



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

TDC Talks Numbers, Trends, and Promoting Key West



Chamber President Suzanne Moore welcomes guest speakers from the Tourist Development Council, Director Stacey Mitchell and Director of Market Research Kelli Fountain.

Promote Key West, that was the Tourist Development Council's (TDC) message at the chamber of commerce luncheon on Wednesday, March 28th at The Marriot Beachside. Now, more than ever, the rest of the country and world need to know, Key West has recovered from Hurricane Irma and is open for business. TDC's Director Stacey Mitchell and Director of Market Research Kelli Fountain addressed the chamber with some startling statistics and trends moving forward in 2018.

Mitchell, a 34 year resident of the Florida Keys, mostly Key West, understands the delicate balance of surviving a hurricane but also the urgency of getting a city open for business. "A couple of things worked in my favor, it wasn't my first rodeo," said Mitchell. Remembering Hurricane Wilma, she was then the sales director for the TDC and would leave her flooded home to go work for the TDC, "It's a balancing act."

The reality of the hurricane is now in the numbers. "After Hurricane Irma, the decision to reopen was the opinion of a myriad of agencies-hospital, emergency services, county officials," continued Mitchell. "By the last week of September 2017, we knew residents needed help." Mitchell obtained one million dollars, or 56% of emergency capital for DAC 1, Key West, for advertising. Additionally, Key West also received \$200,000 dollars for promotional advertising. "We were trying to save our season," said Mitchell. Tourism dollars keep the community afloat.

"Our visitors contribute quite a bit to sales tax, which is vital to our community." It starts with visitors and tourists being charged 12.5% "Bed Tax" and four percent of those funds going to the TDC. Two percent (2%) is for promotional purposes, event, and administration (referred to as "two penny funds") and two percent (2%) is for District expenditures and

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Message from President Suzanne Moore



So here we are seven months after Hurricane Irma and it is still a major topic of conversation wherever I go. Whether it's with clients asking me about the real estate market and the effect on pricing and sales, or local business owners telling me about

how they are bouncing back or chamber members discussing the occupancy and rates of hotels and guest houses and the adjustments they are making, yes, we are definitely seeing the long term effects of a major storm.

As Easter is a little early this year, that typically does affect us city wide, as many of our snow birds head home to be with family. As we head into our shoulder season some business owners and operators are concerned for what the summer will bring. So you may ask what is being done to improve things. Well at our March General Membership meeting we listened to a presentation made by the Director of the TDC, Stacey Mitchell and Market Research Director Kelli Fountain. They educated us with some excellent data and new emerging trends. If you didn't get to attend the meeting, just go to our website www.keywestchamber.org to the members section, under TDC Trends March 2018 GM presentation, as it's full of excellent information.

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Spotlight Shines on ... Dotti Clifford of The Key West Attractions



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 Dotti Clifford of The Key West Attractions.

Dotti Clifford is in her second term as President of the Key West Attractions (KWA) and laughs looking back at how a little idea has grown so big. KWA will be 35 years strong this December and has become a fundamental link between tourists and all Key West has to offer.

Clifford has always worked with tourists since coming to Key West in the 80s from Altuna, PA. Originally she landed in Ft. Lauderdale but quickly realized, Key West was more fun. Clifford starting working with KWA back in 1991 and revitalized her role on and off over the years, "The association just keeps growing more and more, it's exciting."

The organization's prime purpose is advertising offers and attractions in Key West. From online to the hefty brochure, visitors can see the wide variety of things to do from museums, water sports, tours, bars, restaurants, community and emergency information just about every aspect of Key West that can make a vacation fun. The KWA is not political but self supported by membership.

KWA is always looking for new members and associate members. Presently, 80 members

strong, joining offers widespread exposure to tourists. Membership at \$495 for full and \$200 for associates gives businesses special offers with news and social media. There are ten luncheons a year with volunteer speakers, Christmas and installation party and they have the best raffles of anyone, claims Clifford. Also, membership includes becoming a part of the number one deal in town, the vacation pass which is hugely popular with tourists. Clifford also cites member benefits also improve relationships with the other Keys.

"We have exciting new summer promotions coming up to incorporate the kids of Monroe County, with special offers at the end of summer, we are looking into more distribution spots for the brochures and just many more projects are on the horizon that only the amazing talent of our team can pull off," said Clifford.

Clifford called the KWA "The association with a heart." They stood by her with recent medical problems and now she stands by them, making the KWA bigger and better all the time.

Marketing Your Business

Did you know...

Advertising opportunities through the Key West Chamber are plentiful and affordable.

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.

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

- One-time ad: \$15.00
- Two consecutive ads: \$25.00
- Four consecutive ads: \$40.00

Blast Emails can be sent to our membership

for \$65.00 and can include graphics, logos and pictures.

The Chamber Chowder is our online 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 \$990.00 quarterly.
- Half Page: 8" x 4.5" \$165.00 per issue or \$495.00 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

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.

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



"Social Media" continued from page 1 ▶

stays in the district for the district. The rest is six percent (6%) sales tax, one-half percent (.5%) school tax – one percent (1%) county infrastructure tax. All funds from infrastructure tax go to Monroe County. And the other one percent goes to County General Fund, and Land Authority.

"We are down from last year at this time by 1.5 million dollars," said Mitchell "and our fiscal year is down 14%, just shy of a million dollars."

Mitchell's parting message was promote Key West in the most positive way. People are wondering if it is "Okay in Key West?" and it's up to the businesses to tell them yes. Potential visitors need to see proof for themselves on social media, email, and business websites. "Post pretty pictures, happy videos, warm and fuzzy stories, just get the word out, we are okay and open for business."

Director of Market Research Kelli Fountain moved to Key West right before Hurricane Georges and wasn't deterred by the storm. Now in her second year with the TDC, Fountain studies the numbers and trends of visitors in order to better understand who is coming to Key West and why. Using companies such as Intercept, Expedia, nSight and DK Shifflet, the TDC is able to compile data on domestic and foreign visitors. For example, Dk Shifflet contacts 50,000 distinct U.S. households a month since 1991 asking them pertinent questions about their vacation habits.

"The studies are of people who stay overnight," said Fountain. "For example, most of our domestic visitors came from Florida in 2017, as well as, Illinois, California, Georgia and Michigan." As for international trends, Canada always wins. "While Canada is at the top, Germany and France and United Kingdom always place in the top five." Meanwhile, Norway has been rising since they have introduced a non stop flight to Miami.

"One great thing, visitor satisfaction remains really high, ranking either four or five out of five," said Fountain, in 2017 we saw a 99% rate of satisfaction compared with 98% of 2016 visitors. Now fewer people are coming to Keys for recreation, citing their purpose to visit family and friends or just relax. These visitors are interested in a good value and less interested in nightlife or culture. Also, unlike

2016, visitors are not planning their trip ahead of time while in 2016, 23% planned their trip six or months in advance, in 2017 only seven percent. "While people do come because of family and friends, the other main influence in their decision was advertising," continued Fountain, which means the TDC model is working.

So what are some visitor trends? "Mainly people who own second homes in Florida like to come to Key West as a getaway," said Fountain. Coming from areas like Orlando, Ft. Lauderdale, West Palm Beach, Miami, Tampa and Ft. Myers, second home Florida residents went from seven percent 2016 to 11 percent in 2017. Unfortunately these visitors tend to drive down.

It makes sense but it doesn't help the traffic situation in the Keys. The most significant change in transportation behavior was the greater use of personal vehicles (7% in 2015; 20% in 2016; 37% in 2017; +30 point in percent overall). There was also a three percent decrease in visitors who flew in, from 17% in 2016 to 14% in 2017. But good news is 47% of visitors were repeat visitors substantiating the overall satisfaction rating.

Looking ahead to 2018, visitors are bargain hunting online. They like bundled value packages and booking within 90 days. There is a lot of interest to visit this coming summer not just from residents of Florida, but New York, North Carolina, Pennsylvania and Georgia. Search engines profiled online shoppers as 96% domestic and 4 % international, with Canada, Great Britain and Germany topping the list.

The big summer spenders are from Miami and Ft. Lauderdale who spent 25.1 million dollars last summer while West Palm and Tampa residents came in second with each 7.4 million dollars. But another bright spot is the new Key West nonstop Dallas connection on American Airlines starting June 9th through Sept 1st.

Fountain ended the program by talking about the present level of DAC hotel rooms online and unfortunately the Keys still are not all up and running. The numbers are on-line DAC I 92%, DAC II 73%, DAC III 64%, DAC IV 70%, and DAC V 82%. Still 1,250 rooms are offline but soon 318 rooms will become available this summer. ▼

President's Message cont. from page 1 ▶

While they have spent an additional one million dollars on advertising since the storm, they are still seeing the perception of some potential visitors believing that we are not back up and running at full speed and thus are encouraging all of us who have Social Media Pages on Facebook, Instagram, Pinterest and Twitter to post some recent photos or short videos of you and your business. Just to illustrate that yes my friends we survived and we are here, open for business and Key West is as beautiful and vibrant as ever.

If every member took the time to just do a couple of new photos or post a short video (any smart phone video will do), imagine the positive effect that would have. We all have a data base of past customers that have either done business with us or we are doing business with. Reach out to your existing and past customers and let them know you are doing well and encourage them to come back and take another visit to the Keys. According to the TDC, our repeat visitors are on the rise and with 99% of all our visitors rating us a four or five star vacation destination, they are bound to want to come back.

Over 30% of all our visitors come from the State of Florida, and don't forget, almost all of Florida was affected by Irma, so the emerging trend is that our visitors are looking for added value. How can you make your business or service more appealing, give your customers some added value. Maybe find an existing chamber member that you can collaborate with. Let's use the resources we have at our fingertips and get creative. And don't forget great customer service will get you great reviews and keep them coming back for more. ▼

Welcome New Members!



The Chamber of Commerce membership committee welcomes new members. Committee member John Bartelmo, left, new member Rod Petrick, of Quiet Storm, President Suzanne Moore, new member Eric Hart, of Eric Hart, Mr. Fix It! and Committee Chair Kim Works.

Burke Construction Group – Key West

1722 No. Roosevelt Blvd.
Key West, FL 33040
305-363-2951
Contact: John O'Neill
www.burkeconstructiongroup.com
General Contractor

Eric Hart, Mr. Fix It!

2 Kestral Way
Key West, FL 33040
216-469-8002
Contact: Eric Hart
Handyman Service
Sponsored by: Joe Caso,
Business Consultant

J. McLaughlin

718 Caroline Street
Key West, FL 33040
305-768-9371
Contact: Elizabeth Amneus
www.jmclaughlin.com
Retail

Key West Room Escape

314 Simonton Street
Key West, FL 33040
305-916-5517
Contact: Kyle Turk
www.keywestroomescape.com
Escape Room

Porter Village

310 Duval Street
Key West, FL 33040
305-923-9804
Contact: Sal Unuvar
Retail Art

Quiet Storm

431 Duval Street
Key West, FL 33040
305-204-4675
Contact: Rod Petrik
Retail
Sponsored by: Suzanne Moore,
Truman & Co. Real Estate

The Gardens Hotel

526 Angela Street
Key West, FL 33040
305-294-2661
Contact: Kate Miano
www.gardenshotel.com
Hotel/Motel/Resort

Community Calendar

April 2018

- | | | | |
|------|---|----------|---|
| 4/1 | Historic Tours of America Locals Day | 4/15 | Inaugural Shrimp Road Seafood & Craft Beer Festival, 7001 Shrimp Road |
| 4/1 | Key West Theater Presents John Sebastian, 305-292-2333 | 4/16 | Taste of Key West, www.aidshelp.cc, Truman Waterfront, 305-296-6196 |
| 4/1 | Key West Poetry Guild Monthly Open Mic Reading – One Island Family 801 Georgia | 4/17-5/5 | Red Barn Theater presents: Cry it Out, 305-396-9911 |
| 4/5 | Key West Theater Presents Keller Williams, 305-292-2333 | 4/17-21 | Key West Sailfish Championship, 305-395-3474 |
| 4/7 | FL. Keys SPCA 3rd Annual Putts for Paws at Boondocks 10am-4pm, 305-743-4800 | 4/18 | KWCC Stress & Time Management Seminar, 305-294-2587 |
| 4/7 | Beautiful Chaos Collected poetry of Prolifik Tha Poet – KW LIBRARY | 4/20-29 | Annual Conch Republic Independence Celebration http://conch-republic.com/ , 305-296-0213 |
| 4/8 | Poetry Movie Afternoon – One Island Family - 801 Georgia | 4/21 | Earth Day 5k Run/Walk – http://southernmostrunners.com/ , 305 745 3027 |
| 4/14 | 37th Annual 7 Mile Bridge Run, 6:45am-9:00am 7milebridgerun@gmail.com, 305-395-7040 | 4/22 | 13th Annual Key West Chamber of Commerce Golf Tournament, 305-294-2587 |
| 4/14 | Mote Marine's Keys Oceanfest 2018, 10-5, psiderski@mote.org, 941-388-4441 ext.618 | 4/25-26 | Tennessee Williams Theater presents: Kinky Boots |
| 4/15 | Annual Cow Key Channel Bridge Run 12noon www.cowkeybridgerun.com | 4/28 | Lazy Dog: Key West Paddle Classics, sue@lazydog.com, 305-304-4259 |
| 4/15 | Annual WILLIE WONKA CHOCOLATE FESTIVAL, 11-3, Southernmost House, 305-296-3141 | 4/28 | Mariners March 5K Run & Walk at St. Mary's, 305-745-3027 |
| 4/15 | One Island Family will celebrate National Poetry – 801 Georgia | 4/28 | American Cancer Society's Diamond Gala of the Keys, KeyWest Theater, 305-292-2333 |



The Key West Chamber of Commerce
Presents a seminar on:
Stress and Time Management
Wednesday, April 18, 2018
Doubletree Grand Key Resort
8:30a.m. to 11:30a.m.

Elisa Levy is an internationally known speaker and author who specializes in conflict resolution, team building, leadership and customer service. For the past 16 years, she has been working with organizations and individuals to improve their businesses and working relationships. Her clients run the gamut, from the United Nations, to Fortune 500 companies, hotel chains, restaurants and non-profit organizations. Elisa travels the world teaching, and has authored two books and countless articles on conflict resolution.

Stress and Time Management

Studies show that up to 80 percent of our visits to a doctor are stress related. Even in the Keys, where many people come to find a slower pace of life, we often find ourselves racing from one thing to the next, and feeling overwhelmed by trying to juggle our professional and personal lives. Elisa Levy's seminar will give you practical and easy-to-use tools to prevent stress, deal with it when it happens, and to get more organized so that life feels good.

In this 3-hour seminar, you will learn simple and easy-to-use skills to manage time and reduce stress in the mind and body. You will leave the session knowing:

1. *Five Secrets to Feeling Good Every Day of Your Life*
 2. *Getting Organized and Planning Effectively*
 3. *Managing Emotions and Communication*
 4. *Prioritizing*
 5. *Four Steps to Preventing Stress (Building your "Emotional Immunity")*
- ... and much more.

Enrollment forms and payment must be received in the Chamber's Office by Noon, Friday, April 13, 2018 to guarantee seating.

Email to: committees@keywestchamber.org

Both chamber members and non-members are urged to attend.

Complete and email your enrollment form today!

Cost: Members—\$76.00 per person, Non-Members—\$99.00 per person

(*Price includes continental breakfast)

Name: _____ Company: _____

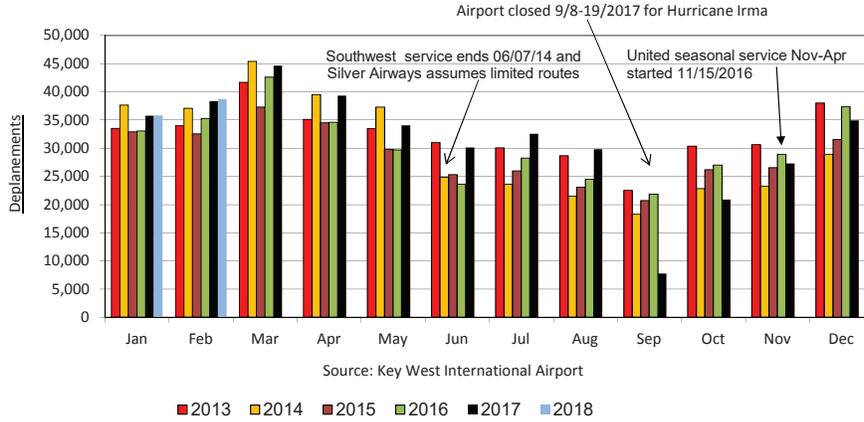
Job Title: _____ Email: _____

Phone: _____

Please contact the Key West Chamber of Commerce with credit card information or bring in registration and payment to the Chamber office. **SPACE IS LIMITED**, no refunds will be offered after Noon on Friday, April 13, 2018. Include the names, job title, phone number & email of additional attendees on a separate piece of paper.



Key West International Airport Arrivals January 2013 - February 2018

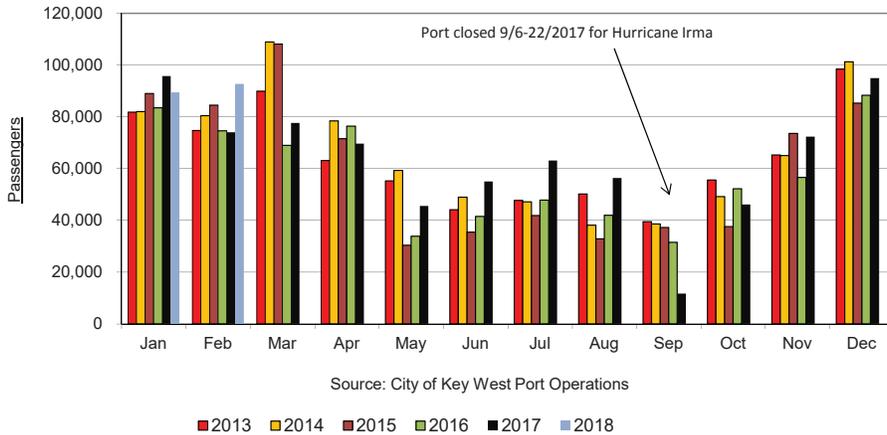


Passenger arrivals to Key West International Airport in February 2018 totaled 38,695. **This is an increase of 1% when compared to February 2017.**

Total passenger arrivals for the two months of 2018 was 74,485. That is a 0.6% increase over the same period in 2017.

August 2017's deplanements marked the end of the fourteenth straight month of steady year over year increases and an all time high for August. February's increase sets a record for the month, surpassing the high in 2014 when Southwest was providing service.

Key West Cruise Ship Passengers January 2013 - February 2018



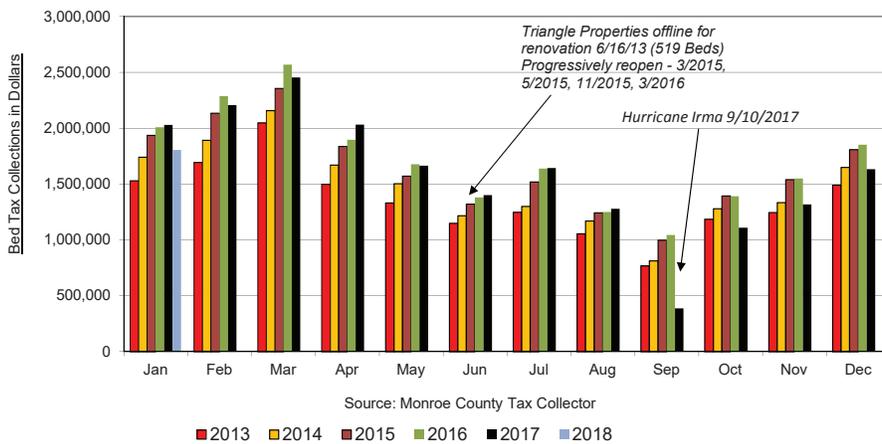
A total of 92,680 cruise ship passengers disembarked in Key West from 41 ships during February 2018. This is **25.2% higher than February 2017**, which saw 74,008 passengers.

For the two months of 2018, cruise ship arrivals saw 182,124 passengers disembark from 88 port calls. While port calls are up 6% so far for 2018, passenger counts are up 7.3% over the same period in 2017.

The cruise ship schedule for April to June compared to the same three months in 2017 is shown below:

	Number of Ships	
	2017	2018
April	30	40
May	17	27
June	20	22

Key West Bed Tax Collections January 2013 - January 2018



Reported Bed Tax Collections for Key West were **\$1,803,939 for January 2018, 11.1% lower than in 2017.**

According to Smith Travel, January 2018 occupancy was **85.5%**, a 1.1 percentage point decrease from the January 2017 occupancy of **86.6%**.

The Average Daily Rate (ADR) was reported at **\$287.78 for January 2018**, a decrease of **5.3%** from the ADR of \$303.93 posted in 2017.

Since Hurricane Irma passed on September 10, 2017 and caused damage to some hotels, the number of rooms available has declined in Key West. The estimated number of rooms off-line coming into October was 27% in Key West. The number of rooms still off-line through February is estimated at 9% in Key West.



Florida Keys

Key West

2018 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.

Hurricane Irma on **September 10, 2017** closed ports, airports and the highway into the Keys for most of the month.

2017 Ordinances

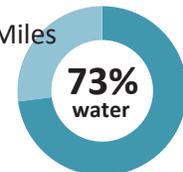
- 17-1. Prohibited efforts to change a minor's sexual orientation/identity
- 17-2. Clarified requirements for grandfathered units
- 17-3. Established moratorium on medical cannabis activities
- 17-4. Granted franchise to Buggy Bus
- 17-5. Granted franchise to Couch Tour Train
- 17-6. Granted franchise to Cityview Trolley
- 17-7. Clarified calculation of improvements for mitigation requirements
- 17-8. Eliminated 12-month residency requirement for affordable housing
- 17-9. Eased affordable housing rules for enforcement reasons
- 17-10. Adopted FY2017-18 Ad Valorem tax rates
- 17-11. Required sound measurement in the Sound Control ordinance
- 17-12. Changed Police and Fire Pension for buybacks
- 17-13. Changed Comprehensive Plan to make more BPAS units affordable
- 17-14. Changed Future Land Use Map for College Road parcels
- 17-15. Changed zoning on College Road parcels
- 17-16. Provided for a height referendum on College Road parcels

In 2017 313 Resolutions & 16 Ordinances were approved

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

Source: www.knightfoundation.org/sotc/; Monroe County 2017/18 State of the County; Mayor Cates' State of City, February 2018; www.cityofkeywest-fl.gov; www.monroecounty-fl.gov

3,738 Square Miles



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

Let's tour

Who we are

- ✓ 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
- ✓ 3 Courthouses
- ✓ A Medical Examiners Facility
- ✓ State Attorney & Public Defenders Offices
- ✓ 2 Senior Centers, and an Assisted Living Facility
- ✓ 4 Museums

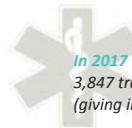
From Beaches to Hockey Rinks to Sunsets, on only 7.4 square miles, the City is (owns):



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

The County provides \$3.6 million to 34 local non-profits that provide citizens services such as medical care, social assistance, and quality of life

In 2017 the new City Hall was occupied and the new Transit Facility was completed.



In 2017 the Fire Department made 5,511 EMS calls, 3,847 transports and maintained an ISO rating of 1 (giving insureds the lowest possible fire rates).

In 2017 the Amphitheater and Douglas Gym, Cozumel park, and phase 1 of the Truman Waterfront Park was worked on while the Duval Loop started service.

City website

www.cityofkeywest-fl.gov

Ongoing 2018 City Projects:

- Rest Beach
- Frederick Douglas Gym Renovation
- Truman Waterfront Park
- New Smathers Restrooms
- Mallory T-pier and seawall

Ongoing 2018 County Projects:

- Old Seven Mile Bridge & Higgs Beach
- Canal Restoration

What we did

What we're doing



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



The 2018/2019 **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 October, 2018

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 inquires 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 as 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



BUSINESS AFTER HOURS | WEDNESDAY, MARCH 21, 2018

Sponsored by: **Keller Williams**, 333 Fleming Street





Cruise Ship Schedule

APRIL 2018

4/1	Empress	8:00am-5:00pm
4/1	Summit	8:00am-5:00pm
4/2	Celebrity Silhouette	7:00am-5:00pm
4/2	Rotterdam	11:00am-6:00pm
4/3	Carnival Victory	7:30am-1:30pm
4/4	Norwegian Sky	9:00am-6:00pm
4/5	S. Wind	9:00am-4:00pm
4/5	Enchantment	9:30am-6:00pm
4/6	Carnival Sensation	7:30am-1:30pm
4/6	Empress	8:00am-5:00pm
4/7	Fram	9:00am-6:00pm
4/8	Disney Magic	7:00am-3:45pm
4/9	Carnival Freedom	10:30am-6:00pm\
4/9	Rotterdam	11:00am-6:00pm
4/10	Carnival Dream	9:00am-5:00pm
4/11	Empress	8:00am-5:00pm
4/12	Artania	9:00am-8:00pm
4/12	Enchantment	9:30am-6:00pm
4/13	N. Amsterdam	8:00am-5:00pm
4/14	No Ship	
4/15	Empress	7:00am-6:00pm
4/16	Rhapsody	11:00am-6:00pm
4/16	Rhapsody	11:00am-6:00pm
4/17	Carnival Victory	7:30am-1:30pm
4/17	Carnival Breeze	11:00am-7:00pm
4/18	No Ship	
4/19	Enchantment	9:30am-6:00pm
4/20	Carnival Sensation	7:30am-1:30pm
4/21	Disney Magic	6:45am-3:45pm
4/21	Norwegian Sky	8:00am-4:00pm
4/22	No Ship	
4/23	Regatta	7:30am-5:00pm
4/23	Carnival Freedom	10:30am-7:00pm
4/23	Rhapsody	11:00am-6:00pm
4/24	Carnival Victory	7:30am-1:30pm
4/24	Empress	8:00am-5:00pm
4/25	Equinox	9:00am-6:00pm
4/26	Disney Magic	7:00am-3:45pm
4/26	Enchantment	9:30am-6:00pm
4/27	No Ship	
4/28	No Ship	
4/29	Crystal Symphony	9:00am-5:00pm
4/30	Rhapsody	11:00am-6:00pm

30th Annual
Key West Chamber of Commerce
"Showcase of Key West Businesses"
Community and Business Expo

SAVE THE DATE

Wednesday, September 19, 2018

Location: Key West Marriott Beachside
3841 North Roosevelt Blvd.

3:00 p.m. – 5:00 p.m. – Open to the Public
Business After Hours

sponsored by Key West Marriott Beachside
5:30p.m. – 7:30p.m. – for our Members

For sponsorship opportunities and to reserve your booth space, please contact Kerry Baker at 305-294-2587 or via email at membership@keywestchamber.org

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[HTTP://BITLY.COM/KEYWESTJOBBOARD](http://bitly.com/keywestjobboard)

We are pleased to announce a brand new FREE member benefit to all members of the Key West Chamber of

Commerce. Our brand new JOBBANK is located at www.keywestchamber.org under the Community tab. Whether you're a local seeking a new job, a long

time island enthusiast seeking an opportunity to move and work in paradise, or you're a Member Business looking for your next talented team member, this is the place for you!

Go to <http://bit.ly/KeyWestJobBoard> to post your new positions and apply for openings in the area!

This service is FREE to all member businesses! If you're already a member, log in to your Member Portal to post your open positions. For assistance in login contact the chamber offices at 305-294-2587.



A TIGER IN THE WOODS

GOLF TOURNAMENT



SUNDAY, APRIL 22, 2018
KEY WEST GOLF CLUB

305-294-2587 | KeyWestChamber.org



To our Key West Chamber of Commerce members, thank you for your support of your Chamber of Commerce.

We presently are gearing up for our 13th Annual "Tiger in the Woods" Golf Tournament scheduled for Sunday, April 22nd at the Key West Golf Club.

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. The generosity of our members has enabled us to continue to fund many of the chamber's member events and community programs which benefit our entire island including our \$10,000 cash prizes to local parade participants in the annual Fantasy Fest parade.

We are still accepting hole sponsors for this year's golfing event. For a \$100.00 donation a sign will be placed on the course with your business name or logo.

The tournament is also a great way to meet fellow chamber members and residents of the community through volunteering. We are in need of hole watchers and volunteers to assist at our food tent throughout the day.

We sincerely hope you will consider supporting the **13th Annual Tiger in the Woods Golf Tournament** this year. For more information contact the chamber at 305-294-2587 or membership@keywestchamber.org.

Thank you for your consideration, and continued support.



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

EXECUTIVE COMMITTEE

Suzanne Moore, President
Truman and Company Real Estate
305-292-2244

Billy Spottswood, First Vice President
Spottswood, Spottswood & Spottswood/305-294-9556

Cara Higgins, Second Vice President
Horan & Higgins, LLP/294-4585

Sam Holland, Secretary
The Conch House/305-293-0020

John Toppino, Treasurer
Monroe Concrete/305-296-5606

Greg Sullivan, Past President
Waste Management/305-434-9140

Jed Dodds, Appointee
The Studios of Key West/305-296-0458

Melissa Kendrick, Appointee
Mel Fisher Maritime Museum/305-294-2633

Lynne Tejada, Appointee
Keys Energy Services/305-295-1020

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

Shay Penke
Office Assistant/Tourist Information Operator

Gladys Clarks
Tourist Information Receptionist

Virginia A. Panico
Newsletter Editor

Cindy Jefferson
Newsletter Art Director

Hays Blinckmann
Newsletter Writer

Karrie Bond
Social Media Director

Key West Chamber Calendar of Events

April 2018

Business After Hours

Wednesday, April 12, 2018
5:30 p.m. – 7:30 p.m.

Sponsored by: Waste Management, Inc.
and the Key West Golf Club
Location: 6450 College Road
Members Networking Event

General Membership Meeting

Wednesday, April 25, 2018
Noon

Location: Doubletree Grand Key Resort
3990 S. Roosevelt Blvd.
Topic: Genetically Modified Organisms (GMO)
Speakers: Andrea Leal,
Executive Director of the Florida Keys
Mosquito Control
Sponsor: JSA Promos and Print

May 2018

General Membership Meeting

Wednesday, May 23, 2018
Noon

Location: Key West Marriott Beachside
3841 No. Roosevelt Blvd.
Topic: Past Legislative Session
Speakers: Holly Raschein,
House State Representative,
District 120

Business After Hours

Date: Wednesday, May 23, 2018
5:30 p.m. – 7:30 p.m.

Sponsored by: Dr. True Plastic Surgery
Location: 605 United Street, Unit B
Members Networking Event

Click to connect with the Chamber on
Facebook, Twitter,
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