



### State Representative Holly Raschein Updates Key West Chamber



*Message from  
President Michael  
Morawski*



*State Representative Holly Raschein with President Mike Morawski after presenting the chamber with a summary of the 2019 legislative session and proposed budget allocations.*

The Key West Chamber of Commerce had the Honorable Holly Raschein, State Representative for District 120 as their guest at the May 22nd luncheon at Margaritaville Resort and Marina. Raschein is a politician with a personality and she had a way of making a long list of dollar amounts and bill numbers seem interesting as well as helping those in attendance understand the personal implications of what was achieved. She started by helping us all pronounce her last name correctly.

“It’s like ‘raw shine.’ Think raw oysters and sunshine - two of my favorite things.”

She then dove into a synopsis of this past legislative session and the budget that is awaiting Governor De Santis’ approval. Weighing in at a little over \$91 billion it’s the biggest budget in history, with the environment, the arts, education, and public safety being some of the main areas of focus and of direct benefit to the Keys.

“Passing a budget is the only thing that we absolutely have to accomplish,” she began.

“It’s a different world in Tallahassee,” Raschein remarked. “It’s a new governor and, ‘Wow’, he’s a powerhouse.”

More than \$686 million was allocated for issues important to the governor, and the environment is one of his top priorities. Twenty-five million will go to fight blue-green algal blooms and red tide, \$50 million towards targeted water quality improvements and \$100 million to help restore the state’s springs. Over \$400 million is dedicated to Everglades restoration, which is the highest funding ever, and \$5.5 million will go towards coastal resiliency and climate change.

**The Local Budget Allocations for Monroe County are:**

- \$6 million dollars for the Florida Stewardship Act which has two pots of money, one for land acquisition and another for water quality.
- \$200,000 to continue the Keys AHEC’s school clinic program.
- \$1 million for the Florida Keys Aqueduct Authority Stock Island Reverse Osmosis Facility.

*continued on page 3 ▶*

While many of us go into June focusing on family or me time with possible plans of exploring other regions of our state, country, or world, I’d like to congratulate all of our graduating seniors and thank those who are investing in the next generation.

On May 20, 2019, our national news media coverage focused on the generosity of a gentleman named Robert F. Smith. While giving the commencement address at Morehouse College, he surprised the 2019 graduating class with what he defined as a forward investment. He told the soon to be astonished crowd that he would pay-off all the student loans for that class. This act of generosity wasn’t planned, it wasn’t scripted, it wasn’t a publicity stunt, it was pure from the heart, selfless giving.

Those of us in Key West aren’t surprised by such offerings or giving from the heart by selfless individuals. Each and every year at Class night, the graduating seniors are called up on stage to receive full or partial scholarships allowing them to continue their formal or vocational education, free of financial stress. For over 26 years, the Greater Key West Chamber of Commerce has joined other organizations, businesses and individuals such as: Take Stock in Children, The noon Rotary Club of Key West, The Lodging Association, and many others presenting scholarships for continued educational development.

Your chamber is honored to administer the following scholarships and announce this year’s recipients. Melody Morales was the recipient of the Honor Roll 100/ Charley P. and Orsolina Toppino memorial scholarship. Sophie Robino and Mako Geide were the recipients of the Billy and Rachel Appellrouth Scholarship. These three individuals didn’t just meet the criteria set by the giving families and chamber members, they surpassed it by leaps and bounds.

We as a community say, “enjoy your moments within this life phase of experimental and intellectual growth while away. However, please come back and work as past generations have done, improving our hometown.” *continued on page 3 ▶*

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## Spotlight Shines on ... Dana Heath, MedMen



Each month, the Key West Chamber of Commerce spotlights a business or professional person whose business card is drawn at the Business After Hours. This month's winner is Dana Heath, General Manager for the MedMen dispensary.

In an empty space at 130 Duval Street, construction takes place to change what was previously a T-shirt and souvenir shop into a medical marijuana dispensary named MedMen. There's been some glitches in the transformation process but everything seems to be on target for a mid-July open date.

"We chose Key West for its beauty and its tourism base so we would be in a good position for when it becomes legal for adult recreational consumption," according to General Manager

Dana Heath. "We are here to help and educate patients and bring marijuana as medicine into the limelight as the new normal."

While the staff of MedMen cannot write the prescriptions, they know the doctors in the area that can. There are a myriad of health issues that qualify, from cancer and HIV/AIDS to anxiety and chronic pain. From there, they have a professional staff available to offer private consultation to help navigate the products (vape pens, drops, soft gels, and topicals) and create a tailor made plan for customers to receive the effect and relief they seek.

"You can't really compare it to anything on the street," Dana continues. "There's a broader range of products within a dispensary. We can offer something with zero to low THC content for more of a calm, relaxing effect with little to no feeling of being high. Our products can be traced from seed to sale ensuring safety and consistency along with being organic."

MedMen Corporation, based in California since 2006 is now in twelve different states with Key West being the first of thirty spots planned

in Florida. It began by purchasing a five acre mom-and-pop grow system north of Orlando with plans to kick it all off here, on Duval Street.

"We plan on being all the way up to the panhandle," Heath asserts. "It is our mission to provide an unparalleled experience that invites the world to discover the remarkable benefits of cannabis. Our vision is driven by a belief that a world where cannabis is legal and regulated is a safer, healthier and happier world."

Anyone can come check it out, you don't need a medical marijuana license to enter but you do need to be 21 with valid identification.

"You can expect to walk in the door and be greeted and escorted to tables with ipads that give information on all our products. Picture an Apple store of weed," Dana describes.

There will be special pricing for first-time buyers, a locals package as well as one for veterans. There's a grand opening event in the works, too and if you would like to receive updates you can send your email to Dana at [dana.heath@medmen.com](mailto:dana.heath@medmen.com).

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CENTENNIAL  
BANK

**Key West Roosevelt:**

305-676-3100  
2514 N Roosevelt Blvd.

**Key West Old Towne:**

305-676-3140  
1229 Simonton St.

**Key West Whitehead:**

305-676-3160  
701 Whitehead St.

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### 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



*“State Representative Holly Raschein ” cont. from page 1 ▶*

- \$339,000 to Harry S. Truman Little White House Rehabilitation.
- \$100,000 to Schooner Western Union Flagship Restoration.
- \$850,000 to Take Stock in College- Dramatically Improving Post-Secondary Education.
- Everglades Restoration and protection of Florida’s water resources is funded at more than \$686 million, which includes \$4 million in funding for nutrient reduction and water retention projects in the Lake Okeechobee watershed.
- Other highlights from the Agriculture & Natural Resources budget include \$750,000 for the Monroe County mobile vessel pump-out service and \$568,605 for Mote Marine Laboratory’s Summerland Key Coral Restoration Program.
- \$100,000 for the Monroe Association of ReMARCable Citizens for their adults with disabilities job training program.
- \$150,000 to Key Colony Beach City Hall for hurricane damage repairs.
- \$100,000 for Florida Keys Healthy Start Coalition - Healthy and Growing from the Start: A Continuation of Care Program which addresses gaps in prenatal and postpartum services for families in Monroe County caused/exacerbated by Hurricane Irma.
- Total Monroe County Arts Funding \$335,135
  - ▶ Bahama Village Music Program, Inc. \$45,549
  - ▶ Mel Fisher Maritime Heritage Society, Inc. \$13,912
  - ▶ Key West Player, Inc. \$44,460
  - ▶ The Studios of Key West, Inc. \$23,034
  - ▶ Key West Botanical Garden Society, Inc. \$26,824
  - ▶ Key West Film Festival Corp. \$43,013
  - ▶ Key West Art and Historical Society, Inc. \$41,124
  - ▶ Florida Keys History and Discovery Foundation, Inc. \$44,879

*\*\*Just to name a few\*\**

**Local Budget Allocations -- Miami-Dade:**

- \$2.9 million for Farm Share.
- \$150,000 to combat Laurel Wilt in our avocado industry.
- \$850,000 for the Centers for AIDS Research at University of Miami.

**Key Environmental Related Budget Items:**

- \$39.5 million for Florida Forever and their land acquisition program.
- \$625 million for Everglades restoration and protection of water resources.
- \$360 million for Everglades restoration.

- \$1 million to FWC for additional lionfish removal efforts.
- \$35.8 million in funding for our State Parks System.
- \$10 million in funding for innovative technologies for harmful algal blooms.
- \$4.2 million in funding for Red Tide research.

Other highlights include the protection and preservation of Visit Florida to the tune of \$50 million (extended until June 2020).

“I heard many stories of how it really helped after Irma,” Raschein reflected.

**Statewide Budget Allocations:**

- \$10,000 increase in minimum pay for all Florida Assistant Public Defenders and Assistant State Attorneys.
- \$167.79 increase in public school per student spending.
- \$75.4 million increase in the Bright Futures scholarship program.
- \$21.25 million for Arts and Culture (huge increase from last year’s funding of \$2.7 million).

**Tax Package:**

- Back-to-School Holiday
- Provides a three-day sales tax holiday from August 2-4, 2019 (school supplies under \$15 and clothing under \$60).
- Disaster Preparedness Holiday
- Provides a seven-day sales tax holiday from May 31 to June 6, 2019.
- Sales Tax on Rental of Commercial Real Estate
- The legislature was once again successful in reducing the business rent tax this year.
- The tax package reduced the state sales tax rate on commercial property rentals from 5.7% to 5.35% beginning January 1, 2020.

Raschein, who sits on the Agriculture and Natural Resources Committee, went on to list the bills that were among the 2019 Legislative achievements.

**Renaming of Florida College System Institutions (HB 525)**

- ▶ “After years of hard work, we successfully passed legislation to change the name of ‘Florida Keys Community College’ to ‘The College of the Florida Keys’ as well as language to change the name of ‘North Florida Community College’ to ‘North Florida College’”.

**Vessels (SB 1666)**

- ▶ After Hurricane Irma both the county and the state spent millions of dollars in derelict vessels. This bill gives the FWC the ability to run a study to analyze the cost of derelict vessels to the county and state.

**Wireless Communication While Driving (HB107)**

- ▶ This bill makes texting and driving a primary offense in the state of Florida. It goes into effect on October 1, 2019 with no citations, only warnings, being issued until 2020.

**Firefighters (SB 426)**

- ▶ This crucial piece of legislation provides much needed support to our firefighters who are diagnosed with certain cancers. It allows for cancer treatment and a one-time cash payout of \$25,000 upon a firefighter’s initial diagnosis.

“The fracking ban couldn’t move through the Senate. There is no ban currently, but the governor is definitely anti-fracking so maybe next session,” Raschein shared.

“I see obstacles as a need for education, and I will continue to research and find ways to do just that,” Raschein declared about the work that still needs to be done for the other issues that face Florida and the Keys.

When asked about this being her last term and what the future may hold, she replied with a smile and an admission to being ‘p.c.’, “I’m keeping my options open.”

*President’s Message cont. from page 1 ▶*

Thank you to all who participated in our Honor Roll 100 program, and a special thank you to the Toppino family for your generous capital contributions and investment in our community’s youth.

In addition, I thank all of our member and non-member businesses, who will employ today’s graduates, whom have chosen the route of on the job training through mentoring from you as their vehicle of trade or professional development instead of the formal educational route. I thank those that take these individuals as entry level staff members, provide skill appropriate learning, advancement, additional skill ongoing learning, advancement and continuing the cycle until they have a skill set mirroring yours, along with the knowledge and passion from opportunity development.

Your selfless act to provide opportunity will continue to flourish through the giving they learned from you. This isn’t easy, it doesn’t get national media attention, but it changes lives while strengthening the foundation of our community.

Our greatest gift as business owners and operators is providing skill sets and passion for our chosen profession for our next generation to pass forward.



*The Key West Chamber of Commerce and Waste Management*

*Present the 31<sup>st</sup> Annual*

*“Showcase of Key West Businesses”*

*Trade Show at the*

*Key West Marriott Beachside Hotel*

*Co-Sponsored by: Kanner & Pinaluga, P.A. Property Damage Attorneys and  
OMI/Jacobs*

**Tuesday, September 17<sup>th</sup>, 2019**

**Open from 3:00p.m. to 5:00p.m. for the General Public.**

**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!***

**T**he 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 the Key West Chamber for details and pricing.*

• **Standard Wall Booths**

Located along the outside 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 perimeter of the room and ideal for table top displays: **\$375.00**

For more information or to reserve your booth contact: Kerry Baker at the Key West Chamber of Commerce  
305-294-2587 | membership@keywestchamber.org | 510 Greene Street, 1st Floor | Key West, FL 33040

Presented by: **Waste Management**; Co-sponsored by: **Kanner & Pinaluga, P.A. Property Damage Attorneys**  
and **OMI/Jacobs**





## GET YOUR BUSINESS NOTICED!

RSVP for your seat at a no-cost, dynamic workshop that will demonstrate how you can:

- Learn low-cost, creative marketing tactics
- Compete with larger competitors with deeper pockets
- Capture the attention of new and repeat customers
- Build and maintain profitable relationships

Creativity and new ideas are in no short supply in Key West. Now all that you need to succeed are the right tools to get your business noticed.

To Register contact Dorothy  
at: [committees@keywestchamber.org](mailto:committees@keywestchamber.org) or at  
305-294-2587



The Florida SBDC Network is state Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.] The Florida SBDC at FIU is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodations for persons with disabilities and/or limited English proficiency will be made if requested at least two weeks in advance. To request accommodation or language assistance, please contact Jesus Padilla, [jpadilla@fiu.edu](mailto:jpadilla@fiu.edu) / 305.779.9230

June 20<sup>th</sup>, 2019

8:30am – 11:30am

Doubletree Grand Key  
Resort

3990 S Roosevelt Blvd.

Key West, FL 3304

Free to Attend!

Space Is Limited!  
Maximum 60 attendees

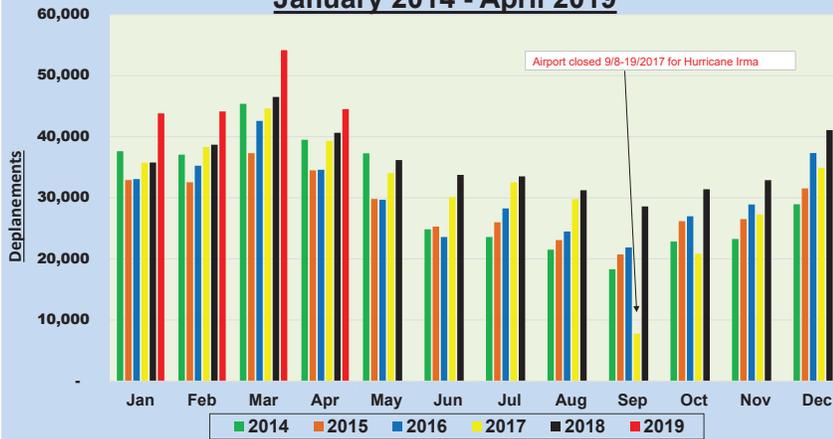
Continental Breakfast  
provided!

More Info:

Contact the Key West  
Chamber of Commerce at  
305-294-2587

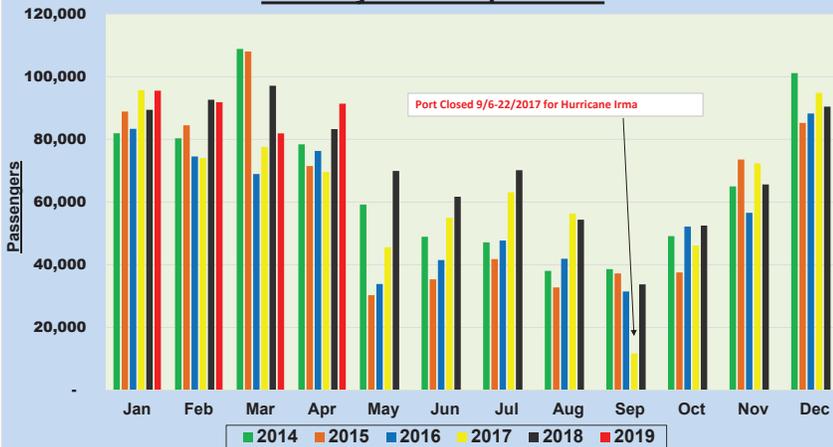


## Key West International Airport Arrivals January 2014 - April 2019



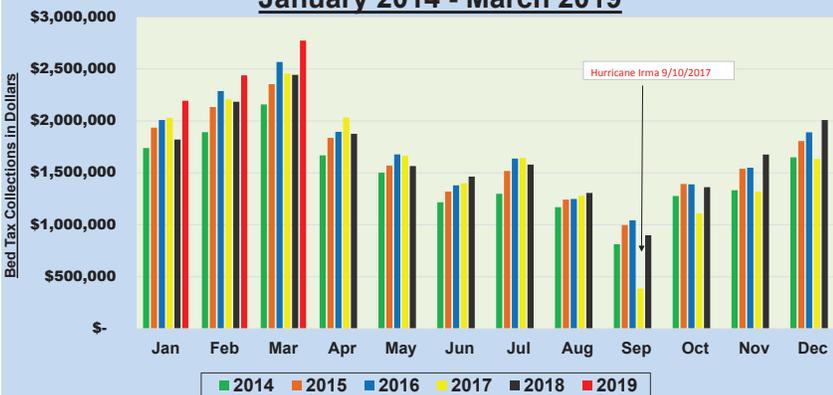
Source: Key West International Airport

## Key West Cruise Ship Passengers January 2014 - April 2019



Source: City of Key West Port Operations

## Key West Bed Tax Collections January 2014 - March 2019



Source: Monroe County Tax Collector

Passenger arrivals to the Key West International Airport in April, 2019 totaled 44,529. This is an increase of 9.6% when compared to the April, 2018 number of 40,644.

The 186,652 deplanements for the year 2019 thus far is 15.5% more than the 161,633 passengers that arrived to Key West in the first four months of 2018.

Currently, American Airlines is providing seasonal direct non-stop service to Charlotte, Chicago, Dallas and Philadelphia. Delta is offering seasonal service to LaGuardia, and United Airlines is offering seasonal non-stop service to Newark and Chicago O'Hare.

April, 2019 saw 758 planes land at Key West International Airport which is 11.6% less than the same period in 2018. The year to date total number of landings is 3,158 and is 4.6% less than the 3,310 planes that landed during the same period last year.

A total of 91,405 cruise ship passengers disembarked in Key West from 39 ships during April, 2019. This is 9.7% more than April, 2018 which saw 83,309 passengers visit Key West. The 360,823 passengers in the first four months of 2019 is 3.5% less than 2018 year to date. The 117 total port of calls is 11.4% less than the 2018 year to date number of 132 ships.

For the year 2018, Key West greeted 861,192 passengers from 379 port calls. Port calls were up 11.1% for the year and passenger counts were up 13% over the same period in 2017. The 861,192 was the most passenger visits since 2006, and the 379 port calls were the most since 2007.

The cruise ship schedule for June thru August compared to the same three months in 2018 is shown below.

### Number of Ships

|        | 2018 | 2019 |
|--------|------|------|
| June   | 25   | 26   |
| July   | 25   | 27   |
| August | 21   | 23   |

The reported Bed Tax Collections for Key West for March, 2019 were \$2,771,688, 13.5% higher than the same period in 2018.

The March 2019 "occupancy rate" for Key West was 95.1% according to the Smith Travel Report. That is a 1.4% increase over the 93.8% reported in March, 2018.

The Average Daily Rate (ADR) was reported at \$385.96 for March of 2019. That is a 4.7% increase from the ADR of \$368.54 posted in March, 2018.

Last year Key West had an increase in both occupancy rates and revenue per available room (RevPAR), but a slight decline (0.4%) in ADR.

Since Hurricane Irma passed on September 10, 2017 and caused damage to some hotels, the number of rooms available had declined. Key West saw 145 more rooms open up in recent months, but witnessed another hotel close 48 rooms for long-term renovations.



2019

## Annual Employment Environment

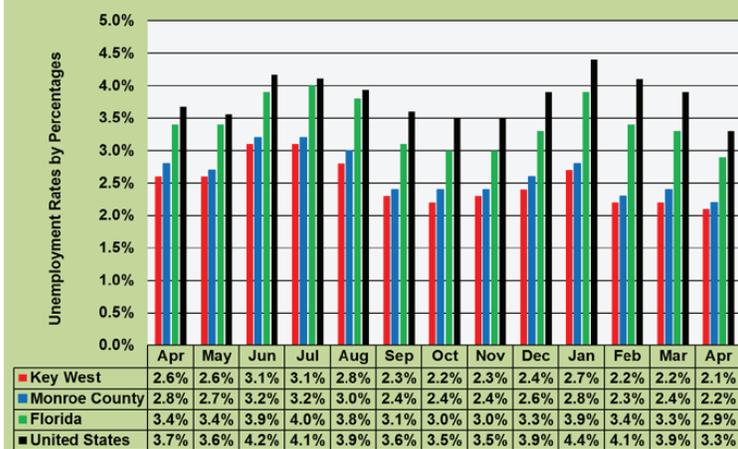
The Key West Chamber of Commerce continuously monitors, compiles, and analyzes economic data; generating local economic data through surveys of its over 500 members.

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

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

Responses from KWCC Wage & Benefit Survey conducted January-April, 2019; KWCC BEO conducted March 29-May 17, 2019

**Comparative Unemployment Rates**  
The City of Key West, Monroe County, the State of Florida, and The United States of America  
April 2018 - April 2019



Source: The U.S. Bureau of Labor Statistics

The Key West employment environment continues to tighten increasing vacancy rates and shrinking both the quality and depth of the applicant pools. With unemployment hovering around 2.2% there is simply not enough hireable people looking for jobs. The Florida and national unemployment rates have been following the same trajectory with the national rates particularly, closing the gap on Key West. Thus the labor shortage being felt in Key West is also being experienced on the county, state, and national level. For years Key West benefited from having both an abundance of jobs and comparatively high paying jobs. While the compression of the labor market has increased wages locally, and increased opportunity the labor shortage everywhere else could only make relocation less attractive to the out of market job seeker.

### Key West Compensation & Wages

Compensation rises 3.3% for Private sector and 1.5% for Public sector; compared to 3.2% and 2.2% seen last year. While the Private sector continues to reflect bonuses, a 3.3% increase is still seen in base salary via merit, COLA and across-the-board adjustments affecting everyone.

#### Key West Employment by Sector

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

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

By Industry

**\$8.46 per hour**

Florida raised minimum wage 2.5% effective January 1, 2019

higher than the Federal minimum wage of \$7.25



| 2019 Salary Changes    | Private | Public | Private                 | Public |
|------------------------|---------|--------|-------------------------|--------|
| Receptionist           | 13%     | 0%     | Front Desk Clerk        | 3%     |
| Accounting Clerk       | 34%     | 11%    | Housekeeper             | 5%     |
| Maintenance Worker     | 13%     | 0%     | Operations Manager      | 0%     |
| Auto Svc Technician    | -22%    | 6%     | Network Administrator   | -9%    |
| Line Cook              | 4%      | 6%     | IT Manager              | 0%     |
| Human Resource Manager | -5%     | 1%     | Chief Financial Officer | 21%    |

Change in mean salary between the 2019 and 2018 surveys, for selected sampling of job positions

### Key West Benefits & Time off

Healthcare coverage decreased to 89% of the private sector workforce; while subsidies from private employers edge higher. Time off increases one day from last year's levels.

**64%** of Private sector workforce has access to a 401(k)  
down 9 points from last year

**15%** of workers bike to work  
**8%** of workers walk to work  
Key West **#3** in the Nation for biking to work

### Key West Wage & Benefit Survey

The 2019 survey received 68 private and 18 public responses covering 6,712 employees in Key West



The 2019 survey conducted this spring provides extensive information reported across ten business sectors and all major public entities; including the specific benefits, such as the amount of paid time-off (holidays, vacation & sick time), medical care coverages (health, dental & vision), and retirement policies, as well as job-specific wages for well over 100 positions. Detailed wage data includes range & actual pay by quartiles, mean, and median for the private sector along with each public entity. To purchase, please call Dorothy at 305-294-2587.

Sources: Bureau of Economic Analysis; US Bureau of Labor Statistics; FD Health - MC; [www.factfinder.census.gov](http://www.factfinder.census.gov)



## 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 March 29-May 17, 2019; NABE BCS conducted March 22-April 3, 2019\*

Hurricane Irma recovery left Key West with multiple challenges to overcome, but the local business environment has displayed a steady upward trajectory as the distance from that event has lengthened. The first quarter of 2019 is a perfect example of how much business fortunes in the local community have improved. Hotel room occupancy rates averaged over 93% for the first three months of the year, while airport deplanements and cruise ship debarkment numbers have kept pace with last year's very high numbers. Over 82% of the respondents to our latest survey reported an increase in volume this year compared to 2018, as well as an overall rise in employee compensations.

#### Tourism is Booming

All of the metrics available point to record numbers of people traveling to Key West and the Florida Keys, but we are not alone in enjoying the benefits of tourism. Cities such as New Orleans, Chicago, and Nashville are also reporting record year end and quarter visitor numbers.



**35.7 million people** visited Florida in the first quarter of 2019. That is a **5.8% increase** over the first quarter of 2018.

- National Consumer Confidence Index rose to 129.2 from 124.2 in April, 2019.
- Consumer spending was up 1.2% quarter over quarter for the first quarter of 2019.

#### Compensation & Wages



**16 pts** to **+51%**

First Quarter Wages balance

- With 51% of Key West businesses reporting increasing wages during the first quarter 2019, this is the same as the national survey net results of 55% (National results are up 7 points from the fourth quarter, while Key West results are up 16 points)
- Key West businesses mostly reported turnover as being "average" while 20% reported it as "higher" and 25% claimed it was "lower" during the quarter.
- Over 60% of businesses described the ease of hiring as "difficult" while just 4% described the process as "easy".

#### Macro-Economic Impacts

National Consumer Confidence Index rose to 129.2 from 124.2 in April, 2019. Consumer spending was up 1.2% for the first quarter of 2019 compared to 2018. The latest Global Travel Sentiment Index reported price sensitivity increased with 34% of travelers citing travel costs as the top concern versus 18% in 2016.

#### World Economy

Trade wars

The Global Economic Conditions Survey Report: Q1, 2019 provides regional analysis from 1,418 businesses in 180 countries\* In February the U.S. announced 10% tariffs and have since raised that target to 25% on Chinese exports to the U.S.; and imports from China account for about 2.5% of China's GDP. China announced counter-tariffs on imports from the U.S., accounting for about a quarter of a percent of the U.S. GDP. While the tariffs announced are still being considered through the political processes for months. This has had far reaching implications on the global economy including future oil prices.

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 Business Outlook

Key West expectations are very high as the community looks ahead

**49%** of

Respondents expect either "more" or "significantly more" sales in the second quarter of 2019 compared to same quarter 2018.



**73%** of

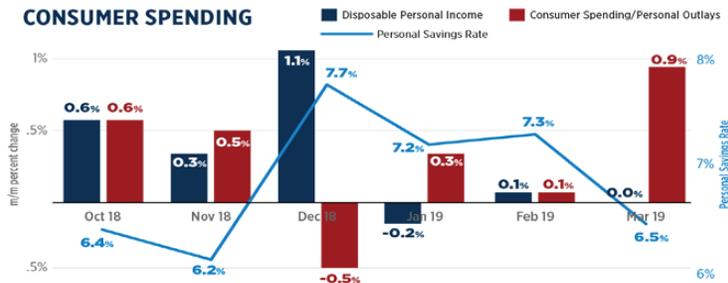
respondents claimed to be either "optimistic or "confidently positive" about the Key West business outlook for the next 12 months.



Labor

Travel employment continued it's upward trend adding 8,600 jobs in April, bringing it to an all time high number of 8.8 million jobs directly supported by travel spending. Nationally, travel industry employment increased by 56,800 jobs in the first four months of 2019. Wages rose both around the country and here locally with 51% of BEO respondents acknowledging employee pay raises.

#### CONSUMER SPENDING



SOURCE: U.S. Department of Commerce



BUSINESS AFTER HOURS | TUESDAY, MAY 21, 2019

Sponsored by: *The Rooster Tail, 217 Duval Street*



## Welcome New Members!



President Michael Morawski and Membership Committee member Joe Caso welcome new member Graciela Lozano with Keys Lifestyle Marketing.

### Bodhi Spa and Wellness

3845 Seaside Drive  
Key West, FL 33040  
305-735-4303  
www.bodhispaandwellness.com  
Contacts: Lisette & Brandie Cobo  
Day Spa

### Five Star PEO Advisors

2332 Galiano Street, 2nd Floor  
Miami, FL 33134  
305-992-1245  
www.5-StarAdvisors.com  
Contact: Alex Irias  
Human Resource  
Outsource Company

### Kanner & Pinaluga, P.A.

5201 Blue Lagoon Drive, Suite 800  
Miami, FL 33126  
800-586-5555  
www.HurricaneDamage.com  
Contact: Derick Rosenwald  
Property Damage Attorneys

### Keys Lifestyle Services

2011 Flagler Ave  
Key West, FL 33040  
305-296-7686  
www.keyslifestyles.com  
Contact: Graciela Lozano  
Online Concierge Services

### Make It So Charters, LLC

3829 Eagle Ave  
Key West, FL 33040  
305-209-1331  
www.makeitsocharters.com  
Contact: Todd Howard  
Private Charters

### MedMen

130 Duval Street  
Key West, FL 33040  
850-532-9090  
www.MedMen.com  
Contact: Dana Heath  
Cannabis Retailer

www.keywestchamber.org

## 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 and AT&T 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 underway, call Carla at the Key West Chamber of Commerce at 305-294-2587 or visit [keywestchamber.org](http://keywestchamber.org) and look for the "Dog Daze of Summer" logo.

## Community Calendar

### June 2019

- 6/1 43rd Annual Swim Around Key West (Key West Athletic Association) 305-394-5292
- 6/1 Village with a Voice Historical Photo Collection – Douglas Gym and Community Center – 111 Olivia Street – 5:00pm-7:00pm
- 6/2 Locals Day at Key West Botanical Gardens 305-296-1504
- 6/2 Songwriter Speakeasy Series: Brian Roberts, Jesse Wagner and Larry Smith, Key West Theater – 7:00pm
- 6/3-20 Key West Summer Stage 2019 presented by Theatre XP “The Sunset Limited” Red Barn Theatre 305-540-6102
- 6/4-6 The Pride Fringe Theater 7:00pm
- 6/5-9 Key West Pride 2019 [www.keywestpride.org](http://www.keywestpride.org) 305-292-3223
- 6/7 Key West Pride w/Steve Grand and Stachaa KW Theater 8:00
- 6/7-8 Key West Summer Stage 2019 presented by The Waterfront Playhouse, “The Laramie Project” 302-540-6102
- 6/9 Slightly Stoopid: How I spent My Summer Vacation Tour 2019 KW Amphitheater 4:30
- 6/10 Key West Summer Stage 2019 “Twice Told Tales” presented by The Studios of Key West 302-540-6102
- 6/15 Piff the Magic Dragon (Magician, Comedy, Wizardry) @ KW Theater 7:00
- 6/15 7th Annual VFW Fishing Tournament [www.vfwpost3911.org](http://www.vfwpost3911.org) 610-304-2392
- 6/15 FKCC Swim Around Key West [aqualb@aol.com](mailto:aqualb@aol.com) 305-809-3562
- 6/16 Key West Botanical Speaker Series & Native Plant Sale 1:30pm 305-296-1504
- 6/17 Key West Summer Stage 2019 – presented by Theatre XP – “Cost of Living” Red Barn Theatre – a free staged reading 305-540-6102
- 6/20 Mentalist Brian Imbus: Miracles of the Mind 8:00 KW Theater
- 6/20-23 Key West Africana Festival [www.keywestafricanafestival.com](http://www.keywestafricanafestival.com) 786-529-8624
- 6/21-23 Key West International Guitar Festival 305-304-1437
- 6/23-24 Key West Summer Stage 2019 – “The Classics of Comedy” presented by The Studios of Key West
- 6/26 Key West Summer Stage 2019 – presented by Theatre XP – “Man from Earth” Red Bar Theatre – A Free Staged Reading 305-540-6102
- 6/28-30 6th Annual Mystery Writers Key West Fest 305-587-9392
- 6/28-30 6th Annual Mystery Fest of Key West, Studios of Key West [www.mysteryfestkeywest.com](http://www.mysteryfestkeywest.com)
- 6/28-29 8th Annual That’s What She Shot Spearfishing (TWSS) Tournament; For more Information go to [www.thatswhatsheshot.com](http://www.thatswhatsheshot.com)
- 6/29 Mangofest 10-3pm – Bayview Park 305-747-6146

## Cruise Ship Schedule

### JUNE 2019

- 6/1 NO SHIP
- 6/2 Celebrity Equinox 7:30-5:00
- 6/2 Majesty 9:00-7:00
- 6/3 Empress 8:00-6:00
- 6/4 Carnival Victory 7:30-1:30
- 6/4 Norwegian Sun 12:30-7:00
- 6/5 NO SHIP
- 6/6 NO SHIP
- 6/7 NO SHIP
- 6/8 Norwegian 8:00-3:00
- 6/9 Carnival 12:00-6:00
- 6/10 NO SHIP
- 6/11 Carnival Victory 7:30-1:30
- 6/11 Carnival Glory 8:00-5:00
- 6/11 Empress 8:00-6:00
- 6/12 Majesty 8:00-7:00
- 6/13 NO SHIP
- 6/14 Carnival Sensation 7:30-1:30
- 6/15 NO SHIP
- 6/16 Celebrity Equinox 7:00-5:00
- 6/16 Majesty 9:00-7:00
- 6/17 NO SHIP
- 6/18 Carnival Victory 7:30-1:30
- 6/18 Norwegian Sun 12:30-7:00
- 6/19 NO SHIP
- 6/20 NO SHIP
- 6/21 NO SHIP
- 6/22 Norwegian Sky 8:00-3:30
- 6/23 Paradise 12:00-6:00
- 6/24 Carnival Freedom 11:00-7:00
- 6/25 Carnival Victory 7:30-1:30
- 6/25 Norwegian Sun 12:30-7:00
- 6/26 Majesty 8:00-7:00
- 6/27 NO SHIP
- 6/28 Carnival Sensation 7:30-1:30
- 6/29 Norwegian Sky 8:00-3:30
- 6/30 Celebrity Equinox 7:00-5:00
- 6/30 Majesty 9:00-7:00



*Congratulations to KWHS student Melody Morales for this year’s Honor Roll/100/Charley P. and Orsolina Toppino’s Memorial Scholarship Award. Presented by Education Chair Billy Spottswood at Class Night, Melody’s award was in the amount of \$27,500 donated by Charley Toppino & Sons, Monroe Concrete, and contributing chamber members.*



## CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

### EXECUTIVE COMMITTEE

Michael Morawski, President  
*Hemingway Home/305-294-1136*

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

John Toppino, Second Vice President  
*Monroe Concrete/305-296-5606*

Joe Caso, Treasurer  
*Caso & Company/305-453-6378*

Greg Sullivan, Secretary  
*Waste Management/305-434-9140*

Suzanne Moore, Past President  
*Truman and Co. Real Estate/305-292-2244*

Cara Higgins, Appointee  
*Horan & Higgins, LLP/305-294-4585*

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

Mark Rossi, Appointee  
*Rick's/Durty Harry's Entertainment Complex  
305-296-5513*

Virginia A. Panico, CCE,  
Executive Vice President  
*Key West Chamber of Commerce  
305-294-2587*

### CHAMBER STAFF

Virginia A. Panico, CCE  
*Executive Vice President*

Edward Dawicki, III  
*Director of Research*

Suzanne Pearce  
*Executive Assistant/Bookkeeper*

Kerry Baker  
*Membership Director/Special Events Coordinator*

Dorothy Schmida  
*Administrative Assistant*

Carla Noss  
*Office Assistant/Tourist Information Operator*

Gladys Clarks  
*Tourist Information Receptionist*

Virginia A. Panico  
*Newsletter Editor*

Cindy Jefferson  
*Art Director*

Jennifer Juniper  
*Newsletter Writer*

Karrie Bond  
*Social Media Director*

### Key West Chamber Calendar of Events

#### June 2019

**Business After Hours**  
Date: Wednesday, June 19, 2019  
Time: 5:30 p.m. – 7:30 p.m.  
Sponsored by: Lucy's Retired Surfers Bar  
Location: 221 Duval Street  
**Members Networking Event!**

**General Membership Meeting**  
Date: Wednesday, June 26th  
Time: Noon  
Location: Key West Marriott Beachside  
3841 North Roosevelt Blvd.  
Speaker: Ms. Tara Sullivan,  
Regional Manager  
American Foundation for Suicide Prevention  
Topic: "Safe Talk"

#### July 2019

**General Membership Meeting**  
Date: **Wednesday, July 17, 2019**  
*\* Please note change of date*  
Time: Noon  
Location: Doubletree Grand Key Resort  
3990 South Roosevelt Blvd.  
Speaker: TBA  
Topic: TBA

**"Christmas in July" Business After Hours**  
Date: Thursday, July 18, 2019  
Time: 5:30 p.m. – 7:30 p.m.  
Sponsored by: Hard Rock Café Key West  
Location: 313 Duval Street  
**Members Networking Event!**  
*\*All attendees are asked to bring a new  
unwrapped toy.*

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



The 2019/2020 **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, 2019

#### 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 90,000 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 the Lower Keys, Marathon, Islamorada and Key Largo Chamber of Commerce Visitor Centers, and 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:

**Ali Ferguson 305-797-1278**  
Email: [keywestalicat@gmail.com](mailto:keywestalicat@gmail.com)