



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

Hospital CEO Discusses Improvements at Lower Keys Medical Center



Key West Chamber of Commerce President Greg Sullivan, right, thanks Lower Keys Medical Center CEO David Clay for his presentation about the local hospital during the chamber's March 22nd luncheon.

With new leadership in place, 29 additional nurses caring for patients and higher standards for patient care, Key West's hospital is on the road to recovery and working tirelessly to mend its relationship with the Lower Keys community.

Such was the optimistic and upbeat message that Lower Keys Medical Center CEO David Clay shared with members of the Key West Chamber of Commerce during their March 22nd luncheon at the Marriott Beachside Hotel. And while members have noted and applauded the improvements, some in the audience made sure Clay knows there is still work to be done.

"Patient care is always number one in our book," Clay emphasized. "But to do that, and to get there, you also have to improve the levels of employee and physician satisfaction, and I absolutely believe we're doing that."

Clay acknowledged the hospital's much-maligned one-star rating, but also told the chamber members, "that one star rating is not reflective of the care our patients receive," he said, adding that four of the seven metrics that are used to measure and compare readmission rates of hospitals throughout the country "are in line with the national average. But with readmissions, you have to rely on patient compliance once they're released from our care, and because we treat such a high number of homeless patients and patients with limited resources, we can't be sure they'll be compliant in seeking follow-up care, or taking prescribed medications.

With regard to patient satisfaction, the news is good and still getting better, Clay said.

He told the lunchtime crowd that 11 different factors are measured and compared to calculate a hospital's patient satisfaction rating.

"As of last August, 75 percent of all hospitals in the country scored better than us in those 11 satisfaction metrics," Clay said. "Today, we're at or above 50 percent in all 11 of those measurements."

Patients are more satisfied at Lower Keys Medical Center because they're getting more vigilant attention from a more robust nursing staff.

"We've implemented hourly bedside rounding, which allows us to anticipate your needs better and provide better care in general," Clay said, adding that the hospital also has implemented a policy of bedside shift reports. "When one nurse is going off duty, she stands at a patient's bedside with the nurse who is coming on duty and reviews any issues or concerns, giving the patient the chance to have input as well."

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Message from President Greg Sullivan



I hope everyone had a successful St. Patrick's Day. Staff has been busy at the chamber, Virginia organized a meeting with FDOT and other engineering consultants to resolve our traffic issues. The cross walks on the boulevard may have looked good on paper but have caused more issues than they solved. There have been countless close calls, many accidents and one fatality. By the time you read this we will

already have had our first meeting with local officials and FDOT folks. As well as the cross walks, we are requesting the FDOT to address the flow of traffic in and out of Key West at the triangle. The four traffic lights are not properly synchronized which creates in bound backups all day. Worse than that try leaving the Island between 4:30 to 6:00pm. South Roosevelt, Flagler & North Roosevelt become parking lots and then when the light turns green it's like the green flag at a demolition derby playing chicken as to who can cut in front of who. Again, what was a good idea on paper; the push buttons at the triangle (the only road in & out) has created a traffic nightmare. Just think of how much gas is wasted & pollution created with thousands of vehicles stuck in this traffic. We do have one simple request an overhead pedestrian, bicycle, handicap crosswalk. I personally have asked multiple people and everyone is in favor. I reached out to event coordinators that do the many run or bicycle events and they loved the idea. We will keep you posted on our progress and may need your help reaching out to elected officials in Tallahassee to voice your opinion. Remember FDOT works for us the tax payer.

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Spotlight Shines on ... Jeremy Wales, Hyatt Residence Club



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 Jeremy Wales, Hyatt Residence Club.

Jeremy Wales' Key West arrival story doesn't start with the usual, "I'd always loved Key West, and had vacationed here for years, so when a job opportunity arose, I jumped at the chance to go from one annual vacation to a permanent relocation."

Nope, Wales had never set foot on the island before he moved here this past January, and Key West is a far cry from his hometown of Durango, Colorado.

Fortunately, though, the senior marketing manager for the Hyatt Residence Club didn't come straight from Colorado. The humidity and sea level elevation may have proven too much.

"I've been in timeshare marketing for more than 15 years, and have lived in a bunch of different places," Wales said, ticking off such desirable destination locations as San Diego, Nashville and most recently, New Orleans. "I was living in New Orleans last year when Hyatt recruited me to oversee the marketing efforts for their three timeshare resort properties in Key West."

So he had already acclimated to the slower pace of life at or below sea level before heading to the Southernmost City.

"There are some amazing similarities between Key West and New Orleans," Wales said, laughing. "I swear, every time I turn around, there's someone or something that reminds me of New Orleans."

Wales oversees a marketing staff of about 20 people, who work to spread the word about the three timeshare properties that are as attractive and diverse as Key West itself.

"In 1995, Hyatt opened the first Residence Club resort in Key West

with Hyatt Sunset Harbor," Wales said, adding that the downtown Sunset Harbor resort was soon followed by Hyatt Windward Pointe on South Roosevelt Boulevard and Hyatt Beach House at the Triangle, near the entrance to Key West.

"We've become the hospitality brand of choice for vacationers seeking the best experiences in some of the world's most spectacular locations," he said, adding that timeshare ownerships offers the purchaser the stability of always having familiar vacation accommodations in a favorite destination. "But they also have the option of exchanging the time they own in Key West for vacations in other desirable destinations all over the world."

Wales said the Hyatt Residence Club is eagerly anticipating the opening of their new sales gallery on Front Street, next to Two Friends Restaurant, where they can meet with potential clients and show them the best of all worlds.

When he's not touting the Southernmost City as one of the world's best vacation destinations, Wales actually manages to enjoy the island's offerings himself.

"I'm an avid diver and water sports enthusiast," he said. "So I've been thrilled to make Key West my home."

For information about the Hyatt Residence Club's three Key West resorts, contact Jeremy Wales at Jeremy.wales@hyattvoi.com.



Education Committee Co-Chairs Suzanne Moore, left, and Billy Spottswood, joined committee member Angie Walterson in selecting 12 local teachers for the chamber's Sponsor-a-Classroom program that provides the teachers with \$250 to spend on classroom materials.

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 & 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



“Lower Keys Medical Center” continued from page 1 ▶

Clay also said that rounding by nurse leaders in the hospital has increased by 39 percent “and we’ve instituted daily safety huddles during which we meet every morning to discuss anything that happened within the past 24 hours, so we’re taking care of things in real time.”

Patient satisfaction figures and the hospital’s national ratings aren’t the only things growing on College Road.

Lower Keys Medical Center is also expanding its scope of services so it’s better equipped to treat more issues within the surrounding population.

Psychiatric treatment is one area that’s expanding, Clay said.

“We all know there are psychiatric issues in this area,” he said to a round of laughter from the audience. “To better address that need, we’re expanding our current 11-bed psych unit at dePoo Hospital on Kennedy Drive to 23 beds later this year. And we know we also need to offer more outpatient psychiatric treatment options.”

Lower Keys Medical Center also recently signed a letter of intent to partner with Mt. Sinai to offer expanded cardiac treatment options here in the Keys instead of having to send patients to the mainland.

The planned growth and expanded services, however, cannot happen without the staff to provide the care, Clay said.

“As you all know, as business owners and employers, it’s tough to recruit and retain good, talented employees, but we’re doing our best,” he said.

The hospital implemented a wage increase last August as soon as new management took over the hospital’s top leadership role.

“Last year we had more traveling nurses here, providing care for our patients,” he said, “And while they’re fully capable, licensed and competent, they don’t live here. They’re not residents of the community. They’re not invested here and there’s a different level of care you get from someone who lives here, who’s going to run into you at Publix.”

Clay also acknowledged a previous disconnect between hospital administrators and the employees who work directly with the patients.

“You’ve got to get close to your workers to make improvements, and we have to gain support from our medical staff to get their input,” Clay said, adding that the hospital has hired a physician outreach manager who spends her time outside of the hospital, in the community, reaching out to doctors to identify any of their concerns with the hospital.

One of the most commonly heard patient complaints pertains not to the care they received in the hospital, but to the bill they received when it was all over.

“We did hire a consultant to do a price evaluation of our rates,” Clay said. “They found we were comparable to other hospitals in our area in most areas, although they did find that our prices for our imaging department were high,” he said, adding that the Affordable Care Act has led to nationwide increases in deductibles, health insurance premiums and copays.

“So in some cases, it’s not that hospitals have raised their prices, but that patients’ costs have increased,” he said. “So we’re all kind of struggling to figure out how to pay for all of this.”

The hospital has plans to lower its imaging prices in the coming two months, and has also hired financial counselors who are trained to work with patients, both insured and uninsured, to find a way to pay for their care.

“We offer significant discounts to uninsured or self-pay patients,” Clay said, adding that some patients have opted not to use their insurance for certain hospital visits because with the discount for cash payments, the price ends up being lower if the patient just pays cash.”

Clay said Key West’s primary care clinic offers more access to specialized care than any other primary care clinic he has seen, and he commended the community’s doctors for making that level of care possible.

Though Clay ended his presentation by reminding the audience that the hospital has added two additional community members to its governing board, and emphasized that, “We believe in being a part of the community,” some chamber of commerce members weren’t letting him off too easy.

Attorney David Paul Horan reminded everyone in the room of the slick promises made when the hospital was first going to be leased to a private company.

“You’ve really still got a lot of room for improvement over there,” Horan said.

Former City Commissioner Mark Rossi also put Clay on notice that residents are leaving the Lower Keys because of what they perceive as inadequate care and hospitals.

“I’m putting you on notice that people are moving out of this community because of the situation on College Road,” Rossi said.

Clay thanked him – and the chamber – for their concerns and pledged to continue doing whatever it takes to turn things around for patients, employees and doctors. ▼

President’s Message cont. from page 1 ▶

It is scholarship time; the chamber has four scholarships to offer please contact Ms. Gavin Townsend at KWHS for the chamber applications. We urge all students to start early in their high school career to work towards one of the many scholarships available. In addition, the Chamber hosts a program called Ready Set College to help students and parents apply and work thru the onerous task of applying for colleges and financial aid. Please contact the chamber office for more details.

Finally, we are paying close attention to Tallahassee as there are many issues there such as Home Rule where the state may take away local ability to regulate things like rentals, taxis, & some franchisees. Tallahassee is also cutting Visit Florida funding which will influence how well the state does in worldwide competition for tourism. In addition locally there has been some changes made with TDC funds being kept in bricks & mortar projects rather than rolled back into the advertising budget. There was good discussion at the county BOCC meeting on this subject in regards to dollar allocation and safe guards on how these dollars will be allocated. The local DAC’s will play an important role in how their individual dollars are spent. Stay tuned.

And finally, our “Tiger in the Woods” Golf Tournament is April 23rd. Sign up TODAY. Contact Kerry at the chamber office 305-294-2587 plus get one of the first golf ball drop tickets for only \$10 to win \$2500. ▼



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"If it's free, it's for me!"

Information from the Key West Chamber of Commerce

Do you have an upcoming Family/High School Reunion, a Key West

Wedding, or Business Retreat?

The Key West Chamber of Commerce is offering FREE VISITOR INFORMATION for you to place in your welcome bags!

Your welcome bags can be stuffed with visitor's guides, coupons, maps, brochures for shopping in the Key West area, different accommodations for hotels, resorts and bed & breakfasts, Key West museums and attractions, restaurants, watersports, eco-tours, sunset cruises; you name it!

Have an event coming up with out of town guests, give us a call today! We are here to help you and your visitors' Key West stay more enjoyable and worry free. The visitor information packets are free for pick up in the Key West Chamber of Commerce Visitor's Lobby or only a nominal charge if shipped.

If you would like your business coupon or brochure involved in our welcome bags and presented in our Visitor's Lobby please join our Rack Card Program. To advertise with your business card it is only \$5.00 a month, for a brochure just \$10.00 a month.

For more information on **FREE STUFF** from the Key West Chamber or joining our Rack Card Program please contact Shay at the Key West Chamber (305) 294-2587 or by email: info@keywestchamber.org.

Key West Chamber of Commerce Student Scholarship Opportunities



It's that time of year when students (and parents!) are looking for any scholarship funds they can find to help defray some of the costs of attending college. That's where the Key West Chamber of Commerce's Education Committee can help! We offer both the Honor Roll 100/Charley P. & Orsolina Toppino Memorial Award, the Rachel & Billy Appelrouth Scholarship Award and the Moe Mosher Vocational Award to local high school seniors who plan on furthering their education.

The Honor Roll 100/Charley P. & Orsolina Toppino Memorial Award is a \$27,500 scholarship given over a five-year period that is awarded to a student at Key West High School. Applicants for this scholarship must have a strong background in community service and carry an honor roll - grade average that's in the top 10% of their class. In addition, the student should have a sincere financial need. Strong consideration is given to applicants who plan to live and work in Key West. Part-time enrollment students do not qualify. If there is a tie vote between two student applicants the Committee may have the option of awarding a scholarship to both students in the amount of \$13,750 each over a five-year period.

The Rachel & Billy Appelrouth Scholarship Award is a \$1,000 scholarship awarded to a young man and woman attending Key West High School that carry a mid-range grade average as well as a strong background in community and volunteer service. Additionally, all of the students must be enrolled full-time in a college for the coming semester and have a sincere financial need.

The Gerald "Moe" & Marina Mosher Vocational Scholarship in the amount of \$2,000 will be awarded annually to a graduating senior from Key West High School who has been accepted into a post-secondary vocational or technical education program at a regionally accredited institution.

Don't let your student miss out, or if you don't have a student that is currently eligible, then let your friends and family know about these scholarships so that they make take advantage of them! Application packets are available from Gavin Townsend, at the Key West High School (gavin.townsend@keysschools.com).

Members may also earn a star in the Chamber's Tom Sawyer Five Star Program by contributing \$100.00 to the student scholarship fund. For more information or to make a donation, please contact the Chamber at 305-294-2587 or committees@keywestchamber.org.

Marketing Your Business

Did you know...

Advertising opportunities through the Chamber are plentiful and affordable.

The Chamber Chowder is our monthly newsletter and is viewed by visitors and locals alike. It requires advertising commitments quarterly at the following rates:

- Full Page: Size 8" x 9.5" \$330 per issue or \$990 quarterly
- Half Page: 8" x 4.5" \$165.00 per issue or \$495 quarterly
- Ad Size: 5.25" x 3" \$198.00 quarterly
- Ad Size: 2.625" x 4.5" \$148.50 quarterly
- Ad Size: 2.625" x 3" \$115.50 quarterly
- Ad Size: 2.625" x 2" \$66 quarterly

The Chamber Chatter is our weekly newsletter sent out electronically and ads are 50 words or less without pictures or graphics.

- One-time ad: \$15
- Two consecutive ads: \$25
- Four consecutive ads: \$40

Advertise your business in the Key West Chamber of Commerce Visitors Center, and watch your business revenues increase. How? Let's look at the Visitors Center statistics:

- Thousands of visitors are in our lobby each month! These include walk-ins, cruise ship vacationers, sunset celebration attendees, train and trolley riders.
- 700-1,000 visitors call our office weekly June through December; double that number January through May!
- Our office is open seven days per week until 5:30p.m. to offer one-on-one assistance!

For a nominal fee you can display your businesses brochure or promotional piece in the Chamber Lobby.

- Business Card (3.5 x 2) \$ 5 per month (\$60 per year, plus tax = \$64.50)
- Standard Rack Card (4 x 9) \$10 per month (\$120 per year, plus tax = \$129)
- Odd Size (takes two slots in rack) \$20 per month (\$240 per year, plus tax = \$258)
- Magazine/Newspaper (to be placed on shelves \$25 per month (\$300 per year, plus tax = \$322.50)

Blast Emails can be sent to our membership for \$65.00 and can include graphics, logos, and pictures.

Sponsor a General Membership Meeting:

By sponsoring the meeting your company will be given an opportunity to speak to the membership for three minutes, your company name will appear at the top of the meeting agenda and you will be given the opportunity to place your business literature on the meeting tables. The Chamber will also supply a six foot draped table inside the room where you may display your products and have a representative on hand to discuss your business with fellow chamber members.

Everyone gets more...

with the Chamber's "Shell Out Less" coupon program

The Key West Chamber of Commerce is excited to once again offer its members – and their customers – a **FREE** online coupon program to benefit everyone.

Local businesses get more exposure when their customers "**Shell Out Less**" for a variety of products and services.

"**Shell Out Less**" enables all Chamber members to add a **FREE** online coupon or promotion to their existing, **FREE** online business link on the Chamber's website at www.keywestchamber.org.

The "**Shell Out Less**" webpage includes a categorized listing of all participating businesses, along with an online coupon promoting a special offer or discount.

- ½ price Happy Hour?
- 15 % off all books by local authors?
- Free framing with the purchase of artwork?

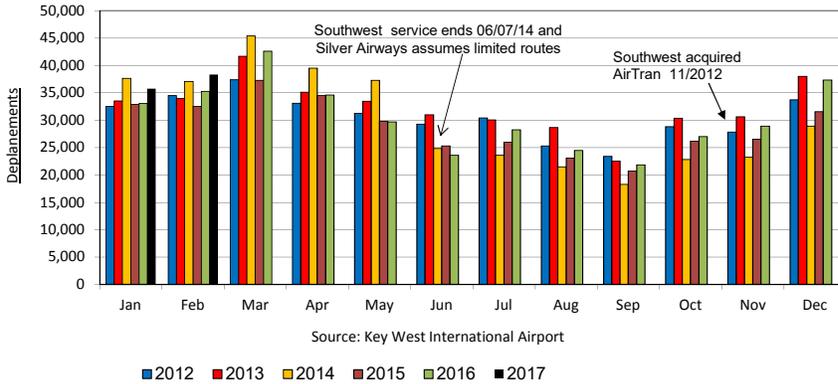
YOU choose the offer, and let your customers click, print and save.

As always, members can track the effectiveness of the Chamber's online marketing opportunities, at no cost to them.

For more information on any of these advertising opportunities, call the Key West Chamber of Commerce at 305-294-2587 or visit the "Shell Out Less" page at www.keywestchamber.org for sample coupons and promotional offers.



Key West International Airport Arrivals
January 2012 - February 2017

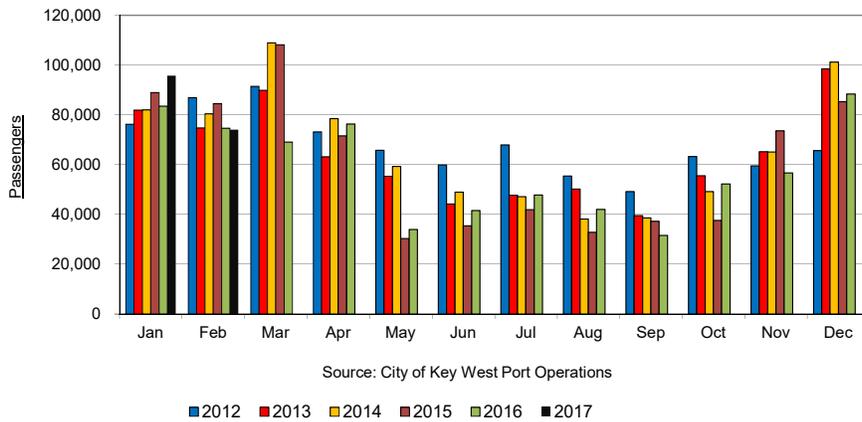


Passenger arrivals to Key West International Airport in February 2017 totaled 38,319. **This is an increase of 8.7% when compared to February 2016.**

Total passenger arrivals for the two months of 2017 was 74,054. That is a 8.4% increase over the same period in 2016.

With last year's airport arrivals producing marked highs and marked lows, February's deplanements marked an eighth straight month of steady year over year increases; beginning the year producing the second highest deplanements on record for January.

Key West Cruise Ship Passengers
January 2012 - February 2017



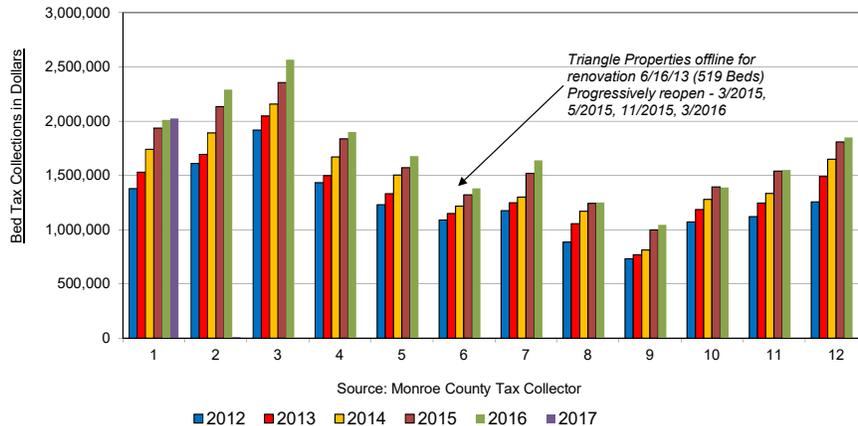
A total of 74,008 cruise ship passengers disembarked in Key West during February 2017. **This was 0.7% lower than February 2016**, which saw 74,567 passengers disembark.

For the two months of 2017, cruise ship arrivals saw 169,740 passengers disembark from 83 port calls. While port calls are up 6.4% so far for 2017, passenger counts are up 7.5% over the same period in 2016.

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

	Number of Ships	
	2016	2017
April	34	29
May	13	18
June	17	21

Key West Bed Tax Collections
January 2012 - January 2017



Reported Bed Tax Collections for Key West were **\$2,023,155 for January 2017, 0.7% higher than January 2016.**

According to Smith Travel, **January 2017 occupancy was 86.6%, a one percentage point increase from the January 2016 occupancy rate of 85.6%.**

The Average Daily Rate (ADR) was reported at **\$302.84 for January 2017, a decrease of 6.9% from the ADR of \$325.44 posted in 2016.**

February 2016 broke the six year trend in which the monthly ADR had been higher than the previous year. With the number of rooms available increasing by about 10% from the low beginning the 2015 season, occupied room nights have begun the climb back to historical levels.



Florida Keys

Key West

2017 Overview

What makes Conchs so Happy with their Community?

While headlines in Florida have touted evidence that the nuts-and-bolts considerations like building codes, zoning, transportation, height, density and mixed-use standards have a big impact on the physical health of a community's residents,* the actions of our municipalities do affect our lives in very tactical ways every day.

And our leader's (in)decisions today have big impacts on our community's future. The *Soul of the Community* project takes a look at the role of community attachment in an area's economic growth and well-being. The study focuses on the emotional side of residents, their communities, and the connection that sets cities apart. While there is significant correlation between GDP growth and attachment levels, the study's findings help leaders improve community attachment and reframe the economic development conversation.

2016 Ordinances

- 16-1. Changed the use of AIPP funds and clarified parts of the program
- 16-2. Banned unmanned aerial vehicles (drones) over the City
- 16-3. Increased the geography of the Sound Control Ordinances
- 16-4. Established Civil Penalty for cigarette butt disposal
- 16-5. Decided where the "School Zones" were in the City
- 16-6. Clarified the City's interactions with the special magistrate
- 16-7. Legalized building public restrooms at grade
- 16-8. Prohibited canvassing at the Southernmost Point
- 16-9. Increased the geography of the Sound Control Ordinances
- 16-10. Amended HARC's new construction guidelines
- 16-11. Amended HARC's additions/alterations guidelines
- 16-12. Required more members to be present at Planning Board meetings
- 16-13. Banned puppy mill sales
- 16-14. Restricted tour buses to the new fee lot on Caroline
- 16-15. Acquired the old Keys Energy power plant property
- 16-16. Set aside all 2016/2017 building permit allocations for affordable
- 16-17. Established Civil Penalty for bus parking
- 16-18. Increased KWPD coverage for vagrancy enforcement
- 16-19. Increased KWPD coverage for vagrancy enforcement
- 16-20. Clarified the City's interactions with the special magistrate
- 16-21. Adopted a millage rate for FY16/17
- 16-22. Implemented Signage regulations for Historic District
- 16-23. Implemented Signage regulations for Historic District
- 16-24. Relaxed requirements for demolition of non-historic buildings
- 16-25. Increased parking rates
- 16-26. Increased parking rates
- 16-27. Authorizing Residential Parking Permits to park for 4 hours free

In 2016 376 Resolutions & 27 Ordinances were approved

* Florida Trend, "Creating healthier communities" 4/20/2015

Source: www.knightfoundation.org/sotc/; Monroe County 2015/16 State of the County; Mayor Cates' State of City, February 2017; www.cityofkeywest-fl.gov; www.monroecounty-fl.gov

3,738 Square Miles

73%
water

Encompassing the Everglades and the Florida Keys archipelago, the County is (owns):

Let's tour

Who we are

What we did

What we're doing

- ✓ 312 miles of roads
- ✓ 26 Bridges (US1 has 42)
- ✓ 2 Airports
- ✓ 23 National & State Parks
- ✓ 5 Beaches
- ✓ 8 Boat Ramps
- ✓ 1 Community Pool
- ✓ 5 Libraries
- ✓ 9 Fire Stations
- ✓ 3 Government Centers
- ✓ 5 Courthouses
- ✓ A Medical Examiners Facility
- ✓ State Attorney & Public Defenders Offices
- ✓ 2 Senior Centers, and an Assisted Living Facility
- ✓ 2 Museums

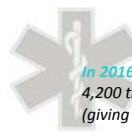
From Beaches to Hockey Rinks to Sunsets, on only 7.4 square miles, the City is (owns):



- ✓ 80 miles of streets
- ✓ 3 Marinas/ports
- ✓ 16 Parks/recreational facilities
- ✓ 1 Cemetery
- ✓ 3 Fire Stations
- ✓ 400 vehicles & equipment

The County financially supports 34 local non-profits that provide citizens services such as medical care, social assistance, and quality of life improvements.

In 2016 the new City Hall was occupied and the new Transit Facility was completed.



In 2016 the Fire Department made 6,000 EMS calls, 4,200 transports and received an ISO rating of 1 (giving insureds the lowest possible fire rates).

In 2016 the HARC Guidelines were approved, including new construction, new additions, and signage.

City website

www.cityofkeywest-fl.gov

Ongoing 2017 City Projects:

- Rest Beach
- Solar panels on MLK center
- Frederick Douglas Gym Renovation
- Comprehensive bike plan
- Truman Waterfront Park
- Amphitheatre
- New Smathers Restrooms

Ongoing 2017 County Projects:

- Old Seven Mile Bridge & Higgs Beach
- Garrison Bight Bridge
- Canal Restoration



BUSINESS AFTER HOURS | THURSDAY, MARCH 23, 2017

Sponsored by: **Key West Institute for Plastic Surgery; 3140 Northside Drive Bldg. A**





The Waste Management, Inc. & The Key West Chamber of Commerce

A TIGER IN THE WOODS

APRIL 23 2017



Interested in Sponsorship?
305-294-2587



APRIL 23
2017

THE CAT'S OUT OF THE BAG...

And he'll be prowling around in the woods and on the greens during Key West's most enjoyable golf tournament with tons of raffle prizes. Sponsored by the Key West Chamber of Commerce.

CALLING ALL AMATEURS, PROS & FUN LOVERS

A TIGER IN THE WOODS GOLF TOURNAMENT

To be held: Sunday, April 23, 2017

at the Key West Golf Club on College Road

Tee Time: 7:30 AM Registration begins at 7:00 AM

Enter individually or choose your own team of four players.

To register to play please call (305) 294-2587.

Advanced payment is required to confirm registration. *

Minors 15 years or older permitted to play with Parent/Guardian. *No Refunds after Sunday, April 9th or due to weather.

Sorry, NO CHILDREN Permitted in the Clubhouse or on course.

Enjoy a day on the greens and compete for over \$18,000 of prizes:

- 1st, 2nd & 3rd place in each flight
- PRIZES on every hole
- Closest to the Hole Prizes
- Longest Putt

Prizes to include:

- PAR 3 Closest to the Pin Contest
- \$500 Prize on holes #5, #8, #13 & #16
- PRIZES ON EVERY HOLE

GOLF TOURNAMENT COMMITTEE

Greg Sullivan & John Anderson
Co-Chairmen

www.keywestchamber.org

510 Greene Street, 1st Floor - Key West, FL 33040 Phone: 305.294.2587 Fax: 305.294-7806



Dear Valued Chamber Members,

Your support is still needed for our 12th Annual "Tiger in the Woods" Golf Tournament scheduled on Sunday, April 23rd at the Key West Golf Club. At this time we are reaching out to our members for your continued support of this event through the donation of gift certificates and/or prizes for this year's event, as well as items that can be placed in the goody bag. The generosity of our members has enabled us to continue to fund many of the chamber's member events, and educational and community programs which benefit our youth and the entire island. Most recently establishing a \$10,000 cash prize for local entries in the Fantasy Fest Parade.

Volunteers are also needed for the day of the tournament with set up, hole watchers, and food tent workers.

We sincerely hope you will consider supporting the 12th Annual "Tiger in the Woods" Golf Tournament this year. For more information and sponsorship opportunities contact Kerry Baker the chamber at 305-294-2587 or membership@keywestchamber.org.

Thank you for your consideration, and continued support.

Sincerely,

Greg Sullivan and John Anderson
Golf Tournament Co-Chairs

KEY WEST CHAMBER OF COMMERCE
12TH ANNUAL "TIGER IN THE WOODS"
GOLF TOURNAMENT
SUNDAY, APRIL 23, 2017

REGISTER TO PLAY
REGISTRATION FEE: \$125

INCLUDES:

- FOOD & BEVERAGE THROUGHOUT THE DAY ON THE COURSE
- CATERED CLUBHOUSE DINNER
- PUTTING CONTEST ENTRY
- RED TEES & MULLIGANS
- GOODY BAG

PRIZES TO INCLUDE:

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TO REGISTER CONTACT THE KEY WEST CHAMBER OF COMMERCE AT 305-294-2587 OR THE KEY WEST GOLF CLUB AT 305-294-5232.

Thank you to our major sponsors for making this event a success!

Title Sponsor:



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Community Calendar

April 2017

- 1 36th Annual 7 Mile Bridge Run, 6:45am-9:00am
7milebridgerun@gmail.com,305-395-7040
- 2 Annual Cow Key Channel Bridge Run 12noon
www.cowkeybridgerun.com
- 4-29 KW Theater presents: Oklahoma Smith: The Musical, 305-985-0433
- 7-9 Key West Fishing Tournament Kick-Off; fishfinesse@aol.com,
305-294-8843
- 7 Key West Rotary 2nd Annual Gala at the Marriott Beachside,
305-296-1059
- 8 Littles on the Lighthouse Lawn -- KWAHS -- 10am -- 11:30am;
305 295 6616
- 8 Annual Migration Mania and Great Egg Hunt -- KW Botanical
Gardens 10am-2pm, 305 296 1504
- 8 FL. Keys SPCA 1st Annual Putts for Paws at Boondocks 12pm-
4pm, 305-743-4800
- 8 Mote Marine's Inaugural Tuna Trot Race for the Reef 5K Run/
Walk,Eco-Discovery Center; southernmostrunners.com, 305-517-
6350
- 9 Key West Cashflow Club -- Good Tidings Church -- 1pm-4pm,
clslater@att.net
- 12 Judy -- World's Greatest Entertainer -- La-Te-Da 6pm, 305-809-5000
- 12-29 Waterfront Playhouse presents: Good People, 305-294-5015
- 13-15 KW Reverie: Immersive Music and Dance Experience -- W. Martello
-- Thurs/Fri 5:30pm & 7pm Sat 7pm + Reception, 305-296-0458
- 15 Key West Botanical Speaker Series 1:30pm, 305-296-1504
- 15 American Cancer Society Relay for Life @ Bayview Park, 305-292-
2333
- 21-30 Annual Conch Republic Independence Celebration,
conch-republic.com/, 305-296-0213
- 22 2017 Conch Republic Days Royal Investiture -- Rick's/Durty's,
305-809-5000
- 23 KW Theater: Coffee Butler: Hukilau Nights -- 8pm, 305-985-0433
- 23 Annual Key West Chamber of Commerce Golf Tournament,
305-294-2587
- 23 KW Cashflow Club -- Good Tidings Church -- 1pm-3pm,clslater@att.
net
- 23 Annual WILLIE WONKA CHOCOLATE FESTIVAL 11-3,
Southernmost House, 305-296-0021
- 24 22nd Annual Taste of KW -- Truman Waterfront -- 6pm-9pm,
www.aidshelp.cc, 305-296-6196
- 25-5/13 Red Barn Theatre presents: Short Attention Span Theatre,
305-296-9911
- 25-30 Key West Sailfish Championship
www.bluewatermovements.com/register/, 305-395-3474
- 26 Florida Keys SPCA Dirty Dog Wash at Pier House Resort 12-3pm,
305-294-4857
- 27-30 Lazy Dog: Key West Paddle Classics,sue@lazydog.com, 305-304-
4259
- 28 35th Annual Zonta Radio Day -- BottleCap/Blue Room, 3pm-9pm,
305-797-6558
- 29 Mariners March 5K Run & Walk -- St Mary's -- 8am-10am,
305-294-1018
- 30 Key West Theater: America -- 8pm, 305-985-0433

Cruise Ship Schedule

APRIL 2017

4/1	Disney Magic	7:00a.m.-3:15p.m.
4/1	Oosterdam	11:00a.m.-6:00p.m.
4/2	Empress	8:00a.m.- 5:00p.m.
4/3	No Ships	
4/4	Carnival Victory	7:30a.m.-1:30p.m.
4/5	Enchantment of the Seas	8:00a.m.-5:00p.m.
4/5	Norwegian Jade	12:00p.m.-8:00p.m.
4/6	No Ships	
4/7	Carnival Sensation	7:30a.m.-1:30p.m.
4/7	Empress	8:00a.m.-8:00p.m.
4/8	N. Amsterdam	8:00a.m.-5:00p.m.
4/9	Brilliance	11:30a.m. -- 5:30p.m.
4/9	Amadea	4:00p.m.-10:00p.m.
4/10	Carnival Freedom	11:00a.m.-7:00p.m.
4/11	Carnival Victory	7:30a.m.-1:30p.m.
4/11	Carnival Dream	9:00a.m.-5:00p.m.
4/12	No Ships	
4/13	Regatta	8:00a.m.-5:00p.m.
4/14	Crystal Serenity	8:30a.m.-5:00p.m.
4/15	No Ships	
4/16	Crystal Serenity	9:00a.m.-7:00p.m.
4/17	No Ships	
4/18	Carnival Victory	7:30a.m.-1:30p.m.
4/18	Empress	8:00a.m.-8:00p.m.
4/19	Norwegian Pearl	7:00a.m.-5:00p.m.
4/20	Enchantment	9:30a.m.-6:00p.m.
4/21	Carnival Sensation	7:30a.m.-1:30p.m.
4/22	No Ships	
4/23	No Ships	
4/24	No Ships	
4/25	Regatta	7:00a.m.-1:00p.m.
4/25	Carnival Victory	7:30a.m.-1:30p.m.
4/26	Equinox	9:00a.m.-6:00p.m.
4/27	Enchantment	9:30a.m.- 6:00p.m.
4/28	No Ships	
4/29	No Ships	
4/30	Rhapsody	11:00a.m.-6:00p.m.



The Key West Chamber of Commerce recognized Kerry Baker at their March 22nd luncheon for her 25 years of dedicated service to the organization. Baker thanked the membership and said she looks forward to another 25 years.



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

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Gladys Clarks
Tourist Information Receptionist

Virginia A. Panico
Newsletter Editor

Cindy Jefferson
Newsletter Art Director

Key West Chamber Calendar of Events

April 2017

Business After Hours
Date: Thursday, April 13, 2017
Time: 5:30 p.m. – 7:30 p.m.
Sponsored by: Key West Golf Club and Waste Management, Inc.
Location: 6450 College Road
Members Only Networking Event

General Membership Meeting
Date: Wednesday, April 26, 2017
Time: Noon
Speaker: Roman Gastesi, Monroe County Administrator
Topic: State of the County and Residence and Business Strategic Plan Survey
Location: Doubletree Grand Key Resort
Please RSVP to the chamber at 305-294-2587 or
Via email: info@keywestchamber.org

May 2017

Business After Hours
Date: Tuesday, May 16, 2017
Time: 5:30 p.m. – 7:30 p.m.
Sponsored by: Vacation Homes of Key West
Location: 507 Whitehead Street
Members Only Networking Event

General Membership Meeting
Date: Wednesday, May 24, 2017
Time: Noon
Speaker: State Representative District 120 Holly Raschein
Topic: Our Legislative Year 2017
Location: Doubletree Grand Key Resort
Please RSVP to the chamber at 305-294-2587 or
Via email: info@keywestchamber.org

Welcome March, 2017 New Members!



Key West Chamber of Commerce Membership Committee Co-Chairs Britt Myers and Kim Works welcomed new member Mike Castro of Go Buses to the organization during its March 22nd luncheon at the Marriott Beachside Hotel. (Additional new members, not pictured, include Body Owners Physical Therapy, Lik Gallery Key West, Millionaire Gallery, Nearshore Electric, Tour Key West and Tunaskin Aquatic Apparel.)

Lik Gallery Key West
519 Duval St; Key West, FL 33040
305-292-2550; www.lik.com
Art Gallery; Contact: Frank Abreu

Millionaire Gallery
824-826 Duval St; Key West, FL 33040
305-440-2392; millionairegallery.com
Art Gallery; Contact: Dana Winchell

Nearshore Electric, Inc.
5680 1st Avenue, #5; Key West, FL 33040
305-294-3991; www.nearshoreelectric.com
Electric Contractor; Contact: Jeff and Diana Kirk

Tour Key West
1075 Duval St, C21 122; Key West, FL 33040
305-587-4386; www.tourskeywest.com
Watersports; Contact: Melinda Mitchell

Body Owners Physical Therapy
5450 MacDonald Ave, Ste 1, Key West, FL
305-294-8898; keywestphysicaltherapy.com
Physical Therapy Office; Contact: Heather Smith

Go Buses Florida
3595 NW 110th St; Miami, FL 33167
305-688-7700; www.GoBuses.com
Passenger Transportation; Contact: Mike Castro

Tunaskin Aquatic Apparel
604 Duval Street, Suite A; Key West, FL 33040
239-330-3388; www.tunaskin.net
Retail-Clothing; Contact: Mitchell Fusek