



## THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

MEMORANDUM

To: Mayor & Commissioners  
From: Greg Veliz, Assistant City Manager  
Date: February 1, 2016  
Reference: Fantasy Fest Costs and Derived Revenues

Commissioners,

Enclosed please find the 2015 Fantasy Fests costs and derived revenues. I have separated the totals out by date starting with the Monday preceding the event and continuing through the following Sunday. This compilation is an attempt to show what the entire costs are for not only Fantasy Fest week but all direct costs associated with Fantasy Fest during the weeks leading up to the event.

I believe that it is imperative that we answer two questions,

- 1) What is Fantasy Fest? How long is the event and what does it encompass?
- 2) To what level do we want to support the event?

As you can see the City has a rather large investment in this event. We currently have a Cap in place that limits the amount the event organizers are responsible for and leaves the remaining balance to be paid by the City. This information has been compiled solely for assistance in answering these very difficult questions