening in the first floor of the restaurant and he asked me, 'Why not do a coin shop?'"

The two became partners in the Key West Treasure Chest, at 700 Front St., underneath A&B Lobster House at the Historic Seaport.

"It's been there about 10 years now, and people really enjoy it," Horan said. "About 90 percent of our inventory is comprised of genuine treasure coins that come with a certificate of authenticity, although we also have a small selection of replica coins to accommodate everyone's budget."

Some coins are sold individually, while others have been mounted upon ornate gold and silver pendants that allow them to be worn on a chain. And each coin comes with its own true story of lost – and found – treasure.

"We have a terrific staff who know better than most the history of each coin and the wrecks they came from, and they're happy to share those stories of adventure," Horan said. "It's worked out really well and is a lot of fun."

Key West Treasure Chest is open daily 10 a.m. to 9 p.m. and can be reached at 305-293-8008 or online via Facebook.

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



Key West, Florida

"Storm Season" continued from page 1 ▶

Chamber members heard from emergency management and utility officials – people paid to prepare for and worry about hurricanes and other disasters.

The luncheon introduced Marty Senterfitt, Monroe County's new emergency management director, who took the reins from Irene Toner when she retired. The luncheon also featured Keys Energy Services General Manager Lynne Tejeda and Alan Averette from Key West's Fire and Emergency Management division.

Senterfitt started by explaining his own background as an emergency management director in Jacksonville with a 30-year background in fire and rescue services.

"I've been running disasters since 1992 and with a master's degree in public administration, I adamantly believe government need not be inefficient and ineffective," he emphasized. "My job is to figure out how to get all the different entities in a disaster to come together to achieve the best possible outcomes."

Senterfitt commended the cooperation he's found among the Keys' municipalities and the county government, and reminded the audience that priorities may differ in various parts of the Keys during a disaster.

He also reminded chamber members of the Keys' 43 bridges that represent "86 potential points of failure," he said, adding that the usual recommendation that residents keep a three-day supply of food and water to survive a storm's aftermath doesn't apply in the Keys.

"Three days of supplies works in Jacksonville or Orlando, but here in the Keys, we need to think in terms of weeks," Senterfitt said. "If we lose one bridge, we can't get tractor trailers down here to move commodities and supplies."

He then called on the business community to take a proactive approach to recovery efforts.

"No one will be more efficient than the local business community when it comes to getting back to normal. Ask yourself, if the Florida Keys takes a direct hit, what can you do for your community?" Senterfitt said before turning the microphone over to Lynne Tejeda from Keys Energy Services.

Lynne reminded the chamber audience that the Keys are powered by an electric transmission line, or tie line that's essentially an extension cord plugged into an outlet on the mainland.

Keys Energy maintains 68 miles of the tie line, from south of the Seven-Mile Bridge to Key West. That section stretches along 850 poles, "most of which are in the water," Tejeda said.

"So everything that happens north of us affects everything to the south," she added, walking the audience through a brief description of the utility's facilities and capabilities.

In the event of a serious storm and prolonged power outages, Keys Energy has the ability to generate its own power – enough to provide about 60 percent of its peak needs, Tejeda said.

She then discussed the utility's ongoing efforts to strengthen its equipment against wind, water and other natural disasters.

"In 2009, we replaced 3,000 poles from wood to concrete that now withstand 150 mph winds," Tejeda said, explaining the process by which Keys Energy begins to restore power following a storm.

Once the hospital reopens, crews will begin to reenergize power lines, giving priority to certain circuits that include the hospital, police and fire departments, schools, grocery stores and the airport.

"After that, we'll work on areas that will provide the most power to the most people with the least amount of effort," she said, encouraging property owners to trim any trees that could be blown into power lines and to evaluate their homes for damage to any equipment that either they or the utility are responsible for maintaining.

When it was Averette's turn to speak, he commended Senterfitt's organization and cooperation, and added that the City of Key West generally aims to have its own plan in place and work in cooperation with the county.

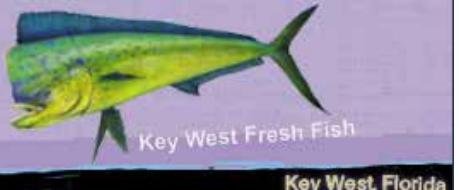
While county officials and private residents will always work together to recover, the Keys community will continue to prepare for the worst and hope for the best when it comes to storm season.

President's Message cont. from page 1 ▶

languages. Or, better yet, go on the Key West Chamber or the Monroe County websites and take a look at the actual numbers where our visitors reside.

In fact, the Key West Chamber of Commerce website is a plethora of information. As a member take a look at your company's information to make sure it's accurate in the business directory. Also during the "Dog Daze of Summer," call the office of the chamber and take part in the summer coupon program... it's free and the chamber advertises the program to encourage participation. Offer a discount and we will design a coupon to place on our website for you. The "Dog Daze of Summer" Program is presented by AT&T for our residents and visitors. Check out our website www.keywestchamber.org for fabulous offers and look for the "Dog Daze of Summer" decal with "Sunny" the mascot in his inner tube at participating businesses and tell them you're from the chamber!

Another plus in the late summer are all the great meal deals we enjoy from our local restaurants. Where else in the world can you get discounted prices on top notch gourmet dining? As a local, we encourage you to bike into town and take in all that Key West has to offer during the lazy hazy crazy days of summer and I assure you it'll fit your budget!



Key West Chamber Members to Elect Five Directors for 2017

Nine community- and business-minded people are running for five seats on the 2017 Key West Chamber of Commerce board of directors. Some are up for re-election, while others are hoping to serve their first three-year term that will begin January 1, 2017.

All candidates have expressed a commitment to the business community and a willingness to act as the community's eyes and ears. The Chamber of Commerce depends on them to help the organization serve local businesses in the island's ever-changing economic environment. The chamber board consists of 15 elected directors and ten others who are appointed by the Nominating Committee. Ballots will be mailed to all Key West Chamber of Commerce members no later than August 1, 2016 and must be returned to the chamber offices or postmarked by 5:00pm., August 18, 2016.

All members will be asked to vote for five of the following nine candidates (introduced below in alphabetical order). Look for your ballot in the mail.

- ▶ **Johnny Anderson** is president of Anderson Outdoor Advertising, which manages all advertising in the city's bus shelter, ferry terminal and Key West International Airport. He is a supporter of youth sports programs, has served on the chamber board for 13 years and has been co-chair of the annual "Tiger in the Woods" golf tournament for the last 11 years. Anderson believes this community should be welcoming of all newcomers and said he will always support what is best for the community as a whole.
- ▶ **Jed Dodds** has served as executive director of The Studios of Key West since 2012, guiding the arts non-profit through a successful capital campaign to purchase and renovate its new home at 533 Eaton St. The Studios offers classes, concerts, lectures, exhibitions and studio spaces, to foster a world class arts scene and support the local arts economy. Prior to his arrival, Jed lived for 20 years in Baltimore, helping establish similar arts organizations in diverse, working-class communities. He studied as an artist at Yale and the School of the Art Institute of Chicago. The Studios has been a member of the Chamber of Commerce since its founding in 2006, and Jed is completing his first year on the board.
- ▶ **Claude Gardner** has been practicing commercial real estate in Key West since 1995. He is an equity partner in Berkshire Hathaway Knight & Gardner Realty and has been involved in more than \$600 million in commercial sales and lease and business sales transactions, bringing a proficient understanding of the challenges and opportunities Key West businesses face in the marketplace. Claude currently serves on the chamber board and has served on other boards including Womankind, Keys Federal Credit Union, Key West Association of Realtors, and is past president of Wesley House Family Services. He also serves as a real estate advisor to many local businesses.
- ▶ **Monica Munoz** is the marketing coordinator at Historic Tours of America, an entertainment company that provides historically oriented vacation experiences for guests through trolleys, street trains, themed retail stores and tourist attractions in Key West as well as six other U.S. cities. Monica received a degree in Communications and after graduation Monica launched her career with HTA and began serving her community. She has served as executive director of the Key West Attractions Association, and been on the board of Wesley House and the Key West Chamber, serving on the Golf Tournament and Economic Affairs committees during her one-year tenure on the chamber board. Other notable involvements include her work as a Take Stock in Children mentor, a Key West Ambassador and a member of the Key West Sunset Rotary.
- ▶ **Britt Myers** is the co-owner and publisher of the Keys Weekly Newspapers (Key West Weekly) and has lived in the Florida Keys for more than 10 years. In that time, he has proudly advocated and served in various organizations, including the Rotary Club of Key West, The Monroe County Education Foundation, Take Stock in Children, and Key West Chamber of Commerce. He is a former president of the Marathon Chamber of Commerce and the Jaycees and is a graduate of Leadership Monroe. As an owner and publisher of The Key West Weekly, Britt has served the Key West community through an interactive, informative and positive media platform. As a small business owner with more than 15 employees countywide, Britt recognizes the challenges and opportunities facing our local business community.
- ▶ **Linda Russin** has been a member of the Chamber since 2006 and has volunteered with its Membership Committee since 2007. "Because I believe if you would like to market your company in Key West, you should always market through the Chamber," she said. With a background in public relations, Linda is now seeking a seat on the chamber board. She and her husband have owned a residence in Key West and Island 106.9 FM (formerly Island 107) radio station since 1995. She is also active with the Rotary Club of Key West, which named her Rotarian of the Year last year, and with the Key West Business Guild and the Key West Attractions Association.
- ▶ **Billy Spottswood** is a native of Key West, where he was raised before graduating from Key West High School in 2000. After attending college at the University of Florida, Billy started his professional career as an attorney in Tampa Bay. After five years of practice, Billy and his family decided to move permanently to Key West. Billy is a practicing attorney with a background in finance and real estate development. He is a partner in the law firm of Spottswood, Spottswood & Spottswood, PLLC, where he represents private companies, investment groups, banks, entrepreneurs, individuals and charitable organizations, covering a variety of industry areas and focusing on business and tax issues. Billy also serves as corporate counsel for Spottswood Companies, Inc., a family-owned company that operates a diverse portfolio of hospitality and real estate businesses. Billy co-chairs the Chambers Education Committee.
- ▶ **Greg Sullivan** works as the senior district manager of Waste Management in Monroe County. He has been a Key West Chamber of Commerce member since 1997 and was past president in 2007. He is currently the organization's treasurer and has served on numerous committees, including establishing and co-chairing the Golf Tournament Committee, one of the premier tournaments in the Lower Keys. He is a current member and past president of Sunrise Rotary chairing numerous events. While president of the Military Affairs Committee, Greg launched the annual 10K run fundraiser and has helped with the Soldier Ride program. He is a graduate of Leadership Monroe County and a board member for Mel Fisher Maritime Heritage Society and Keys Federal Credit Union. Greg is a member of the Lodging Association and a past board member of United Way and the Boys & Girls Club. The Key West Chamber of Commerce has honored Greg with the Billy Appelrouth Award and induction into its Hall of Fame.
- ▶ **James E. Wilson** (Jim) has lived in Key West for nearly 23 years, and owns a real estate appraisal company that specializes predominantly in commercial property. He is committed to representing the families of Key West and has held a number of leadership positions in the community. Jim is a past president of the Key West Chamber of Commerce, the Key West Gator Club, Sunset Key West Rotary Club and graduate of Leadership Monroe County, Class VIII. He has served on the Chamber Board for about the past decade.

Key West

CHAMBER OF COMMERCE



Key West, Florida

Coupons for attractions, shopping, dining, lodging & more!

the Dog Daze of Summer

305-294-2587
www.keywestchamber.org

at&t

Sponsored by: at&t

Promotion dates: Aug. 1-31, 2016

ACTIVITIES

Air Adventures Helicopters
3471 S. Roosevelt Blvd.

\$10 off per person, any helicopter tour

Audubon House & Tropical Gardens
205 Whitehead St.
2 for 1 Adult Admission

Dolphin Research Center
MM59, Overseas Hwy, Grassy Key
\$3.00 off general admission

Ernest Hemingway Home & Museum
907 Whitehead St.
10% off of any \$25 or more purchase at the Ernest Bookstore/Gift shop

Key West Butterfly & Nature Conservatory
1316 Duval St.
½ price admission and 10% off merchandise with Local ID.

Key West Tropical Forest & Botanical Garden
5210 College Rd., Stock Island
Buy One, Get One Free Admission. Children under 12 free.

Ripley's Believe It or Not
108 Duval St.
Locals get 50% off admission with Monroe County I.D.

BOATING

Captain Bob's Key West Sailing Adventures
6000 Peninsular Ave. \$50 discount toward a private sailing charter aboard the 46' "Komedy" III Yacht.

Charterboat Ramerezi
1801 N. Roosevelt Blvd.
\$50.00 discount from website published rates

Diving Key West
305-570-9007
\$20 off Try Scuba Diving.
No certification required!

Danger Charters

Westin Marina, 305-304-7999
20% off when you book 2 separate excursions, 10% off when you book one excursion.

Fury Water Adventures

237 Front St.
10% off any Fury Tour

Reel Thang Charters

Garrison Bight Marina, Slip #6
10% off any fishing trip on the "Reel Thang" with Captain Will Ross – 305-906-0812

Sea-Clusion Charter Sport Fishing

5950 Peninsula Ave., Slip 650
\$50.00 off any charter when you mention the Chamber

Sunset Watersports

Book: 855-9SUNSET
10% off any Sunset Watersports Tour

DINING

Bistro 245 at The Westin Key West Resort & Marina

245 Front Street
15% off lunch at the Bistro 245. Excludes Brunch.

Coral Crab Café @ The Sheraton Suites Key West

2001 S. Roosevelt Blvd.
15% off lunch at Coral Crab Café

Croissants De France, Le Bistro

816 Duval Street
Free Key Lime Crepe or Mimosa with purchase of entrée

El Meson De Pepe

410 Wall Street, Mallory Square
10% off for locals

Hard Rock Café

313 Duval St.

Buy One Drink, Get One Free. * Of equal or lesser value (\$6.75 value). One coupon per person per visit.

Margaritaville Cafe 500 Duval St.
10% off food, beverage, or retail. Must present local ID for discount.

Marriott Beachside Tavern-N-Town

3841 N. Roosevelt Blvd.
All entrees \$19.95 if seated by 6:30pm, 15% off check if seated after 6:30pm. Post a picture of your meal on Facebook and be entered into a weekly drawing for a \$100 gift certificate. Weekly drawing Aug 1 - Oct 8, 2016

Martin's On Duval

917 Duval St.
Daily Happy Hour from 4pm-6pm, 50% off tapas and well drinks, well martinis and wine by the glass

Pinchers Crab Shack

712 Duval St.
Free Drink or Dessert

Shor American Seafood Grill, Hyatt Key West

601 Front Street
Enjoy 50% off food 6-7pm

Subway

422 Eaton St.

Buy one footlong sub and receive a free 6" sub from the classics menu.

Sunset Pier at Ocean Key Resort

0 Duval Street
Take \$2.25 off any draft beer, \$2.25 off any spirit and 10% off all food purchases with a local ID, good 7 days per week 11am-11pm!

Sunshine Grill

1110 White St.
10% off any purchase

Two Friends Patio

512 Front Street
All Deliveries are 40% off from the entire food menu.

LODGING

Cayo Hueso Resort

509-515 United St.
10% off nightly rack rate

Courtyard Marriott

3031 N. Roosevelt Blvd.
25% off in our Starbucks & Bistro Outlets, Starbucks – 24 Hours, Bistro 7am-11am.

La Concha Hotel

430 Duval: \$4.50 Appetizers and Drinks during Happy Hour
Wine-O: 10% Off with Local ID, Complimentary 2oz. tastings from 12pm-4pm, get your 12th Bottle Free

Preferred Properties

520 Southard Street
Book Now & Save! Book your stay for the summer & save 20%. Mention code: SUMMER2016.
Arrival/departure time must be between 8/1-9/20.

Vacasa

vacasa.com/usa/florida
or 850-583-2899

Book your stay within seven days of arrival and save 25% off the nightly rate on most properties.

RETAIL

Alan S Maltz

1210 Duval Street
Free \$50 poster as well as \$15 off all limited editions

Diva Designs

218 Whitehead St., #3
10% off any purchase

Emeralds International

104 Duval St.
10% locals discount on purchase. Free cleaning and inspection of your jewelry.
\$25.00 off one ring sizing.

Fairvalla Mega Store

524 Front St.
15% off a purchase (does not include sale items).

Gourmet Nibbles & Baskets

917 1A Frances Street
20% Off on all baskets and flowers

Hog's Breath Saloon

400 Front St.
15% off in-store purchases.
Some restrictions apply.

Key West Aloe

416 Greene St. & 1075 Duval St.
Buy One Salt Scrub, Get another Salt Scrub ½ off!

Kutchey's Flowers in Key West

1223 White St., Suite 101
Monday's 3pm-5:30pm 50% off all fresh cut flowers. Cash & Carry.

Ron Jon Surf Shop

503 Front St.
15% off purchase of \$30 or more, exclusions may apply

Small Dog Electronics

1001 Truman Ave
\$15 off on any purchase of \$75 or more

Tervis

431 Front St., Unit 3
Select Tumblers for \$5.00 when you spend \$50.00

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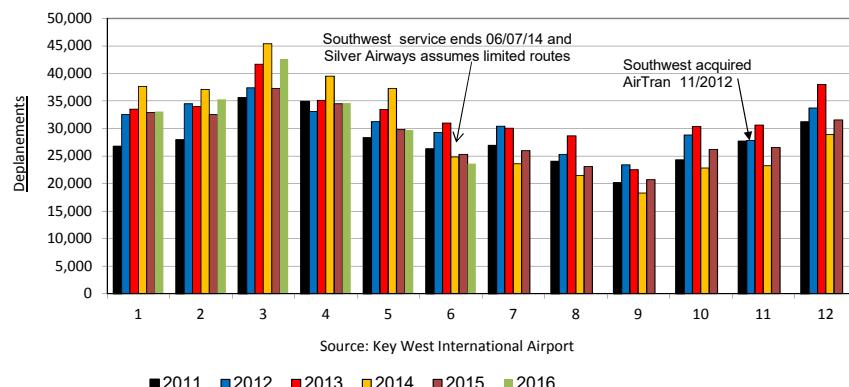
Key West

CHAMBER OF COMMERCE



Key West, Florida

Key West International Airport Arrivals
January 2011 - June 2016

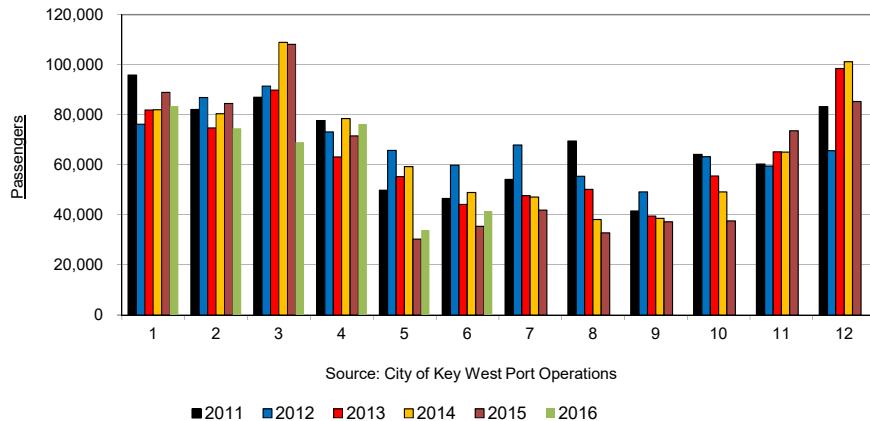


Passenger arrivals to Key West International Airport in June 2016 totaled 23,579. This is a decrease of 6.7% when compared to June 2015.

Total passenger arrivals for the six months of 2016 were 198,791. That is a 3.3% increase over the same period in 2015.

While both February & March airport arrivals reached second highest ever recorded, only exceeded by Southwest's peak in 2014, by May arrivals at the airport had decelerated considerably. High airfares and ten-year low gas prices may contribute to an increase of in-state summer vacation plans this year.

Key West Cruise Ship Passengers
January 2011 - June 2016



A total of 41,525 cruise ship passengers disembarked in Key West during June 2016. This was 17.4% higher than June 2015, which saw 35,358 passengers disembark.

For the six months of 2016, cruise ship arrivals saw 378,678 passengers disembark from 173 port calls. While port calls are down 6% so far for 2016, passenger counts are down 9.6% over the same period in 2015.

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

	Number of Ships	
	2015	2016
August	11	18
September	13	14
October	16	18

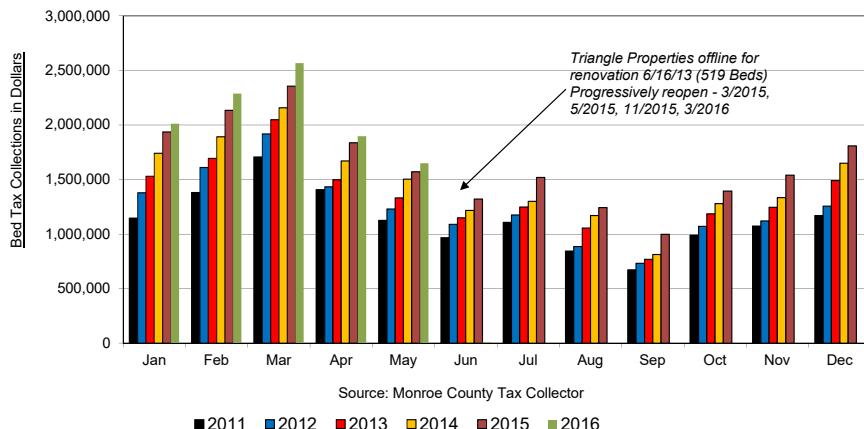
Reported Bed Tax Collections for Key West were \$1,648,537 for May 2016, an increase of 5.0% compared to May 2015.

According to Smith Travel, May 2016 occupancy was 85.0%, a 2.1 percentage point decrease from the May 2015 occupancy rate of 87.1%.

The Average Daily Rate (ADR) was reported at \$335.69 for May 2016, a decrease of 0.1% from the ADR of \$336.09 posted for May 2015.

February broke the six year trend in which the monthly ADR had been higher than the previous year. With the number of hotel rooms available returning to normal, increasing by about 7% over the past year, occupied room nights have begun the climb back to historical levels.

Key West Bed Tax Collections
January 2011 - May 2016

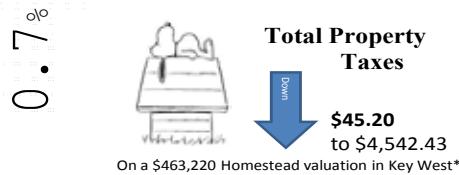




Chowder Trends Special Focus: Key West Property Tax (Part I)

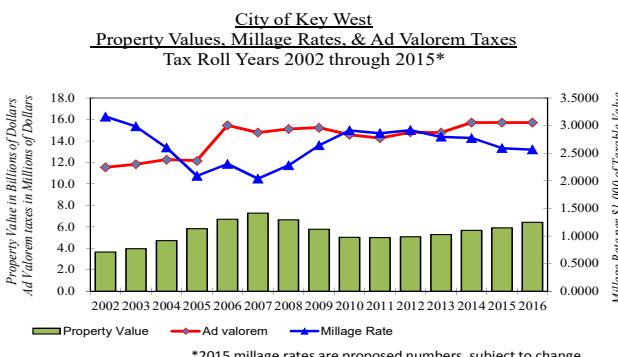
Municipal Budget process is Underway with a 9.8062 Millage Proposal*

Homestead Values Increase



Property taxable values in Key West increased citywide about 5% this year. A "Roll-Back" in property tax rates will be necessary this year to avoid a tax increase on property owners whose increases have not been capped.

In next month's Chamber Chowder we will discuss how to review your "TRIM Notice" and provide more information to help you participate in the public hearing process. Public input is critical to the budget process. Your local officials are elected to serve you; for them to properly do that you must let your voice be heard. **Remember that it's your money they're spending and the tax rates can be changed.**



Didnt fill out a Citizen Survey?

call or email your Commissioner.... or tell them face to face

VOTE!

KWCity | CityofKeyWest-FL.gov
find budget information under Finance Department

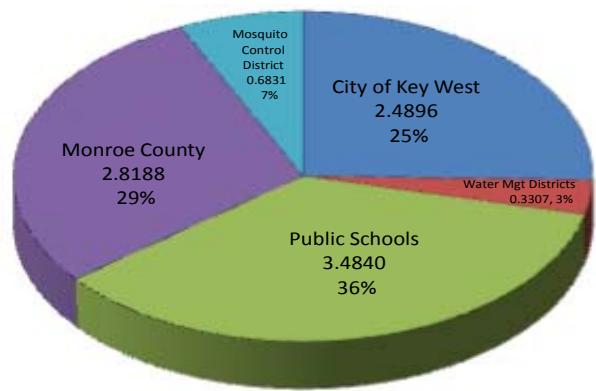
MC | MonroeCounty-FL.gov
find budget information under Budget & Finance Department

MCSD | KeysSchools.com
find budget information under Finance Department

FKMCD | KeysMosquito.org
call for budget information

FKAA | FKAA.com
find budget information under Reports

KES | KeysEnergy.com
find budget information under Financial Information from the About KEYS menu



Proposed Millage Rates for Key West*

The chart above shows the composition mix of your property tax, as currently proposed.

The chart on the right, has a blue line connecting the millage rates for the City of Key West's General Fund for the Tax Roll Years of 2002 through 2016, compared with property values for the same period. Declines in property values does not automatically mean lower taxes, as the red line shows connecting the amount of Ad Valorem taxes levied during the period. **Note that the tax bills levied bear little relationship to property values.** Ad Valorem taxes are assessed based on what a government thinks will be required to provide services that it believes the residents want.

One should be mindful that the millage rate is not the final objective. The focus should be on how government is spending your tax dollars, by attending budget meetings and speaking out. Your Chamber of Commerce will be at these meetings, keeping you informed.

August							Locations: L-Key Largo, M-Marathon, T-Tavernier, W-Key West
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	3p @M - FKMCD Workshop	17 5p @W - KES Workshop	18 10:30a @T - FKAA Final Hearing	19	20	
21	22	23 5p @W - MCSD Workshop	24 10:30a @T - FKAA Final Hearing	25	26	27	
28	29	30	31				

Legislative Calendar



Key West, Florida



The Pozzi family thanks Danny Toppino for his family's lasting support of students and education in Key West. Gabriela Pozzi is this year's recipient of the Key West Chamber of Commerce Honor Roll of 100/Charley P. and Orsolina Toppino Memorial Scholarship, which will help with expenses when Gabriela attends Miami University of Ohio this fall.

Pictured left to right: John Pozzi, Danny Toppino, Gabriela Pozzi, scholar, and her mother, also Gabriela Pozzi.



**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!

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**



Cruise Ship Schedule

August 2016

08/01	NO SHIPS	
08/02	NO SHIPS	
08/03	NO SHIPS	
08/04	Carnival Freedom	11:00am-7:00pm
08/05	Fantasy	7:30am-1:30pm
08/05	Carnival Dream	8:00am-5:00pm
08/06	NO SHIPS	
08/07	Enchantment	9:30am-6:00pm
08/08	Empress	8:00am-5:00pm
08/09	NO SHIPS	
08/10	NO SHIPS	
08/11	Carnival Magic	7:30am-3:00pm
08/12	Fantasy	7:30am-1:30pm
08/13	Empress	8:00am-5:00pm
08/14	Enchantment	9:30am-6:00pm
08/15	Carnival Sensation	7:30am-1:30pm
08/16	NO SHIPS	
08/17	NO SHIPS	
08/18	Carnival Breeze	11:00am-7:00pm
08/20	NO SHIPS	
08/21	Enchantment	9:30am-6:00pm
08/22	Empress	8:00am-5:00pm
08/23	NO SHIPS	
08/24	NO SHIPS	
08/25	NO SHIPS	
08/26	Fantasy	7:30am-1:30pm
08/27	Empress	8:00am-5:00pm
08/28	Enchantment	9:30am-6:00pm
08/29	NO SHIPS	
08/30	NO SHIPS	
08/31	Empress	7:00am-5:00pm

Key West

CHAMBER OF COMMERCE



Key West, Florida

CHRISTMAS IN JULY | BUSINESS AFTER HOURS | WEDNESDAY, JULY 20TH, 2016

Hosted by: **Hard Rock Café and Winn Dixie** - 313 Duval Street





Key West, Florida

Community Calendar

August 2016

- | | |
|----------|--|
| 8/7 | 22nd Annual Battle of the Bars , www.schoonerwharf.com
305-292-3302 |
| 8/11-14 | Key West LobsterFest ,
www.keywestlobsterfest.com 305-744-9804 |
| 8/11-14 | Tropical Heat
305-292-3223 |
| 8/31-9/5 | 7th Annual Key West Brewfest
info@keywestbrewfest.com ; 800-354-4455 |

Be a leader, not a boss: Key West Chamber offers Leadership & Management Seminar

Effective management is crucial for a successful business.

The Key West Chamber of Commerce and world-renowned business consultant Elisa Levy have joined forces to help current and aspiring managers become better and more effective leaders within their organization.

Levy and the chamber will offer a seminar entitled "Leadership, Management & Inspiring Others" from 8:30 a.m. to 11:30 a.m. on Wednesday, August 31st at the Marriott Beachside Hotel.

Attendees will learn new skills to promote teams, cooperation and effectiveness, said Levy, who has been teaching seminars about leadership, customer service and conflict resolution for nearly 20 years. Her clients include the United Nations, Fortune 500 companies and nonprofit organizations.

During the August 31st seminar, Levy will teach managers of all sizes and types of business to:

- ▶ Communicate assertively;
- ▶ Hold staff accountable for their responsibilities;
- ▶ Correct inappropriate behaviors, and
- ▶ Inspire people to do their best.

The seminar costs \$72 for chamber members and \$94 for non-members. All are encouraged to attend. Enrollment forms and payment must be returned to the chamber by noon on Friday, August 26th to guarantee seating. Checks may be mailed to the Key West Chamber of Commerce, 510 Greene St., 1st Floor, Key West, FL 33040.

For more information, call 305-294-2587 or keywestchamber.org.

Welcome July 2016 New Members!



The Key West Chamber of Commerce welcomed three new members during its July membership luncheon at the Westin Key West Resort & Marina. Pictured left to right: Key West Chamber of Commerce Treasurer Greg Sullivan; Craig Maller of Art Gone Wild; Glenda Fulgham of Figurit accounting firm, and Membership Committee Co-Chair Joyce Benavides. (Snuba of Key West also joined the Key West Chamber of Commerce, but was not available for the photo.)

Art Gone Wild

619 Duval Street
Key West, FL 33040
305-292-1875
www.artgonewildgalleries.com
Contact: Mr. Craig Maller
Art Gallery

Figurit

422 Fleming Street, Suite 1
Key West, FL 33040
305-296-0630
www.figurit.com
Contact: Mr. Michael Lansdell
Accounting Services

Snuba of Key West

Boat Location: Garrison Bight Marina, Slip #7
Mailing: 400 Whitehead Street, #356
Key West, FL 33040
305-296-0630
www.snubakeywest.com
Contact: Mr. Josh Goldurs
Watersports/Snorkeling/Scuba



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Key West, Florida

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- Affordable Care Act
- AFLAC
- 401(k) plans
- MEC (minimum essential coverage)
- MIN (minimum value plan)
- PEOs (professional employer organizations)
- IRS Fines
- Dept. of Labor Penalties
- HELP!!!**

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"We partner with our clients to help them provide their employees with the best benefits possible at a cost affordable for the employer," says Marlo DeMoss, CEO. "Let us make your life easier with human resource management and technology support, and long-term strategies that will reduce costs and improve business operations."

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0.25% off new auto, boat or personal loan rate (restrictions may apply)

T.E.M. Environmental & Mechanical Services

3210 Flagler Ave. 10% Discount for Chamber Members on Duet Cleaning Service

White Street Chiropractic

1217 White Street

New "Local" Patients exam and same day adjustment for \$45 (not including x-rays, additional charge if necessary). Existing "Local" patients receive \$5 dollars off an adjustment.

TRANSPORTATION

Conch Electric Cars of Key West

100 Grinnell Street

50% off for locals

Key West Express

100 Grinnell St.

\$30 Off Round Trip Travel. Must Present Valid Key West Photo ID, and Travel Originating from Key West Only. Valid August & September, 2016 Only. Not Valid on Online Sales.

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424 Greene St.

10% off Any Rental

Sunshine Scooters

1910 N. Roosevelt Blvd.

10% off Bicycle, Scooter, and Electric Car Rentals



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Key West, Florida

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www.keywestchamber.org

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Kim Works, 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
Spottswood Companies, 294-6100

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*

Dorothy Schmida
Administrative Assistant

Nancy Carruthers
Office Assistant/Tourist Information Operator

Gladys Clarks
Tourist Information Receptionist

Virginia A. Panico
Newsletter Editor

Cindy Jefferson
Art Director

Key West Chamber Calendar of Events

August 2016

Business After Hours

Date: Wednesday, August 17, 2016
Time: 5:30p.m. – 7:30p.m.

Sponsored by: Hilton Garden Inn
Location: 3850 N. Roosevelt Blvd.
Members Only Networking Event

General Membership Meeting

Date: Wednesday, August 24, 2016
Noon

State Representative Race for District 120
and Key West Commissioner District VI
Candidates Forum
Location: Key West Marriott Beachside
Please RSVP to the Chamber
at 305-294-2587 or
Email: info@keywestchamber.org

Key West Chamber of Commerce

presents a seminar on:
“Leadership, Management
and Inspiring Others”

Speaker: Elisa Levy

Date: Wednesday, August 31st
Location: Key West Marriott Beachside
Please RSVP to the Chamber
at 305-294-2587

Via email: committees@keywestchamber.org
\$72.00 for members with
continental breakfast.

September 2016

General Membership Meeting

Date: Tuesday, September 20, 2016
Noon

Speaker: Senate Race for District 39
Topic: Candidates Forum
Location: Key West Marriott Beachside
Please RSVP to the Chamber
at 305-294-2587 or
Email: info@keywestchamber.org

28th Annual Key West Chamber of Commerce

“Showcase of Key West Businesses”

Community and Business Exposition Trade Show

Wednesday, September 21st

Location: Key West Marriott Beachside
3841 North Roosevelt Blvd
Presented by: The Key West
Chamber of Commerce

Sponsored by: Waste Management, Inc.
Co-sponsored by: OMI/CH2M

3:00 p.m. - 5:00 p.m. Open to the Public

Business After Hours

“Showcase of Key West Businesses”

Community and Business Exposition Trade Show

Wednesday, September 21st

Time: 5:30 p.m. – 7:30 p.m.

Sponsored by: Key West Marriott Beachside
Location: 3841 North Roosevelt Blvd.

Members Only Networking Event

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