



CHAMBER CHOWDER®

510 Greene Street ~ 1st Floor, Key West

www.keywestchamber.org

Officials Discuss Hurricane Irma Past & Present



Key West Chamber of Commerce President Greg Sullivan, second from right, thanked city, county, navy and FIRM officials for reviewing Hurricane Irma preparation and recovery efforts during the chamber's October luncheon. Pictured left to right: Naval Air Station Key West Commander Capt. Bobby Baker; Key West City Manager Jim Scholl; Fair Insurance Rates in Monroe (FIRM) board secretary Theresa Faber; Sullivan and Monroe County Airports Director Don DeGraw.

Hurricane experts issued a grim warning for the Florida Keys five days before Hurricane Irma crashed across the island chain.

"On Tuesday, the 5th of September, the quote was 'it's a very dangerous storm on a very dangerous path,'" Key West City Manager Jim Scholl recalled six weeks later while detailing the city's actions before, during and after the storm for members of the Key West Chamber of Commerce.

Chamber members heard updates on "Hurricane Irma Past and Present" from Scholl, as well as from Naval Air Station Commander Capt. Bobby Baker, Monroe County Airports Director Don DeGraw and FIRM officer Theresa Faber.

"The City of Key West proper did well, being on the weak side of the storm," Scholl said. "We do have a lot of displaced workforce and we'll certainly press on to be sure they have a place to stay. But it is extremely important that the economy get back on its feet."

Reviewing the days leading up to Irma's landfall, Scholl told the lunchtime audience, "the pre-storm activities and events went like clockwork, and fortunately, a majority of people heeded the evacuation order."

That said, however, he described some of the unforeseen issues that posed unexpected challenges.

"I don't think any of us anticipated the loss of water service," he said. "And in my position, the first thing I thought of was our fire trucks and hydrants and the number of wooden structures and propane tanks on the island."

Officials prepared as best they could for the worst-case scenario, said Scholl, who spoke with Florida Keys Aqueduct Authority Executive Director Kirk Zuelch immediately after the storm.

"Kirk would turn on all the pressure he could possibly provide, and we made plans to access backyard pools and the ocean if necessary, to do whatever was necessary for water."

Obviously, Scholl said, the loss of nearly all communication capabilities presented a daunting challenge for a 120-mile-long chain of islands.

"Our video conferencing plans went away," he said. "Public information capabilities, including Facebook, Twitter and text message notifications went down. But the new City Hall fared well in the storm, and, thankfully, there are two old-fashioned landline phones

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Message from President Greg Sullivan



Where to start? While it is great to see Key West ready to go we realize how much of our work force lives in the hardest hit areas. This season will have its challenges and bring to light how much our economy relies on tourism. We are also experiencing firsthand the speed of government in that FEMA says they have plenty of temporary trailers but nowhere to place them. The requirements are also a stumbling block. If you didn't believe affordable housing was an issue before it is not a hard reality. I urge you to speak to our elected officials and get the projects that are on the table fast tracked. We have seen over the past year several projects shot down in the lower keys, this must change.

At our October General Membership meeting we had four great speakers up-dating us on our recovery. City Manager Jim Scholl, CAPT Bobby Baker NAS Key West, Don Degraw Key West International Airport, and Theresa Faber from FIRM. Everyone had great information on how they prepped for the storm as well as the recovery process. We have a lot of lessons learned and hope to have a productive post storm meeting. We learned just how sensitive our water supply is. At future general membership meetings we also will have hurricane past and present updates from Lower Keys Medical Center, FCAA and Keys Energy Systems.

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Spotlight Shines on ... Kim Works, Pirate Radio



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 Kim Works, Pirate Radio.

Kim Works has been in her element – or at least an element – since she moved to Key West from Kentucky 37 years ago.

The Keys media veteran spends her mornings on the air, her weekends on the water and her afternoons on the go – to sales calls, to nonprofit board meetings, community events, charity fundraisers and happy hour networking events.

For the past three years, Works has been both advertising director and morning show co-host for Pirate Radio, WKYZ. She joins station owner Jack Smith most mornings from 6 to 10 a.m. for the Pirate Radio Morning Show with Jack & Kim, a mix of weather, news

and music, along with interviews with local officials and community spotlights. On Friday mornings, the morning duo broadcasts live from Two Friends Patio Restaurant from 8 to 11 a.m.

Pirate Radio can be heard on two different frequencies in the Florida Keys. Listeners in Key West and Stock Island can hear the station on 96.7. In Islamorada, Pirate Radio is on 101.7, Works said.

“I hadn’t realized how much I missed being on the air, until I got back to it a few years ago,” said Works, who was a radio broadcasting major in college in Kentucky as well as an on-air personality early in her career, when she used the pseudonym Janet Planet.

She moved to Key West in 1985 and never looked back, managing always to keep pace with the constantly emerging trends and technology that continue to shape and change the world of media and advertising. Throughout her tenure in the Florida Keys, Works has managed two radio stations and headed up the advertising departments of TV and radio stations and newspapers, while also spending countless hours in front a microphone.

Works also manages to find time for important community organizations. She is on the board of Red Barn Theater and is one of only a handful of people to have served two terms as president of the Key West Chamber of Commerce, where she also co-chairs the Membership Committee. Works is a recipient of the chamber’s Athena Award, and a proud inductee in the business organization’s prestigious Hall of Fame.

She remains justifiably proud of her 1998 reign as Fantasy Fest Queen, having raised tens of thousands of dollars for the nonprofit AIDS Help, Inc.

“In my rare free time, I’m usually out on the water,” Works said recently from her home on Sugarloaf Key. “I have two sailboats and two dogs – a Basset hound and a terrier. There are few things better than a day on the boat at Marvin Key or anywhere on the water.”

Recently, though, her spare time has been spent helping the community recover from Hurricane Irma and making repairs to her roof and yard – and specifically to the fence that has recently provided the dogs with a tempting new escape route.

“Irma was my eighth or ninth hurricane,” Works said. “I never leave. I also never stop marveling at the way everyone comes together. Events such as these honestly do bring out the best of this community. Despite the heartbreaking damage in the Lower Keys, it’s been beautiful to watch neighbors take care of neighbors and strangers become friends.”

But Works knows the struggle is far from over, and she offers the following advice to anyone who loves the Keys and wants to help: “Spend money. Tip hard. And help get the service industry back on its feet. I’m so worried about so many of them.”

“But we are Keys Strong and we will come back better than ever,” she said. “We always do and we always will.”

Contact Kim Works about advertising options on Pirate Radio at 305-304-2404 or kwkeywest@aol.com.

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

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

**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



“Hurricane Irma” continued from page 1 ▶

in the new City Hall. They’re in the elevators, but they worked.”

One cause for celebration in the dark days immediately after Irma, Scholl said, was the fact that “we did not lose the road.”

“I thought for sure we’d lose a bridge or two or three along U.S. 1,” he said. “So it was a blessing to be able to get that road open and push all the resources we needed where they needed to be.”

The city manager also acknowledged the controversy that simmered angrily on the mainland, as evacuated residents waited for authorization to return.

“I know we took a lot of heat for taking what people said was too long to let people come back,” he said. “But I’ll say this, when toilets don’t flush, people don’t do well.”

The city’s top official said he had three main criteria that had to be met before he’d allow the bulk of the city’s population to return: a fully functioning hospital, water service and open grocery stores.

“It wasn’t good down here in those first few days after the storm,” Scholl said, adding that communications, utilities and resources were already limited and insufficient for the relatively few folks who had stayed.

Before passing the microphone to Capt. Bobby Baker, Scholl did mention a lesson he had learned about volunteer groups that want to help after a disaster.

“Who would have thought volunteer groups would cause additional problems?” he asked, recalling a discussion he had with the leader of one assistance team.

“They show up immediately after a crisis and say, ‘I need 5,000 square feet of air-conditioned space, teams of people and two forklifts to help me set up,’” he said, shaking his head. “And on top of that, they want 50 hotel rooms.”

The lesson learned, Scholl said, was that in the future, any disaster assistance teams coming down in the immediate aftermath, “have got to be self-sufficient.”

The military represented some of those self-sufficient groups that were on the ground and getting to work by Day 2.

Capt. Bobby Baker described the scene at Boca Chica Naval Air Station, where “whitecaps covered all three runways,” he said, crediting his staff and the crews from Charley Toppino & Sons construction for clearing the area quickly.

“Thanks to Toppino and my guys, we got an airfield open in five hours for the governor and supply craft to land,” Baker said, adding that the sight of World War II-era amphibious landing craft nearly brought a tear to his eye as

they delivered supplies and marines to the boat ramp at Truman Waterfront.

“From the sea and the air, the Navy showed up with a whole bunch of Marines,” he said proudly. “They fixed huge generators for utilities. They gave out food and water. They did anything that was needed and they did it with military precision and skill.”

On the downside, NASKW currently has about 50 displaced families. In addition, the iconic Fly Navy building sustained damage that will take at least six weeks and an estimated \$11.5 million to stabilize, Baker said.

Hurricane Irma also prompted Baker to request “the navy’s own Category 5-rated emergency operations center down here that would act as a unified command,” he said, acknowledging that it won’t happen tomorrow, but could herald a significant improvement “in a few years.”

When asked by an audience member whether the damage to low-lying buildings on Navy-owned property prompted concerns among top-ranking military officials about the vulnerability of NAS Key West.

“Yes, I too was concerned about what they would think about our vulnerability,” Baker said.

“But rest assured, NAS Key West is not going anywhere,” he said to appreciative applause.

The presentation continued with Airports Director Don DeGraw describing the “sobering” conference call before the storm that discussed “a Category 5 coming to Key West.”

“I had been so happy with our August passenger numbers, which were up by double digits over last year,” DeGraw recalled. “Then fast forward five days and things fell apart.”

He described the terminal at Key West International Airport, lined with cots and filled with pets and people who were going to hunker down for the hurricane.

The dreaded conference call warning of an approaching Category 5 storm led to an emotional scene, he said.

“Now these people didn’t have gas to leave town, and we didn’t know whether they’d be able to get any on the mainland,” DeGraw said, adding that he opened the county’s fuel pumps at the airport and let anyone who wanted to leave fill up their car.

“On Saturday morning, the last of the sheriff’s deputies drove out of the airport and were evacuated up to the Upper Keys,” said DeGraw, who spent the storm in dorm-style employee housing at Ocean Reef Club. “It was really quite the experience.”

DeGraw said his skeleton crew that stayed at the airport reported having to pry the glass doors closed in the wind, and serious concerns about the roof lifting up in one area of the facility.

“It was supposedly built to withstand 160 mph winds, but if we’d had winds 30 mph stronger, we would have had serious problems,” he predicted.

In the immediate aftermath, the airport was a clearing house for assistance that was arriving via all sorts of aircraft. The facility reopened to commercial air traffic ten days after Irma.

“Our numbers are down 50 percent for September, but even with Irma, I’m still up 8 percent for the year,” DeGraw said, adding that current capacity, or the number of airplane seats currently serving the airport, is down 14 percent. The decrease is due mainly to an uncertain demand in the wake of the storm and the shortage of hotel rooms for airline crews that typically stay overnight for some of the flights. The number of flights is expected to return to its usual schedule and capacity in late December, DeGraw said before passing the baton to Theresa Faber, secretary of FIRM (Fair Insurance Rates in Monroe).

Faber’s advice to homeowners with flood and windstorm insurance policies was simple: Keep appealing, she said.

“Take lots of pictures and if you get a check from the insurance company, cash it,” she emphasized. “Cashing it doesn’t mean you forfeit your right to file additional, supplemental claims.”

Also, she said, file claims with both flood and windstorm insurance providers.

“Let them come inspect your damage and determine what caused it,” she said.

Faber also told the audience that FIRM’s opposition to previous windstorm rate increases for Monroe County is still making its way through the court and appeals process.

She also emphasized that she was encouraged to see how well the county’s strict building codes handled the storm.

Homes built to the codes enacted in 1994 and after held up strong,” Faber said. “Those homes survived. But I am very concerned about the long-term effects of this storm and the ongoing situation with the windstorm rates in the Florida Keys.”

She assured the audience that FIRM is doing everything possible to keep insurance rates affordable for Florida Keys property owners.

Meanwhile, city, county and navy officials are doing everything in their power to restore the Florida Keys and save the 2017/2018 tourism season for everyone. ▼

President’s Message cont. from page 1 ▶

The chamber staff is back at it hard at work with daily items plus coordinating with SBCD & SBA to help both residents & businesses. Please contact the chamber office for more information as we are getting daily updates. We look forward to our winter season, and remember shop LOCAL. ▼

Welcome New Members!



The Key West Chamber of Commerce welcomed 11 new members during the organization's October membership luncheon. Pictured left to right: New members Lonnie and Sharon Gietter of Haagen-Dazs; new associate member Craig Maller of Summerland Key and Membership Committee Co-Chairs Kim Works and Linda Russin. (New members not pictured: Amiga Travel, Budget Blinds of the Florida Keys, H2O Suites, Key West Bar Card, Lilly Pulitzer, Frank J. Toppino Poinciana Gardens Assisted-Living Facility, Santa Maria Suites, Southwinds Motel and Trans America World Financial Group.)

Amiga Travel

728 Duval Street, Key West, FL 33040
305-204-6499

www.amigatravel.com

Contact: Jim Gilleran
Travel Agency

Sponsored by: Greg Sullivan,
Waste Management, Inc.

Budget Blinds of the Florida Keys

22976 B Overseas Highway
Cudjoe Key, FL 33042

305-676-2533

www.budgetblinds.com/thefloridakeys

Contact: Lou and Nita Cadie
Home Furnishings/Blinds

Craig Maller

Summerland Key, FL 33042

717-991-5014

Cmallerltd@gmail.com

Associate Member

H2O Suites

1212 Simonton Street

Key West, FL 33040

305-296-3432

www.h2osuites.com

Contact: Kasha Nowak

Häagen-Dazs®

625 Duval Street, Key West, FL 33040

305-294-3378

Contact: Lonnie and Sharon Gietter

Retail – Ice Cream Shop

Key West Bar Card

P.O. Box 4951, Key West, FL 33041

www.KeyWestBarCard.com

Contact: Lawrence Bradley
Retail/Advertising

Lilly Pulitzer

207 Simonton Street, Key West, FL 33040

305-295-0995

www.lillypulitzer.com

Contact: Rocco Rotella
Retail Clothing

Frank J. Toppino

Poinciana Gardens

Assisted Living Facility

1664 Dunlap Dr., Key West, FL 33040

305-440-3191

Contact: Jany Coyle
Apartments

Santa Maria Suites

1401 Simonton Street

Key West, FL 33040

305-296-5678

www.santamariasuites.com

Contact: Jodi Novosel
Hotel

Southwinds Motel

1321 Simonton Street

Key West, FL 33040

305-296-2215

www.keywestsouthwinds.com

305-296-2215

Contact: Chad Gramley

Trans America World Financial Group (WFG)

2301 Maitland Center Parkway,

Suite 140, Maitland, FL 32751

386-748-3140

www.wfg.com

Contact: Zeny Villanueva
Financial Educators

"Shell Out Less"



For discounts & coupons visit: www.keywestchamber.org

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?

Restaurant Discounts?

15 % off all books by local authors?

Attractions and Water Sport Discounts?

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, 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.

ATHENA™ Award Recognizes an Outstanding Professional Woman

Sponsored by: **NILES**
sales & service
www.NilesSales.com of the keys



The Key West Chamber of Commerce is accepting applications to honor a woman who exemplifies leadership in her profession and industry by presenting her with the much-coveted ATHENA™ award, sponsored by Niles, Sales and Service.

The ATHENA™ award is a high honor given to a professional woman who demonstrates excellence in business or profession and provides valuable service to the community. The recipient will have exhibited initiative and creativity enhancing the efficacy of her business or profession and the stability and improvement of the community. Lastly, the recipient will have demonstrated support of the goals of professional women and have provided unselfish assistance on their behalf.

In 1980, the ATHENA™ awards program originated in Lansing, Michigan when Martha Mayhood Mertz, owner of her own real estate company, was asked to join the Lansing Chamber of Commerce Board of Directors. Mertz realized she was the only woman on the board and that the Lansing Chamber had recognized only one woman in its 75 years. This realization was the driving force in establishing the ATHENA™ foundation. Thus the first ATHENA™ award was given in 1982 to recognize an outstanding businesswoman and celebrate her achievements in community service and profession. Since its inception, the ATHENA™ award has grown into a national and international tradition with thousands of recipients in cities all over the country as well as in Moscow, Russia, and Canada, China and The United Arab Emirates, and the United Kingdom.

The ATHENA™ Foundation is a non-profit organization that is dedicated to providing leadership opportunities for women and recognizing those individuals who have given outstanding service to their profession and community. The foundation has been underwritten nationally by Oldsmobile Division of General Motors since 1985. National City Bank and Pontiac GMC, GM, and Buick are underwriters as well.

Each year, the ATHENA™ recipient receives a beautiful statue designed by sculptor Linda Ackley of Tampa, Florida. The statue represents Athena, the wise daughter of Zeus, in bronze. The head of the statue is a multi-faceted crystal ball and each statue has a protective acrylic coating and walnut base. Ackley has uniquely made each and every one of the ATHENA™ awards since 1982.

The 2016 Key West Chamber ATHENA™ award recipient was Joan Leggett. Past recipients include Piper Smith (2015), Rita Irwin (2014), Diane Schmidt (2013), Joy Smatt (2012), Sandra Higgs (2011), Diane Gibson (2007), the late Merili McCoy (2005), Melissa Kendrick (2004), Elmira Leto (2003), Phyllis Allen (2002), the late Sharon Moore (2001), Amy Culver-Aversa (2000), the late Connie Rice (1999), Kim Works (1997), Sandra Taylor (1995), CeCe Roycraft (1992), the late Wilhelmina Harvey (1991), Linda O'Brien (1990), Dee Von Quirolo (1989), the late Terry Horton (1988), Sue Barroso (1987), and Virginia Panico (1986).

The community is highly encouraged to nominate local individuals for the ATHENA™ award or to receive a nomination form, contact Kerry Baker at the Key West Chamber at 294-2587 or via email to membership@keywestchamber.org. The Deadline to submit an application is Friday, December 1, 2017.

Business Recovery: Thriving In Tough Times

The Key West Chamber of Commerce Presents a Program for Business Leaders in the Keys

Elisa Levy will be offering a three-part program for Leaders and Managers of businesses in the Keys to help them not only recover from Hurricane Irma, but thrive.

- **There will be three sessions, each will be followed by communication on a weekly basis, and one-on-one coaching to help implement the tools from the training and troubleshoot specific needs.** This program is an effort to give leaders tools and practical ideas to retain great staff, create a culture of excellence and motivate employees to do their very best
- **How to Maintain Great Staff:** In this session, participants will learn seven principles that will help them hold on to strong staff members. These principles have proven effective in many types of businesses from non-profits to corporations. This session will be on **Tuesday, November 14th from 8:30-10:30 am.**

- **Motivating Staff to Do Their Best (Doing More with Less):** Building on the first session on staff retention, this seminar will highlight the three fundamental areas leaders must focus on in order to motivate and inspire employees to give their all, even when there are staff shortages. This session will be on **Thursday, November 30th from 8:30-10:30 am.**
- **Creating a Culture of Exceptional Customer Service:** This last session will take what was learned in the previous two and zero in on the keys to success for a great season in customer service. It will focus on what the staff needs to know, and more importantly, how to hold them accountable for being consistently exceptional with customers. This session will be on **Tuesday, December 12th from 8:30-10:30 am.**

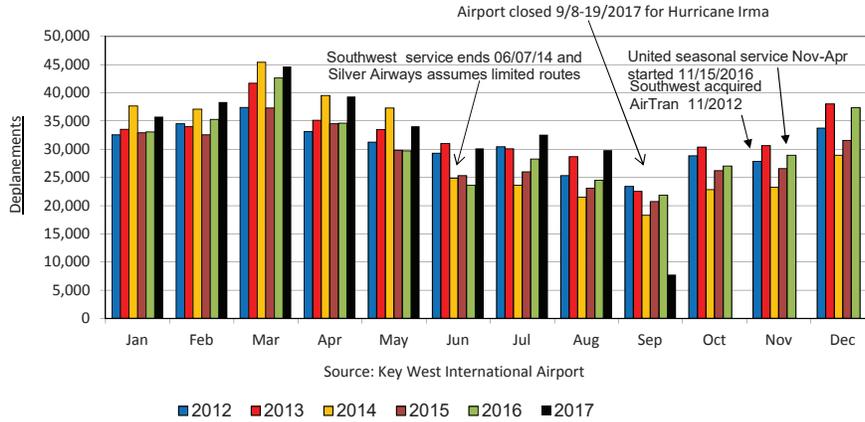
Participants must sign up for all three classes (instead of choosing just one or two). Each of the sessions, held at the Doubletree Grand Key, will build on the one prior and combined they will help businesses reach their potential. Total cost for the three sessions for members to attend will be \$450.00, nonmembers at \$550.00.

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

Elisa Levy is a world-wide trainer on leadership, and customer service, and has been based in the keys for two decades. She has the advantage of working with Fortune 500 companies, non-profits and global institutions and an intricate knowledge of the unique nature and needs of the Keys.



Key West International Airport Arrivals January 2012 - September 2017

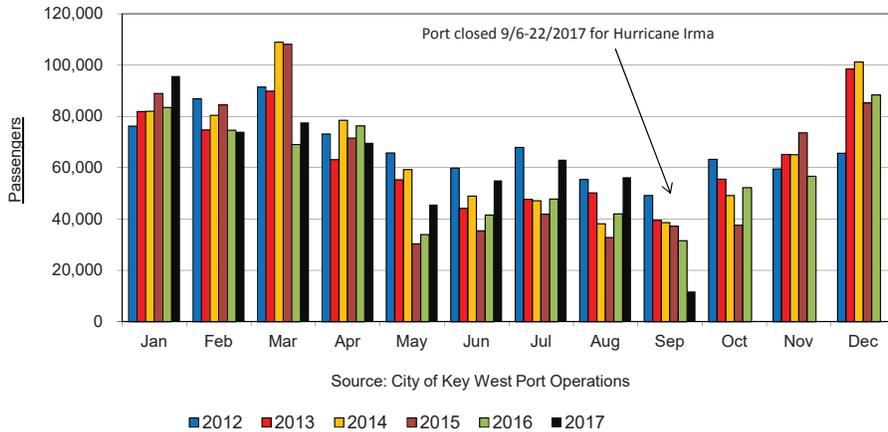


Passenger arrivals to Key West International Airport in September 2017 totaled 7,769. **This is a decrease of 64.5% when compared to September 2016.**

Total passenger arrivals for the nine months of 2017 was 292,246. That is a 6.9% increase over the same period in 2016.

August's deplanements marked the end of the fourteenth straight month of steady year over year increases and an all time high for August. For September, with EYW closed for 12 days, deplanements over 19 days of operations, were the lowest in over 30 years.

Key West Cruise Ship Passengers January 2012 - September 2017



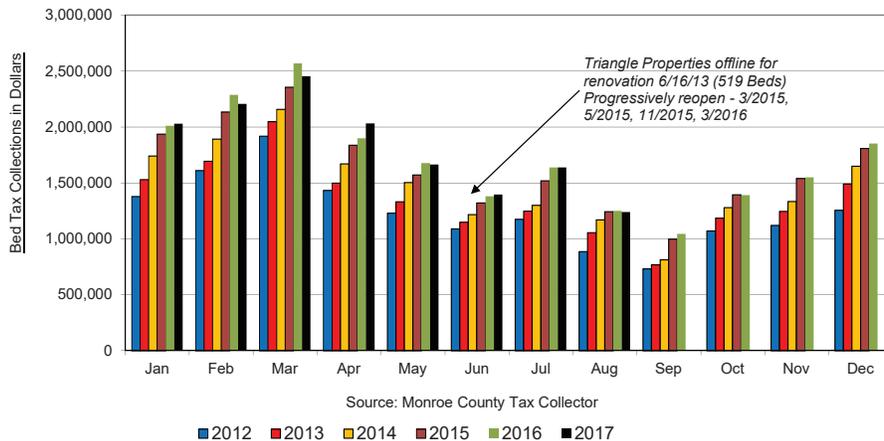
A total of 11,714 cruise ship passengers disembarked in Key West during September 2017. **This was 62.8% lower than September 2016**, which saw 31,467 passengers disembark.

For the nine months of 2017, cruise ship arrivals saw 548,712 passengers disembark from 235 port calls. While port calls are up 5.9% so far for 2017, passenger counts are up 9.8% over the same period in 2016.

The cruise ship schedule for November to January compared to the same three months in 2016/2017 is shown below:

	Number of Ships	
	2016/17	2017/18
November	27	41
December	44	52
January	47	53

Key West Bed Tax Collections January 2012 - August 2017



Reported Bed Tax Collections for Key West were **\$1,238,406 for August 2017, 0.8% lower than in August 2016.**

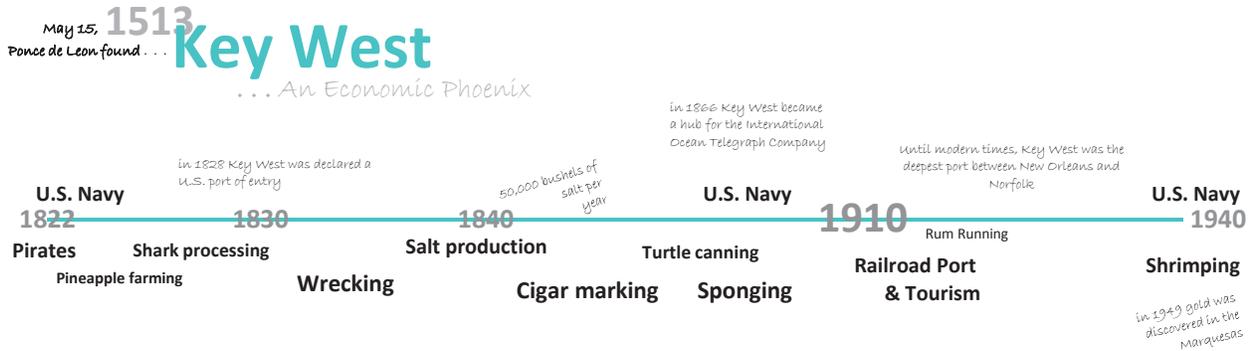
According to Smith Travel, **August 2017 occupancy was 81.4%**, a 2.4 percentage point increase from the August 2016 occupancy rate of 79.0%.

The Average Daily Rate (ADR) was reported at **\$217.36 for August 2017**, a decrease of 4.2% from the ADR of \$226.86 posted in 2016.

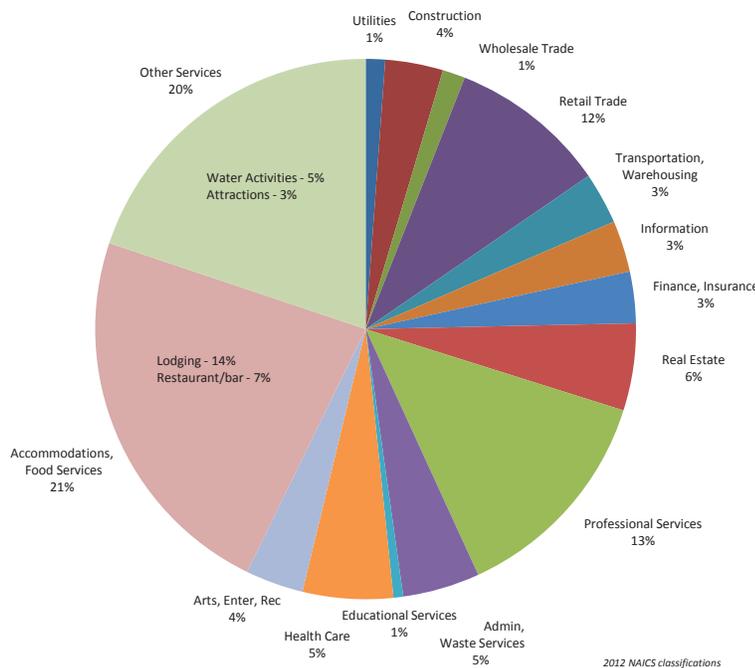
February 2016 broke the six year trend in which the monthly ADR had been higher than the previous year. With the number of rooms available increasing by about 10% from the low beginning of the 2015 season, occupied room nights have begun the climb back to historical levels, while occupancy percentages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



Local Industry in Review



Key West Chamber Membership, circa 2017



U.S. Coast Guard & Navy

Tourism 2017

On April 22, 1982 the Conch Republic was formed. Tourism was critical for the survival of Key West residents; as the Navy had dramatically reduced its presence a decade before, leaving the private sector to fill the lost jobs and infrastructure funding necessary to sustain the modern community that Key West had become in the four and a half centuries since Ponce de Leon fittingly memorialized the chain of islands as Los Martires.

Key West exists because of its resources, whether it has been because of wrecking, sponging, fishing, or trading given its unique location in respect to trade between the colonies and the old world, the US and Cuba, or the new trade routes provisioned by the Panama Canal. However, our unemployment rate evidences that if families can't make a living here, they do not stay here. Part of the increased value of land is due to the increase of residents and property owners that no longer make a living from the resources provided within the Keys. Consider that, while unemployment and income has not equalized with the rest of the nation, housing has gotten tighter and the population has declined. Growth in trade imports out paced exports for Monroe county by 2/3rds, increasing 18% compared to 11%, respectively for 2001-2010. For the same period, Monroe County saw an 11.9% growth in Gross Domestic Production (GDP) compared to 12.8% and 9.6% for Boward and Miami-Dade, respectively, while Florida in total saw 23.6%.

Time periods of economic uncertainty are perhaps the more significant times to understand for Key West since the viability of an economic (working) Key West is critically dependent on a *sustainable* economic strategy. And yet, perhaps the most culturally significant genetic of the Key West community is its ability to be reborn; though as a phoenix it sometimes must die in order to experience that never-ending youth. This rock Ponce de Leon found in 1513, may indeed be the fountain of youth he was searching for.

Monroe County's major employers account for 20% of the area's employment, yet represent only two net producing industries (military & tourism). However, commercial fishing is still a strong industry, continuing to rank Monroe County ports high in terms of dollar value of landings.

Major employers in Monroe county include (not in rank order):

1. US Armed Services
2. Monroe County Schools
3. Ocean Reef Club
4. Monroe County Sheriff's Office
5. Monroe County Government
6. Community Health Care & LK Medical Center
7. Publix
8. City of Key West
9. Hawk's Cay Resort
10. Casa Marina/Reach Resort
11. Historic Tours of America
12. Westin Resort & Marina/Sunset Key
13. Spottswood Properties
14. Cheeca Lodge
15. Florida Keys Aqueduct Authority
16. Southernmost Resorts
17. First State Bank of the Keys
18. Remington Properties
19. Keys Energy Service
20. The Keys Collection
21. Winn Dixie
22. Fury Water Adventures



The Key West Chamber of Commerce & Waste Management, Inc. present the "Showcase of Key West Businesses" Trade Show

Wednesday, November 29, 2017

3:00p.m. – 5:00p.m. - A Free Community Event

Our Members Only Business After Hours is from 5:30p.m. to 7:30p.m.

\$10 donation includes: Complimentary Beer, Wine, Sodas and Hors d' Oeuvres at the Key West Marriott Beachside – 3841 No. Roosevelt Blvd.

Be Sure to listen to the Live Radio Broadcast from 3:00p.m. – 5:00p.m.
On WEOV 92/7 with Local DJ Bill Bravo

Presented by:



Business After Hours host:



More than 40 Vendors on Display — Great Samples and Give-a-Ways

Stop and visit our vendors and support local businesses!

- | | |
|---|-------------------------------------|
| Academy Bus d/b/a: Go Buses | Keys Medical Group |
| Barnes Alarm Systems | KWCC Education Committee |
| Broadwave | sponsored by CH2M |
| City of Key West – Car Free Key West | Labor Finders |
| Comcast | LifeSquire |
| Como Keys Propane | Little Switzerland |
| Debon Air | Local Enterprises, Inc. |
| Fairvilla Sexy Things | Lower Keys Medical Center |
| First State Bank of the Florida Keys | Merrill Lynch |
| Florida Keys Aqueduct Authority | Monroe County Education Foundation: |
| Florida Keys Mosquito Control District | Take Stock in Children |
| Florida Keys Radio | Monroe County Property Appraiser |
| Florida Salt Scrub | Naval Air Station Key West & |
| Gary's Plumbing and Fire, Inc. | Morale Welfare & Recreation |
| Gourmet Nibbles & Baskets | Ocean ATM |
| Historic Tours of America, Inc. | Our Keys |
| Jose Wejebe Spanish Fly Memorial Foundation | Saint Leo University |
| Key West Insurance | Sunshine Scooter Rentals |
| Key West Printing | Southernmost Escape |
| Keys Business Solutions | Treasures In Travel |
| Keys Federal Credit Union | Waste Management |
| Keys Lifestyle | Zonta Key West |

For more information contact the Chamber at 305-294-2587 or email membership@keywestchamber.org

Co Sponsored by:





BUSINESS AFTER HOURS | THURSDAY, OCTOBER 12, 2017

Sponsored by: *The Perry Hotel, 7001 Shrimp Road Drive*



Cruise Ship Schedule

NOVEMBER 2017

11/1	No Ship	
11/2	Enchantment	9:30am-6:00pm
11/3	No Ship	
11/4	Celebrity Reflection	7:00am-5:00pm
11/5	Equinox	8:00am-5:00pm
11/5	Rotterdam	11:00am-6:00pm
11/6	Europa2	8:00am-5:00pm
11/7	Boat Races	Navy Pier Closed
11/7	Carnival Victory	7:30am-1:30pm
11/7	Empress	8:00am-4:50pm
11/8	Boat Races	Port Closed
11/9	Boat Races	Navy Pier Closed
11/9	Enchantment	9:30pm-6:00pm
11/10	Boat Races	Port Closed
11/11	Boat Races	Port Closed
11/12	Boat Races	Port Closed
11/13	Empress	7:00am-4:50pm
11/13	Viking Sky	8:00am-4:00pm
11/13	Rhapsody	11:00am-6:00pm
11/14	Carnival Victory	7:30am-1:30pm
11/15	Equinox	8:00am-5:00pm
11/16	SS Mariner	8:00am-5:00pm
11/16	Enchantment	9:30am-6:00pm
11/17	Celebrity Equinox	7:00am-5:00pm
11/17	Carnival Sensation	7:30am-1:30pm
11/17	Empress	8:00am-4:50pm
11/18	Serenade	7:00am-5:00pm
11/18	Viking Sun	9:00am-4:00pm
11/19	N. Amsterdam	8:00am-4:00pm
11/19	Disney Wonder	10:15am-5:00pm
11/20	Carnival Freedom	11:00am-7:00pm
11/20	Rhapsody	11:00am-6:00pm
11/21	Azamara Quest	8:00am-6:00pm
11/21	Carnival Dream	9:00am-5:00pm
11/22	The World	12:01am-Overnight
11/23	The World	00:00-4:00pm
11/23	Empress	7:00am-5:00pm
11/23	Enchantment	9:30am-6:00pm
11/24	Brilliance	10:00am-5:00pm
11/25	Insignia	7:00am-5:00pm
11/25	Eurodam	7:30am-5:00pm
11/25	Viking Sun	9:00am-4:00pm
11/26	Crystal Serenity	7:30am-5:00pm
11/26	Disney Wonder	10:15am-5:00pm
11/27	Viking Sky	8:00am-4:00pm
11/27	Rhapsody	11:00am-6:00pm
11/27	Rotterdam	11:00am-6:00pm
11/28	Carnival Victory	7:30am-1:30pm
11/28	Carnival Breeze	11:00am-7:00pm
11/29	No Ship	
11/30	No Ship	

Community Calendar

November 2017

- 11/3 **Super Hero Bike Ride**, Bayview Park, 6pm, www.wesleyhouse.com
- 11/1-5 **26th Annual Parrot Heads "Meeting of the Minds"** Andrew.talbert@gmail.com, 305-292-1435
- 11/5 **25th Annual Zonta ABC 5K Walk/Run**, runsignup.com/Race/FL/KeyWest/ZontaABC5K
- 11/5-12 **37th Annual Super Powerboat Races** www.superboat.com - Larry Bliel, 305-296-6166
- 11/8 **Ottmar Liebert**, Key West Theater
- 11/10 **Holiday Helper of the Florida Keys Kick-off** – Lucy's, Claire Hiller, 305-809-5000
- 11/11 **Veterans Day Parade**
- 11/15-19 **6th Annual Key West Film Festival** kwfilmfest.com, 877-722-2829
- 11/17 **Anonymous Angels Annual Silent Auction**, 305-296-7888
- 11/17-18 **The Smart Ride 2017 Bike Miami** – Key West, info@thesmartride.org, 1-800-435-7352
- 11/18-19 **Key West Garden Club Plant and Art Sale**
- 11/22 **Key West Bight Holiday Celebration**, 305-809-3791
- 11/22-26 **International Sand Art Competition**, info@sandisle.com



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Time To Shine!

Dear Valued Members,

Your input for nominations for our annual awards is requested. Below are the categories for our prestigious awards and their descriptions. The awards will be given at our December General Membership Meeting being held on Wednesday, December 20th, noon at the Waldorf Astoria Casa Marina Resort. To be eligible all nominations must have an explanation as to why the individual was nominated.

Please nominate in the appropriate awards category the individual or individuals and the reason that you feel they qualify for the award. Please email your list to membership@keywestchamber.org by Friday, November 10, 2017. The Executive Committee will be making the final selections.

Thank you,
The Awards Committee

Award Categories

- **Preservation Award**

The Historic Preservation Award acknowledges an individual, organization, business or government entity who has been instrumental in preserving our historic resources and plays an active role in preserving and protecting our historic structures through renovation, restoration, and preservation.

- **Key West "Stars"**

"Key West Stars" to be presented to individuals who go above and beyond volunteering their time to either the chamber or other community organizations and sports leagues, etc. We would like to show our appreciation to those who make Key West a better place to live.

- **Business For Beauty Award**

Awarded for major capital projects or extensive renovation that add to beauty and contribute to the overall attractiveness of Key West. May be awarded

to businesses, as well as non-business (government, civic, etc.) projects. To be eligible all nominations must have an explanation as to why the business/non business project is being nominated for the award.

- **Venture Award**

Awarded for bold investment in a new business or enterprise that exemplifies the entrepreneurial spirit and adds to the Key West atmosphere. Franchises are not eligible for this award. Business must have been open for a minimum of twelve (12) months to be considered. To be eligible all nominations must have an explanation as to why they are being nominated for the award.

- **Piece of the Rock**

Presented to dedicated individuals who have clearly gone above and beyond the scope of their normal responsibilities to help make Key West a better community through the years. To be eligible all nominations must have an explanation as to why the individual or individuals are being nominated for the award.

SAVE THE DATE!

You are cordially invited to join us at the Installation of the Officers and Directors of the Board at the Annual Awards Dinner of the Greater Key West Chamber of Commerce on Saturday, January 20, 2018 at the Marriott Beachside Resort

\$85 per person
Black Tie Invited
Complimentary Cocktail Hour 6:00 p.m.
Dinner 7:00 p.m.
Please RSVP by Friday, January 12, 2018

Following dinner, please join us for music and dancing.

For more information or to make reservations contact the chamber at 305-294-2587 or email: membership@keywestchamber.org
Special Appreciation to our Cocktail Hour Sponsors: Appelrouth & Farr Family Appelrouth, Farah & Co. P.A.



“ CAR BUYERS CAN EXPECT EXCEPTIONAL CAR SERVICE AND COMPASSIONATE, KNOWLEDGEABLE CUSTOMER SERVICE THAT COMES WITH A SMILE. ”

Keys Auto Center's mission is to be the automotive home of drivers throughout the Florida Keys. We house a vast selection of new and used vehicles that suit all styles, needs, and preferences. Keys Auto Center is now under new ownership, which brings with it a strong reputation. Car buyers can expect exceptional car service and compassionate, knowledgeable customer service that comes with a smile.



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Waste Management/305-434-9140

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

Scott Duszynski, Second Vice President
Keys Federal Credit Union/305-293-6017

Suzanne Moore, Secretary
Truman and Company Real Estate 305-292-2244

John Toppino, Treasurer
Monroe Concrete/305-296-5606

Kim Works, Past President
Pirate Radio/294-1017

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

Sam Holland, Appointee
The Conch House/305-293-0020

Mark Rossi, Appointee
Ricks/Durty Harrys/305-296-5513

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

CHAMBER STAFF

Virginia A. Panico
Executive Vice President

Steven Weed
Director of Research

Claudia Wilson
Executive Assistant/Bookkeeper

Kerry Baker
*Membership Director
Special Events Coordinator*

Megan Miller
Office Assistant/Committees

Shay Penke
Office Assistant/Tourist Information Operator

Gladys Clarks
Tourist Information Receptionist

Virginia A. Panico
Newsletter Editor

Cindy Jefferson
Newsletter Art Director

Karrie Bond
Social Media Director

Key West Chamber Calendar of Events

November 2017

Ready, Set, College!
Tonight, Wednesday, November 1, 2017
Time: 5:00pm-7:00pm
FKCC Key West Campus,
5901 College Rd.

Business After Hours
Thursday, November 2, 2017
5:30 p.m. – 7:30 p.m.
Sponsored by: Mangoes Restaurant
Location: 700 Duval Street
Members Only Networking Event

General Membership Meeting
Wednesday, November 15, 2017
Noon
Speaker: David Clay, CEO
of the Lower Keys Medical Center
Topic: How does your Insurance work for
you/Hurricane Irma Past and Present
Location: Key West Marriott Beachside
3841 North Roosevelt Blvd.
Please RSVP to the Chamber at 305-294-2587
or email: info@keywestchamber.org

December 2017

Business After Hours
Thursday, December 14, 2017
5:30 p.m. – 7:30 p.m.
Sponsored by: Rick's/Durty Harry's
Location: 202 Duval Street
Members Only Networking Event

General Membership Meeting
Wednesday, December 20, 2017
12:00pm
Location: Casa Marina,
a Waldorf Astoria Resort
1500 Reynolds Street
Topic: Year End Community Awards
Please RSVP to the Chamber at
305-294-2587 or email: info@keywestchamber.org

*Happy
Thanksgiving!*



Members of the Key West Chamber of Commerce Election Committee and the Monroe County Supervisor of Elections Office recently counted ballots for the chamber's annual board of directors election. Pictured left to right: Election Committee Chair Kim Works, Chamber Director Lynne Tejada, Supervisor of Elections Joyce Griffin, Chamber Director Jed Dodds and Chamber President Greg Sullivan.

Click to connect with the Chamber on
Facebook, Twitter,
Pinterest, or Instagram

