

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Meeting Date: 11/17-18 2015

Department: Finance Department

Bulk Item: Yes No
\$1,910,707.69

Staff Contact /Phone #: Sharon Anaka (305) 292-3539

AGENDA ITEM WORDING: Approval of Tourist Development Council expenses for the month of October 2015

ITEM BACKGROUND:

PREVIOUS RELEVANT BOCC ACTION: The Board approves these expenditures each month.

CONTRACT/AGREEMENT CHANGES:

STAFF RECOMMENDATIONS: Approval

TOTAL COST: N/A **INDIRECT COST:** _____ **BUDGETED:** Yes ___ No ___

DIFFERENTIAL OF LOCAL PREFERENCE: _____

COST TO COUNTY: _____ **SOURCE OF FUNDS:** _____

REVENUE PRODUCING: Yes ___ No ___ **AMOUNT PER MONTH** ___ **Year** ___

APPROVED BY: County Attorney ___ OMB/Purchasing ___ Risk Management ___

DOCUMENTATION: Included ___ Not Required ___

DISPOSITION: _____ **AGENDA ITEM #** _____

**TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF OCTOBER 2015**

VENDOR	CH #	DESCRIPTION	AMOUNT
<u>ADVERTISING</u>			
TINSLEY ADVERTISING	10002611	DIVE UMBRELLA	\$3,708.33
TINSLEY ADVERTISING	10002828	DIVE UMBRELLA	\$7,480.97
TINSLEY ADVERTISING	10002611	FISHING UMBRELLA	\$72,709.20
TINSLEY ADVERTISING	10003156	FISHING UMBRELLA	\$3,100.80
TINSLEY ADVERTISING	10002611	GENERAL ADVERTISING	\$236,561.22
TINSLEY ADVERTISING	10002828	GENERAL ADVERTISING	\$57,344.57
TINSLEY ADVERTISING	10002917	GENERAL ADVERTISING	\$13,746.73
TINSLEY ADVERTISING	10003156	GENERAL ADVERTISING	\$5,006.91
TINSLEY ADVERTISING	10002611	DAC 1 ADVERTISING	\$18,287.64
TINSLEY ADVERTISING	10002828	DAC 1 ADVERTISING	\$183.00
TINSLEY ADVERTISING	10002917	DAC 1 ADVERTISING	\$103,411.14
TINSLEY ADVERTISING	10002611	DAC 2 ADVERTISING	\$6,469.50
TINSLEY ADVERTISING	10002917	DAC 2 ADVERTISING	\$960.00
TINSLEY ADVERTISING	10002611	DAC 3 ADVERTISING	\$8,842.10
TINSLEY ADVERTISING	10002917	DAC 3 ADVERTISING	\$2,046.13
TINSLEY ADVERTISING	10002611	DAC 4 ADVERTISING	\$3,975.32
TINSLEY ADVERTISING	10002828	DAC 4 ADVERTISING	\$454.26
TINSLEY ADVERTISING	10002917	DAC 4 ADVERTISING	\$1,705.45
TINSLEY ADVERTISING	10002611	DAC 5 ADVERTISING	\$4,508.39
TINSLEY ADVERTISING	10002917	DAC 5 ADVERTISING	\$4,440.71
			\$554,942.37

BRICKS & MORTAR PROJECTS

CITY OF KEY WEST	10002425	SMTHERS BCH CLEANING	\$83,296.73
CITY OF MARATHON	10003244	JUL-SEP15 COCO PLUM BCH CLEAN	\$10,213.46
CITY OF MARATHON	10003244	JUL-SEP15 SOMBRERO BCH CLEAN	\$14,274.07
CULVERS CLEANING	10002432	VET PARK SEPT 15	\$1,471.75
DOLPHIN RESEARCH	10002366	DOLPHIN SEA LION SHADE	\$34,107.28
DL PORTER CONSTRUCTION	10002365	KW LIGHTHOUSE REPAIR	\$36,001.80
EE&G ENVIRONMENTAL	10003470	HIGGS BEACH SEP15	\$11,154.42
FL KEYS HISTORY & DIVING	10002631	DISCOVERY THEATER PROJECT	\$27,590.00
HISTORIC FLA KEYS FOUNDATION	10002368	SEGMENT 1	\$8,425.00
ISLAMORADA VILLAGE	10002494	JUL-SEPT15 BCH CLEANING	\$11,110.91
KEY WEST ART & HISTORICAL	10002939	SEGMENT 1	\$61,023.00
KEY WEST BOTANICAL	10002371	KWBG SAFETY 7 ASSESS	\$24,900.00
KEY WEST PLAYERS INC	10002635	A/C REPLACEMENT	\$153,319.30
MOTE MARINE LABORATORY	10002382	KEY WEST WATERS STAGHORN	\$54,000.00
MONROE ASSOC RETARDED	10003481	HARRY HARRIS PARK SEP15	\$1,500.00
SITE HORIZONS	10002579	OLD SETTLERS PARK	\$18,376.30
THE MEL FISHER MARITIME MUESUM	10002386	MEL FISHER SAFETY & SECURITY IMPR	\$5,781.00
VITAL SIGNS BY ERNIE	10002841	OLD SETTLERS PARK	\$1,800.00
			\$558,345.02

EVENTS

BROWN & BIGELOW INC	10002988	WOMENFEST 2015	\$2,987.10
COOKE COMMUNICATIONS	10003007	WOMENFEST 2015	\$175.00
FLORIDA POWERBOAT COMPANY	10002474	WINTER POKER RUN 15	\$7,850.95
FRIENDS OF THE POOL	10002713	SWIM FOR THE ALLIGATOR 15	\$36,730.00
ISLAMORADA CHARTERS	10002493	ISLAMORADA DOLPHIN TRNY 15	\$4,560.00
KEY WEST ART & HISTORICAL SOCIETY	10002505	KW ART & HISTORICAL SOCTY 15	\$12,346.25
KEY WEST ART & HISTORICAL SOCIETY	10002739	KW ART & HISTORICAL SOCTY 15	\$8,766.00
KEY WEST BOTANICAL GARDENS	10002506	KW BOTANICAL GARDENS 15	\$17,390.54
KEY WEST SAILFISH CHAMPIONSHIP	10003324	KEY WEST SAILFISH CHAMPIONSHIP15	\$5,850.50

**TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF OCTOBER 2015**

KEY WEST SUNRISE ROTARY	10003325	KEY WEST BREWFEST 15	\$17,000.00
LOREN A REA	10002517	DEL BROWN PERMIT TRNY 15	\$3,053.03
LOWER KEYS CHAMBER OF COMM	10002762	BP/LK ART FESTIVAL 15	\$1,306.00
LOWER KEYS CHAMBER OF COMM	10003072	BP/LK ART FESTIVAL 15	\$38.70
NATIONAL GAY MARKETING	10003369	WOMENFEST 2015	\$2,920.00
NATIONAL GAY MARKETING	10003369	TROPICAL HEAT 2015	\$4,176.91
OUTLOOK MEDIA INC	10003378	WOMENFEST 2015	\$398.40
OUTLOOK MEDIA INC	10003378	HOT PINK HOLIDAYS 15	\$1,173.00
ST COLUMBIA EPISCOPAL	10003413	FL KEYS CELTIC FEST 15	\$3,248.09
STUART NEWMAN ASSOC	10002591	ISLAMORADA SWIM ALLIGATOR 15	\$3,270.00
THEATRE XP INC	10002821	KW SUMMER STAGE 15	\$1,147.50
TINSLEY	10002828	HUMPHRY BOGART FF 15	\$13,493.04
			\$147,881.01

OFFICE SUPPLIES & OPER COSTS

C. B. SCHMITT REAL ESTATE	10003233	RENT OCTOBER 2015	\$8,705.60
COOKE COMMUNICATIONS	10002431	DAC MTGS	\$81.68
COOKE COMMUNICATIONS	10002686	DAC MTGS SEPT 2015	\$386.12
COOKE COMMUNICATIONS	10003449	DAC MTGS OCT 2015	\$89.10
DESTI METRICS LLC	10002438	SEPT 15 REPORTS	\$501.00
DIVERSIFIED SERVICE	10002695	JANITORIAL SVCS SEPT 15	\$450.00
DIVING EQUIPMENT	10003270	DEMA MEMBERSHIP 2016	\$200.00
FEDERAL EXPRESS	10002448	SHIPPING	\$511.45
FEDERAL EXPRESS	10002703	SHIPPING	\$844.65
FEDERAL EXPRESS	10003028	SHIPPING	\$2,547.12
FEDERAL EXPRESS	10003278	SHIPPING	\$1,066.64
FILM FLORIDA	10003279	DIRECTOR MEMBERSHIP	\$5,000.00
FLORIDA ASSOCIATION OF DESTINATION	10003030	H WHEELER 10/15-1016	\$8,212.00
KEY WEST BUSINESS GIULD	10003321	SEPT 2015 DUES	\$4,174.00
MONROE CLERK OF THE COURT	10003081	OCT-DEC 2015 REIMBURSE	\$14,250.00
OFFICE DEPOT INC	10002782	OFFICE SUPPLIES	\$209.73
OFFICE DEPOT INC	10003375	OFFICE SUPPLIES	\$202.06
THE MIAMI HERALD MEDIA	10002359	DAC MTGS	\$92.12
THE MIAMI HERALD MEDIA	10002820	DAC MTGS SEPT 2015	\$231.28
XEROX CORPORATION	10002621	COPYING	\$355.03
XEROX CORPORATION	10002852	COPYING	\$46.58
XEROX CORPORATION	10003174	COPYING	\$33.31
YVES VRIELYNCK	10003449	OFFICE CHAIR	\$99.99
			\$48,289.46

PERSONNEL SERVICES

3406 NORTH ROOSEVELT BLVD	W100115A	ADMIN SVC	\$95,616.07
3406 NORTH ROOSEVELT BLVD	W102915A	MARKET RESEARCH	\$9,919.88
3406 NORTH ROOSEVELT BLVD	W102915A	FILM LIASON	\$10,813.96
3406 NORTH ROOSEVELT BLVD	W102915A	PROMO STAFFING	\$63,378.88
3406 NORTH ROOSEVELT BLVD	W102915A	ADMIN SVC	-\$6,942.41
			\$172,786.38

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	10002591	PR EXP TRVL/ENTR	\$936.79
STUART NEWMAN ASSOCIATES	10002811	PR EXP TRVL/ENTR	\$3,475.41
STUART NEWMAN ASSOCIATES	10002591	PR EXP POSTAGE, PHONE	\$175.60
STUART NEWMAN ASSOCIATES	10003135	PR EXP POSTAGE, PHONE	\$10.76
STUART NEWMAN ASSOCIATES	10002591	PR GEN PROMO	\$23,175.00
STUART NEWMAN ASSOCIATES	10002811	PR GEN PROMO	\$75,300.75
STUART NEWMAN ASSOCIATES	10003135	PR GEN PROMO	\$8,682.17
STUART NEWMAN ASSOCIATES	10003417	PR GEN PROMO	\$19,800.00
			\$131,556.48

**TOURIST DEVELOPMENT COUNCIL EXPENDITURES
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SALES & MARKETING

ASSOCIATION FORUM	10002965	CHICAGO 12/15	\$3,000.00
BERNARD J WAGNER	10002982	VISITOR INTERCEPT	\$8,178.00
COMMUNITY MARKETING	10003255	REGISTRATION SMITH, ROSS	\$1,300.00
COMPUSYSTEMS INC	10003256	CHICAGO 12/15/2015	\$495.00
COOKE COMMUNICATIONS	10003257	PDF DWNLDS OCT 2015	\$2,916.00
COOKE COMMUNICATIONS	10002430	FOUNDERS PRK WC SEPT15	\$500.00
COOKE COMMUNICATIONS	10003257	JOB 42053 SPECIAL PROJECT	\$250.00
COOKE COMMUNICATIONS	10003257	GALLEON WEBCAM OCT15	\$1,233.33
COOKE COMMUNICATIONS	10003257	KEY DEER BB BAHIA HONDA WC OCT15	\$1,733.33
COOKE COMMUNICATIONS	10003257	SOMBRERO BEACH WEBCAM OCT15	\$1,233.33
COOKE COMMUNICATIONS	10003257	WHLE HARB POSTCRD INN WC OCT 15	\$1,733.33
COOKE COMMUNICATIONS	10003257	MARIOT JWIFISH ISLAND DOL WC OCT15	\$2,000.00
DANETTE BASO SILVER	10002689	16 LATEX BANNERS DISPLAY	\$1,505.00
DAVID L SLOAN	10002691	CUSTOM KEY LIME JUICE	\$462.00
DIGITAL ISLAND MEDIA	10002439	PULL-UP BANNERS	\$1,629.08
FILM FLORIDA	10003279	LONDON 12/14-15/15	\$4,000.00
HENRY ENTERPRISES	10002724	BLOODLINE IMPACT	\$14,900.00
J2L EVENTS LLC	10003048	BOSTON GLOBAL TRAVEL 2/19-21/16	\$6,170.00
JAMES PETRICK	10002495	STUDY SET UP FEE	\$6,100.00
JDO INSIGHTS INC	10002497	AUG15 DATA COLLECTIONS	\$5,856.25
JDO INSIGHTS INC	10003314	SEP15 DATA COLLECTIONS	\$5,856.25
KEYBOARD PRODUCTION	10002509	TOTE BAG FLA-KEYS	\$2,267.11
MEDIA DIGITAL AS	10002771	MAGAZINE AD 2015	\$4,500.00
MNP LLC	10003358	ECONOMIC IMPACT SURVEY	\$5,750.00
NATIONAL EVENT MANAGEMENT	10003368	TORONTO 2/19-21/16 BTH 704	\$4,220.55
NATIONAL TOUR ASSOC	10003091	CHINA TRAVEL 11/13-15/15	\$550.00
ONE HUMAN FAMILY	10002785	PROMO ARM BANDS	\$460.00
QUESTEX MEDIA GROUP	10003110	INCENTIVE TRAVEL EXPO 2/2-5/16	\$10,500.00
RESPONSIBLE TRAVEL.COM	10003116	TOURISM AWARDS	\$2,741.20
ROBERT L ONEAL	10002567	2016 FL KEYS CALENDAR	\$4,900.00
SKYVISION TECHNOLOGY	10003128	TV RENTAL DEMA 11/4-7/15	\$669.00
SMITH TRAVEL RESEARCH	10002583	MAY JUN JUL 2015 REPORTS	\$5,312.49
STEPHEN FRINK PHOTOGRAPHY	10002588	DIVE CALENDARS 15	\$15,200.00
THE EXPO GROUP	10003144	DEMA 11/4-7/15	\$5,930.17
THE PEDDLR GROUP	10003427	PLANT RENTAL PRIDE FEST	\$331.70
VISIT FLORIDA	10003169	BROCHURE DISTRIBUTION	\$1,600.00
VISIT FLORIDA	10003169	FLORIDA HUDDLE 2016	\$4,500.00
VISIT USA ASSOC/DENMARK	10003170	SHOWCASE 3/6-8/16	\$5,100.00
VISIT FLORIDA	10003444	ITB BERLIN 2016	\$31,005.00
WATERWAY WIRELESS	10003445	MOBILE SURVEY SETUP FEE	\$1,125.00
WEDDING SALON	10003446	NYC 11/16/15	\$4,500.00
			\$182,213.12

TELEPHONE & UTILITIES

AMEUROP PHONE ASSIST	10002397	PHONE ASSIST SEPT15	\$1,500.00
AT&T	10002401	COC LINE CHARGES SEPT15	\$1,119.70
AT&T	10002401	30529419364040441	\$191.54
AT&T	10002403	30529615522390442	\$515.60
AT&T	10003213	30529615522390442	\$736.64
AT&T	10002661	1717923405333	\$624.28
FLORIDA KEYS AQUEDUCT AUTH	10003281	544602047259	\$54.63
FLORIDA KEYS AQUEDUCT AUTH	10003281	508937047261	\$50.84
KEYS ENERGY SERVICES	10003328	HIGGS BCH OCT15	\$97.17
KEYS ENERGY SERVICES	10003328	HIGGS BCH EXT OCT15	\$30.07
KEYS ENERGY SERVICES	10003328	HIGG BCH PK OCT15	\$33.44
KEYS ENERGY SERVICES	10003328	R LTHSE OCT15	\$603.78
KEYS ENERGY SERVICES	10003328	WMART TOWER OCT15	\$35.33
KEYS ENERGY SERVICES	10003328	WMART OCT15	\$241.64

**TOURIST DEVELOPMENT COUNCIL EXPENDITURES
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KEYS ENERGY SERVICES	10003328	1201 WHITE ST 102,103 & 104	\$455.71
KW ELECTRONICS	10003333	AT&T SITE PREP	\$2,475.00
SABINE PONS-CHILTON	10002801	U-VERSE 8/19-9/18/15	\$140.00
WASTE MANAGEMENT	10002842	HIGGS BCH PRJ OCT 15	\$117.48
WASTE MANAGEMENT	10002842	HIGGS OCT15	\$2,262.22
YVES VRIELYNCK	10003449	UVERSE 9/22-10/21/15	\$75.00
			<hr/> \$11,360.07

TRAVEL

A JACK MEIER	10003201	SITE INSPECTION DUCK KEY	\$65.72
A JACK MEIER	10003201	LAS VEGAS 10/11-16/15	\$737.39
AMMIE MACHAN	10002398	DAC 2 MTG 9/24/15	\$50.88
CLINTON J BARRAS	10003000	NYC 092814 SMX EAST	\$2,929.80
GUY ROSS	10003300	FT LAUDERDALE 10/8-12/15	\$1,195.59
HANNS EBENSTEN TRAVEL	10002483	TROXEL TRNTO 9/10-15/15	\$489.48
HANNS EBENSTEN TRAVEL	10002483	PYNE WASH DC 9/19-28/15	\$639.20
HANNS EBENSTEN TRAVEL	10002483	WHEELER BOSTON 9/26-29/15	\$439.20
HANNS EBENSTEN TRAVEL	10003302	MEIER MITCHELL LV	\$2,082.40
HAROLD WHEELER	10002484	DAC MTG 9/24/15 BSTN 9/26-29/15	\$1,638.08
JESSICA BENNETT	10002733	FOCUS FORUM 9/29-30/15	\$615.56
LIANA PYNE	10002515	WASH DC 9/19-28/15	\$709.56
LIANA PYNE	10003336	NYC 11/14-17/15	\$1,090.50
MAXINE PACINI	10002523	DAC 3 MTG 9/24/15	\$50.88
RITA BUCKNER TROXEL	10002566	TORONTO 9/10-15/15	\$2,075.10
SABINE PONS-CHILTON	10002801	PARIS 9/25-10/4/15	\$2,439.43
SABINE PONS-CHILTON	10003398	CANADA SHPE PREP 10/13/15	\$120.56
STACEY MITCHELL	10003129	WTM LONDON 11/1-5/15	\$2,527.00
STACEY MITCHELL	10003414	LV 10/9-15/15	\$272.90
STEVE K SMITH	10003416	ATLANTA 10/8-12/15	\$2,299.68
YVES VRIELYNCK	10002623	GERMAN FAM ITAL FAM	\$899.19
YVES VRIELYNCK	10002856	SHOW PREP WTM 9/30/15	\$120.56
YVES VRIELYNCK	10003176	NETHERLANDS 10/28-11/4/15	\$4,446.24
YVES VRIELYNCK	10003449	HAWKS CAY & DEMA PREP	\$54.84
			<hr/> \$27,989.74

VISITOR INFORMATION SERVICES

GREATER KEY WEST CHAMBER	10002720	VIS SEP15	\$27,814.04
GREATER MARATHON CHAMBER	10002721	VIS SEP15	\$14,000.00
ISLAMORADA CHAMBER	10002730	VIS SEP15	\$13,125.00
KEY LARGO CHAMBER	10002738	VIS SEP15	\$12,425.00
LOWER KEYS CHAMBER	10002762	VIS SEP15	\$7,980.00
			<hr/> \$75,344.04

\$1,910,707.69