



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

Chamber Members Hear Airport Update



Monroe County Airports Director Don DeGraw was the featured speaker at the Key West Chamber's June membership luncheon. DeGraw updated the membership on airport operations and passenger counts.

Come on down, there's plenty of room. That's what airport and tourism officials are telling commercial airlines about Key West International Airport, its runway and the island itself.

"There's plenty of room for another carrier to service Key West International," Monroe County Airports Director Don DeGraw told members of the Key West Chamber of Commerce during their June 22nd luncheon at the Key West Marriott Beachside.

DeGraw presented an update about airport operations and passenger counts since Southwest stopped servicing Key West in 2014. He also spoke about continuing improvements at the Key West terminal as well as the adjacent U.S. Customs and Border Protection facility. DeGraw briefed chamber members about ongoing changes to federal legislation governing travel to Cuba.

But before DeGraw took the audience 90 miles south, he provided a rundown of the top three busiest airlines at the island airport in order of passenger counts.

"Number one is Delta, which is our biggest carrier," DeGraw said, adding that the airline operates three to six daily departures to Atlanta on the largest planes to serve Key West.

In 2015, Delta carried 282,176 passengers in and out of Key West, and those figures are up by 15 percent so far in 2016, he said.

American Airlines is the number two airline in the friendly skies over Key West, carrying approximately 279,000 passengers in 2015 and also on the rise for this year, DeGraw said.

"They primarily offer service to Miami with four to seven daily departures as well as flights to Charlotte and Reagan National in Washington, DC," DeGraw said.

"And then we get to everyone's favorite airline, Silver," he said laughing with

continued on page 3 ▶

Message from President Nicki L. Will



The summer season is always an interesting time of the year with many locals on vacation and a significant number of part-time residents retreating to the north for the summer. Summer is also a time for many visitors from other areas in Florida with many arriving by automobile for a brief get-away or a week vacation. July and

August generally trend as strong shoulder season tourism months and hopefully the tropical weather will cooperate and we will have a calm hurricane season. Tourism's value is \$2.7 billion to the Key's economy and tourism and sales related taxes are \$120 million in annual tax revenue to the state (TDC).

The General Membership Meeting in June was very informative with Don DeGraw, Director of Airports for Monroe County, providing an update on the Key West International Airport. A full account of the meeting is in this newsletter. One of the key take aways is that Don and Virginia Panico from the chamber continue to court additional airlines for Key West International. The challenge is and has always been the length of the runway.

The chamber also welcomed Captain Bobby Baker as the new Commanding Officer of Naval Air Station

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Spotlight Shines on ... Ruth Holland, Special Olympics Florida – Monroe County



**Special
Olympics
Florida**

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 Ruth Holland, Special Olympics Florida – Monroe County.

Ruth Holland runs out of breath when talking about Special Olympics Florida – Monroe County, the Florida Keys-based chapter of one of the most beloved athletic institutions in the world.

There's so much to talk about, so much to do and Holland is the local volunteer leader working with a team of dedicated volunteers to make it all happen.

"We have an annual budget of \$50,000 to \$60,000 that we have to use to get all the athletes to events throughout the county and the state, plus we have to coordinate hotel rooms, meals and bathroom breaks," Holland said, emphasizing that not one dollar of that budget is spent on anyone's salary.

"No one is paid a dime," she said. "And none of our athletes pay to participate in events or travel to the games."

But Special Olympics means more than sports to the athletes who compete, to the volunteers who coach and to the administrators like Holland who update the

websites, post the Facebook pictures, reserve buses and collect the donations that make those proud smiles possible at the finish line.

In the Florida Keys, Special Olympics builds connections and boosts confidence among 150 athletes of all ages, from two to 82 years old. They compete in cycling, bowling, bocce, stand-up paddleboard, flag football and some track and field events.

"We are not the MARC House," emphasized Ruth Holland. "Some of the same faces participate in both MARC and Special Olympics programs, but we receive none of the MARC funding or anything like that."

The Keys' Special Olympics chapter will hold its largest annual fundraiser Oct. 15th and 16th. The SUP (Stand-Up Paddleboard) Invitational will take place in Key West the weekend before Goombay and will feature paddleboard races for typical athletes and Special Olympians. It will include award banquets on the beach, children's races and events, and raffle prizes awarded all day on the beach.

"But these events cost money to produce, and we're looking for donations



of time, money and expertise in so many areas," Holland said, rattling off a variety of ways people may not even realize how helpful they could be to a tiny shoestring organization.

"Maybe someone could keep our website updated," she said. "Or someone else may be a development director or professional fundraiser accustomed to asking for donations. We need money and we need dedicated volunteers to be head coaches."

Special Olympics Florida – Monroe County could offer as many as 50 different events for athletes with enough volunteers, coaches, chaperones, equipment and practice locations.

"So many people may not know they have exactly what we need," Holland said. "If they'll go to our website, they can learn all about who we are, what we do and what we need."

And from there, she's hoping to hear from people who want to help.

Meet the Monroe County chapter of Special Olympics Florida online at specialolympicsmonroe.org. Then contact Ruth Holland to get involved on some level. Call or email Ruth Holland at ruthholland@specialolympicsmonroe.org or call 305-923-0288.



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



"Airport Update" continued from page 1 ▶

the audience and acknowledging the frustration felt by travelers who have had a flight canceled by Silver.

"They're our busiest airline in terms of departures, averaging 11 to 14 departures a day, servicing Fort Myers, Tampa, Orlando and Fort Lauderdale," DeGraw said.

When asked whether anything could be done to alleviate the frustrations and problems with Silver, DeGraw merely reminded the audience that they have a choice in air travel and aside from registering a complaint with the airline, their only recourse is to choose a different company.

But Silver did step into Key West International Airport at a critical time following the departure of Southwest and the airport is still working to recoup the passenger counts that dropped significantly when Southwest took off permanently.

"There is absolutely room at Key West International for another air carrier and we're working to find them and bring them here," DeGraw said, adding that he and Chamber Executive Vice President Virginia Panico have been working together to market the island and the airport to potential air carriers.

"Some of the airlines with a fleet mix that can handle our runway include, other than Southwest, which would always be welcomed back, United, Frontier, JetBlue and Elite," he said, moving to the ever-changing topic of Cuba.

"Key West International has been a port of entry for Cuba since October 2011," he said, adding that the limited size of the airport's customs facility has limited the number of international passengers who can be processed by the facility. DeGraw had just received word the day before his chamber presentation that the U.S. Customs and Border Protection had approved an increase to passenger capacity that DeGraw had requested. The approval doubled the capacity of Cuban flights, meaning planes can fly between the two islands carrying 20, instead of 10 passengers.

"Air Key West is a charter airline that provides direct service to Havana three times a week for about \$550 round trip," DeGraw said, adding that the flights are comprised of about half Cubans and half non-Cubans. "Silver Airlines recently requested and was awarded non-Havana routes from Florida cities into other Cuban cities, but the Havana routes won't be announced until September."

In other air travel news, DeGraw reported that the new customs facility at Marathon/Florida Keys Airport opened in April and was doing well, processing arriving passengers from Wednesday through Sunday.

Crews recently completed a \$2 million airfield drainage improvement project to alleviate standing water after rain showers, and an additional EMAS material was added to the other end of the runway

to help minimize damage and injury in the event of a runway overrun.

"Engineered materials arrestor system," or EMAS is a specially formulated, easily crumbling material that will crumble under the weight of an errant plane, so the plane sinks into it and slows significantly.

The airport is preparing for a new \$9 million airline ramp and apron area on the tarmac and is working on noise abatement projects for 322 residential units near the airport, DeGraw said.

He also thanked the Florida Keys Council of the Arts for the art installations throughout the airport, and introduced the audience to the airport's new pod-like lactation station. He also explained a new volunteer welcome program he had established by organizing a team of volunteers that greet arriving flights and help direct passengers to taxis, restrooms, luggage retrievals and other facilities.

"Passengers were using the rental car agents as information booths, so we put together a team of volunteers," DeGraw said, pleased with the response the program had received.

And finally, the airport has a brand new, user-friendly website at eyw.com, which is filled with useful information for local and out-of-town travelers, which DeGraw suggested everyone visit the site.

A question from the audience was a concern about the airport's official taxi policy, which has been an ongoing challenge.

"We updated our ground transportation rules a few months ago to keep the taxis from picking up a fare, then circling around the terminal, coming back and picking up more passengers," DeGraw said, explaining that his job is to strike a balance that will keep the taxis and the passengers happy. "So basically, the new rules state that when you need a taxi, you come out of the terminal, you get in line and the next person in line gets the next available cab. It's up to that person whether they want to share that cab with one or more other riders."

DeGraw said there have historically been issues and frustration when one passenger gets into a minivan taxi that drives away carrying only one person and leaving a line of people waiting for a cab.

"Obviously there are only issues when there are more passengers than taxis out there," he said. "It's a fine line keeping everyone happy out there, but we do our best."

And that's all the Key West Chamber of Commerce can ask. In the meantime, Panico and DeGraw will continue their cooperative efforts to find another airline to fly the friendly skies over Key West. 

President's Message cont. from page 1 ▶

Key West. The chamber wishes Captain Steve McAlearney well in his future endeavors and thanks him and the Naval Air Station Key West for supporting the chamber. The chamber also extends our appreciation to all of the men and women that serve and have served our county.

Our community is many things but one it is not is boring. Our tiny island community receives national or international attention for various topics. As we continue to draw closer to a presidential election that may be one of the most interesting in history, no matter what side of the aisle you are on, we also have many local races that are heating up. Some of the future Key West Chamber General Membership meetings will be candidate forums so watch for the meeting notices. But candidates aside, the mosquito controversy is quite an interesting process. It remains to be seen how the Mosquito Control District and citizens will address the issue of genetically altered mosquitos. There is also the issue recently raised regarding "sin taxes" that would have an impact on many chamber members, entities that may be impacted by this need to remain vigilant. As well with the discussion of an addition penny bed tax that issue will also be monitored closely not only by the chamber but by the lodging industry as well. There still are challenges faced by entities wanting to build affordable and workforce housing for various reasons including regulations, red tape, NIMBY, and so on. It looks like the proposed WalMart development is heading to court as the involved parties have differences that are of a significant legal nature. As I said, never boring

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

Key West Chamber Honors Its School Supporters



The Key West Chamber of Commerce honored local businesses and utilities that helped the chamber support teachers, students, and education over the past year. Four organizations achieved all five stars for education, which includes significant donations of both money and time and one business achieved four stars. The Chamber honored those educational heroes during their June membership luncheon.

The Tom Sawyer Five-Star winners were First State Bank of the Florida Keys, Horan, Wallace & Higgins law firm, Keys Energy Services and Keys Federal Credit Union. The Westin Key West Resort & Marina earned four of five stars.

Pictured left to right: Key West Chamber of Commerce President Nicki Will; Karen Sharp of First State Bank; Lynne Tejeda of Keys Energy Services; Darren Horan of Horan, Wallace & Higgins; Education Committee Co-Chair Mike Morawski; Scott Duszynski of Keys Federal Credit Union; Education Committee Co-Chair Billy Spottswood and Lourdes Torbisco of The Westin Key West.

At a star-studded June luncheon, the Key West Chamber of Commerce honored five of its members for making significant investments in the future by completing four or five stars in the Tom Sawyer Five Star Program to support local teachers and students.

Four chamber members accomplished all five stars by making significant donations of time and money to support area schools and students and one chamber member accomplished four out of five stars.

First State Bank of the Florida Keys, Keys Federal Credit Union, Keys Energy Services and Horan, Wallace & Higgins law firm achieved all five stars this year, while The Westin Key West Resort & Marina earned four stars. Each was honored with an award of sincere appreciation during the chamber's June 22nd membership luncheon at the Key West Marriott Beachside Hotel.

The five-star accomplishment involves a financial donation of \$1,750, as well as a commitment to spend at least one hour per week mentoring a local student.

The late Tom Sawyer, who was a Key West Chamber of Commerce President, respected banker and education mentor before he passed was one of the creators of the Five-Star program that now

bears his name nearly 20 years ago to connect the Key West Chamber of Commerce with the island's future business community.

The Key West Chamber proudly administers the program each year, challenging local businesses to get involved with local schools on a professional, personal and financial level by helping the children and teachers of Monroe County.

The program consists of five possible stars a business may receive for various contributions to education.

"Every star awarded reflects a commitment to K-12 education by a member of the Key West Chamber of Commerce," said Chamber Executive Vice President Virginia Panico. "Businesses decide for themselves what they can do and accumulate their own stars."

A business may earn a star for making each of the following contributions of time and money to students and teachers:

- ▶ \$100 donation to the Honor Roll of 100/Charley P. and Orsolina Toppino Memorial Award scholarship program, which awards one or two Key West High School graduates with a \$17,500 college scholarship each year.
- ▶ \$100 donation to a teacher enrichment program.
- ▶ 22 gifts valued at \$25 each for outstanding teachers who are honored by the chamber each year. The gifts are combined into goody bags awarded in October, January and April to selected educators.
- ▶ \$1,000 contribution to an arts program or sponsor a Key West area classrooms. Members may sponsor two classrooms at \$500 each or four classrooms for \$250 each.
- ▶ Donation of at least one hour per week to a student mentoring program. Mentoring must be done by a qualified member of the business participating in an approved program such as Take Stock in Children. The fifth star may also be earned when a Chamber member spends at least 36 hours per year in a Key West area school.

Education Committee Co-Chairs Mike Morawski and Billy Spottswood presented the trophies to the chamber's top education supporters and encouraged all members to get involved on whatever level they are able and collect as many stars as their budgets allow.

For more information about the Tom Sawyer Five Star program, call the Key West Chamber of Commerce at 305-294-2587 or visit keywestchamber.org.



HR and Employee Benefits Concerns?

Check all that apply to your business

- Expensive
- Complicated
- Time Consuming
- Family Medical Leave
- ERISA
- 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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If you checked the last line, call DeMoss Financial now at 305-664-0034.

If you checked any of the above, DeMoss Financial has solutions. DeMoss has been helping Keys businesses – from 5 to 600 employees – with employee benefits and human resource issues for 20 years.

“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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opportunity. well managed.®

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**INSURANCE | FINANCIAL PLANNING
WEALTH MANAGEMENT**

Honor Roll 100/Charley P. and Orsolina Toppino Memorial Scholarship

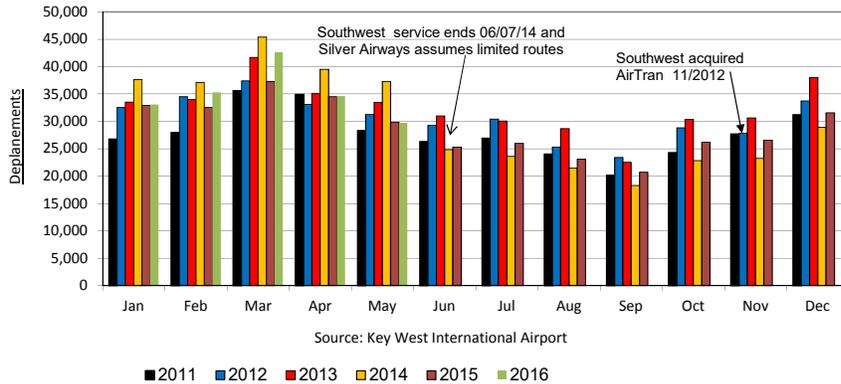
A special “THANK YOU” to the following members for their donations to the Tom Sawyer Five Star Program for the Honor Roll of 100/Charley P. and Orsolina Toppino Memorial Scholarship given for the 2015/2016 school year. With the continued support of our members the Key West Chamber of Commerce was able to award a graduating Key West High School senior with a \$17,500 scholarship to further their education.

**Please note monies collected at the May, 2016 General Membership meeting are distributed in 2017.*

- **Charley P. Toppino & Sons \$ 5,000.00**
- **Monroe Concrete Products \$ 5,000.00**
- Appraisal Co. of Key West
- BB&T
- Bascom Grooms Real Estate
- Cayo Hueso Resorts
- Centennial Bank
- The Conch House Heritage Inn
- Conch Tour Train
- D-H & Associates Consulting, LLC
- Doubletree Grand Key Resort
- FIRMA IT Solutions and Services
- First State Bank of the Florida Keys
- Headlines Hair Designs
- Historic Tours of America
- Horan, Wallace & Higgins, LLC
- Hyatt Key West
- Keys Energy Services
- Keys Federal Credit Union
- La Pensione
- Lower Keys Medical Center
- Marriott Beachside – Tavern N’ Town
- Mel Fisher Maritime Heritage
- Monroe County Teacher’s FCU
- Moore & Spottswood
- New Moon Management
- Old Town Trolley Operations Management, Inc.
- Oropeza & Parks CPA’s
- Our Keys
- Padgett-Dekker Holdings Ltd.
- Rick’s/Durty Harry’s
- Robin Lockwood, MD
- Sharon Moore, CPA
- Romoco, Inc.
- The Saltwater Angler
- SBX Commercial Real Estate
- Spottswood Companies
- Strategists, Inc.
- Teri Beers-Rossi, MD
- United Way
- Waldorf Astoria Casa Marina Resort
- Waste Management
- The Westin Key West Resort & Marina
- Wicker Guest House
- William P. Horn Architect



Key West International Airport Arrivals
January 2011 - May 2016

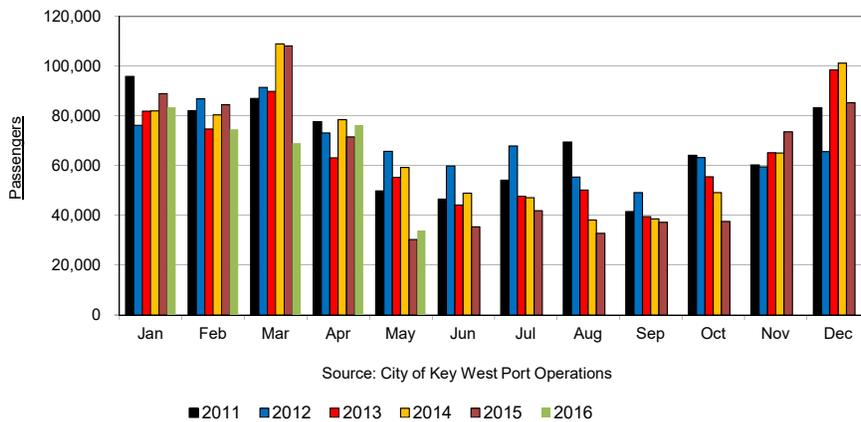


Passenger arrivals to Key West International Airport in May 2016 totaled 29,693. **This is a decrease of 0.4% when compared to May 2015.**

Total passenger arrivals for the five months of 2016 were 175,212. That is a 4.9% 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 be driving factors in families' summer vacation plans this year.

Key West Cruise Ship Passengers
January 2011 - May 2016



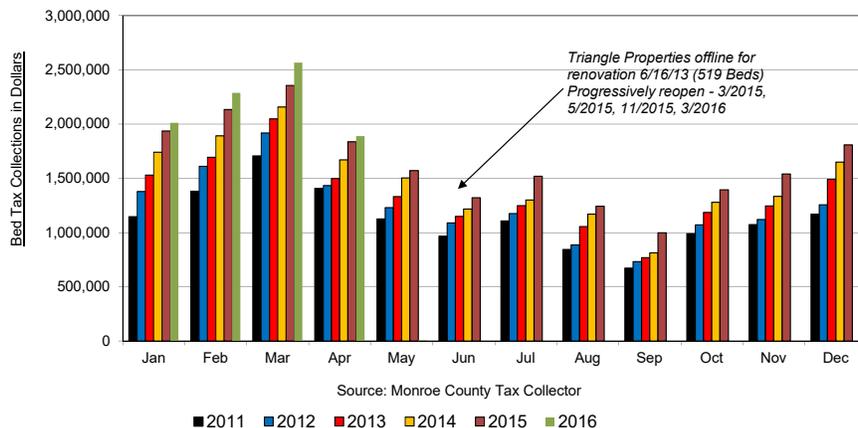
A total of 33,887 cruise ship passengers disembarked in Key West during May 2016. **This was 11.8% higher than May 2015**, which saw 30,317 passengers disembark.

For the five months of 2016, cruise ship arrivals saw 337,153 passengers disembark from 156 port calls. While port calls are down 9.3% so far for 2016, passenger counts are down 12.0% over the same period in 2015.

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

	Number of Ships	
	2015	2016
July	13	16
August	11	17
September	13	14

Key West Bed Tax Collections
January 2011 - April 2016



Reported Bed Tax Collections for Key West were **\$1,887,339 for April 2016, an increase of 2.8% compared to April 2015.**

According to Smith Travel, April 2016 occupancy was 88.5%, a 3.1 percentage point decrease from the April 2015 occupancy rate of 91.6%.

The Average Daily Rate (ADR) was reported at \$324.37 for April 2016, a decrease of 0.6% from the ADR of \$326.24 posted for April 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.



2016

Annual Employment Environment

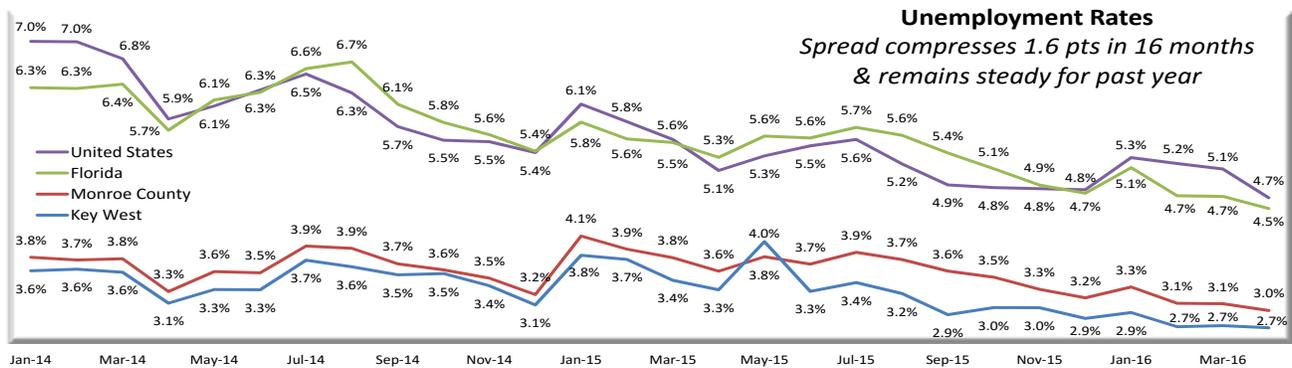
The Key West Chamber of Commerce continuously monitors, compiles, and analyzes economic data; generating local economic data through surveys of its over 500 members.

www.KeyWestChamber.org

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

Responses from KWCC Wage & Benefit Survey conducted January-February, 2016; KWCC BEO conducted March 28-April 14, 2016

The Key West employment environment continues to tighten with turnover edging up, however vacancy rates and applicant pools are staying steady. Unemployment in Key West started falling going into the summer of 2015 and settled this spring below 3% at rates seen last in 2008 and still higher than the low of 1.9% in 2006. The Florida and National unemployment rates followed the same trajectory; dropping below 5% and reaching customary levels. The compression in Key West's advantage seen in 2014 has remained steady at about 2%. Wages continue to rise with 35% of local businesses reporting increased compensation for the first quarter of 2016 and 34% planning near term staff increases.



Key West Compensation & Wages

Compensation rises 2.5% for Private sector and 2.0% for Public sector; compared to 3.7% and 1.9% seen last year. While the Private sector reflects lower overall increases this year, those increases shifted away from year-end bonuses and merit based increases to across-the-board adjustments affecting everyone.

\$8.05 per hour
Florida raised minimum wage 1.5% effective January 1, 2015
higher than the Federal minimum wage of \$7.25

Key West Employment by Sector

- 70% Private
- 16% Government
- 7% Armed forces
- 7% Proprietors

- Retail **11%**
- Education **10%**
- Accommodations, Food Svc, Entertainment **30%**

2016 Salary Changes

	Private	Public		Private	Public
Secretary	-14%	6%	Paralegal	19%	-3%
Accounting Clerks	-4%	4%	Network Administrator	-9%	2%
Maintenance Worker	1%	8%	Property Manager	13%	3%
Auto Svc Technician	31%	-5%	Operations Manager	12%	-2%
Line Cook	1%	N/A	Purchasing Manager	6%	6%
Registered Nurse	34%	8%	Chief Financial Officer	-13%	-1%

Change in mean salary between the 2015 and 2016 surveys, for selected sampling of job positions

Key West Benefits & Time off

Healthcare coverage increases to 95% of the Private sector workforce, up 5% from last year; while subsidies from private employers edge lower. Time off decreases 3 days from last year's levels.

78% of Private sector workforce has access to a 401(k)
down 5 points from last year

Key West **#2** in Florida for biking to work

14% of workers bike to work

8% of workers walk to work

Key West Wage & Benefit Survey

The 2016 survey received 71 private and 16 public responses covering 6,967 employees in the Florida Keys

The 2016 survey conducted this spring provides extensive information reported across ten business sectors and all major public entities; including the specific benefits, such as the amount of paid time-off (holidays, vacation & sick time), medical care coverages (health, dental & vision), and retirement policies, as well as job-specific wages for well over 100 positions. Detailed wage data includes range & actual pay by quartiles, mean, and median for the private sector along with each public entity. To purchase, call 305-294-2587.



Sources: Bureau of Economic Analysis; US Bureau of Labor Statistics; FD Health - MC; www.factfinder.census.gov



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**



Sponsored by:



at&t

the **Dog Daze** of summer

DISCOUNTS & COUPONS
Activities, Tours, Lodging, Restaurants
Bars, Services, Transportation and Retail
FOR THE MONTH OF AUGUST

The Key West Chamber of Commerce and AT&T will once again celebrate the summer and help locals beat the heat with the popular "Dog Daze of Summer" promotion.

The program encourages Keys residents to support our local chamber businesses during the entire month of August. In return for their support, locals receive discounts on admission, merchandise or menu items from the participating businesses. Promotions may also include a free glass of wine or dessert with purchase of an entrée, or a buy-one-get-one-half-price offer.

"Dog Daze of Summer" participants will receive a laminated decal to place in their window or entrance, alerting locals to the presence of good deals.

Advertising for this campaign will include radio PSA's throughout July and August as well as newspaper ads in the Key West Citizen, the Florida Keys Keynoter, Konk Life, The Weekly Newspaper, and Our Keys which will alert locals of the promotion before heading out for shopping, sightseeing and dining.

Each participating business will also be featured on the Chamber's website at www.keywestchamber.org, where they can simply download and print the list of premiums. Take advantage of this benefit of your chamber membership.

The deadline for participation is Friday, July 15th. Call the Key West Chamber Office for additional details at 305-294-2587 or e-mail info@keywestchamber.org.



BUSINESS AFTER HOURS | WEDNESDAY, JUNE 29, 2016

*Hosted by: **Royal Furniture/Royal Floors & Windows** - 3326 North Roosevelt Blvd.
Co-Sponsored by: **Key West Chamber of Commerce & Key West Business Guild***



Community Calendar

July 2016

- 7/1 **2016 Miss Firecracker Pageant** at La Te Da 8pm; 305-296-6196
- 7/4 **Annual 4th of July Fireworks** 9pm White Street Pier
- 7/4 **7th Annual 4th of July Harborwalk 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

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

Welcome New Members!



The Key West Chamber of Commerce welcomed five new business members to its ranks during the June membership luncheon at the Key West Marriott Beachside. Pictured left to right: Jeff Searcy of United Atlantic Insurance Group; Samantha Messier and Phil Lavoie of Historic Key West Vacation Rentals, Celia Slaughter with Key Relations; David Rohrbaugh of Gas Monkey Bar & Grill, and Membership Committee Co-Chairs Kim Works and Joyce Benavides. Also new to the Chamber, though not pictured, is the Mermaid & The Alligator guesthouse.

Gas Monkey Bar & Grill

217 Duval Street Key West, FL 33040
305-294-0103
www.gasmonkeykeywest.com
Contact: Mick Reed
Restaurant/Bar

Historic Key West Vacation Rentals

425 Eaton Street Key West, FL 33040
305-296-1010 www.hkwvr.com
Contact: Brenda Donnelly
Reservation Service/Property Management
Sponsored by: Claude Gardner,
Berkshire Hathaway Home Services

Key Relations

1075 Duval Street, C21 #104
Key West, FL 33040
305-771-2356
www.key-relations.com
Contact: Celia L. Slaughter
Finance/Real Estate

The Mermaid & The Alligator

729 Truman Avenue Key West, FL 33040
305-294-1894 or 800-773-1894
www.kwmermaid.com
Contact: Lisa Zifer
Bed& Breakfast

United Atlantic Insurance Group (UAIG)

3438 Duck Avenue Key West, FL 33040
305-748-2134 www.unitedatlanticinsurance.com
Contact: Peter Batty
Insurance



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Cruise Ship Schedule

July 2016

07/01	NO SHIPS
07/02	NO SHIPS
07/03	NO SHIPS
07/04	Carnival Freedom 11:00am-7:00pm
07/05	Fantasy 7:30am-1:30pm
07/05	Carnival Dream 8:00am-5:00pm
07/06	NO SHIPS
07/08	Enchantment 9:30am-6:00pm
07/09	Empress 8:00am-5:00pm
07/10	NO SHIPS
07/11	NO SHIPS
07/12	Fantasy 7:30am-1:30pm
07/13	Empress 8:00am-5:00pm
07/14	Enchantment 9:30am-6:00pm
07/15	Carnival Sensation 7:30am-1:30pm
07/16	NO SHIPS
07/17	NO SHIPS
07/18	NO SHIPS
07/19	Carnival Breeze 11:00am-7:00pm
07/20	NO SHIPS
07/21	Enchantment 9:30am-6:00pm
07/22	Empress 8:00am-5:00pm
07/24	NO SHIPS
07/25	NO SHIPS
07/26	Fantasy 7:30am-1:30pm
07/27	Empress 8:00am-5:00pm
07/28	Enchantment 9:30am-6:00pm
07/29	NO SHIPS
07/30	NO SHIPS
07/31	Empress 7:00am-5:00pm

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



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www.keywestchamber.org

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Key West Chamber of Commerce/294-2587

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Tourist Information Receptionist

Dorothy Schmida

Administrative Assistant

Emily Brogdon and Nancy Carruthers

Office Assistants/Tourist Information Operators

Virginia A. Panico

Newsletter Editor

Cindy Jefferson

Art Director

Key West Chamber Calendar of Events

July 2016

Business After Hours "Christmas in July"

Please bring a toy for a child.

Date: Wednesday, July 20, 2016

Time: 5:30p.m. – 7:30p.m.

Sponsored By: Hard Rock Café

Location: 313 Duval Street

Members Only Networking Event

General Membership Meeting

Date: Wednesday, July 27, 2016

Noon

Speakers: Monroe County Florida
Emergency Management Director,
Marty Senterfitt; Keys Energy
Services General Manager, Lynne
Tejeda; Division Chief of Emergency
Management Training, Kenny
Wardlow; and Division Chief
Fire Marshal, Alan Averette
Topic: Are you prepared for
a Tropical Occurrence?

Location: Westin Key West
Resort & Marina

Please RSVP to the Chamber
at 305-294-2587 or

Email: info@keywestchamber.org

August 2016

Business After Hours

Date: Tuesday, 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

Candidates Forum

Location: Key West

Marriott Beachside

Please RSVP to the Chamber
at 305-294-2587 or

Email: info@keywestchamber.org

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