



Key West Fresh Fish

Key West, Florida

CHAMBER CHOWDER©

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

Raschein Reviews Legislative Session



Key West Chamber of Commerce President Greg Sullivan thanks Florida Keys State Rep. Holly Raschein for the legislative wrap-up she presented at the chamber's May membership luncheon.

Politics, personalities and conflicting priorities prompted unprecedented policy decisions – and left plenty of business unfinished during the recent legislative session in Tallahassee.

"We are so happy to be home," Florida Keys State Rep. Holly Raschein said with a sigh of relief while presenting her annual legislative wrap-up to members of the Key West Chamber of Commerce during their May 24th luncheon at the Doubletree Grand Key Resort.

Raschein opened her presentation with a heartfelt "thank you" to her legislative assistant Kate DeLoach, who was also in attendance at the luncheon.

"It was quite an exciting time in Tallahassee and Kate handled everything with grace, poise and class," she said. "We had the governor on a jihad for Visit Florida and Enterprise Florida; we had the speaker of the House wanting to push through some crazy bills and initiatives, and we had a Senate president concerned about universities, but not community colleges. It was a policy-making situation that I've not seen in my years working in Tallahassee, as either an aide or an elected official."

While policies were as unpredictable as an afternoon storm in the summertime, the Florida legislature did manage to pass a balanced budget of \$82.4 billion, while still placing \$3.2 billion in reserves to prepare for future economic uncertainty, Raschein said.

"Behind Texas, and for the first time in many years, we're actually doing OK with our reserves," she said, outlining several successes for Florida Keys residents and their natural surroundings.

For example, the state's Agriculture & Natural Resources budget includes \$13.3 million for the Florida Keys Stewardship Act that supports water quality improvement initiatives.

"We had asked for \$20 million for the Stewardship Act, but, my friends, I'm happy to bring home a check for \$13.3 million that can be used for any

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Message from President Greg Sullivan



Let me take a few moments of your time to update you on some of the items the committees have been working on for you. The Education Committee awarded our scholarship to a well deserving Key West High School student, we wish them great success and hope they return to Key West as future business and professional leaders. Our Economic Affairs Committee

continues in the next few months reviewing all of the governmental budgets that effect our ad valorem taxes. The workforce housing committee has met with Congressman Carlos Curbelo in an effort to have the 166 units sitting vacant in Sigsbee open. Even if they are only available to military folks this will relieve some pressure on the rental market in general. The county also moved forward in hiring two more employees as well as a software company to search out illegal rentals. While the Florida Keys and Key West is a desirable place for visitors it is imperative that local rental ordinances be followed. This has an impact on sales tax, and bed tax, as well as having a negative effect on our neighborhoods where locals are impacted by noise and traffic.

Speaking of traffic, we have seen some improvement on U.S. 1 with the Stock Island and Key West traffic lights. The FDOT has completed adjusting the harmonization of the signals. We are still waiting for the up graded software that will allow all traffic lights and

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Key West Fresh Fish

Key West, Florida

Spotlight Shines on ... Teri Beard, Old Island Restoration Foundation



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 Teri Beard, Old Island Restoration Foundation.

Teri Beard's first Florida migration didn't take her sufficiently south. Winter in Port Richey just wasn't warm enough.

"We had bought our first second home there while still living and working in Indiana," said Beard, who has worked as the administrator of the Oldest House Museum & Garden the whole time she has lived in Key West – nearly four years. "But Port Richey is up near Tampa, and I didn't buy a house in Florida for the temperature to be in the 30's. I knew we needed to go farther south and we had fallen in the love with the Keys during a Fantasy Fest visit, of all things."

The couple sold their Port Richey place and bought a house on Ramrod Key, where they planned to live just part of the year until they retired.

"I had started looking for a job in the Keys, and had seen that the Old Island Restoration Foundation had an immediate opening for an administrator," said Beard, who had worked as a retail manager at a cooperative feed store in Indiana.

The Keys were calling, and she was eager to answer.

"They called me in Indiana and hired me on a Friday, but said they needed me to start work on Monday. So I talked to my husband, then

called my boss and apologized sincerely, but told her I had just accepted a job in Key West and would be leaving the next day."

The couple packed frantically, knowing they'd be back to regroup once they got settled in the Keys.

"We left the next morning, Saturday, at 4:00 a.m. with nine inches of snow on the ground. We got to Ramrod Key late Sunday evening and I started work Monday."

As administrator of Old Island Restoration Foundation, she oversees the work of the foundation as well as the operation of its historic headquarters in the Oldest House Museum & Garden at 322 Duval St.

Founded in 1960, the 57-year-old restoration foundation is one of the oldest nonprofits in town, and it has been housed inside the Oldest House since 1974.

The foundation hosts home and garden tours a few times a year to raise money for the biggest part of its mission, which is to provide grants that help property owners preserve Key West's historic structures.

"With the income from our home tours, our membership dues, grants and donations, we're able to distribute \$25,000 a year in historic preservation grants," Beard said. "I also coordinate all the garden rentals for weddings and other events, and I handle our membership, advertising and any other administrative task."

The backyard garden rentals help fund the constant maintenance required for a house nearly 200 years old.

The Oldest House, which was built in 1829, belonged to Capt. Francis Watlington, a prominent wrecker who lived there with his wife, Emmaline and their nine daughters. Their descendants occupied the home until the 1970s, when it was slated for demolition.

Mrs. Robert Austin from Islamorada recognized the home's historical value and bought it in 1974, deeding it to the state with the requirement that it be turned into a museum, which opened in 1976.

The interior is decorated with furnishings and antiques that would have been used in Watlings' time, and the gardens can accommodate 125 guests for a sit-down dinner, and 300 for a cocktail reception, said Beard.

Garden rentals range from \$915 to \$2,225 for two to five hours.

"We currently have about 300 members, and are working on increasing that," Beard said. "We're hoping to be able to distribute \$50,000 a year in preservation grants by our 60th anniversary in a few years."

The Old Island Restoration Foundation is always welcoming new members, and is happy to show off its headquarters at the Oldest House, which is open daily from 10:00 a.m. to 4:00 p.m., but closed Wednesdays and Sundays.

For more information, or to reserve the garden, call Teri Beard at 305-294-9501 or visit www.oirf.org.

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



Key West, Florida

"Legislative Session Review" continued from page 1 ▶

water quality projects, wastewater, stormwater or canal restoration.

"It was so encouraging for my colleagues in the Legislature to acknowledge how important our nearshore water quality is," she said. "Our water is our life."

Before introducing additional projects and priorities that will benefit Monroe County agencies and organizations, Raschein reminded the audience that no funding allocations will be final until Governor Rick Scott approves the budget, and at the time of her presentation to the chamber, Scott had not even received the proposed budget from the Florida House and Senate, Raschein said.

(Editor's Note: The Key West Chamber of Commerce continues to monitor the budget approval and veto process in Tallahassee following Raschein's May 24th discussion. As of Friday afternoon, May 26th, Governor Rick Scott still had not received the proposed budget that was approved by the Florida House and Senate, but Scott had vetoed the so-called "Whiskey to Wheatus" bill that would have allowed hard liquor to be sold in supermarkets rather than stand-alone liquor stores.)

In answer to a question from Melissa Kendrick, executive director of the Mel Fisher Maritime Museum, Raschein explained some of the political maneuvering taking place in Tallahassee and why the governor's budget approval is not merely a formality this year.

Scott could choose to veto the entire budget, or portions of it, which would require the lawmakers to reconvene and hash out another version. Or the Legislature can override any vetoes with a two-thirds majority in the House and Senate.

"I don't anticipate him vetoing the whole budget, but I do think his line item vetoes will be aggressive," Raschein told the chamber audience and Kendrick, whose nonprofit museum stands to receive \$400,000 to design a slave trade exhibit – if that line item remains in the state budget that ultimately gets passed.

In addition to the water quality funding and the museum support, additional Keys agencies got some tentative good news.

The proposed budget includes \$500,000 for Mote Marine's new laboratory on Summerland Key and \$100,000 for the Monroe Association of Remarkable Citizens (MARC). Raschein commended MARC Executive Director Diana Flenard for expertly navigating the halls of the legislature to plead her case and get results.

Florida Keys Community College was approved for \$2.5 million in capital funds for a new campus in the Upper Keys and Raschein proudly supported a shark-finning bill that significantly increases penalties for fishermen who harvest just the fin from sharks.

"The governor signed that bill [on May 23rd], and while it's not a complete ban, because some fishermen still do the right thing and use the entire shark they harvest, this does increase the penalties for improper finning," she said.

A bill involving Keys Energy Services' voting district's for the Utility Board also passed in Tallahassee, although utility CEO Lynne Tejeda said she is eagerly anticipating the governor's signature on that bill as well.

"We were finally able to pass some Uber, Lyft and ride-sharing legislation that will require background checks and insurance minimums for drivers," said Raschein, who added that she no longer rents a car in Tallahassee or other places when she travels.

"I want to thank the chamber for standing behind me on this," she said, adding that Uber is more accessible and less expensive.

Raschein acknowledged that the City of Key West initially refused to allow Uber to operate, but she said she hopes that relationship will soon improve.

"They've reached out to the city manager and the mayor and I know they're planning a more graceful entrance into the community," she said, mentioning a few topics the Legislature did not cover in the regular session.

We didn't get to medical marijuana legislation, she said, laughing at the Keys' overwhelming support for the initiative. More than 70 percent of Florida voters supported the measure, while more than 80 percent of Keys voters supported it, she said.

"We may have to go back for a special session to figure out the regulations for medical marijuana dispensaries," she said, explaining that the House wanted to allow an unlimited number of dispensaries, while the Senate only wants to allow 15 such facilities.

Additional topics that still need attention from Tallahassee include gaming, vacation rentals and worker's compensation reform.

"There's still work to be done up there," she said, adding that while she was pleased with the successes she scored for Monroe County in the state capital, nothing can be set in stone without that one final signature.

President's Message cont. from page 1 ▶

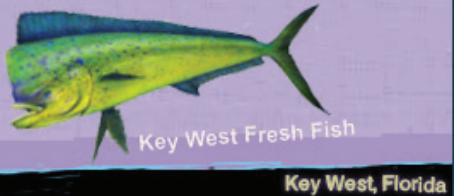
cross walks to be linked as well as offer varying timing for morning and evening traffic. The DOT has told us there will be some modification made at the triangle so expect construction sometime in July.

Our speaker for May was Representative Holly Raschein who gave us an update on what she has been working on for us in Tallahassee as well as dollars brought back for keys projects. We can't thank her enough for all of her hard work and dedication. Mark your calendars for the June 28th General Membership meeting for a presentation from Lt. Dave Black of the KWPD. The topic will be "What to do in an Active Shooter Situation." This is important information that we hope we never put to use. Unless you plan to never leave your house you will want to attend this informative meeting.

Look for information on these upcoming items in the near future. The "Dog Days of Summer" has proven a great program to get discounts during our slower time as well as marketing your business. The competition for tourism worldwide is ever increasing so it is important we help support our locals as well as offer some discounts for our visitors. A second great opportunity to show case your business is the annual "Showcase of Key West Businesses" Trade Show, September 20th at the Marriot Beachside. Presented by the Key West Chamber of Commerce and Waste Management Inc., and co-sponsored by CH2M. The show is open to the public from 3:00pm to 5:00pm, then it becomes a great Business After Hours Trade Show for our members from 5:30pm to 7:30pm hosted by the Marriott Beachside Hotel.

As always keep an eye on your e-mail for monthly Business After Hours information, and take a few minutes and read the Chamber Chatter with updates on cruise ships, seminars, road closures, and special events.

QUESTIONS, call the chamber at 294-2587, the only bad question is the one you don't ask... 



DIRECTORS WANTED!

**"INTENT TO RUN" MUST BE RECEIVED BY
JULY 1, 2017 at 5 p.m. in the Chamber office.**

While 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 Key West Chamber of Commerce 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 board 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 board 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 annual board retreat is announced one year in advance. This year the

retreat will be held on the evening of Thursday, November 16, 2017 for the Executive Committee and the full board will be meeting on Friday, November 17, 2017 thru dinner. Every other year the retreat is out of town, this year the retreat will be held in Key West.

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 member business contact person will be receiving their "Intent to Run" paperwork in the postal mail in the form of a memo from President Greg Sullivan. The "Intent to Run" will also be sent to chamber members at each organization or place of business via mail and 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 Saturday,

July 1, 2017 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.

Welcome May, 2017 New Members!



The Key West Chamber of Commerce welcomed five new members to its ranks during the organization's May 24th luncheon at the Doubletree Grand Key Resort. Pictured left to right: Membership Committee member Linda Russin, and Chairman, Kim Works; new members Victoria Brisson of David Douglas Associates, Inc., Anthony Sibilly-Juarez of Equator Resort and Gavin Dietrich of Goldman's Deli. (New members not pictured include Wes Lopez, Key West Yoga Train, Inc. and Jonathan Fitch, Progressive Employer Management Co.)

David Douglas Associates, Inc.

1140 Overseas Highway
Marathon, FL 33050
239-337-3330
www.ddai-engineers.com
Contact: Mr. Steve Hurley
Engineers

Equator Resort

822 Fleming Street
Key West, FL 33040
305-294-7775

www.equatorresort.com
Contact: Mr. Anthony Sibilly-Juarez
Hotel/Motel/Resort

Goldman's Deli

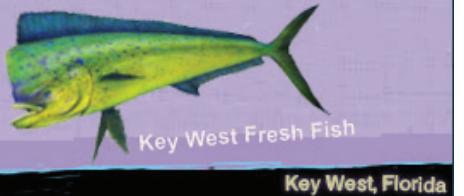
2796 No. Roosevelt Blvd.
Key West, FL 33040
305-294-3354
www.goldmansdeli.com
Contact: Mr. Mark Bailey
Restaurant – Deli/Take-Out

Key West Yoga Train, Inc.

1107 Key Plaza, #437
Key West, FL 33040
305-418-8709
www.keywestyogatrain.com
Contact: Ms. Wes Lopez
Health-Personal Trainer

Progressive Employer Management Co.

5805 Blue Lagoon Drive
Suite 295
Miami, FL 33126
305-915-5451
Contact: Mr. Jonathan Fitch
Human Resource Outsource Company



Key West Chamber of Commerce Offers Conflict Resolution Seminar by Elisa Levy

"People will forget what you said; people will forget what you did, but people will never forget how you made them feel." (Maya Angelou)

The poet Maya Angelou probably wasn't referring to irate clients, dissatisfied diners or ineffective managers, but her wisdom is as relevant in the workplace as it is throughout the world.

Customers who feel cheated or disappointed will never return to a business, and employees who feel appreciated will always do more than the minimum.

Businesses often get just one chance to resolve a conflict and make things right with an irate client. The Key West Chamber of Commerce wants to help.

The chamber has partnered with renowned facilitator Elisa Levy to offer a Conflict Resolution seminar from 8:30 a.m. to 11:30 a.m. on Friday, July 21, 2017 at the Doubletree Grand Key Resort. Chamber members and nonmembers are encouraged to attend.

Levy will teach participants how to:

- ▶ Understand and identify the causes of conflict;
- ▶ Use a three-step technique to negotiate with colleagues and customers and solve problems effectively;
- ▶ Manage emotions that surround conflict;
- ▶ Mediate conflicts between employees

Elisa Levy is an internationally known speaker and author who specializes in conflict resolution, team building, leadership and customer service. She has helped nonprofits, the United Nations and Fortune 500 companies improve their businesses and relationships.

The cost of the seminar is \$76 for members and \$99 for nonmembers and includes a continental breakfast. Space is limited, so reservations are required and payment must be made by noon on Friday, July 14th to guarantee seating.

For information and reservations, email committees@keywestchamber.org or call 305-294-2587.



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the Dog Daze of summer



DISCOUNTS & COUPONS

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Bars, Services, Transportation and Retail

FOR THE MONTH OF AUGUST

Shoppers Have It Made in the Shade with the Dog Daze of Summer Savings Program

Like that first frosty blast of air-conditioning on an August afternoon, the Key West Chamber of Commerce will again offer retail relief in those Dog Daze of Summer.

Sponsored by AT&T and the Key West Chamber of Commerce, Dog Daze of Summer promotes the businesses that provide shoppers with special summertime savings.

Member businesses may post – free of charge – coupons or other incentive offers next to their listing on the chamber's website, then easily track the responses the promotion receives. Members may design their own coupons, or just send in their logo and let the chamber staff create eye-catching coupons.

In addition to the free online coupon, the chamber will also distribute Dog Daze of Summer decals to be displayed in participating store windows, letting customers know they'll find summer savings inside.

For more information or to get started, call the Key West Chamber of Commerce at 305-294-2587 or visit keywestchamber.org and look for the Dog Daze of Summer logo.

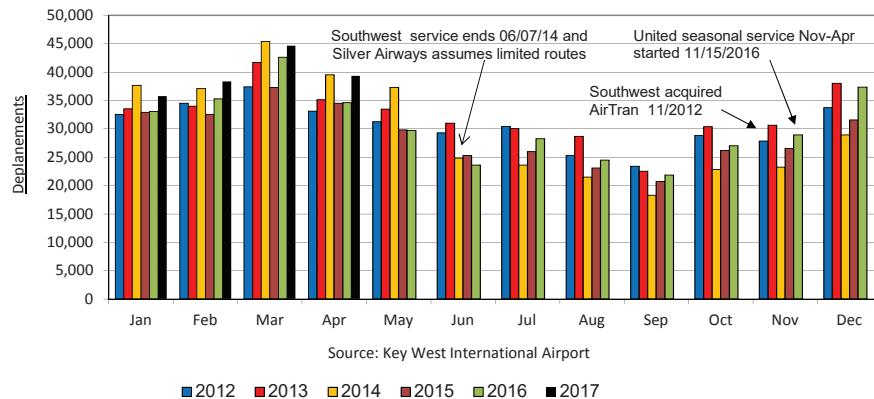
Key West

CHAMBER OF COMMERCE



Key West, Florida

Key West International Airport Arrivals
January 2012 - April 2017

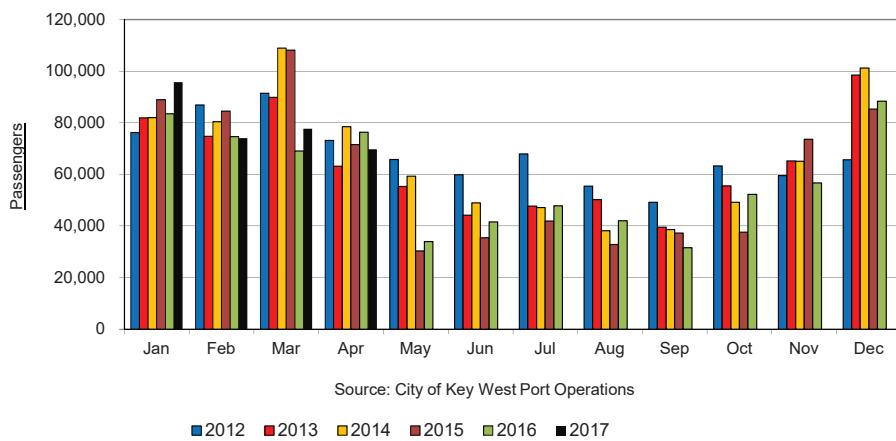


Passenger arrivals to Key West International Airport in April 2017 totaled 39,321. This is an increase of 13.7% when compared to April 2016.

Total passenger arrivals for the four months of 2017 was 157,988. That is a 8.6% increase over the same period in 2016.

With last year's airport arrivals producing marked highs and marked lows, April's deplanements marked a tenth straight month of steady year over year increases while United's seasonal service helped edge February to an all time high for the month as Southwest's volume had dipped in 2014.

Key West Cruise Ship Passengers
January 2012 - April 2017



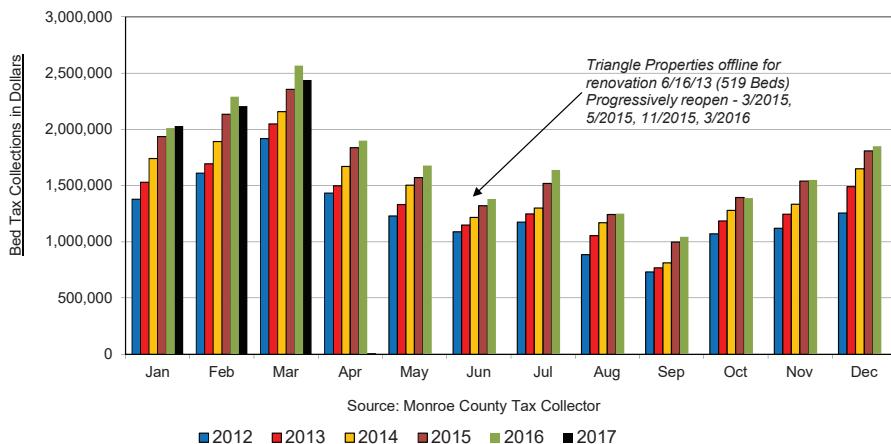
A total of 69,648 cruise ship passengers disembarked in Key West during April 2017. This was 8.7% lower than April 2016, which saw 76,324 passengers disembark.

For the four months of 2017, cruise ship arrivals saw 317,011 passengers disembark from 146 port calls. While port calls are up 1.4% so far for 2017, passenger counts are up 4.5% over the same period in 2016.

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

| | Number of Ships | 2016 | 2017 |
|--------|-----------------|------|------|
| June | 17 | 21 | |
| July | 17 | 24 | |
| August | 16 | 23 | |

Key West Bed Tax Collections
January 2012 - March 2017



Reported Bed Tax Collections for Key West were \$2,438,296 for March 2017, 5.0% lower than March 2016.

According to Smith Travel, March 2017 occupancy was 92.5%, a 1.7 percentage point decrease from the March 2016 occupancy rate of 94.2%.

The Average Daily Rate (ADR) was reported at \$353.57 for March 2017, a decrease of 10.1% from the ADR of \$393.13 posted in 2016.

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



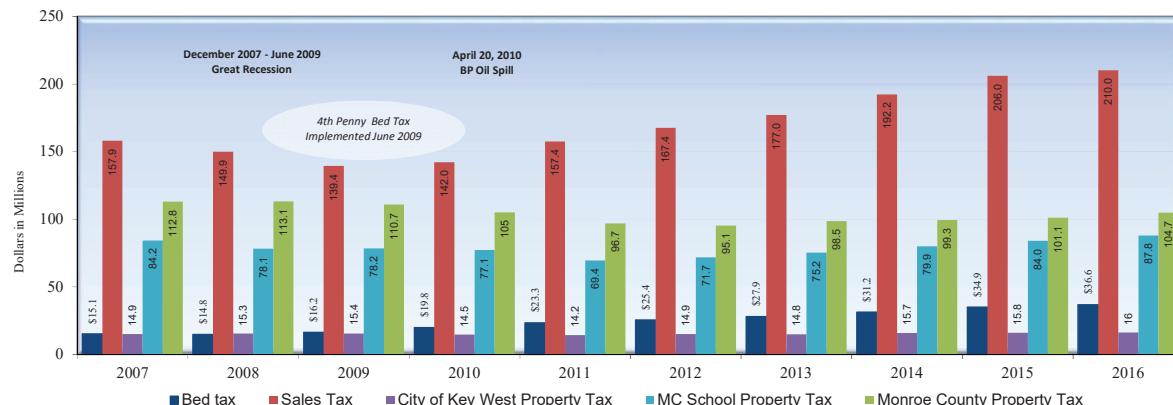
Key West Fresh Fish

Key West, Florida

Local Taxes in Review

Major Legislated Taxes Collected in the Florida Keys

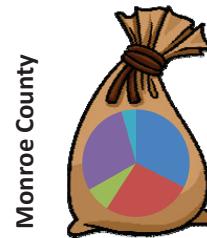
Source: FL DOR; Monroe County Tax Collector



\$20.5 Million

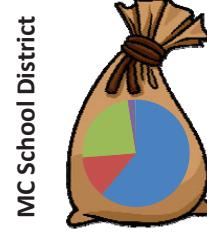
Since 2012 Visitors pay more to sleep than Residents
Key West Bed Tax revenue hits \$20.5 million in 2016
versus the City Property Tax levy of \$16 million

Taxing Authorities and Their Sources of Revenues*



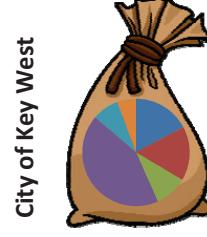
- \$79 million in Property Taxes
- \$65 million in Sales & Tourist Taxes
- \$19 million in Shared Taxes & Grants
- \$71 million in Charges for Services
- \$11 million in Other Fees

Source: Monroe County Fiscal 2017 Adopted Budget-in-Brief



- \$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 2016-2017



- \$16 million in Property Taxes
- \$15 million in Sales Taxes
- \$9 million in Shared Taxes & Grants
- \$40 million in Charges for Services
- \$8 million in Other Fees
- \$5 million in Rents

Source: cityofkeywest-fl.gov, Fiscal Year 2016-17 Budget

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

While Floridian's enjoy not paying state or local income tax, tracking down the taxes that are paid can be like herding cats. Here we try to give our very own "Catman" a run for his money.

The "Bed Tax" on lodging is made up of the Tourist Development and the Impact taxes. Key West generates about 56% of the total \$36.6 million in 2016, or \$20.5 million.

The 4 penny Tourist Development Tax on lodging funds the Tourist Development Council (TDC). The TDC supports marketing efforts, beach maintenance, capital improvements, cultural and local events.

The 1 penny Tourist Impact Tax on lodging funds ½ a penny to the County and ½ a penny to the Land Authority (which includes the Key West's portion, as allocated based upon location of revenue).

The 7½ penny Sales Tax is comprised of the State's 6% tax, the County's 1% Infrastructure Tax, and the School District's ½% Capital Improvement Tax. Many believe a sales tax is preferable because estimates are that about 60% of the \$210 million in revenues for 2016 were paid by tourists.

The aggregate 3.5244 County Millage Rate is comprised of levies for general and special purpose districts (Mosquito Control), some of which do not apply to incorporated areas. Not included in the \$104.7 million in County property taxes for 2016 are the School District and Municipalities, such as Key West which are stated separately here.

The 3.4840 County School District Millage Rate is composed of a State 1.736 mills portion, a local District 1.248 mills portion, and a local District capital improvement 0.500 mills portion. The School District relies heavily on property taxes as a percentage of total funding, at 61%.

The 2.4896 City of Key West Millage Rate levied \$16 million for 2016. Included in the City's \$40 million in Charges for Services are disembarkments, dockage, and parking of \$3.3, \$3.9, \$6.5 million, respectively.



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

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

Responses from KWCC BEO conducted March 29-April 14, 2017; NABE BCS conducted March 21-April 6, 2017*

Tourism fell victim of politics, development, and mounting headwinds, after several years of leading the economic recovery. While cruise ship disembarkments started the year up 9% and air passenger numbers saw February deplaning a record number, up 7% for the first quarter, additional room inventory that came online during a period of high occupancy has struggled to be absorbed, ushering in lower room prices and a pull back in previous Tourist Development revenue highs. As the Key West economy has expanded with more rooms and businesses vying for tourist's dollars, a warm winter and a late Easter helped create fear that tourism demand is not increasing as fast as development is willing to supply.

Plunge in the Sales

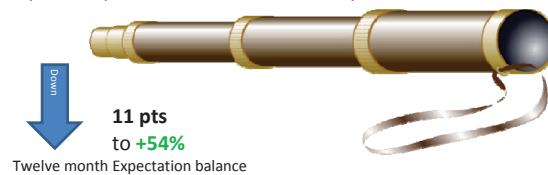
Warm winter, late Easter, protectionism rhetoric, and a strong dollar provide ample reasons for a weak season; as if the mounting headwinds from last year had not already provided concern for South Florida tourism in 2017.



- With 35% of Key West businesses reporting increased revenues, this was lower than national results of 44%
- Floridian's Consumer Sentiment fell in Q1 to 95.7 in January, down 2.1 points from January's 2017's reading

Key West Business Outlook

Key West expectations fall after first 100 days unravel



- National survey sees average growth to be over 2% in 2017
- Floridian's confidence in the U.S. economy fell 4.1 pts in Q1 to 92.5

Compensation & Wages



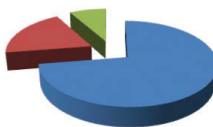
Inflation

Firms are finding strength in raising prices, even as sales increases are slowing; improving margins while concern over profit growth remains as the long economic recovery continues.

Three more Fed rate increases are expected in 2017

- With 46% of Key West businesses reporting increasing wages during the first quarter 2017, this is higher than national survey results of 40% (National results are down 1 point from the fourth quarter, while Key West results are up 6 points)
- U.S. Personal disposable income adjusted for taxes and inflation rose 1.0% compared with 2.0% in the fourth quarter
- U.S. Personal savings as a percentage of disposable personal income was 5.7% compared with 5.5% in the fourth quarter
- U.S. Prices of goods and services increased 2.6% in the first quarter, after increasing 2.0% in the fourth quarter
(Excluding energy and food, prices increased 2.3% in the first quarter and 1.6% in the fourth quarter)

Macro-Economic Impacts



Nationally, 38% of firms see positive impacts from interest-rate increases, while 36% is neutral regarding the impact of higher interest rates.

Nationally, 20% of firms see negative impacts from a strong dollar, while a slight majority is neutral regarding the impact of a strong dollar.

World Economy

Confidence

*The Global Economic Conditions Survey Report: Q1, 2017 provides regional analysis from 1334 businesses in 181 countries**

Global confidence bounces up from the 2016 fall; driven by US promises of a new administration. Global trade growth gained momentum, providing near-term optimism as uncertainty builds with nations posturing with self-interests. As U.S. seeks protectionism, furthers its commitment to monetary tightening, and ramps up fiscal spending while cutting taxes, other nations are unlikely to be betting on growth that has yet to solidify. This could see the world recovery begin to diverge and create new problems here at home.

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/Business Conditions 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 | TUESDAY, MAY 16, 2017

Sponsored by: **Vacation Homes of Key West, 507 Whitehead Street**





Key West Fresh Fish

Key West, Florida

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



The 2017/2018 **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, 2017

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

CHAMBER OF COMMERCE



*The Key West Chamber of Commerce
and Waste Management Present the 29th
Annual "Showcase of Key West Businesses"
Trade Show
at the Key West Marriott Beachside Hotel*

Wednesday, September 20, 2017

**Open from 3:00p.m. to 5:00p.m. for the General Public.
Members only Business After Hours Trade Show
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 Hotel. 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 Hotel.

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:

The Key West Chamber of Commerce

305-294-2587 | kbaker@keywestchamber.org

Presented by: **Waste Management**

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



WASTE MANAGEMENT



Key West, Florida

Cruise Ship Schedule

JUNE 2017

| | | |
|------|--------------------|----------------|
| 6/1 | Enchantment | 9:30am-6:00pm |
| 6/2 | Carnival Sensation | 7:30am-1:30pm |
| 6/3 | No Ships | |
| 6/4 | No Ships | |
| 6/5 | Equinox | 7:00am-1:30pm |
| 6/6 | Carnival Victory | 7:30am-1:30pm |
| 6/7 | No Ships | |
| 6/8 | Enchantment | 9:30am-6:00pm |
| 6/8 | Empress | 12:30pm-7:00pm |
| 6/9 | No Ships | |
| 6/10 | No Ships | |
| 6/11 | No Ships | |
| 6/12 | Carnival Freedom | 11:00am-7:00pm |
| 6/13 | Carnival Victory | 7:30am-1:30pm |
| 6/14 | No Ships | |
| 6/15 | Enchantment | 9:30am-6:00pm |
| 6/16 | Carnival Sensation | 7:30am-1:30pm |
| 6/17 | No Ships | |
| 6/18 | Empress | 12:30pm-7:00pm |
| 6/19 | Equinox | 8:00am-5:00pm |
| 6/19 | Carnival Freedom | 11:00am-7:00pm |
| 6/20 | Carnival Victory | 7:30am-1:30pm |
| 6/21 | No Ships | |
| 6/22 | Enchantment | 9:30am-6:00pm |
| 6/22 | Empress | 12:30pm-7:00pm |
| 6/23 | No Ships | |
| 6/24 | No Ships | |
| 6/25 | Carnival Paradise | 12:00pm-7:00pm |
| 6/26 | No Ships | |
| 6/27 | Carnival Victory | 7:30am-1:30pm |
| 6/28 | No Ships | |
| 6/29 | Enchantment | 9:30am-6:00pm |
| 6/30 | Carnival Sensation | 7:30am-1:30pm |

FUNDING NOTICE

The Monroe County Tourist Development Council has funding available to governmental entities and non-profit organizations for capital projects.

The facility must have the primary purpose of promoting tourism and must fall into one of the following categories:

Convention Center, Sports Stadium, Sports Arena, Coliseum, Auditorium, Aquarium, Museum, Zoological Park, Nature Center, Fishing Pier, Beach or Beach Park Facility

The deadline for receipt of applications is July 11, 2017 and applications must be downloaded from Demandstar (www.monroecountybids.com)

For more information please call the TDC Administrative Office at (305) 296-1552 and ask to speak with Ammie or Maxine.



Key West Fresh Fish

Key West, Florida

CHAMBER CHOWDER©

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

EXECUTIVE COMMITTEE

- Greg Sullivan, President
Waste Management/305-434-9140
- Billy Spottsworth, First Vice President
Spottsworth, Spottsworth & Spottsworth/305-294-9556
- Scott Duszynski, Second Vice President
Keys Federal Credit Union/305-293-6017
- Suzanne Moore, Secretary
Truman and Company Real Estate 305-292-2244
- John Toppino, Treasurer
Monroe Concrete/305-296-5606
- Kim Works, Past President
Pirate Radio/294-1017
- Cara Higgins, Appointee
Horan & Higgins, LLP/294-4585
- Sam Holland, Appointee
The Conch House/305-293-0020
- Mark Rossi, Appointee
Ricks/Dury Harrys/305-296-5513
- 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
- Karrie Bond
Social Media Director
- Cinda Bentley
Administrative Assistant
- Nancy Carruthers, Shay Penke
Office Assistant/Tourist Information Operator
- Gladys Clarks
Tourist Information Receptionist
- Virginia A. Panico
Newsletter Editor
- Cindy Jefferson
Newsletter Art Director

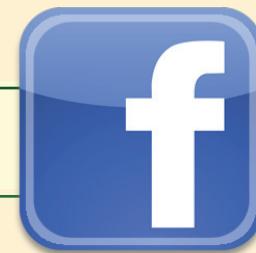
Key West Chamber Calendar of Events

June 2017

- Business After Hours**
Date: Thursday, June 22, 2017
Time: 5:30 p.m. – 7:30 p.m.
Sponsored by: Choice Storage and Conch Republic Alarm Company
Location: Choice Storage
2600 North Roosevelt Blvd.
Members Only Networking Event
- General Membership Meeting**
Date: Wednesday, June 28, 2017
Time: Noon
Speaker: Lieutenant Dave Black,
Special Operations Division
Topic: What would you do in an
Active Shooter Situation?
Key West Marriott Beachside Hotel
Please RSVP to the chamber
at 305-294-2587 or
Via email: info@keywestchamber.org

July 2017

- Business After Hours “Christmas in July”**
Date: Wednesday, July 11, 2017
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 26, 2017
Time: Noon
Speaker: TBA
Topic: TBA
Location: Key West Marriott
Beachside Hotel
Please RSVP to the chamber
at 305-294-2587 or
Via email: info@keywestchamber.org



**Connect with the Chamber
on Facebook**

Community Calendar

June 2017

- 5 NASKW, 75th Anniversary of the Battle of Midway, 8am-1pm, Bayview Park, 305-809-3700
- 7-11 Key West Pride 2017 www.keywestpride.org, 305-292-3223
- 10 Key West Pride Street Fair, 10am-7pm, 305 294 3273
- 10 FKCC Swim around Key West, 305-809-3562
- 11 Pride Parade, 5pm, 305 294 3273
- 11 4th Annual VFW Fishing Tournament – Capt Curly, 305-304-1182
- 16-18 4th Annual Mystery Writers Key West Fest, 305-587-9392
- 22 BUSINESS AFTER HOURS – Choice Storage (2600 N Roosevelt Blvd) – 5:30pm - 7:30pm
- 22-25 Key West Africana Festival, cnorwood@keywestafricanafestival.com, 786-529-8624
- 24 41st Annual Swim around Key West, 305-394-5292
- 28 General Membership Meeting, Beachside Marriott, 12pm, 305-294-2587