



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

Chamber Learns about Social Media from Karrie Bond



media marketing for seven years. She understands the chamber's role connecting with the community, locally and nationally, and has been actively growing its online presence. The chamber acts as an invaluable source of information for the community here and at large, thus using social media maximizes audience reach.

"The platforms are still growing," said Bond citing the steady increase in Facebook, Instagram and Twitter users both nationally and with the chamber. In total 2 billion people are on Facebook, 330 Million on Twitter, 800 on Instagram and 200 million on Pinterest. An average of 30 people per day now follow the chamber brand with 12,000 Facebook users, 1500 Instagram and 1500 Twitter. She deflated the myth that mature users shy away from the internet, on the contrary, 67% of Americans that are 60 plus in age are on Facebook. While 98% of Instagram users are younger than 35, on the whole Facebook is still largely popular with ages 12- 24.

But it's not about picking one site to use, Bond explained it's about cross promotion as she does with the chamber's media sites. She actively advertises member promotions and sends e-blasts with member groupings, creating click bait to promote local businesses on all media levels, all sites. When uploading content, the consideration is the viral ability of the post and how it can lead people to further links. It's about targeting an audience.

How can chamber members use social media? And how do members get started? Bond says it's as simple as being present. Get involved with all

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Karrie Bond knows social media marketing and wants to help members of the chamber to be more active online. The numbers don't lie, if people spend 20 minutes to two hours a day on social media sites like Facebook, Instagram, and Twitter, then the business community should be taking advantage of it. At the Chamber of Commerce's luncheon February 28th at the Doubletree Grand Key Resort, Bond showed members the statistics of social media, debunked some myths, and offered helpful ways to get started marketing businesses online.

"Social media was instrumental in getting information out after Irma," stressed Bond, who uploaded pictures and videos of Key West to the chamber's social media pages right after the storm. "It was the fastest way to let people know we were still here and okay." When the chamber started originally posting online, there were an average of 1.2 posts a day and now it is up to 3.5.

Bond is a photographer, editor, writer and has worked in social

Message from President Suzanne Moore



Welcome to season!

Picture perfect weather, pedestrians lining the streets of Duval, reservations are necessary for fine dining restaurants, packed conch trains and trolleys, cyclists everywhere, grocery store lines, lots of cruise ships,

fully booked flights, 45 min wait for a tennis court and crazy traffic. But as locals we are not complaining, because we are back and Keys Strong. Considering where we were five months ago, we should all be somewhat proud of the way we have bounced back and of course grateful that we all have businesses that are still here. The island is busy and our businesses are back up and running at full speed!

We just had a very successful business after hours hosted by First State Bank. On this particular event we opened it to not just members but prospective members and members of the business community. We also welcomed our Congressman Carlos Curbelo who joined us for a meeting on affordable housing and then a social hour at our business after hours. It was a great opportunity for one on one time with our congressmen and chamber members to get to know him on a social and personal level.

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Spotlight Shines on ... Captain Andy Griffiths of Andy Griffiths Charters



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 Captain Andy Griffiths of Andy Griffiths Charters.

When people see a FishAndy sign, they know immediately that's Captain Andy Griffiths. For almost a half a century, the popular Captain Andy Griffiths Charters has been synonymous with the fishing and boating charter industry in Key West.

"Growing up in Miami in the 60s, my family fished the Everglades before it was even a sanctuary, no rules, nothing," said Griffiths. "And when we got tired of driving to the Keys to fish, we just moved here." That was back in 1970 and naturally by 1977 Griffith's got his captain's license at just 18 years old. He used it to catch and sell fish helping get him through college and afterwards, he returned to the water full time.

There weren't too many charter companies back in the 70s and he used his Dad's lobster boat to get started. The business evolved over time, and eventually he built his own boat the Miss Stephanie still on the docks today. By the 80s and 90s. Griffiths knew he was creating a unique business monopoly providing overnight fishing trips to the Marquesas and the Dry Tortugas. People wanted to fish with "Captain Andy". The fleet began to grow and one boat eventually became seven, as no other boats were as cost/fuel efficient to do these charters.

"Back in the 80s if I had known three boats would be easier than running seven, maybe I would have done it differently," said Griffiths. "But I had cornered the market and it was easy to grow, but it was a lot of work and money to keep it going."

By the early 2000s, Griffiths reorganized his business model. He allowed the other boat captains to become owners of their own boat within Griffiths Charters. This eased up Griffith's time and running cost and eventually paid off all the boats.

"It was a niche, and I have always enjoyed having a niche in the market. I like it," said Griffiths. "And now I have found a new one."

Soon Griffiths will be starting a new seaworthy adventure and acting more as a figurehead to his first company. He has design plans for a charter catamaran boat, owned and operated solely by him. No other catamaran charter exists that takes a small group, ideally two couples, out to the back country for overnight sailing trips. He already has the design for the boat and is looking into building companies in England and Florida with a goal of setting sail in 2020.

"I enjoy meeting people from all over the world, so this will be a custom catamaran to take people out on exclusive trips. I want them to be comfortable" said Griffiths. "We will kayak, snorkel, fish and eat the fish for dinner. I will be the one catering to the guests, doing it all." Soon it will not just be fish with Andy but sail with him as well.

Marketing Your Business

Did you know...

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

Sponsor a General Membership Meeting.

By sponsoring the meeting your company will be given an opportunity to speak to the membership for three minutes, your company name will appear at the top of the meeting agenda and you will be given the opportunity to place your business literature on the meeting tables. The chamber will also supply a six foot draped table inside the room where you may display your products and have a representative on hand to discuss your business with fellow chamber members.

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

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

Blast Emails can be sent to our membership

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

The Chamber Chowder is our online monthly newsletter and is viewed by visitors and locals alike. It requires advertising commitments quarterly at the following rates:

- Full Page: Size 8" x 9.5" \$330 per issue or \$990.00 quarterly.
- Half Page: 8" x 4.5" \$165.00 per issue or \$495.00 quarterly.
- Ad Size: 5.25" x 3" \$198.00 quarterly
- Ad Size: 2.625" x 4.5" \$148.50 quarterly
- Ad Size: 2.625" x 3" \$115.50 quarterly
- Ad Size: 2.625" x 2" \$66 quarterly

Everyone gets more... with the Chamber's "Shell Out Less" coupon program

The Key West Chamber of Commerce is excited to once again offer its members – and their customers – a FREE online coupon program to benefit everyone.

Local businesses get more exposure when their customers "Shell Out Less" for a variety of

products and services.

"Shell Out Less" enables all Chamber members to add a FREE online coupon or promotion to their existing, FREE online business link on the Chamber's website at www.keywestchamber.org.

The "Shell Out Less" webpage includes a categorized listing of all participating businesses, along with an online coupon promoting a special offer or discount.

- ½ price Happy Hour?
- 15% off all books by local authors?
- Free framing with the purchase of artwork?
- YOU choose the offer, and let your customers click, print and save.

As always, members can track the effectiveness of the Chamber's online marketing opportunities – at no cost to them.

For more information on any of these advertising opportunities, call the Key West Chamber of Commerce at 305-294-2587 or visit the "Shell Out Less" page at www.keywestchamber.org for sample coupons and promotional offers.

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

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

La Concha Crowne Plaza
430 Duval Street
Key West, FL 33040
305-296-2991

Horan & Higgins, L.L.P.
608 Whitehead Street
Key West, FL 33040
(305)294-4585

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

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



“Social Media” continued from page 1 ▶

aspects of the site from posting photos, live events, and video as often as possible. And it's ideal to keep the apps on cellphones for instant updating. When people respond to a post or comment on a business, it's important to acknowledge their posts, thank them and create a dialogue. “There is higher favorability with a company who reacts to online posts,” said Bond. The benefit is communication with the users who are supporting the local businesses but also it gives it more more play on social media. Facebook's algorithms give posts with long conversations higher priority on the news feed. Bond advises when choosing a handle for multiple sites, be consistent making the name the same for every site. Be involved with checking the site's newsfeed and personalize it with avatars and logos for recognizability.

“You don't have to overcomplicate it to get a good post,” Bond continued.

“Be creative with authentic photos and provide quality content.” The posts that attract the most attention tend to be entertaining or educational. Also be creative with business promotions and offers, anything that is quirky or out of the ordinary will get more play.

Lastly, advertising is huge on social media sites. Social media advertising has increased 78.5% since 2015, and is expected to see a 16.6% increase year over year for 2018. Putting an ad for a business directly on Facebook can reach a broader audience.

Bond ended by giving members an assignment to help promote each other. Members were encouraged to ask other members their media handles, websites or any online presence. Then chamber members can help share other businesses posts. Businesses helping businesses, that's what the chamber is all about. 

President's Message cont. from page 1 ▶

He discussed communications that they are having with the Navy on getting the unused Sigsbee Housing up and running to try to alleviate the pressure the city is feeling on lack of affordable housing for our workers and locals. The language of the agreement is still being worked out, but they are moving forward and gaining up to 200 housing units will be a very positive step in the right direction for all of us here in Key West.

We are moving forward with great success on our financial literacy program. Many of you have asked me exactly what this is. This is an opportunity to teach our teenagers about investing, borrowing money, interest rates, insurance and over all financial education that they can bring with them to college or the workforce when they graduate high school. The great motivation to get these teams to participate is the very generous first prize which is a total of \$15,000, sponsored by the Keys Federal Credit Union and the National Endowment for Financial Education. The students that want to participate must be in grades from 9th to 12th grade.

As of now we have sponsors for all 13 teams that have registered. The first round of competition is going to be the first week in March.

Finally, just want to mention the new JOBBANK that is now available to all members. In response to the dramatic need for employee's city wide, the chamber office has added a job portal to the website. Employers can now go onto the site and post an available position within their company or business and potential employees can post their resumes. You must have your member log in to do so, but don't worry if you can't remember it, just call the chamber office and they will assist you. 

Take this job and...LOVE it!



NEW! KEY WEST JOB PORTAL!

Looking?

Find
fantastic
local
employers!

Hiring?

Develop
your
winning
workforce!

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

We are pleased to announce a brand new FREE member benefit to all members of the Key West Chamber of Commerce. Our brand new JOBBANK is located at www.keywestchamber.org under the Community

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

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

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

Welcome New Members!



Chamber President Suzanne Moore, left, welcomes to the chamber new member Gy Luginbill of Key West Swimwear, with Membership Chair Kim Works and new member Pat Labrada of Southernmost Financial Corporation.

Cruisin' Tikis Key West LLC

1205 North Roosevelt Blvd.
Key West, FL 33040
412-607-4479 or 833-845-4759
Contact: Johnna Sleith
www.cruisintikiskeywest.com
Boat-Sightseeing Tours

Key West Luxury Real Estate INC

619 Eaton Street, Suite 2
Key West, FL 33040
305-849-8683
Contact: Darrin Smith
www.keywestluxuryrealestateinc.com
Real Estate

Key West Swimwear

511 Greene Street
Key West, FL 33040
305-204-4866
Contact: Gy Luginbill
www.keywestswimwear.com
Retail

Southernmost Financial Corp

2432 Flagler Avenue
Key West, FL 33040
305-304-7000
Contact: Pat Labrada
www.SMFCMortgage.com
Mortgage Broker

Toledo Web Designs

1715 Indian Wood Circle, Suite 236
Maumee, OH 43537
Contact: Jeff Wenzlick
www.toledowebdesigns.com
Internet Marketing

Community Calendar

March 2018

- | | |
|---|---|
| 2/14-3/3 Studios of Key West presents: <i>Undying Love, A Key West Musical</i> 8PM | 3/14 Key West Theater presents <i>Mike Love</i> , 985-0433 |
| 2/22-3/10 Waterfront Playhouse presents <i>Hand to God</i> , 294-5015 | 3/16-17 58th Annual House & Garden Tours, www.oirf.org 10am-4pm, 294-9501 |
| 2/26-3/10 Red Barn Theater presents <i>Always... Patsy Cline</i> , 296-9911 | 3/17 Annual St. Patrick's Day Bar Stroll, www.stpatricksdaysbarstroll.com, 766-0239 |
| 2/28-4/9 Tennessee Williams 106 th Birthday Celebration, 842-1666 | 3/20-4/7 Red Barn Theater presents <i>Native Gardens</i> , 296-9911 |
| 3/2 35th Annual Radio Day – BottleCap/Blue Room, 797-6558 | 3/22 Studios of Key West 2018 Gala, 296-0458 |
| 3/2 Key West Theater presents <i>George Winston</i> , 985-0433 | 3/23 Key West Theater presents <i>Three Dog Night</i> , 985-0433 |
| 3/3 Annual Conch Shell Blowing Contest, www.oirf.org/conch.htm , 322 Duval Street, Noon-2pm | 3/23 Florida Keys SPCA Spring Social at Key West Golf Club 6:30pm, 294-4857 |
| 3/3 Redbone Cystic Fibrosis Walk, 664-2002 | 3/24 Annual Migration Mania & Great Egg Hunt –KW Botanical Gardens 10am-2pm 296-1504 |
| 3/3-4 18th Annual Schooner Wharf Open Air Art & Music Affair, 292-3302 | 3/24 Key West Historic Cemetery Stroll 9:30am, 9:50am 10:10am, 340-1453/304-9931 |
| 3/7 Unveiling of the Restored World's Largest Cigar Sculpture – 5pm-8pm, Gato Village Park | 3/25 Annual Easter on the Animal Farm, 1pm-3pm, 293-7300 |
| 3/10 Easter Egg Roll – Truman Little White House, 294-9911 | 3/25 Key West Impromptu Concerts presents <i>Jose Franch Ballester & Michael Brown</i> – 4 pm |
| 3/10 Food Trucks in Paradise 2018, Shawn Cowles 295-6616 x111 | 3/27-28 Key West Impromptu Concerts presents <i>Remember Lenny</i> |
| 3/10 Studios of Key West presents <i>Artist Studios Tours</i> , 296-0458 | 3/27-4/7 Waterfront Playhouse presents <i>Avenue Q</i> , 294-5015 |
| 3/11 Key West Impromptu Concerts presents <i>Eroica Trio</i> – 4pm | 3/28 Tennessee Williams Theatre presents <i>Little River Band</i> , 296-1520 |
| 3/12-15 March Merkin Tournament Key West Harbour daviddhorn@gmail.com | 3/30 Studios of Key West presents <i>Ellen Cherry, Portraits in Song</i> , 296-0458 |
| | 3/31 Studios of Key West presents <i>ImprovBoston</i> , 296-0458 |



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

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

Stress and Time Management

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

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

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

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

Email to: committees@keywestchamber.org
Both chamber members and non-members are urged to attend.
Complete and email your enrollment form today!
Cost: Members—\$76.00 per person, Non-Members—\$99.00 per person
(*Price includes continental breakfast)

Name: _____ Company: _____

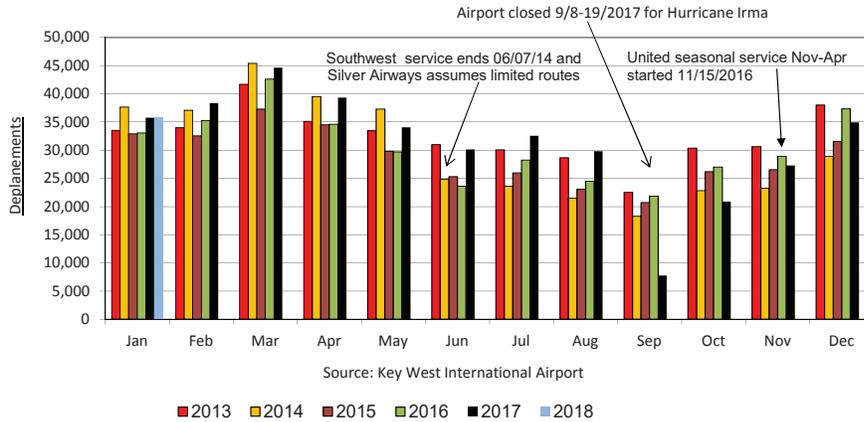
Job Title: _____ Email: _____

Phone: _____

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



Key West International Airport Arrivals
January 2013 - January 2018

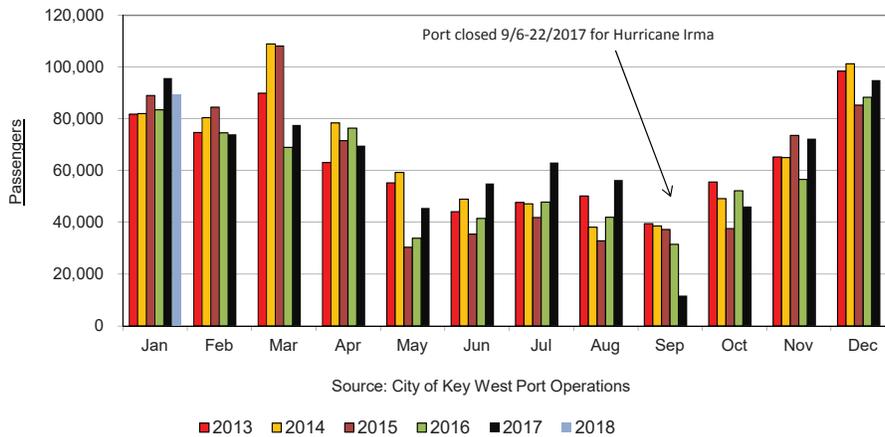


Passenger arrivals to Key West International Airport in January 2018 totaled 35,790. **This is an increase of 0.2% when compared to January 2017.**

Airport numbers quickly returned to normal during the fourth quarter of 2017, rivaling or exceeding all historical volumes except those that included Southwest airlines.

August 2017's deplanements marked the end of the fourteenth straight month of steady year over year increases and an all time high for August. For October, with Delta and American suspending overnight flights, deplanements were lower than those seen since 2010.

Key West Cruise Ship Passengers
January 2013 - January 2018



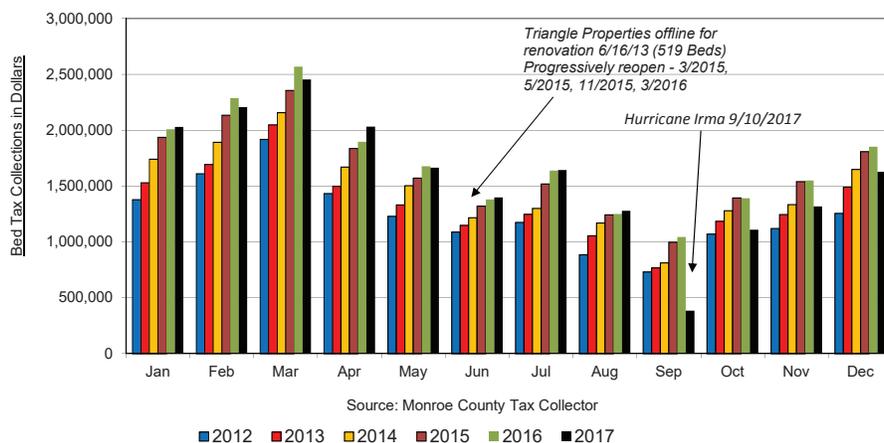
A total of 89,444 cruise ship passengers disembarked in Key West from 47 ships during January 2018. This is **6.6% lower than January 2017**, which saw 95,732 passengers and marked a six year high.

Port numbers quickly returned to normal during the fourth quarter of 2017, rivaling historical volumes and continuing to exceed prior year; while January 2018's volume marked the second highest over the past seven years.

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

	Number of Ships	
	2017	2018
March	33	48
April	30	40
May	17	27

Key West Bed Tax Collections
January 2012 - December 2017



Reported Bed Tax Collections for Key West were \$1,627,176 for December 2017, **12.1% lower than in 2016.**

According to Smith Travel, December 2017 occupancy was 79.3%, a 4 percentage point decrease from the December 2016 occupancy of 83.3%.

The Average Daily Rate (ADR) was reported at \$303.72 for December 2017, a decrease of 3.9% from the ADR of \$315.97 posted in 2016.

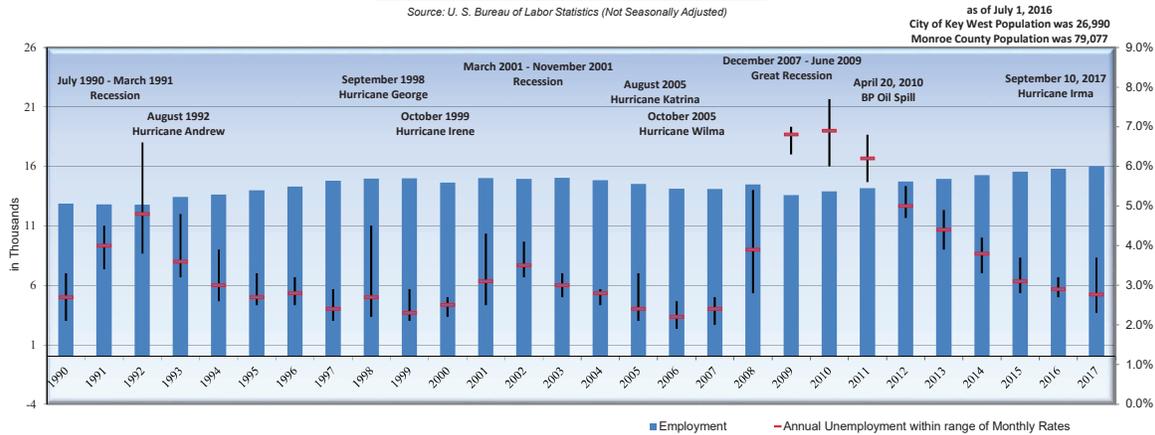
Since Hurricane Irma passed on September 10, 2017 and caused damage to some hotels, the number of rooms available has declined in Key West. The estimated number of rooms off-line coming into October was 27% in Key West. The number of rooms still off-line through January is estimated at 9% in Key West.



Workforce Labor Market in Review

Key West Unemployment Rates 1990 - 2017

Source: U. S. Bureau of Labor Statistics (Not Seasonally Adjusted)



58.5% Participation rate while the nation's as a whole was 62.8%

- that's 15,787 of its 26,990 residents were employed

- + Supporting 3,250,000+ visitors
- + with some 6,000 transient rooms
- + and a seasonal resident swell, some say doubles the population

For Key West = 4.3%, meaning 1,161 less people contributing

"every 85 visitors to our state adds another job for our families" - Rick Scott

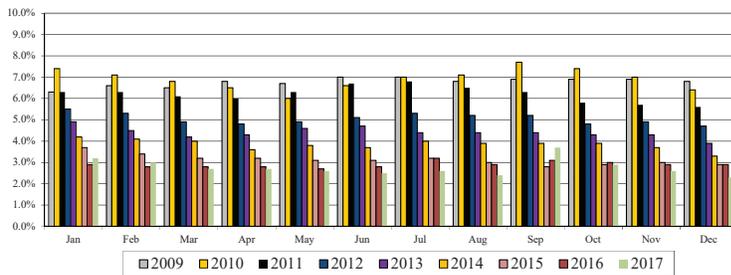
Key West unemployment rates continued to hang below 3% during 2017, after first seeing them in 2015, and tracked throughout the year at levels seen back in 2004, 1996 and 1990.

Employment in Key West has remained remarkably consistent for the past twenty-five years. While the population hit a peak of 29,312 in 1970, the city's modern numbers have floated between 24,500 to 25,500. Yet the City swelled to 26,990 in 2016. Key West's workforce is capped along with its population, as an Area of Critical State Concern. Key West is also continuing to see an aging demographic shift. While the nation is drifting to 1 in 5 ratio of senior citizens, Florida is drifting to 1 in 4, with certain areas drifting to 1 in 3. This impacts not only the workforce but also housing availability for them. So while Key West's participation rate is about 58.5%, the nation as a whole hit over 67% in the late 1990's and had been above 66% for two decades before 2009. This historical participation rate is four points higher than it is right now at 62.8%.

2,025 less people

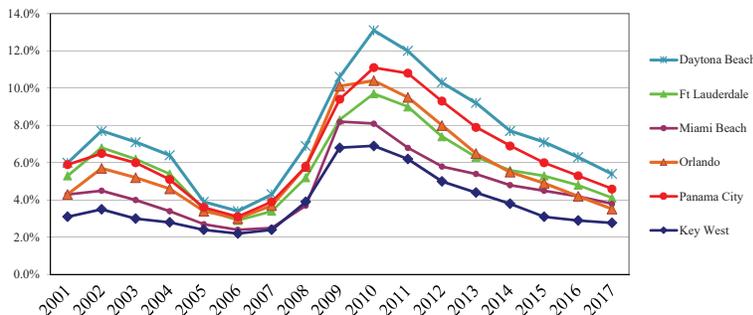
Key West Monthly Unemployment Rate January 2009 - December 2017 Monthly Rates

Source: U. S. Bureau of Labor Statistics (Not Seasonally Adjusted)



Key West Unemployment vs. Selected High-Tourism Cities 2001-2017 Annual Rates

Source: U. S. Bureau of Labor Statistics (Not Seasonally Adjusted)



While Key West consistently reflects a seasonal unemployment trend seen in monthly rates, the City continues to see rates favorable to those of other Florida destinations as can be seen compared with selected high-tourism cities in the lower chart. Key West's unemployment rate has historically been lower than these other destinations, so while all are settling back to their average jobless rate, Key West did not experience as severe of a shock in 2009. The gap between unemployment rates that widened in 2009 has continued to remain with Key West being lower than Miami Beach by 1 point, Orlando by 0.7 points, Ft. Lauderdale by 1.3 points, Panama City by 1.8 points, and Daytona Beach by 2.3 points. Though not shown on this chart, Key West is also below the State of Florida and the nation as a whole which were an average of 4.2% and 4.4%, respectively, for 2017.

Remember, that while all these tourist destinations experienced a gradual decline from the high in 2010, the nation as a whole saw rates remain high during the first years of the recovery. This perhaps evidences the unique transient nature of these areas' workforce.



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 December 27, 2017-January 12, 2018; NABE BCS conducted December 26, 2017-January 10, 2018*

Affects of Hurricane Irma were the focus of the fourth quarter as Key West welcomed visitors back and the rest of the county took on the burden of cleaning up. Cruise ship disembarkments continued to see increases over last year, up over 8%; while occupied rooms returned to levels consistent with the average from the last decade, following Key West room inventory's quick recovery to get the fourth quarter underway. However, the loss of a significant portion of housing stock in the lower keys that supports the Key West workforce and the loss of hotel rooms in the middle keys that supplies a growing number of day-trip visitors, will probably play the greatest damper in the recovery of the local economy.

Tourists still coming

With Key West hotel inventory higher than ever, occupancy rates historically normal, cruise ship, airline and ferry numbers strong, it is the day trippers coming in from the rest of the county that lags. Hotel inventory in the lower and middle keys remains significantly reduced.



- With 16% of Key West businesses reporting increased revenues, this was lower than national results of 47%
- Floridian's Consumer Sentiment rose in Q4 to 99.8 in January, up 5.5 points from October 2017's reading

Key West Business Outlook

Key West expectations strengthen as community looks ahead



- National survey sees average growth to be over 2.5% for 2018
- Floridian's confidence in the U.S. economy rose 13.2 pts in Q4 to 104

Compensation & Wages

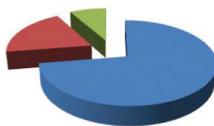


Labor

National survey wages index for the fourth quarter 2017 showed a balance figure of 48% (those reporting increases less those reporting decreases); this is the highest balance figure since January 2000 and the third highest since April 1982.

- With 42% of Key West businesses reporting increasing wages during the fourth quarter 2017, this is lower than national survey net results of 48% (National results are up 11 points from the third quarter, while Key West results are up 17 points)
- U.S. Personal disposable income adjusted for taxes and inflation rose 1.1% compared with 0.5% in the third quarter
- U.S. Personal savings as a percentage of disposable personal income was 2.6% compared with 3.3% in the third quarter
- U.S. Prices of goods and services increased 2.5% in the fourth quarter, after increasing 1.7% in the third quarter (Excluding energy and food, prices increased 1.9% in the fourth quarter and 1.6% in the third quarter)

Macro-Economic Impacts



Internationally, **52% of firms cite their biggest concern as increased costs**, while 39% cite decreased incomes and 28% cite negative impact of foreign currency movements.

Inflation is expected more than growth from the tax cuts in the U.S.; the Federal Reserve rate increases are expected to accelerate.

U.S. Federal debt is at risk of rising sharply from its current 75% of GDP to 100% within ten years.

World Economy

Caribbean

The Global Economic Conditions Survey Report: Q4, 2017 provides regional analysis from 4,011 businesses in 180 countries*

Hurricanes sweeping through the Caribbean have damaged growth outlooks in the wake of the physical recoveries, lowering confidence across the region to the lowest of any region worldwide. While early in the year tourism promised to bring the Caribbean region strong revenues as part of their recovery, these setbacks will likely see the Caribbean joining the rest of Central and South America in the struggle to get their economies expanding; rebuilding will provide an initial source of growth.

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



BUSINESS AFTER HOURS | TUESDAY, FEBRUARY 21, 2018

Sponsored by: **First State Bank**, 1201 Simonton Street



Cruise Ship Schedule

MARCH 2018

3/1	Veendam	8:00am-5:00pm
3/2	N. Amsterdam	8:00am-5:00pm
3/3	Eurodam	8:00am-5:00pm
3/3	Norwegian Jade	8:30am-5:00pm
3/4	Empress	8:00am-5:00pm
3/4	N. Amsterdam	8:00am-4:00pm
3/5	Celebrity Silhouette	7:00am-5:00pm
3/6	Carnival Victory	7:30am-1:30pm
3/6	Norwegian Sun	8:00am-5:00pm
3/7	No Ship	
3/8	Enchantment	9:30am-6:00pm
3/9	Carnival Sensation	7:30am-1:30pm
3/9	Empress	8:00am-5:00pm
3/10	Disney Magic	6:45am-3:45pm
3/10	SS Explorer	8:00am-6:00pm
3/11	Celebrity Equinox	7:00am-5:00pm
3/12	Rhapsody	11:00am-6:00pm
3/12	Rhapsody	11:00am-6:00pm
3/13	Carnival Victory	7:30am-1:30pm
3/13	Brilliance	11:30am-5:30pm
3/14	No Ship	
3/15	Empress	8:00am-5:00pm
3/15	Enchantment of the Seas	9:30am-6:00pm
3/16	No Ship	
3/17	Riviera	7:30am-5:00pm
3/17	Eurodam	8:00am-5:00pm
3/18	Veendam	8:00am-5:00pm
3/19	Celebrity Silhouette	7:00am-5:00pm
3/19	Rhapsody	11:00am-6:00pm
3/20	Carnival Victory	7:30am-1:30pm
3/21	Empress	8:00am-5:00pm
3/21	Silver Muse	8:00am-5:30pm
3/22	Enchantment of the Seas	9:30am-6:00pm
3/23	Carnival Sensation	7:30am-1:30pm
3/23	Empress	8:00am-5:00pm
3/23	N. Amsterdam	8:00am-5:00pm
3/24	Disney Magic	6:45am-3:45pm
3/25	Celebrity Equinox	7:00am-5:00pm
3/25	N. Amsterdam	8:00am-4:00pm
3/26	Rhapsody	11:00am-6:00pm
3/26	Rotterdam	11:00am-6:00pm
3/27	Carnival Victory	7:30am-1:30pm
3/27	Brilliance	11:30am-5:30pm
3/28	Empress	8:00am-5:00pm
3/29	Azamara Quest	8:00am-6:00pm
3/29	Enchantment of the Seas	9:30am-6:00pm
3/30	No Ship	
3/31	Disney Magic	7:45am-5:30pm
3/31	Eurodam	8:00am-5:00pm

Education Corner



Key West Chamber of Commerce Student Scholarship Opportunities

It's that time of year when students (and parents!) are looking for any scholarship funds they can find to help defray some of the costs of attending college. That's where the Key West Chamber of Commerce's Education Committee can help! We offer both the Honor Roll 100/Charley P. & Orsolina Toppino Memorial Award, the Rachel & Billy Appelrouth Scholarship Award and the Moe Mosher Vocational Award to local high school seniors who plan on furthering their education.

The Honor Roll 100/Charley P. & Orsolina Toppino Memorial Award is a \$27,500 scholarship given over a five-year period that is awarded to a student at Key West High School. Applicants for this scholarship must have a strong background in community service and carry an honor roll - grade average that's in the top 10% of their class. In addition, the student should have a sincere financial need. Strong consideration is given to applicants who plan to live and work in Key West. Part-time enrollment students do not qualify. If there is a tie vote between two student applicants the Committee may have the option of awarding a scholarship to both students in the amount of \$13,750 each over a five-year period.

The Rachel & Billy Appelrouth Scholarship Award is a \$1,000 scholarship awarded to a young man and woman attending Key West High School that carry a mid-range grade average as well as a strong background in community and volunteer service. Additionally, all of the students must be enrolled full-time in a college for the coming semester and have a sincere financial need.

The Gerald "Moe" & Marina Mosher Vocational Scholarship in the amount of \$2,000 will be awarded annually to a graduating senior from Key West High School who has been accepted into a post-secondary vocational or technical education program at a regionally accredited institution.

Don't let your student miss out, or if you don't have a student that is currently eligible, then let your friends and family know about these scholarships so that they make take advantage of them! Application packets are available from Lydia Estnoz, at the Key West High School (Lydia.estnoz@keysschools.com).

Members may also earn a star in the Chamber's Tom Sawyer Five Star Program by contributing \$100.00 to the student scholarship fund. For more information or to make a donation, please contact the Chamber at 305-294-2587 or committees@keywestchamber.org.



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SUNDAY, APRIL 22, 2018

KEY WEST GOLF CLUB

TEE TIME | 7:30AM • REGISTRATION | 7AM

PRIZES + AWARDS

- \$500 Cash Prize for Closest to Pin on all PAR 3
- 1st, 2nd + 3rd Place Prize in each Flight
- Longest Putt
- Closest to Hole
- Longest Drive

OVER \$20K IN PRIZES + RAFFLES

**ADVANCE PAYMENT IS REQUIRED
TO CONFIRM REGISTRATION**

Minors 15 years or older permitted to play with a parent or guardian. No refunds after Sunday, April 15 or due to weather. Sorry, NO CHILDREN permitted in the Clubhouse or on the Course! **No Exceptions.**

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Cindy Jefferson
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Newsletter Writer

Karrie Bond
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Key West Chamber Calendar of Events

March 2018

Business After Hours

Wednesday, March 21, 2018
5:30 p.m. – 7:30 p.m.

Sponsored by: Keller Williams
Location: 333 Fleming Street
*Parking available behind the courthouse after 5:00p.m.

Members Networking Event

General Membership Meeting

Wednesday, March 28, 2018
Noon

Location: Key West Marriott Beachside
3841 N. Roosevelt Blvd.
Topic: Visitor Profile Study
Speakers: Stacey Mitchell.
Director of the Tourist Development Council
Kelli Fountain,
Director of Market Research of the TDC

April 2018

Business After Hours

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

Sponsored by: Key West Golf Club
Location: 6450 College Road
Members Networking Event

General Membership Meeting

Wednesday, April 25, 2018
Noon

Location: Doubletree Grand Key Resort
3990 S. Roosevelt Blvd.
Topic: TBA
Speakers: TBA

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