



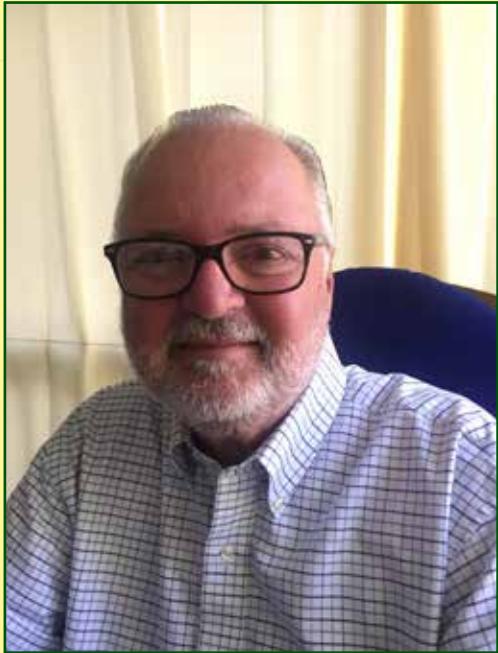
Key West, Florida

## CHAMBER CHOWDER©

510 Greene Street ~ 1st Floor, Key West

[www.keywestchamber.org](http://www.keywestchamber.org)

### Chamber Member Joe Caso Discusses the Path to Achieving a Goal



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

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

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

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

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

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

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

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

*continued on page 3 ▶*

### Message from President Nicki L. Will



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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

But to reach her at work, call the law firm of Horan, Wallace & Higgins at 305-294-4585 or visit [hwkeywest.com](http://hwkeywest.com).

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

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

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

**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

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



Key West, Florida

*"Path" continued from page 1 ▶*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For more information about the services he provides, visit [casoandco.com](http://casoandco.com) or contact Joe Caso at [jcaso@casoandco.com](mailto:jcaso@casoandco.com) or 305-453-6378.



**The Key West Chamber of Commerce  
and Waste Management Present the 28<sup>th</sup>  
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](mailto:kbaker@keywestchamber.org)  
510 Greene Street, 1st Floor | Key West, FL 33040

Presented by: **Waste Management**



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





Key West, Florida



## DIRECTORS WANTED!

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

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

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

### **The duties of a director include:**

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

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

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

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

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

### *President's Message cont. from page 1 ▶*

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

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

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

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

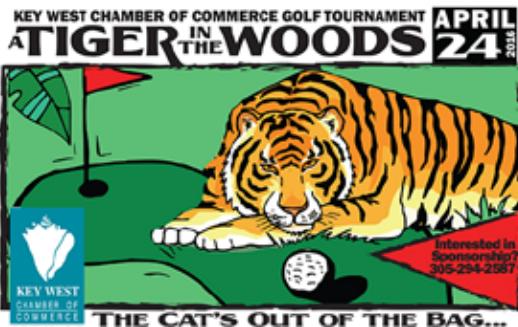
registration, voter education and forums for candidates. We have some candidate forums on the schedule for General Membership meetings as elections draw near.

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

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

# Key West

CHAMBER OF COMMERCE



**BURKE**  
Construction Group Inc.



**WM**  
WASTE MANAGEMENT

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

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& Museum  
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Nextran Truck Services  
Ocean Key Resort

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Mini Storage  
Marino Construction  
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Spencers by the Sea  
Reynolds Engineering

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

#### IN-KIND DONATIONS

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

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

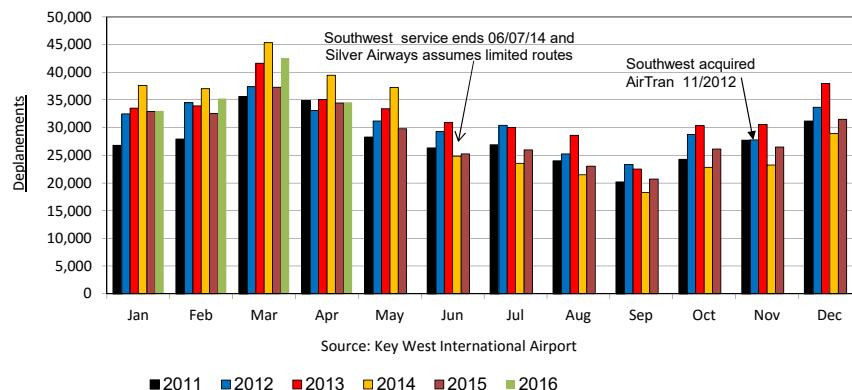
# Key West

CHAMBER OF COMMERCE



Key West, Florida

Key West International Airport Arrivals  
January 2011 - April 2016

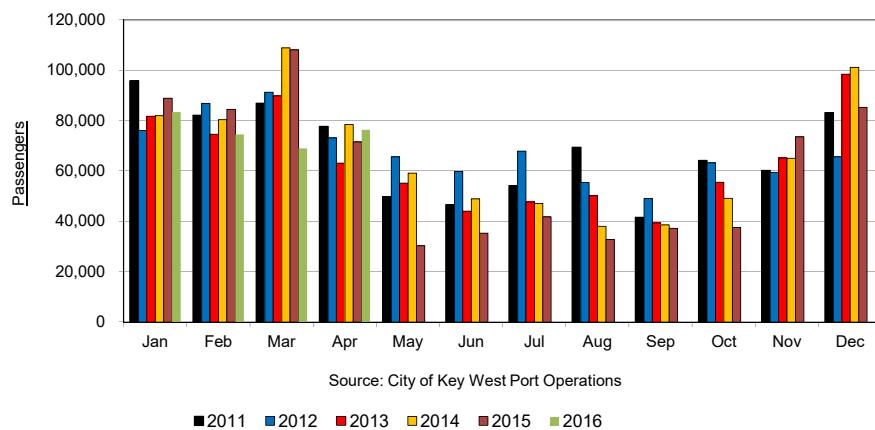


Passenger arrivals to Key West International Airport in April 2016 totaled 34,594. This is an increase of 0.3% when compared to April 2015.

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

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

Key West Cruise Ship Passengers  
January 2011 - April 2016



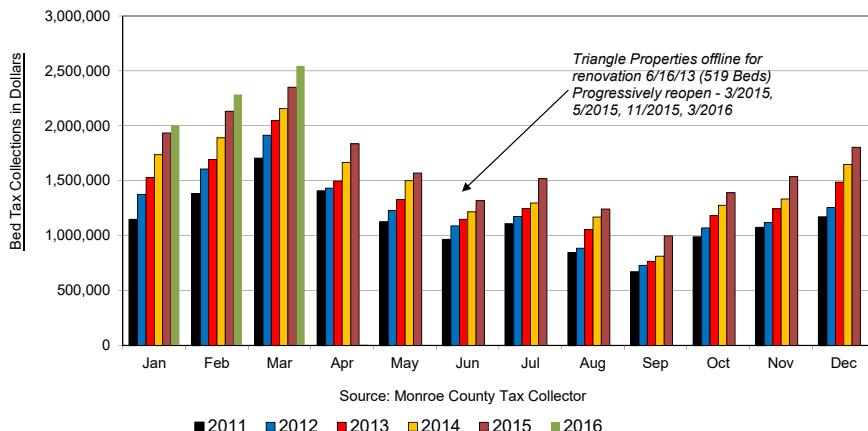
A total of 73,324 cruise ship passengers disembarked in Key West during April 2016. This was 6.7% higher than April 2015, which saw 71,509 passengers disembark.

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

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

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

Key West Bed Tax Collections  
January 2011 - March 2016



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

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

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

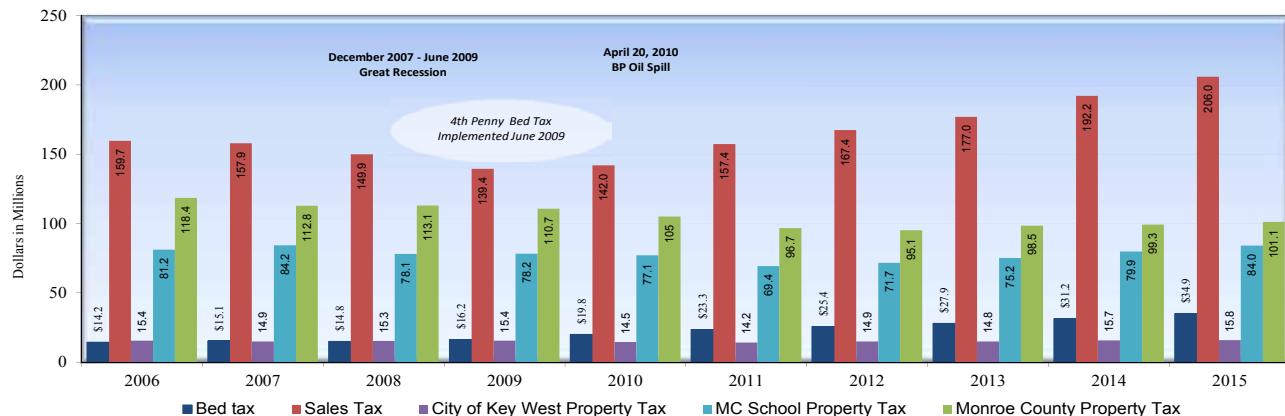


Key West, Florida

## Local Taxes in Review

Major Legislated Taxes Collected in the Florida Keys

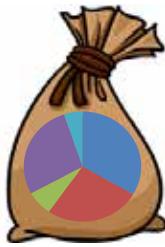
Source: FL DOR; Monroe County Tax Collector



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

### Taxing Authorities and Their Sources of Revenues\*

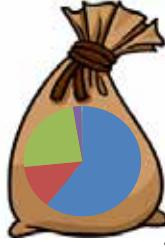
Monroe County



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

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

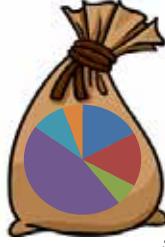
MC School District



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

Source: keysschools.com, Final Budget 2015-2016

City of Key West



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

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

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



Key West Fresh Fish

Key West, Florida



## Quarterly Economic Environment & Outlook

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

[www.KeyWestChamber.org](http://www.KeyWestChamber.org)

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

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

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

#### Season dominated by weather

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



**26 pts  
to +13%**

First Quarter Sales balance

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

#### Key West Business Outlook

Key West expectations moderate, as uncertainty rises.



Twelve month Expectation balance

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

#### Compensation & Wages



**1 pt  
to +35%**

First Quarter Wages balance

#2 Issue

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

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

#### Macro-Economic Impacts



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

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

#### World Economy

-60% Confidence

*The Global Economic Conditions Survey Report: Q1, 2016 provides regional analysis from 950 businesses in 180 countries\**  
The Caribbean is seeing an increase in tourism. However, business optimism in the region continues to drop, reaching a negative -60 on the Confidence Index. While the pick-up in tourism numbers are helping, weak commodity prices most notably in Trinidad & Tobago continue to cause the region to suffer as financial services in areas such as Barbados, Jamaica and the Cayman Islands are promising to contribute positively to the economy of the area.

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

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

# Key West

CHAMBER OF COMMERCE



Key West, Florida

BUSINESS AFTER HOURS | WEDNESDAY, MAY 18<sup>TH</sup>, 2016

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

## Happy 45<sup>th</sup> Anniversary!





Key West, Florida

## Community Calendar

### June 2016

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

### July 2016

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

## Welcome New Members!



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

#### Boondocks Grille & Draft House

27205 Overseas Highway  
 Ramrod Key, FL 33041  
 305-872-4094  
[www.boondocks.us.com](http://www.boondocks.us.com)  
 Contact: Lanny Gardner  
 Restaurant/Bar/Mini Golf

#### Conch Republic Cottages LLC

510 Petronia Street  
 Key West, FL 33040  
 305-296-9292  
 Contact: Fred Wuest  
 Guesthouse

**Coral Restoration Foundation**  
 5 Seagate Boulevard  
 Key Largo, FL 33037  
 305-453-7030  
[www.coralrestoration.org](http://www.coralrestoration.org)

Contact: Mari Backus  
 Non Profit/Tourist Attraction

#### DESTINATION Florida Keys & Key West

P.O. Box 1233  
 Key West, FL 33041  
 305-849-3482  
[www.DestinationFloridaKeys.com](http://www.DestinationFloridaKeys.com)

Contact: Karen Davis/  
 Peter Arnow Publishing

#### Manna CPAs

460 Aiken Ave  
 Rensselaer, NY 12144  
 518-436-1720  
[www.mannacpa.com](http://www.mannacpa.com)  
 Contact: Claude Manna  
 Accountants

#### Rob Stober

150 Ridge Street

Tavernier, FL 33070  
 305-395-2242  
 Associate Member

#### The Sunshine Grill

1110 White Street  
 Key West, FL 33040  
 305-294-8089  
[www.sunshinegrillkeywest.com](http://www.sunshinegrillkeywest.com)

Contact: Chris and Noelle Itrato  
 Restaurant

#### UNATION, LLC

218 Front Street  
 Key West, FL 33040  
 813-349-2020, X5035  
[www.unation.com](http://www.unation.com)  
 Contact: Dennis Thomas  
 Advertising Directory & Guides

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Key West Fresh Fish

Key West, Florida

## Cruise Ship Schedule

### June 2016

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

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



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

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

#### *150,000 Copies*

Distribution beginning September, 2016

#### *Extremely Targeted*

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

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

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

#### *Did You Know...*

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

#### *Publication Specs*

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

*For More Information on which spaces are available contact:*

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



Key West Fresh Fish

Key West, Florida

## CHAMBER CHOWDER©

510 Greene Street ~ 1st Floor, Key West

[www.keywestchamber.org](http://www.keywestchamber.org)

### EXECUTIVE COMMITTEE

Nicki Will, President

*Lower Keys Medical Center/294-9200*

Kim Works, Vice President

*Pirate Radio/294-1017*

Cara Higgins/Secretary

*Horan, Wallace & Higgins, LLP/294-4585*

Greg Sullivan, Treasurer

*Waste Management/434-9140*

Robin Lockwood MD, Past President

*Robin Lockwood, MD/304-7777*

Melissa Kendrick, Appointee

*Mel Fisher Maritime Museum/294-2633x24*

Randy Moore, Appointee

*First State Bank/296-6231*

Sam Holland, Appointee

*The Conch House/293-0020*

Virginia A. Panico, Executive Vice President

*Key West Chamber of Commerce/294-2587*

### CHAMBER STAFF

Virginia A. Panico

*Executive Vice President*

Steven Weed

*Director of Research*

Claudia Wilson

*Executive Assistant/Bookkeeper*

Kerry Baker

*Membership Director/Special Events Coordinator*

Gladys Clarks

*Tourist Information Receptionist*

Dorothy Schmida,

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

Virginia A. Panico

*Newsletter Editor*

Cindy Jefferson

*Art Director*

### Key West Chamber Calendar of Events

#### June 2016

##### General Membership Meeting

Date: Wednesday, June 22, 2016  
Noon

Speaker: Don DeGraw,  
Director of Airports

Topic: Update on the Key  
West International Airport

Location: Key West  
Marriott Beachside

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

Email: [info@keywestchamber.org](mailto:info@keywestchamber.org)

##### Business After Hours

Co-hosted with: The Key  
West Business Guild

Date: Wednesday, June 29, 2016

Time: 5:30p.m. – 7:30p.m.

Sponsored By: Royal Furniture/  
Royal Floors & Windows

Location: 3326 North  
Roosevelt Blvd.

Members Only Networking Event

#### July 2016

##### Business After Hours

**“Christmas in July”**

Date: Wednesday, July 20, 2016

Time: 5:30p.m. – 7:30p.m.

Sponsored By: Hard Rock  
Café & Winn-Dixie

Location: 313 Duval Street

Members Only Networking Event

##### General Membership Meeting

Date: Wednesday, July 27, 2016

Noon

Speaker: TBA

Topic: TBA

Location: Westin Key West  
Resort & Marina

Please RSVP to the Chamber  
at 305-294-2587 or  
Email: [info@keywestchamber.org](mailto:info@keywestchamber.org)



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