



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

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Monroe County Mayor Danny Kolhage Provides State of the County Update



Key West Chamber of Commerce President Nicki Will thanked Monroe County Mayor Danny Kolhage for his State of the County update at the Chamber's February membership luncheon.

Members of the Key West Chamber of Commerce heard from Monroe County Mayor Danny Kolhage during their February membership luncheon at the Marriott Beachside Resort.

Kolhage reviewed the county's \$441 million budget, which includes \$288 million of operating funds, with the balance used for capital projects.

"Two-thirds of revenues to support the services in that budget come from sources other than taxes," Kolhage told the lunchtime audience. "And 43 percent of your ad valorem, or property, taxes go to Monroe County, with schools, cities and mosquito control representing the other 57 percent."

Kolhage reported that "most millage rates, or tax rates, were down from the prior year, but tax revenues were up due to a valuation change."

In other words, the county levied a lower tax rate, but derived more revenue from it, because homes and other properties were deemed to be worth more by property appraisers.

"We use a combination of property tax and other funding sources to pay for the services provided by the county," Kolhage told the audience while reviewing a chart that broke down, by pennies on the dollar, how tax money is allocated within Monroe County.

Twenty-seven cents of each dollar is spent on the physical environment of the county, which includes trash and recycling collection and disposal and completion of the county's wastewater treatment systems to comply with statutory requirements, Kolhage said.

He explained that the sewer treatment system on Cudjoe Key is slated to be completed this year.

Out of each dollar of tax money, the county also spends 25 cents on general government, which handles legislation and policy-making, strategic planning and the operation of 12 major county buildings in a cost-effective manner.

Twenty cents of each tax dollar is spent on public safety, which includes the Monroe County Sheriff's Office budget, the county jails, five sheriff substations and emergency medical services (EMS).

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Message from President Nicki Will



I would like to address two aspects of Chamber activities in my March message including support of Chamber members and Goal 2 of Vision 2020.

Over the many years as a business person in various communities I have been a member of local chambers of commerce, and for the past 12 years since relocating to Key West, I have been involved with the Key West Chamber of Commerce. I reflect on the role of a local Chamber. One of the most important "duties" of one to assume is to support members of the Chamber. It is incumbent upon all of us to support each other both economically and as business colleagues.

It is very challenging to have such a diverse Chamber as we do in Key West, but I do not believe anyone would have it any other way on our island community. Many of our members had difficult times during the North Roosevelt Blvd. construction and the Chamber offered creative ways to support business along that corridor. We cannot forget our colleagues both on Duval Street and off. There are many wonderful businesses, boutiques, restaurants and other offerings tucked away on our island, we just need to remember to frequent them. There is the parking issue however, but we must work with the city officials to address those needs so we are able to patronize our fellow Chamber members in all locations on Key West.

Vision 2020. This month I would also like to touch on Goal 2 from Vision 2020. Goal 2. Greater Key West's resident population will be sufficient to sustain a

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Spotlight Shines on ... Peter Closi, Air Adventures



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 Peter Closi, Air Adventures.

A vacation to Key West two years ago sparked a business idea for Peter Closi, who put his plan into place this past December, and is watching it take off – literally – from Key West International Airport.

Closi owns Air Adventures helicopter tours, which departs from the airport on South Roosevelt Boulevard for tours of the island and the crystal clear waters surrounding it.

Closi himself is a licensed helicopter pilot who reported on news and traffic above the Orlando area for the past decade, until launching Air Adventures in Key West.

“When I came down on vacation with my girlfriend, I really couldn’t believe that of all the tropical island destinations that offer helicopter tours, there wasn’t one in Key West,” he said.

Well there is now. Air Adventures uses a Robinson-44 helicopter, which is “the most common type of helicopter used for tours of Hawaii, the Grand Canyon and Las Vegas,” said Closi, a native of West Palm Beach. “We can accommodate the pilot plus up to three passengers.”

A five-minute, introductory helicopter ride, for those who have never experienced that type of flight, costs \$69 per person, but the company’s most popular air adventure is a 10-minute island tour for \$99 per person. Additional time is available for people who

want to see more of the Keys, or of the marine life, such as sea turtles, sting rays, sharks and dolphins that share the waters around the islands.

Starting this month, Closi will also offer VIP tours of three to four hours that will take up to three passengers to a private, uninhabited offshore island for a picnic

snack, and provide an in-depth tour of Keys landmarks and the stunning marine sanctuary, which teems with ocean life and a staggering number of bird species.

“It’s been amazing to meet people who make it a point to do a helicopter tour in every city they visit,” Closi said, laughing. “I collect shot glasses from each city I visit, but I’m glad other folks choose the more expensive – and more photogenic – option.”

Helicopter tours depart from Key West International Airport and are available for lengths of five, 10, 15 and 20 minutes, with longer options available upon request.

Prices are on a per person basis, but tours must contain a minimum of two passengers to depart, Closi said.

“And obviously, the longer you’re up there, the more information our pilots can provide about the sights, local landmarks, the marine sanctuary, you name it,” Closi said. “Since we fly at an altitude of 400 to 500 feet, our passengers get a perfect view of everything moving in the crystal clear water below the aircraft. It’s really spectacular to see the Keys from up there.”

For your next special event, birthday, marriage proposal or anniversary trip, enjoy a perfect view of the Southernmost City and the island chain that attaches it to the southern tip of Florida.

For more information, or to book a tour, visit Air Adventures online at www.fly-keywest.com or call 844-2GO-FLYING.



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Centennial Bank’s local loan expert **DAN** understands the uniqueness of the islands, and he’s dedicated to finding the perfect loan for you.

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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

AT&T Advertising Solutions
9850 NW 41st St.
Doral, FL 33178
305-482-2601

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 of the County Update" continued from page 1 ▶

In reviewing some of the ongoing and recently completed project highlights occurring within Monroe County, Kolhage said the county is in the process of finalizing a four-year project to update its Comprehensive Plan.

"We literally had to go line by line; page by page to eliminate outdated information and update the language," he said. "We expect to have that completed, along with an update of the county's land development regulations in early 2016."

The mayor also introduced three major paving projects that will take place in the coming months around Sexton Cove, Lake Surprise and on U.S. 1 between Stock Island and Big Coppitt Key.

"We've also just completed an inventory of our bridges," Kolhage said. "Monroe County is responsible for 26 bridges that are off U.S. 1, and will develop a bridge repair/replacement plan that is expected to cost \$64 million."

He reported that in Key West, work on the Palm Avenue, or Garrison Bight Bridge, is slated to start in July 2016.

"It will likely take eight to nine months to complete and is expected to add 20 years to the life of the bridge," Kolhage said.

Other areas of the county that need work are many of the 502 canals in the Florida Keys.

Kolhage reported that 131 canals are classified as "poor," while 180 are "fair," meaning a total of 311 canals are filled with "impaired waters" that need to be improved.

"I could spend another whole hour talking about land acquisition, but basically, we're trying to get Tallahassee to come in with us on land acquisitions and continue with the Florida Forever purchases.

Kolhage finished his presentation with a short discussion of the county's homeless population.

"Monroe County spends nearly \$7 million on the homeless population," he said, with the jail representing \$4.7 million of that

\$7 million. Kolhage emphasized the county's plan of continuing support for the city of Key West, while adding that 80 percent of arrests of homeless people occur within the city limits of Key West.

In opening the floor to question, Kolhage heard from charter boat owner Capt. Bill Wickers, who voiced support for deep water injection wells to help improve near shore waters.

Kolhage emphasized his agreement and is awaiting test results from the Florida Keys Aqueduct Authority.

"I believe, and always have believed that we should go ahead and dig the wells, and then we've done the best we can," Kolhage said, before taking a question from Ed Swift about ROGO units, building allocations and hurricane evacuation times.

"We're never going to agree on this, Ed," Kolhage told Swift, while Swift warned Kolhage of possible lawsuits and liabilities the county will face when property owners of Tier 3 lots can't get a building permit for their lot.

"You're collecting taxes on those lots based on people's right to build on them, but then they can't build on them," Swift said. "You're going to have to do deal with this. It's insanity. You should be fighting the state."

Local attorney David Paul Horan joined the conversation by telling Kolhage, "Our grandchildren can't cash the checks you're writing now. You have a liability so high on these lots that our grandchildren can't afford it."

Kolhage acknowledged that, "These private property owners' rights have to be respected, but we can't solve that in Monroe County by ourselves."

"It's insanity, Dan, insanity," Swift told Kolhage, who replied to laughter that he's been called worse.

Swift officially wrapped up the lunchtime presentation by emphasizing his unflagging respect for Kolhage's honesty, integrity and dedication to public service. ♡

President's Message continued from page 1 ▶

quality hospital, schools, libraries and other public services on a year-round basis and to provide a large enough consumer base to maintain a viable and diversified local business.

According to the latest available data from the Census Bureau, Key West has seen an increase in population of 3.7% from 2010 to 2013. The estimated population of Key West in 2013 is 25,550. One of the more interesting statistics is that the percent of persons under age 18 is 14.9% compared to 21.3% in Florida or 23.3% in the U.S. as a whole. The Key West population is also aging and aging more rapidly than the United States and Florida as a whole. This all has an impact on what services and businesses remain viable, may grow, and may decide to locate in Key West apart from and including businesses related to the tourist trade.

Furthermore, as we discuss the workforce housing issue, the home ownership rate in the period 2009-2013 was 46.6% in Key West compared to 67.1% in Florida and 64.9% in the United States; a statistic I am certain is not surprising to anyone.

Remember, if you are interested in shaping the future of the Chamber please join a committee. It is through the committees that the work of the Chamber is done.

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

Tuition 101: Successful Financial Aid Seminar for Florida Keys Students and Their Parents



On Wednesday, February 25th, The Key West Chamber of Commerce teamed up with the Florida Keys Community College for Ready, Set, COLLEGE! Workshop. Senior Financial Aid Specialist at FKCC David Owens and Director of Financial Aid Joyce Lubek, provided hands-on help with the federal government's Free Application for Federal Student Aid (FAFSA). In addition to the FAFSA guidance, Owens and Lubek also supplied advice about college scholarship applications and other sources of financial aid.



The Key West Chamber of Commerce
Presents:

Marketing Your Business

Advertising * Blogs * Branding * Media * Social Media

Tactics to get the word out and bring customers into your business

When: Friday, March 20, 2015

Where: Key West Marriott Beachside Resort

Time: 8:30a.m. to 3:30p.m.

Reservations are required as Lunch is included

Participants will leave the seminar knowing:

- How to develop & hone a marketing strategy.
- How to create and use the various tactics that comprise marketing strategy.
- How to write for various types of ads, media, social media, blogs, etc.
- How to create and disseminate messages and content.
- How to determine the best marketing tactics for your type of business.

*****This is a hands-on class. Please submit your marketing samples or ideas for review and sharing with the class prior to the seminar.**

A native Floridian and resident of Key West, Debbie Mason, APR, CPRC, Fellow PRSA is a nationally known facilitator, speaker and trainer who specializes in marketing, communications, strategic planning, organizational development and research. Debbie has worked with entrepreneurs, universities, corporations and nonprofits of varying sizes from local small shops to international giants and has authored numerous articles in trade and professional journals spanning several disciplines.

Enrollment forms and payment must be returned to the Chamber by 11:00am Wednesday, March 18th to guarantee seating. Both Chamber members and non-members are urged to attend. Complete and mail your enrollment form today! **Cost: Members- \$84.00 per person, Non-Members- \$106.00 per person** * *Price includes lunch

Name _____ Company _____

Email _____ Phone _____

I have enclosed payment with my enrollment form.

As space is limited, no refunds will be offered after Wednesday, March 18, 2015.

Include the names & email of additional attendees on a separate piece of paper.

Please mail check to: Greater Key West Chamber of Commerce, 510 Greene Street, Key West, FL 33040 - or contact our office with credit card information for payment at 305-294-2587 Email committees@keywestchamber.org



10th Annual A TIGER IN THE WOODS



Dear Valued Chamber Members,

On behalf of the Directors of the Key West Chamber of Commerce, we would like to take a moment to thank all of you for your support of the Key West Chamber of Commerce. We presently are gearing up for our 10th Annual "Tiger in the Woods" Golf Tournament scheduled for Sunday, April 26th at the Key West Golf Club.

At this time we are reaching out to our members for your continued support of this event through either a sponsorship, or the donation of gift certificates and/or prizes for this year's event. The generosity of our members has enabled us to continue to fund many of the Chamber's member events and community programs which benefit our entire island. Most recently we were able to give FIRM a \$10,000 donation for all of their efforts on behalf of the businesses and residents of our county.

We sincerely hope you will consider supporting the 10th Annual Tiger in the Woods Golf Tournament this year. I am attaching a brochure on the sponsorship levels, as well as details on the event. For more information contact the chamber at 305-294-2587 or kbaker@keywestchamber.org.

Thank you for your consideration, and continued support.

Sincerely,

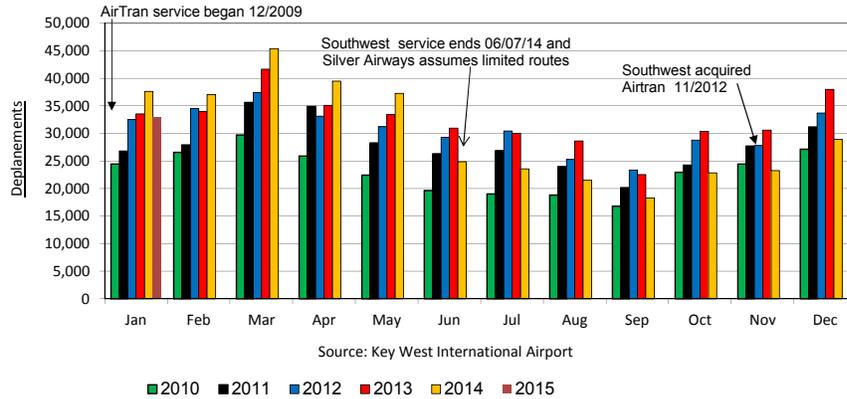
Greg Sullivan and John Anderson
Golf Tournament Co-Chairs

KEY WEST CHAMBER OF COMMERCE 10TH ANNUAL "TIGER IN THE WOODS" GOLF TOURNAMENT" SUNDAY, APRIL 26, 2014

- PLATINUM SPONSOR..... \$2,500**
 - Your company name appears on ALL MAJOR advertising.
 - Your banner signage is placed on a green and the clubhouse.
 - Includes registration for eight (8) players in the tournament.
- CLUBHOUSE SPONSOR..... \$1,000**
 - Your company name appears on MOST advertising.
 - Your banner signage is placed on a green and the clubhouse.
 - Includes registration for four (4) players in the tournament.
- PAR 3 SPONSOR*..... \$1,000**
 - Your banner signage is placed on a par 3 hole.
 - Includes registration for two (2) players in the tournament.
 - * \$500 of the sponsorship will be a cash prize.
- TEE BOX SPONSOR.....\$500**
 - Opportunity to set up a tent, hang up banner and promote your company during the tournament on the course.
- GOLD SPONSOR..... \$500**
 - Your name/logo is printed on the tournament poster
 - Your signage is placed on a green or a tee.
 - Includes registration for two (2) players in the tournament.
- SILVER SPONSOR.....\$250**
 - Your signage is placed on a green or a tee.
 - Includes registration for one (1) player in the tournament.
- HOLE SPONSOR*..... \$100**
 - Your signage is displayed on the hole.
 - * A 10% discount will be offered to all previous hole sponsors.



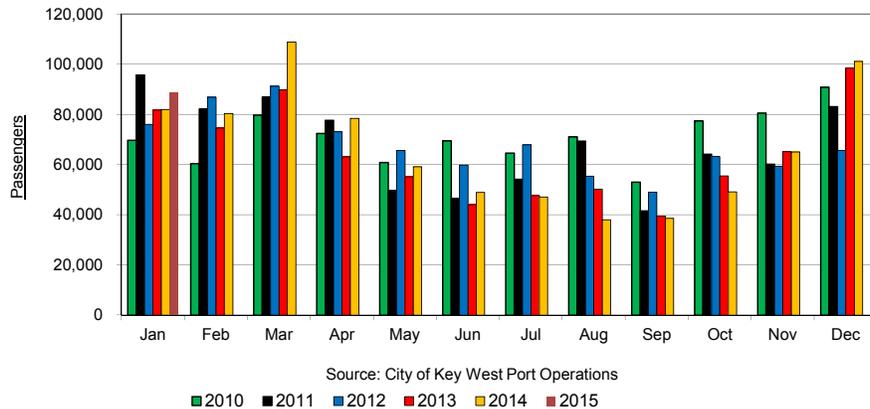
Key West International Airport Arrivals
January 2010 - January 2015



Passenger arrivals to Key West International Airport in January 2015 totaled 32,909. **This is a decrease of 12.6% when compared to January of 2014.**

2014 saw increases from all airlines as Southwest service ended in June. American's totals were up 7%, Silver's totals were up 20%, Delta's totals were up 8%, and US Air's totals were up 8% over 2013. Excluding Southwest from the comparison, the remaining aggregate passenger arrivals are up 7.5% over 2013 totals. And remember, while Cape Air service ended in November 2013, they had arrivals of 7,400 or 2% of the 2013 totals for the Key West airport.

Key West Cruise Ship Passengers
January 2010 - January 2015



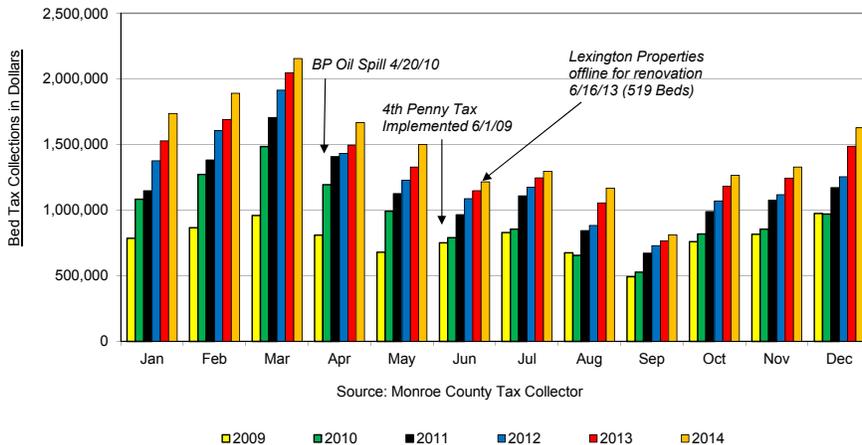
A total of 88,918 cruise ship passengers disembarked in Key West during January 2015. **This was 8.5% higher than January of 2014**, which saw 81,986 passengers disembark.

2014 saw a total of 336 ships in port, an 8% overall increase. However, not every month saw an increase and we continue to see shifts in the yearly pattern from one month to the next; even though our seasons can still generally be seen in the monthly pattern throughout the year.

The cruise ship schedule for the next three months is shown below:

	Number of Ships	
	2014	2015
March	47	48
April	32	34
May	24	12

Key West Bed Tax Collections
January 2009 - December 2014



Reported Bed Tax Collections for Key West were **\$1,628,408 for December 2014, an increase of 9.5% compared to December 2013.**

According to Smith Travel, **December 2014 occupancy was 84.7%, a 0.9 percentage point decrease from the December 2013 occupancy rate of 85.6%.**

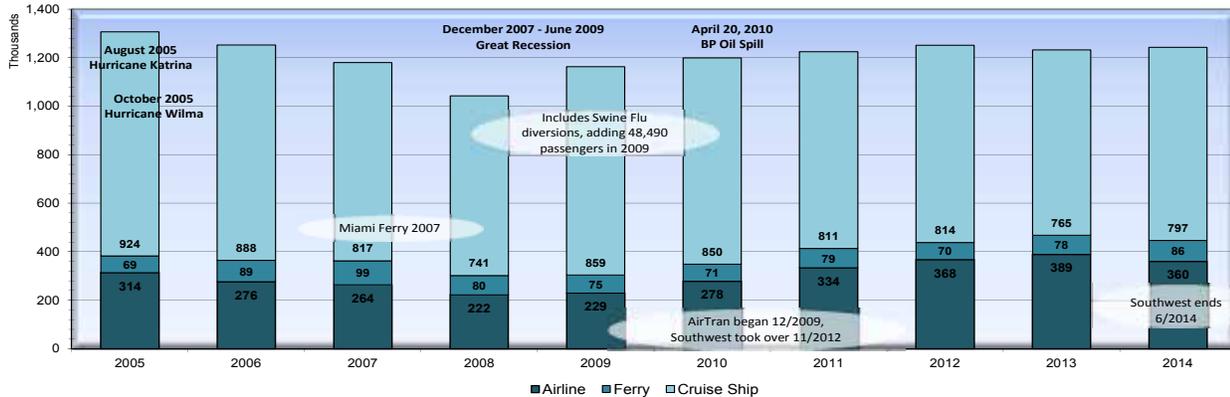
The Average Daily Rate (ADR) was reported at \$312.32 for December 2014, an increase of 8.3% from the ADR of \$288.34 posted for December 2013. This ADR of \$312.32 is the highest recorded for the month of December. This continues the record of 59 months where the ADR has been higher than the previous year. In fact, **the last 45 months are all-time records for each month.**



2014 Tourism in Review

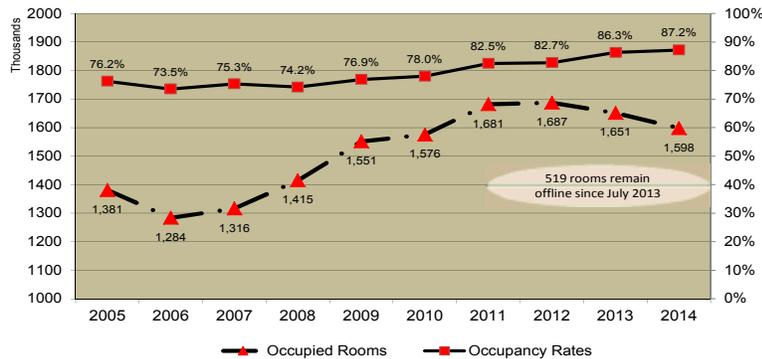
Key West Visitor Arrivals Passenger Volume in Thousands

Source Data: City of Key West Port Operations and Historic Seaport; Key West International Airport



Key West Occupancy Rates & Room Nights ("Available Rooms" x "Occupancy Rates" x "Nights in the Period")

Source Data: Calculated Based upon Smith Travel Research & TDC Statistics



Cruise Ship passenger arrivals introduced 796,960 visitors in 2014. There were 336 ships that docked in Key West during 2014, an increase of 25 vessels from the 311 that docked in 2013. Last year reversed the slow downward trend in the number of ships and passengers visiting Key West. However, a downward trend is likely to continue as the cruise industry phases out smaller ships in the coming years and Key West cannot accommodate the larger cruise ships due to channel restrictions.

Ferry passenger arrivals introduced 85,973 arriving passengers, an increase of 9.7% compared to 2013. The whale's share of the volume comes from Fort Myers, as both Fort Myers and Marco Island are ferry departure points for Key West. Marco Island is served as a seasonal route, December through April.

Airline passenger arrivals introduced 360,168 visitors in 2014, a decrease of 23.8% compared to 2013. From 2005 thru 2008, arrivals at Key West had been declining at a compound annual rate of almost 11%. At the same time the estimate of Key West overnight visitors by the TDC had been increasing at a 2.1% rate indicating that more visitors were driving into Key West; either from their homes or from airports in Miami and Ft. Lauderdale.

Highlights from 2014 TDC Visitor Profile Survey (600 Key West Visitors during January - June)

Source Data: Monroe County Tourist Development Council



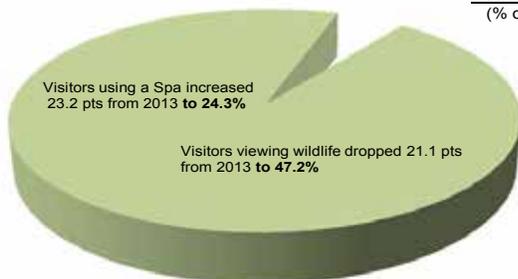
69.5% of Visitors drove to Key West down from 79.1% in 2013

4.13 Nights was the average stay in Key West up from 3.53 nights in 2013



Activities while in Key West: (% of visitors taking part in)

- 95.0% Attractions
- 92.2% Nightlife
- 88.3% Cultural Events
- 51.0% Boating
- 19.3% Fishing
- 8.0% Scuba Diving



Overnight visitors stayed a projected 1.6 million nights in Key West during 2014 (as measured by room nights rented). While the number of rooms available within Key West has suffered by significant number of properties being renovated starting in 2013, occupancy rates have continued to rise. Highest occupancy rate in 2014 was 94.8% in February.

The Tourism Development Council surveys visitors throughout the year, revealing shifts in travel demographics, patterns and interests. Even with higher room rates, people are staying longer and patronizing what our city has to offer.



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 January 6-16, 2015; NABE BCS conducted December 15, 2014-January 8, 2015; UF conducted January 2-25, 2015**

The fourth quarter finished strong for Key West, although a general softening was felt with October and November seeing declines year over year. We saw a drop in port calls early in the quarter, with a recovery in December resulting in an overall decrease of 3,792 cruise ship passengers; this was offset by an increase in ferry passengers of 2,634 primarily occurring later in the quarter.* With Unemployment continuing to drift down about 1/2 of a point to end the quarter at 3.1%,* and dramatic decrease in gas prices, consumer sentiment is likely rising. Although Florida headlines began 2015 touting signs of a strong tourism season, the strengthening dollar and international economic slow downs have tempered expectations.

Holiday Sales

Before the shoe dropped in Key West, 66% of business owners were enjoying increased revenues the last week of the year; representing businesses from every category and in every sector: Lodging, Tourism, and Non-Tourism.

Happy New Year
Sushil



11 pts
to **+39%**
Fourth Quarter Sales balance

- With 61% of Key West businesses reporting increased revenues during the fourth quarter 2014, this was better than national survey results of 54%
- Floridian's Consumer Sentiment rose sharply to 93.3 in January, 6 points higher than December's reading

Key West Business Outlook

Key West expectations edge up for a positive year ahead.



- National survey saw two-thirds expecting growth to average between 2% and 3%
- Floridian's confidence in the U.S. economic conditions over 2015 registered 95.5

Compensation & Wages



+31%
Fourth Quarter Wages balance

51% in '15

Over half of national survey respondents anticipated increases in wages during the first quarter of 2015. Difficulty in finding skilled labor continues to be the most-often-cited challenge, with a shortage being reported by 27% nationally; compared to 37% of Key West businesses reporting difficulty in hiring.

- With 33% of Key West businesses reporting increasing wages during the fourth quarter 2014, this surpasses national survey results of 31% (National results are up from 24% in October and 23% in January of 2014)
- U.S. Personal income adjusted for taxes and inflation rose 3.8% in the fourth quarter after rising 2.0% in the third quarter
- U.S. Personal savings as a percentage of disposable personal income was 4.6% in the fourth quarter
- U.S. Consumer spending increased 4.3% compared with 3.2% in the third quarter
- U.S. Prices of goods and services decreased 0.3% in the fourth quarter, after increasing 1.4% in the third quarter (Excluding energy and food, prices increased 0.7% in the fourth quarter and 1.6% in the third quarter)

Macro-Economic Impacts



85% nationally say that the mid-term elections will not change their capital spending or hiring plans

46% nationally say that the economic slowdown in the Eurozone would have either a significant or minor negative impact on their businesses

42% nationally say that the economic slowdown in China would have either a significant or minor negative impact on their businesses

Arts and Culture Statistics

*The Arts and Cultural Production Satellite Account (ACPSA) was released for the first time January 12, 2015**

4.3% of GDP

The arts and cultural production accounted for 4.3% or \$698.7 billion of the total U.S. gross domestic product (GDP). The contribution to the GDP increased 3.8% or \$25.8 billion in 2012, according to a new statistic now being tracked. Secretary of Commerce Penny Pritzker said the agency is creating new data like this in order to provide "a more detailed picture of what drives the U.S. economy, growth, and job creation." The arts and cultural industry employed 4.7 million in 2012, with 1.1 million being in the government sector.

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, January 2015 Business Conditions Survey; University of Florida (<http://news.ufl.edu/>); City of Key West; Key West International Airport; Bureau of Economic Analysis; Bureau of Labor Statistics



BUSINESS AFTER HOURS | WEDNESDAY, FEBRUARY 19TH, 2015

Hosted By: Royal Furniture and Design on 3326 N. Roosevelt Blvd. for the Florida Keys SPCA



Cruise Ship Schedule

March 2015

03/01	Constellation	8:00am-5:00pm
03/01	Brilliance	11:30am-5:30pm
03/02	C. Conquest	8:00am-4:00pm
03/02	Disney Magic	11:30am-7:45pm
03/02	Ryndam	12:00am-6:00pm
03/03	Ecstasy	7:30am-1:30pm
03/04	NO SHIPS	
03/05	Majesty of the Seas	11:00am-7:00pm
03/06	Riviera	7:30am-6:00pm
03/06	Constellation	8:00am-5:00pm
03/07	N. Amsterdam	8:00am-5:00pm
03/08	Constellation	8:00am-5:00pm
03/09	Serenade	11:00am-5:00pm
03/09	Ryndam	12:00pm-6:00pm
03/10	NO SHIPS	
03/11	NO SHIPS	
03/12	Majesty of the Seas	9:30am-6:00pm
03/13	Carnival Victory	7:30am-2:00pm
03/14	Eurodam	8:00am-5:00pm
03/14	Disney Wonder	11:30am-6:00pm
03/15	Constellation	8:00am-5:00pm
03/15	Brilliance	11:30am-5:30pm
03/16	C. Conquest	8:00am-4:00pm
03/16	Disney Magic	11:45am-7:45pm
03/16	Ryndam	12:00pm-6:00pm
03/17	SS Navigator	8:00am-4:00pm
03/17	Carnival Magic	10:00am-7:00pm
03/18	Silver Shadow	8:00am-Overnight
03/18	AIDA Vita	8:00am-4:00pm
03/18	Grandeur	9:00am-5:00pm
03/19	Silver Shadow	depart at 5:00pm
03/19	Majesty of the Seas	10:00am-6:00pm
03/20	Constellation	8:00am-5:00pm
03/21	Riviera	7:30am-4:45pm
03/21	N. Amsterdam	8:00am-5:00pm
03/22	Constellation	8:00am-5:00pm
03/23	Serenade	11:00am-5:00pm
03/23	Ryndam	12:00pm-6:00pm
03/24	Ecstasy	7:30am-1:30pm
03/24	Carnival Dream	8:00am-5:00pm
03/25	NO SHIPS	
03/26	Majesty of the Seas	9:30am-6:00pm
03/27	Carnival Glory	7:30am-2:00pm
03/28	Eurodam	8:00am-5:00pm
03/28	Disney Wonder	11:30am-6:00pm
03/29	Regatta	7:30am-5:00pm
03/29	Constellation	7:30am-5:00pm
03/29	Brilliance	11:30am-5:30pm
03/30	C. Freedom	10:00am-6:00pm
03/30	Disney Magic	11:30am-7:45pm
03/30	Ryndam	12:00pm-6:00pm
03/31	Ecstasy	7:30am-1:30pm

Welcome New Members!



The Key West Chamber of Commerce welcomed five new members to the organization at its February membership luncheon. Pictured left to right: Ron Demes of the Sunrise Rotary Club of the Conch Republic; Curtis and Mariana Skomp of REMAX Keys Connection; Lynn Corbett-Winn of Winning Strategies in Marketing; Membership Committee Co-Chair Joyce Benavides; Roberta Spencer of the Key West Woman's Club; Rodney Gullatte of the Rotary Club of Key West, Membership Committee Co-Chair Kim Works and Key West Chamber of Commerce President Nicki Will.

Key West Woman's Club Hellings House Museum

319 Duval Street
Key West, FL 33040
305-294-2039
www.keywestwomansclub.org
Contact: Roberta Spencer
Non-Profit

Rotary Club of Key West

819 Peacock Plaza, #118
Key West, FL 33040
www.keywestrotary.com
Contact: Elizabeth MacLaughlin
Civic Organization

Southernmost Real Estate LLC D/B/A: REMAX

Keys Connection
410 Caroline Street
Key West, FL 33040
305-296-1400
www.floridakeyscommerical.com
Contact: Curtis Skomp
Real Estate Office

Sunrise Rotary Club of the Conch Republic

P.O. Box 2354
Key West, FL 33045
305-295-1191
Contact: Ron Demes
Civic Organization

Winning Strategies in Marketing

181 Golf Club Drive
Key West, FL 33040
814-977-6187
www.winn-ingstrategies.com
Contact: Ms. Lynn Corbett-Winn
Marketing Consulting

Community Calendar

March 2015

- 3/1 Key West Artisan Market at 1111 Eaton Street 10am-2pm; 305-294-7994
- 3/2-31 Tennessee Williams Birthday! 513 Truman Ave. 305-842-1666
- 3/6 Stayin Alive – Bee Gees Tribute at Tennessee Williams Theatre 8pm www.keystix.com; 305-295-7676
- 3/7 15th Annual Schooner Wharf Open Air Art & Music Affair; 305-292-3302
- 3/7 53rd Annual Conch Shell Blowing Contest, 322 Duval Street Noon-2pm www.oirf.org/conch.htm ; 305-294-9501
- 3/11 Liz Callaway Cabaret 8pm at Tenn. Williams Theatre; 305-295-7676
- 3/11 Gay Key West Same-Sex Wedding Expo at Marriott Beachside at 5:30pm; 305-296-4603
- 3/13-14 55th Annual House Tours (3 of 3), 10am-4pm www.oirf.org; 305-294-9501
- 3/14 37th Annual St. Patrick's Day Bar Stroll, www.stpatricksdaysbarstroll.com; 305-766-0239
- 3/14 Key West Tennis Open at Higgs Beach Tennis Courts 9am-2pm; 305-922-2358
- 3/15-19 March Merkin Permit Tournament DHorn18669@aol.com; 303-888-4546
- 3/15 Paradise Big Band at Tennessee Williams Theatre; 305-295-7676
- 3/17 Anything Goes at Tennessee Williams Theatre 8pm www.keystix.com; 305-295-7676
- 3/17-4/11 Waterfront Playhouse presents: SPAMALOT 310 Wall Street at 8pm; 305-294-5015
- 3/18-4/18 Red Barn Theatre presents: Let's Get Lost 319 Duval St. 8pm; 305-296-9911
- 3/21 Redbone Island Walk MM87 Islamorada; 305-664-2002
- 3/21 Key West Historic Cemetery Stroll at KW Cemetery 9am-12pm jnewhage@keywestcity.com; 305-304-1453
- 3/21-22 Haley, Mulligan, Robinson: The Men Our Mothers Loved, Part II At Tennessee Williams Theatre 8pm www.keystix.com; 305-295-7676
- 3/22- 4/14 Red Barn Theatre presents: Outside Mullingar 319 Duval St. 8pm; 305-296-7711
- 3/26 South Florida Symphony: Fate of a Hero 7:30pm at Tenn. Williams Theatre; 305-295-7676
- 3/28 Hotel California – Salute to the Eagles at Tennessee Williams Theatre 8pm; 305-295-7676 www.keystix.com
- 3/28-29 Key West Garden Club – Gardens Tour 10am-3pm www.keywestgardenclub.com; 305-745-2030

Key West Chamber Honors Richard Sarver: City Employee of the Year



Key West Chamber of Commerce Past President Robin Lockwood presented Community Services Superintendent Richard Sarver, Jr. with the City Employee of the Year award during the Chamber December membership luncheon.

Richard Sarver, Jr. has a lot on his plate, but he handles it masterfully, and helps keep the city of Key West looking good and running smoothly. These attributes and more led to Sarver being honored as this year's City Employee of the Year by the City of Key West and the Key West Chamber of Commerce.

As Community Services Superintendent, Sarver is directly responsible for the City's Public Works department, which often performs their crucial work behind the scenes and out of the public eye.

"This includes the daunting task of maintaining 80 miles of streets, sidewalks, storm drains, street signs and light fixtures," said Community Services Director Rod Delostrinos, in nominating Sarver for the Key West Chamber of Commerce City Employee of the Year Award.

Chamber Past President Robin Lockwood presented Sarver with the award during the Chamber's Dec. 17th awards luncheon at the Casa Marina Resort.

Sarver has worked for the city of Key West since 1994, and in that time has become known for his enthusiasm and high standard of performance, Delostrinos wrote in his nomination that also included high praise for Sarver's problem-solving skills and commitment to safety.

In addition to his duties with Public

Works, streets, sidewalks and maintenance, Sarver and his team also provide vital support during crowded special events that place an additional burden on the city's infrastructure such as Fantasy Fest, New Year's Eve, Spring Break, power boat races, parades, and many others, Delostrinos said.

"This past year Mr. Sarver also distinguished himself by introducing more sound procedures that allowed for the most efficient and expeditious cleaning of Duval Street after Fantasy Fest," Delostrinos said. "His innovative thinking also enabled timely infrastructure repairs at considerable cost savings to the taxpayers."

Delostrinos also emphasized Sarver's commitment to his community and its people, which continues long after the work days ends.

Sarver has volunteered countless hours with the Boy Scouts of America and the American Cancer Society's Relay For Life.

"Richard A. Sarver, Jr. is a true professional who delivers the highest level of service for the community," Delostrinos wrote in his nomination, and repeated the same praise when presenting Sarver with the 2014 City of the Employee of the Year Award.

The Key West Chamber of Commerce proudly joined the city in honoring Sarver and thanking him for his commitment to the Key West community.



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

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Nicki Will, President

Lower Keys Medical Center/294-9200

Greg Sullivan, Vice President

Waste Management/434-9140

Sam Holland/Secretary

The Conch House/293-0020

Robin Lockwood MD, Past President

Robin Lockwood, MD/296-2212

Melissa Kendrick, Appointee

Mel Fisher Maritime Museum/294-2633x24

Randy Moore, Appointee

Moore & Spottswood, CPAs/294-5234

Cara Higgins, Appointee

Horan, Wallace & Higgins, LLP/294-4585

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

Mari-Lynn Boerma

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Kerry Baker

*Membership Director/Special
Events Coordinator*

Gladys Clarks

Tourist Information Receptionist

Emily Brogdon, Nancy Caruthers

*Office Assistants/Tourist
Information Operators*

Virginia A. Panico

Newsletter Editor

Cindy Jefferson

Art Director

Key West Chamber Calendar of Events

March 2015

Business After Hours

Date: Wednesday, March 18th

Time: 5:30 p.m. – 7:30 p.m.

Hosted by: First State Bank of the Florida Keys

Location: 1201 Simonton Street

Members Only Networking Event

General Membership Meeting

Date: Wednesday, March 25th

Noon

Speaker: Capt. Eddie Perez

Topic: Update on the City of

Key West - EMS Program

Location: Key West Marriott

Beachside Resort

Please RSVP to the Chamber

at 305-294-2587 or email:

committees@keywestchamber.org

April 2015

Business After Hours

Date: Thursday, April 9th

Time: 5:30 p.m. – 7:30 p.m.

Hosted by: Key West Golf Club

and Waste Management, Inc.

Location: 6450 College Road

Members Only Networking Event

General Membership Meeting

Date: Wednesday, April 29th

Noon

Speaker: TBA

Topic: TBA

Please RSVP to the Chamber

at 305-294-2587 or email:

committees@keywestchamber.org

The Key West Chamber of Commerce presents a seminar on: “Marketing Your Business”

Speaker: Debbie Mason

Date: Friday, March 20th | Time: 8:30a.m.-3:30p.m.

Location: Key West Marriott Beachside

Please RSVP to the Chamber at 305-294-2587

Via email: committees@keywestchamber.org

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