

TEACHER RECOGNITION HIGHLIGHTS OCTOBER GENERAL MEMBERSHIP MEETING

by Scott Atwell



Front, l-r: Douglas Helkenn (Sigsbee Charter), Ariela Johnson (Basilica School), Jean M. Galvan (Poinciana Elementary), Lauren Dean (Somerset Island Prep). Back, l-r: Committee Chair Dr. Brittany Snyder, Superintendent Threasa Axford, Maureen Elizabeth Cattieu (Gerald Adams Elementary), Dana Ring (H.O.B.), Pat Rech (Key West High School), Committee Vice Chair Angie Walterson.

The Chamber's Education Committee kicked off a new academic year by honoring seven local educators at the October General Membership Meeting as part of its Teacher Recognition Program. "We do this three times per year, honoring 22 teachers in all, as a way to say thank you for the dedication of these teachers in lifting up the next generation of our Key West workforce," said committee Chair Dr. Brittany Snyder, chief academic officer at the College of the Florida Keys.

The seven teachers were nominated by their respective principals and received gift bags with a value of nearly \$1,000 each, along with plaques from Local Awards and Engraving and lunch sponsored by Royal Furniture. Many Chamber members chipped in with cash donations and in-kind gifts that had the goodie bags overflowing with appreciation.

The committee also invited Monroe County Schools Superintendent Theresa Axford to draw 14 nominations from the Little Red School House, which identified the arts classrooms that will receive \$250 each as part of the Chamber's Tom Sawyer Five Star program.



Message from President Greg Sullivan

I am writing this message the Thursday before elections and by the time you read it, we will have the results. Locally our elected officials we will be in better shape than the national races, as the mailers and commercials have been vicious.

Our top local issue was the referendums. The Key West Chamber's position has been No, NO, & Yes, as it goes without saying everyone certainly wants the best for the environment. Only twenty-two port calls a year would be allowed under the limitations of the first two referenda for a total of 28,600 passengers. Before COVID, our passenger totals were more than 900,000. The difference is extreme.

I am sure there will be lawyers involved to decide Pier B's future. What many people don't realize is that the financial impact of any lawsuit will become the responsibility of the city and taxpayers. The cruise industry has provided us with information (which we have sent out to you previously) as to how they will handle any medical issues, up to and including private medical service to any passenger or crew so as to not place a burden on local medical facilities. Oddly enough, the cruise lines believe port destinations pose a health risk to their passengers, and any excursions must be pre-approved by them to meet sanitary standards. In addition, there will not be a mass disembarkation as in the past—only pre-determined excursions.

continued on page 3 ▶

Table of Contents

Community Calendar	2
Adopt a Classroom	2
Five Star Program Thanks You	3
Key West Chamber of Commerce 2021 Board of Directors	4
Welcome New Members!.	5
Business Trends.	6-8
Visitor Brochure & Map 2021.	9
Chamber Calendar of Events	10

ADOPT A CLASSROOM



Key West Chamber of Commerce Education Committee member Angie Walterson and Superintendent of Schools Theresa Axford recently selected teachers from our “Little Red School House” at our October General Memberships. Thanks to the generosity of IberiaBank, Keys Federal Credit Union, Margaritaville Key West Resort & Marina, Sunset Key Cottages, Suzanne Moore Real Estate Services, Shadow and Fish, Vacation Rentals of Key West and the Wicker Guesthouse. We were able to provide \$250.00 donations to 14 Key West area teachers to support their classrooms. For more information on donating to our education programs please contact Dorothy Schmida at committees@keywestchamber.org or call 305-294-2587.

Safely Connecting Residents with Resources During the COVID-19 Crisis



UWCK is excited to announce [KeysHelp.org](https://www.KeysHelp.org), an innovative way to assist neighbors in need

...that enables clients to apply for assistance from the safety of their homes, using mobile phones, tablets, or computers, and allows case managers to help them while working remotely, at a safe social distance.

Currently, the remote platform enables Keys families and individuals affected by COVID-19 to apply in English, Spanish, and Creole for assistance with food, medical bills, childcare, prescription, communication and transportation needs (up to \$250 per household per month) by connecting with case managers at Florida Keys Outreach Coalition, Inc. Additional services and organizations will be added in the coming months.

www.KeysHelp.org

Community Calendar

November 2020

11/1	Historic Tours of America Locals Day, 305-293-7249	11/15	The Sunday Ramble Concert Series, 305-985-0433
11/1	Locals Day at Key West Botanical Gardens, 305-296-1504	11/18-20	8th Annual Key West Film Festival, www.kwfilmfest.com , 877-722-2829
11/6	13th Annual Fla Keys SPCA Spring Social – Virtual Event, 305-294-4857	11/20-22	17th Annual Smart Ride – Re-Imagined, https://thesmartride.org/
11/6	Tipsy & the Donuts presented by the Key West Theater & Pirate Radio 305-985-0433	11/21	Sunset Series - The Happy Dog Band- KW Amphitheater, www.thekeywestamp.com
11/7	SUNSET SERIES – Myles Mancuso, Robert Albury Band, www.thekeywestamp.com	TBD	Key West Bight Holiday Celebration, 305-304-2633
11/7	Key West Pride Follies, 305-985-0433	11/27-30	Conch Republic Independence Celebration, 305-304-2400
11/14	Sunset Series, Shastina Chiles, Nick Norman & Caffeine Carl, www.thekeywestamp.com	11/28	Sunset Series, Havana Nights w/Rolando Rojas & the All-Star Band, www.thekeywestamp.com
11/14	Key West Pride 2020: “Exposed” w/comedian Leslie Jordan, 305-985-0433	TBD	Lighting of the Holiday Tree 6:00p.m. Bayview Park, 305-809-3700

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

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

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

Horan Law
608 Whitehead St
Key West, FL 33040
305-294-4585

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

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

The Greater Key West Chamber of Commerce would like to thank the following business for their donations to the Tom Sawyer Five Star Program for Teacher Recognition 2020/2021

- ▶ **Local Awards & Engraving**
Donation of Teacher Plaques
- ▶ **Royal Furniture and Design**
Donation of Teacher Lunches.
- ▶ **Fury Water Adventures:**
Free Pass for 2 for Commotion on the Ocean
- ▶ **Hard Rock Café Key West:**
\$20 Gift Certificate
- ▶ **Keys Energy Services:** Energy Saver Kit
- ▶ **Keys Federal Credit Union:**
Cooler bag with goodies
- ▶ **La Trattoria:** \$25 Gift Certificate
- ▶ **Lissa Terese, L.L.C.:** \$125 Gift Certificate
- ▶ **Margaritaville Key West Resort & Marina:**
\$50 Gift Certificate
- ▶ **Marriott Beachside Resort /Tavern-N-Town:**
\$25 Gift Certificate
- ▶ **Monroe County Sheriff:** Assorted Items
- ▶ **Niles Sales & Service:**
Certificate for a Car Wash/Oil Change
- ▶ **Sebago Watersports:** Gift Certificate for a Champagne Sunset Sail for 2
- ▶ **Sunset Key Cottages:** \$50 Gift Certificate
- ▶ **The Perry Hotel Key West:**
\$25 Gift Certificate and a Koozie
- ▶ **The Studios of Key West:**
\$25 Gift Certificate

Gifts:

- ▶ **Alan S. Maltz Gallery:** \$25 Gift Certificate
- ▶ **Baby's Coffee:** Coffee/Mug/Bag
- ▶ **BB&T:** \$25 Visa Card
- ▶ **Benihana Steak, Seafood, Sushi:**
\$25 Gift Card
- ▶ **Berkshire Hathaway Home Services Knight & Gardner Realty:**
\$25 Gift Card for Domino's Pizza
- ▶ **Books and Books:** \$25 Gift Card
- ▶ **College of the Florida Keys:**
Mug and a Hooky Pass
- ▶ **Cruisin' Tikis:**
Gift Certificate for a 2-Hour Cruise for one
- ▶ **Danger Charters:** \$25 Certificate
- ▶ **Dolphin Research Center:**
Free Admission Certificate
- ▶ **Doubletree Grand Key Resort:**
Tin of Cookies
- ▶ **Ernest Hemingway House:**
Hardcover Book, Attraction Passes
- ▶ **Fausto's Food Palace:** \$25 Gift Card
- ▶ **First State Bank of the Florida Keys:**
\$25 cash
- ▶ **Fishbusterz Retail:** \$25 Gift Card
- ▶ **Florida Keys Aqueduct Authority:**
Cooler bag with goodies

Monetary Donations

(\$550.00 each) from the following businesses:

- ▶ **Gary's Plumbing & Fire**
- ▶ **IberiaBank**
- ▶ **New Moon Management Group**
- ▶ **Suzanne Moore Real Estate Services**
- ▶ **Vacation Homes of Key West**
- ▶ **Wicker Guesthouse**

President's Message cont. from page 1 ▶

On a better note, Monroe County has taken the first step for the Key West International Airport remodeling. This project will be funded with grants and FAA monies. NO local tax dollars will be used. While there have been some negative comments in the Citizen's Voice, this project will enhance passenger safety and will be a great benefit to all. There are also additional flights being added, which will help in our recovery.

Larger airports are putting COVID screening in place to ensure passenger safety, which helps Key West in knowing that visitors have been cleared before arriving in Key West. Each flight on average takes 43 cars off US1 that would have typically driven down from Miami or Fort Lauderdale. There is also an evacuation benefit that in the event visitors and residents need to leave quickly, the new 14,000 square foot departure area can accommodate our emergency needs.

We can only hope there is some type of vaccine available soon that will allow life to get back to whatever the new normal will be. For now, I personally listen to our Health Department Director, Bob Eadie. Good, sound simple advice: wash your hands, wear your face covering when necessary, and use common sense. At the Chamber we are working every day to bring you accurate information. We all don't always agree with the message, but we want to keep you informed on the latest news that will impact your business, family, and finances. If you have any questions or concerns please reach out to me, Scott or Kerry.

Wishing everyone a Happy and Healthy Thanksgiving. Remember, eat the turkey, don't be one. LOL 🍷

REAL BANKERS | REAL PEOPLE | REAL RELATIONSHIPS



Key West Roosevelt:
305-676-3100
2514 N Roosevelt Blvd.

Key West Old Towne:
305-676-3140
1229 Simonton St.

Key West Whitehead:
305-676-3160
701 Whitehead St.

MY100BANK.COM | A Home BancShares Company | Member FDIC

KEY WEST CHAMBER OF COMMERCE 2021 Board of Directors

JOYCE BENAVIDES
Cayo Hueso Resorts/Cottages

ANNIE BRIENING
Overseas Media Group

JOE CASO
Caso & Company

DAVID CLAY
Lower Keys Medical Center

TRAVIS DOLL
A&B Marina Complex

GEORGE FERNANDEZ
Key West Butterfly & Nature Conservatory

SAM HOLLAND
The Conch House

DARREN HORAN
Benihana Key West

MELISSA KENDRICK
Mel Fisher Maritime Museum

BILL LAY
La Trattoria/ Catered Affairs

SUZANNE MOORE
Suzanne Moore Real Estate Services

BRITT MYERS
Key West Weekly Newspaper

PATRICIA NEYRA
Check Construction LLC

MARK ROSSI
Rick's/Durty Harry's Entertainment Complex

DIANE SCHMIDT
Margaritaville Key West Resort & Marina

KAREN SHARP
First State Bank of the Florida Keys

BRITTANY SNYDER
The College of the Florida Keys

BILLY SPOTTSWOOD
Spottswood, Spottswood,
Spottswood, Sterling PLLC

GREG SULLIVAN
Waste Management

LYNNE TEJEDA
Keys Energy Services

JOHN TOPPINO
Charley Toppino & Sons

2021 Executive Committee

SUZANNE MOORE, *President*
BILL LAY, *1st Vice President*
DIANE SCHMIDT,
2nd Vice President
KAREN SHARP, *Treasurer*
PATTY NEYRA, *Secretary*
GREG SULLIVAN, *Past President*
DAVID CLAY, *Appointee*
MELISSA KENDRICK, *Appointee*
BRITTANY SNYDER, *Appointee*
SCOTT ATWELL,
Executive Vice President



LAYOFF AVERSION FUNDS STILL AVAILABLE. APPLY TODAY.

How can it help you?

- ▶ If you purchased remote equipment or software that allowed employees to work from home (e.g. computers, printers, telephones, headsets, video conferencing software etc.
- ▶ Paid for services or tools for restaurant or retail establishments to convert to online sales or delivery during shelter in Place orders.
- ▶ Purchased cleaning/sanitation supplies and/or services that will allow an essential small business to maintain an on-site workforce by reducing exposure to COVID-19.
- ▶ Other creative approaches and strategies to reduce or eliminate the need for layoffs.

You could receive up to \$10,000

- ▶ 3-10 full time employees up to \$5,000
- ▶ 11—25 full time employees up to \$7,500
- ▶ 26—50 full time employees up to \$10,000

You are eligible if you meet all the following criteria:

- ▶ 3-50 Employees
- ▶ Businesses and CBO's in operation for at least 2 years and in good standing with the state of Florida
- ▶ Primary location in Monroe County
- ▶ Gross receipt or gross excise taxes are \$10 million or less
- ▶ Non-Profit Organization only: Have local/state/federal grant applications and funding awards detailing previous and/or current grant relationships in providing services to one of CSSF targeted populations: Ex-offenders; Homeless individuals, including homeless children and youths; Youth offenders/youth at risk of court involvement/youth involved in the juvenile justice system; Individuals with disabilities, including youth with disabilities; and Migrant and seasonal farmworkers.

For more information on the above-mentioned program please contact Dorothy Schmida at 305-294-2587 or at committees@keywestchamber.org

Welcome New Members!



A2O Architecture
3706 No. Roosevelt Blvd., Unit 202
Key West, FL 33040
305-741-7676
www.a2oarchitecture.com
Contact: Aileen A. Osborn
and Antonio A. Osborn, Jr.
Architecture

A2O Architecture team specializes in quality residential work with full service design scope for an integrative project - site planning, project programming, architecture, interior design, structural, mechanical, and electrical. They have a diverse portfolio, including projects in the hospitality, retail, residential and commercial sectors. Whether you simply need kitchen remodeling, or whole home remodeling, custom home design, historic renovation, commercial architecture services, they are on your side to meet your goals and exceed your expectations.

Sponsored by: Patricia Neyra, Check Construction & Virginia Panico



Madda Fella Boutique
Zero Duval Street
Key West, FL 33040
<http://maddafella.com>
305-295-7026
Contact: Laura Gaby
Retail Store

Madda Fella is located at the base of Duval Street in the lobby of the Ocean Key Resort. They feature premium woman's lines and their own Key West branded and designed tropical menswear. They also showcase work from several Key West artisans.



Safer, Cleaner Ships
720B Caroline Street
Key West, FL 33040
305-395-1899 | www.safercleanerships.com
Contact: Arlo Haskell
Non-Profit

The Key West Committee for Safer, Cleaner Ships is a grassroots movement of citizens who care deeply about the health and welfare, economic well-being, and environmental stewardship of Key West.



VDF Law, PLLC
626 Josephine Parker Drive, Suite 205
Key West, FL 33040
305-849-3893 | www.vdf-law.com
Contact: Van Fischer
Land Use Attorney

VDF Law is a boutique firm focused on land use, zoning, code compliance and environmental law in Monroe County, Florida. Van Fischer has 28 years of experience in the Florida Keys with land use planning and development, environmental management, and working with federal, state and local governmental agencies. VDF Law service the needs of both residential and business clients.



Wendy's
335A Duval Street
Key West, FL 33040
305-296-5770
www.wendys.com
Contact: Steven Nekhaila
Restaurant

Casual & Family Friendly Affordable dining locally owned and operated.



Aztec Airways
2011 S. Perimeter Road, Suite C
Fort Lauderdale, FL 33309
954-351-9313 | www.aztecairways.com
Contact: Stuart Hanley
Airline

Aztec Airways is now providing nonstop service to Key West! Limited time introductory airfare of \$99 one-way for a limited time - so book your flight now!



Conch Town Music, LLC
1423 Boca Chica Road | Key West, FL 33040
405-627-0106 | www.conchtownmusic.com
Contact: Mat Smith
Entertainment

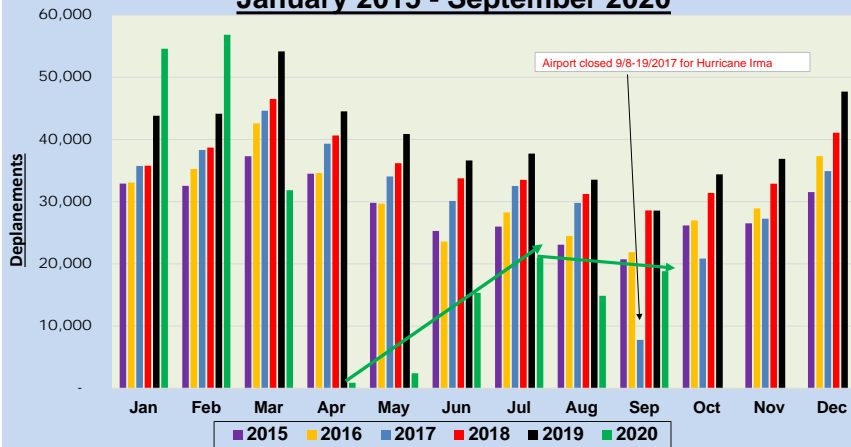
Conch Town Music is locally owned in Southern Florida and is a Key West record label for local music artists. The Key West record label and marketing team was founded in 2019 for the purpose of identifying, recording and promoting talented artists in the area, and assisting them in reaching their maximum potential in the music business.



Keyword Marketing
3 Amaryllis Drive
Key West, FL 33040
863-397-0471
info@keywordmarketing.com
Contact: Robert Mendoza
Digital Marketing

Due to the changing climate with the pandemic Keyword Marketing developed paperless advertising apps to keep the public safe and put businesses directly into the pocket of the user. They are an App created for the user to help navigate all the options available that Key West has to offer. Keyword Marketing owns in Apple and Google Play the key words that tourists search when they are booking their vacations. Those being Key West Coupons, Key West Rentals, Key West Hotels, Key West Restaurants and Key West Charters. They are connecting all smart phone users directly to Key West commerce.

Key West International Airport Arrivals January 2015 - September 2020



Source: Key West International Airport

Passenger arrivals to the Key West International Airport in September of 2020 totaled 18,815, a decrease of 34.1% when compared to 28,558 deplanements from September of 2019. Thus far in 2020, the 216,568 deplanements are 40.5% less than the 363,963 passengers who arrived in Key West over the same period in 2019. There were just 398 landings in Key West in September of this year compared to the 583 landings in September of 2019.

August 2020 arrivals dropped significantly from July 2020, but September arrivals which are usually the lowest month of the year rebounded significantly. September 2020 is the only time in last six years when airport arrivals in September increased when compared to the previous month of the same year. This degree of month to month improvement is encouraging as we await October deplanement numbers.

Key West Airport currently offers nonstop flights to Atlanta by Delta. Flights to Miami, Charlotte, Dallas, and Philadelphia by American Airlines. Silver Airways services Tampa, Orlando, and Fort Lauderdale daily. United Airlines started daily direct flights between Key West and Chicago and Newark last month, with Houston and DC coming soon.

The total taxable sales for Monroe County in August 2020 was \$296,115,023 which represents a 12.4% decrease from August 2019. The \$29.6 million is also a 7.29% increase from the prior month's activity. The taxable sales numbers released by the Florida Department of Revenue in August represents July economic activity. The City of Key West sales tax revenue only decreased 9% for June activity and 8% for July activity when compared to the same months of 2019. Both the city and the county taxable sales number induced optimism in local government leaders regarding the expectations of sales tax collections in the months going forward.

Monroe County tourism and recreational taxable sales (sales within the tourism and recreational industries only) for August 2020 were \$149,667,256 representing a 21.3% decrease when compared to August 2019. The \$149.6 million reported in August was still 12.76% higher than tourism and recreational sales from the prior month this year.

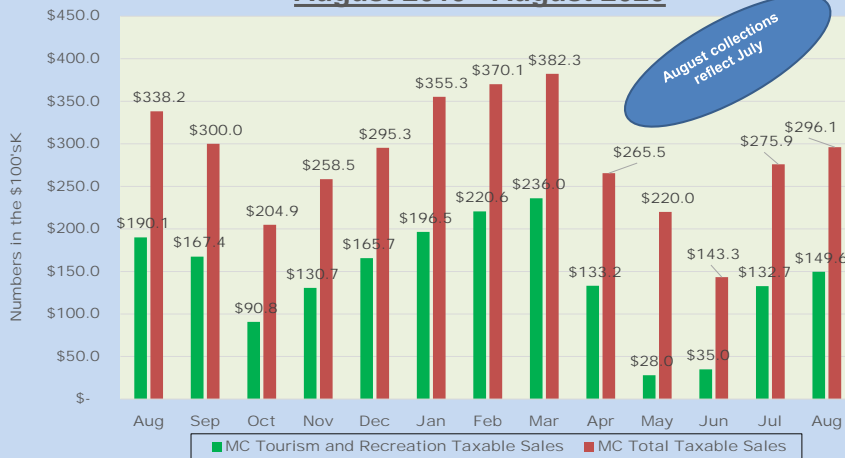
Each year tourism and recreational taxable sales are usually 50-52% of total taxable sales in Monroe County. In 2019 that number reached a decade high of 55%. Lodging/accommodations is thought to account for almost 50% of all tourism spending in Key West.

The reported Bed Tax Collections for Key West in August of 2020 were \$799,283 which was 33.5% lower than the same period in 2019. The year to date Bed Tax Collections of \$9,467,541 are 39.7% less than the \$15,704,888 taxes collected over the same period in 2019. Key West Bed Tax Collections typically account for 55-60% of all Monroe County Bed Taxes, but have only been 34%, 38%, 35%, and 34% for May, June, July, and August of 2020.

According to the Smith Travel Report, the August occupancy rate for Key West was 51.7% representing a 34% decrease from 78.3% rate in August of 2019. The year to date occupancy rate in Key West is 29% less than it was at the same point last year. The Average Daily Rate (ADR) for August of 2020 was \$191.20, representing a 12.9% decrease from the rate of \$219.57 in August 2019.

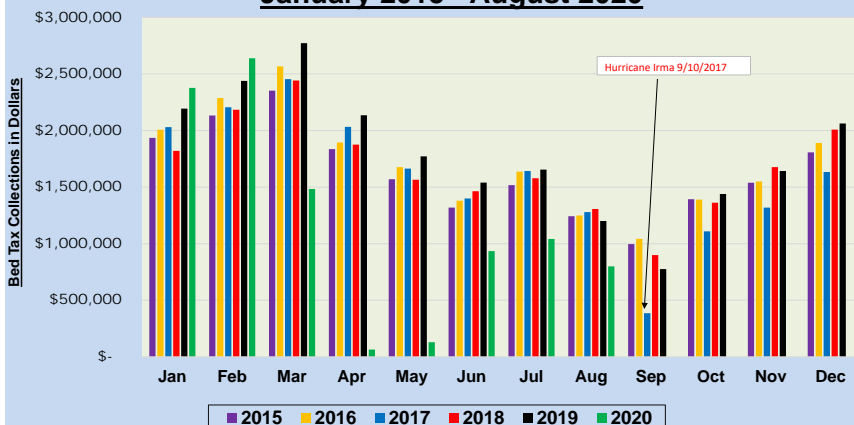
Through the first two months of 2020 Key West hotels were reporting all time highs in occupancy rates, average daily rates, and revenue per available room. The closing of most hotel operations at the end of March 2020 and extending into June is going to represent the longest period of inactivity Key West has experienced in modern times.

Monroe County Sales Tax Collections August 2019 - August 2020



Source: Florida Department of Revenue

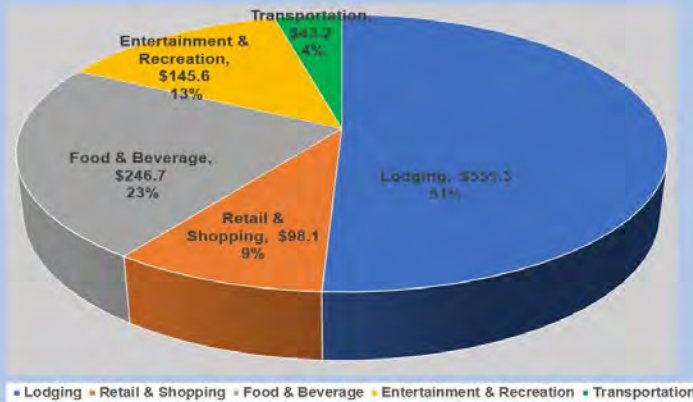
Key West Bed Tax Collections January 2015 - August 2020



Source: Monroe County Tax Collector

A look at Lodging/Accommodations in Key West

Visitor Spending in Key West



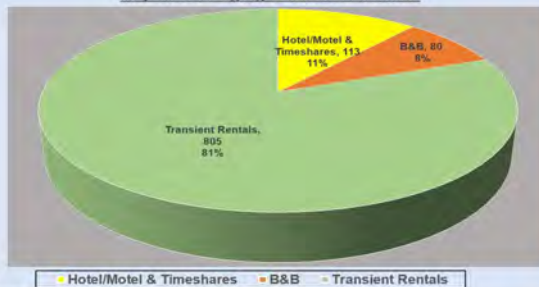
According to the findings in the 2019 Rockport Analytics study commissioned by the TDC, Key West attracted around two million visitors in 2018. Those visitors spent roughly \$1.1 billion, and accounted for 46% of total spending in the Florida Keys. The chart to the left displaying visitor spending in the millions depicts lodging as the sector responsible for more than 51% of visitor spending in Key West alone. According to Rockport Analytics \$34 million (30%) of the \$113 million local taxes generated by Keys tourism comes in the form of hotel taxes.

In the 2020 Key West Chamber of Commerce Wage and Benefit Survey, 25 of the 79 private entities who participated in the study were from the lodging sector. While comprising just 32% of the respondents, the lodging sector accounted for 54% of employees as 1,673 of the 3,091 private entity participants came from just the lodging sector. The total private sector workforce is estimated to be below 14,000 workers.

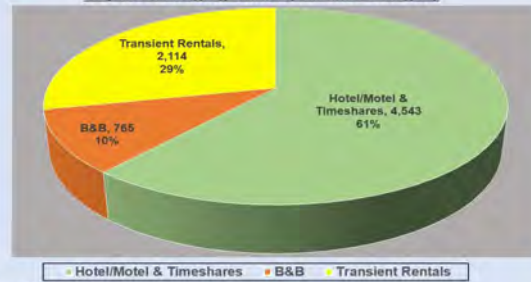
Source: Rockport Analytics 2019

Licensing data obtained from the City of Key West shows that as of October of this year there were 998 active lodging business licenses. As depicted in the chart below, transient rentals also referred to as vacation rentals makes up the bulk of the licenses with 805. The 805 transient licenses combine for just 2,114 individual units. Key West has a total of 80 B&B's which offer just 765 units. Combined, all of the entities total up to 7,422 units with most of them being in the traditional hotel/motel variety. All rentals, same as all businesses, are required to be licensed by the city. It is illegal to rent out any property on Air B&B or any other venue for a period of less than 28 days without possessing a transient rental license for that property.

Key West Lodging Business Licenses



Key West Lodging Units by License Category

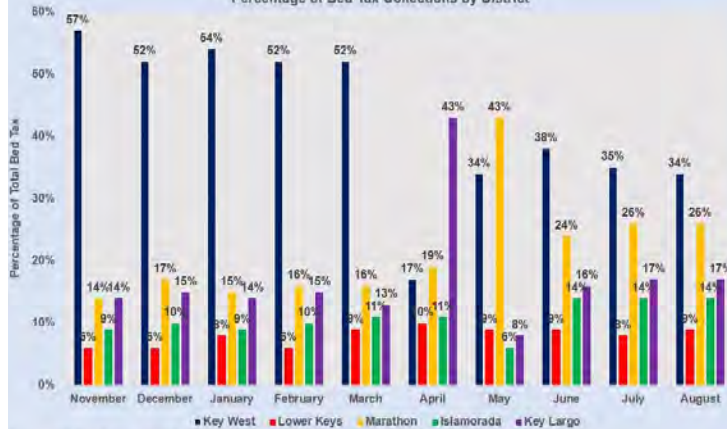


Source: City of Key West Business Licensing Department

Source: City of Key West Business Licensing Department

A 12.5% tax is charged to visitors for lodging accommodations in the Florida Keys. Within that percentage is the 4% tourist tax also known as the "four penny" bed tax. The four percent tourist tax goes to the Tourist Development Council of Monroe County (TDC). The four percent is then divided into two funds with one being the "generic two penny funds" and the other being the "district two penny funds". In 2019 the "generic two penny funds" budget spent 57% on promotions and advertising, 35% was spent on special event funding, and 7% went to administrative costs. The "district two penny funds" are taxes collected that are to remain within the district where they were collected. Those dollars within that fund go to administrative costs, visitor information services, and capital projects. The TDC is comprised of five districts referred to as DAC's or District Advisory Councils. District I is Key West, while District II is the Lower Keys, District III is Marathon, District IV is Islamorada, and District V is Key Largo. Only lodging inside the City of Key West is considered to be part of DAC I by the TDC, the hotels on Stock Island which share the same zip code as Key West aren't part of DAC I, but are lumped into the Key West Market by Smith Travel when they do their monthly report on the lodging industry.

Percentage of Bed Tax Collections by District



Source: MC Tax Collector's Office

In 2019, 54% of all bed taxes collected in Monroe County came from Key West. In 2018 that number was 59%. The chart on the left shows bed tax collections by month dating back to November 2019. The chart shows how Key West had maintained a dominance in bed tax collections prior to Covid-19. After Covid bed tax collections dropped in every district, but as properties began to reopen you can see where Key West share has hovered around 35%. The past four months have revealed a clear loss of market share that will need to be observed over time. Key West bed taxes as of August 2020 total \$9,467,541 which is 39.7% less than the \$15,704,888 collected during the same time period in 2019. According to Smith Travel the year to date occupancy rate for Key West is at 63%, which is 29% less than the 88.6% over the same period last year. As we can see in the first chart, the lodging sector is a very heavily weighted part of the local economy. Significant losses to that sector will eventually have a ripple effect on the broader economy.



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 almost 500 members.

www.KeyWestChamber.org

Key West Business Environment

Responses from KWCC BES conducted October 1 - October 20, 2020

There are signs that show the beginnings of at least a partial recovery. The fact that 48% of respondents claimed to be either "optimistic" or "confidently positive" when asked about their outlook for the next 12 months is significant. Another 36% of all respondents stated that they planned to hire more employees in the 4th quarter of 2020. In every third quarter there is a decline in activity from July to August, but this past quarter mostly shows an upward trend in momentum from beginning to end. While cruise ship passengers may be another quarter or two away, everything from airport passenger volume to sales tax and bed tax collections have demonstrated improvement with each passing month.

Tourism is Recovering

In June of 2020, Trip Advisor announced that Key West was amongst the top three markets searched by domestic travelers within the United States. The majority (58%) of the respondents still expect the 4th quarter of 2020 to be less than the fourth quarter of 2019, particularly within the tourism sector.



11% is the estimated increase in passenger volume at the Key West Airport in November 2020 when compared to November 2019.

Key West Business Outlook

KW expectations have improved as the community looks ahead

21% of

Respondents claimed to be either "Confidently Negative" or "Pessimistic" about the Key West business outlook for the next 12 months.

48% of

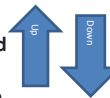
respondents claimed to be either "Optimistic" or "Confidently Positive" about the Key West business outlook for the next 12 months.



Compensation & Wages



8% reported an increase and **31%** a decrease in Third Quarter Wage Balance



Labor

Data from the Bureau of Labor Statistics is still not showing any drop at all in the Key West labor force. Anecdotally we are hearing from our members and BES respondents that there has been a significant reduction in both the size and quality of the local workforce. The Monroe County School District has reported that there is 271 less students enrolled in Key West public schools than there were just a year ago.

How would you describe the affect of Covid-19 on the Key West applicant pool? Check all that apply.



Only 1% of respondents claimed they plan to cutback on the number of employees they have on staff, and 36% stated they plan to hire more staff in the fourth quarter of 2020. More than 47% of respondents described their ease of hiring new staff as "difficult" while 15% described that task as "easy".

The third quarter Business Environment Survey received 74 responses from member businesses. There was significant improvement from the second quarter of 2020 to the third quarter. Still, a mere 42% of businesses reported an increase in revenue in June of 2020 when compared to 2019, but that number dropped to 23% in August and rebounded to 38% in September. The decline from July to August was not as nearly as sharp as it is during a typical third quarter.

Full results of the Third Quarter Business Environment Survey can be found at keywestchamber.org
 (+ reflects expansion and - reflects contraction, and change is from prior quarter)

Sources: NABE, Outlook/Business Conditions survey; City of Key West; MC TDC; Bureau of Economic Analysis; Florida Chamber, Florida Small Business Index; Department of Labor, Bureau of Labor Statistics.

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



The 2021 *Key West Chamber of Commerce* Visitor Brochure and Map will be the fulfillment piece used by the Key West Chamber of Commerce to promote Key West

as a premier destination to prospective visitors. The brochure and map is full color and will showcase the character and activities that make Key West unique. The brochure allows Key West businesses the opportunity to feature information on your accommodations, attractions, restaurants, museums, shopping, entertainment and professional services to visitors and will be a valuable resource referred to over and over by visitors before and during their stay.

150,000 Copies

Distribution beginning Spring, 2021.

Extremely Targeted

The Brochure and Map is the exclusive fulfillment piece for the Key West Chamber of Commerce and also for all visitor and newcomer inquires received via telephone and email requests from the Monroe County Tourist Development Council.

The visitor brochure is distributed along the information plazas on the Florida Turnpike, with an expected distribution of 90,000 copies this coming year, as well as handed out at numerous travel and trade shows promoting Key West.

The brochure is available in the lobby of our official visitor information center located at 510 Greene Street, 1st Floor which is open seven days a week, as well as at the Lower Keys, Marathon, Islamorada and Key Largo Chamber of Commerce Visitor Centers, and distributed to the passengers of Key West Express.

Did You Know...

From the NOAA Study "Linking the Environment and Economy of the Florida Keys and Key West," a question was asked to help gauge the influence of the Key West Chamber of Commerce Visitors Center with the following outcome. "Almost 23% of overnight visitors to the Keys reported having used at least one of the five visitor's Information centers with 47.8% of those visiting the Key West Chamber of Commerce Visitor Center. Resulting in visitors extending the length of their stay on an average of three days, this translates into overnight visitor spending averages of \$42.6 million. Key West generates 59% of all the business in the Florida Keys and Key West which would equate to approximately \$25 million more dollars spent by visitors after visiting our Visitor Information Center when in Key West."

Publication Specs

The map/brochure is 24" wide x 18" tall, full color both sides, folding to 4" x 9" to fit in envelopes and rack card holders. 150,000 copies printed and distributed annually!

For More Information on which spaces are available contact:

Kerry Baker, 305-294-2587

Email: membership@keywestchamber.org

EXECUTIVE COMMITTEE

Greg Sullivan, President

Waste Management/305-434-9140

Melissa Kendrick, First Vice President

Mel Fisher Maritime Museum/305-294-2633

Cara Higgins, Second Vice President

Cara Higgins Law /305-294-6030

Joe Caso, Treasurer

Caso & Company/305-453-6378

Diane Schmidt, Secretary

Margaritaville Key West Resort

& Marina/305-292-4350

Michael Morawski, Past President

Hemingway Home/305-294-1136 5

David Clay, Appointee

Lower Keys Medical Center/305-294-9200

John Toppino, Appointee

Charley Toppino & Sons/305-296-5606

Mark Rossi, Appointee

Rick's/Durty Harry's Entertainment

Complex/305-296-5513

Scott Atwell

Executive Vice President

Key West Chamber of Commerce

305-294-2587

CHAMBER STAFF

Scott Atwell

Executive Vice President

Kerry Baker

Associate Executive Vice President

Edward Dawicki, III

Director of Research

Dorothy Schmida

Administrative Assistant

Gladys Clarks, Shay Penke

Tourist Information Receptionists

Scott Atwell

Newsletter Editor

Cindy Jefferson

Art Director

Karrie Bond

Social Media Director

Mark Your Calendar In Person Luncheons & After Hours!

October 2020

Business After Hours

Date: Friday, November 6, 2020

Time: 5:30pm-7:30pm

Hosted by: Sun-Sun Bar & Grill at the Casa Marina

Location: 1500 Reynolds Street, Key West

Complimentary Members Event

General Membership Meeting

Date: **TUESDAY, NOVEMBER 17, 2020***

Time: Noon

RSVP is required with advance payment

Location: Key West Marriott Beachside

3841 N Roosevelt Blvd, Key West

Speaker: Stacey Mitchell, Marketing Director Monroe County Tourist Development Council

Topic: Update on Advertising and Marketing of the Florida Keys and Key West

**Please note date change*

For more information contact the Key West Chamber of Commerce at 305-294-2587.



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

