

DAC I Destination/Turnkey Event Funding

(Past 5 Fiscal Years)

Event name:

Organization:

Fantasy Fest

Key West Tourist Development Association, Inc.

FY	Funds Allocated	Dest/Turn	Location of Event	ID
2014	\$120,000.00	T	Key West	1275
2013	\$120,000.00	T	Key West	1105
2012	\$120,000.00	T	Key West	968
2011	\$121,000.00	T	Key West	837
2010	\$121,000.00	T	Key West	653
Total Allocated DAC I (Past 5 Fiscal Years):				
	\$602,000.00			

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Fantasy Fest

2015

Destination/Turnkey Funding
For Events Taking Place Between
January 1, 2015 – December 31, 2015
Tourist Development Council
District 1

Submitted By:
The Key West Tourist Development Association
Prepared by: The Market Share Company



APPLICATION FOR EVENT FUNDING

Events taking place between January 1, 2015 through December 31, 2015

TITLE OF EVENT: Fantasy Fest
EVENT WEBSITE ADDRESS: www.FantasyFest.com
VENUE (Location/City): Key West, FL
DATE(S) OF EVENT: October 17 through October 26, 2015

(For dates of event refer to 2015 calendar on previous page)

APPLICANT ORGANIZATION: Key West Tourist Development Association, Inc.
(Registered business name exactly as it appears on www.sunbiz.org)

For Profit Not for Profit

Please note that the TDC Administrative Office conducts most of its correspondence, including contract and reimbursement material by email, so the person listed below should be able to accept responsibility for receipt of this information.

CONTACT PERSON: Linda O'Brien
EMAIL (for correspondence): info@fantasyfest.com
TELEPHONE NUMBER (Daytime/mobile): 305-296-1817
ADDRESS: 1111 12th Street
Suite 211
Key West, FL
33040

SUMMARIZE APPLICANT HISTORY

In 1979, the Key West Tourist Development Association was created in response to the slow tourism season of October. These Key West business leaders created Fantasy Fest to help boost the economy. The KWTDA is governed by a six member Board of hoteliers, restaurateurs and Key West business owners. Since its inception, Fantasy Fest has continually boosted the economy by filling up hotel rooms.

HAS THIS EVENT BEEN PRODUCED IN THE PAST? Yes * No

*IF YES, WHEN?

1979-2014

DID THE SAME APPLICANT PRODUCE IT?

Yes No

List name of President and other individuals authorized to execute contracts and otherwise act on behalf of Applicant:

Name	Title
Bill Murphy	President
Steve Robbins	Vice President
Joe Liszka	Secretary
Diane Schmidt	Treasurer

List staff members, including volunteers, responsible for administering and organizing this event, with evidence of their qualifications and capabilities to accommodate the demands of the event.

Name	Qualifications	Capabilities
Linda O'Brien	Years of Experience	Event Coordination, Financial Projections, Marketing/Sales
Lindsey Sigafos	Years of Experience	Marketing/Sales, Event Promo
Betsy Dietz	Years of Experience	Event Coordination
Joseph Hendrick	Years of Experience	Event Promo, Marketing/Sales
Liane Caruso	Years of Experience	Marketing, Event Promo, PR

Are you receiving any other grants for this event (from governmental or nonprofit organizations, etc.)? If so, enter information below:

<u>Source of Funding</u>	<u>Amount Requested</u>	<u>Amount Received</u>	<u>Year</u>
TDC	260,000.00	185,000.00	2014
TDC	180,000.00	145,000.00	2013
TDC	180,000.00	150,000.00	2012
TDC	169,000.00	149,000.00	2011

DISTRICT I APPLICANTS ONLY (Encompasses the City Limits of Key West)

When applying for funding, it is important to understand the number of lodging units available within this District as it is the maximum number of room nights which may be sold per day – review table 1 below.

Table 1:

District I: Key West	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	5,495
Vacation Rental	714
RV Park & Campground	0
Total	6,209

Source: Florida Department of Business and Professional Regulation, TDC

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District I: Key West	
Funding Level	Room Nights
\$10,000	2,190
\$17,000	3,730
\$25,000	5,480
\$35,000	7,680
\$50,000	10,960
\$75,000	16,450
\$100,000	21,930
\$120,000	26,320

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

EXHIBIT A-1

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”.
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

EXHIBIT A-2
EVENT ITINERARY

Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.

Example: Day 1: Opening Party/Registration (include venue and time)
Day 2: Food and Wine Tasting (venues and times)
Day 3: Art Festival (include venue/times and possible street closings)

Please Refer to Exhibit A.

EXHIBIT A-3

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights would be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

Room Nights

1. Formula to calculate **Room Nights to this district** **Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question).*

a. How many out of County visitors to this district?	a. <u>48612</u>
b. How many visitors to a room? (Note: avg. is 3)	b. <u>3.50</u>
c. How many nights will the visitors stay?	c. <u>4</u>
d. Calculate: Room Nights = (a/b) x c <i>Divide line a by line b. Then multiple by line c</i>	*Room Nights: <u>55556</u>

Method used to estimate out-of-county visitors entered above (a):

Check all that apply.

- Capacity of venue(s)
- Registrations from last event
- Police crowd estimate from last event
- Ticket Sales from last event
- Crowd photos from last event
- Survey of attendees from last event

(Attach results of survey)

- Other, please specify Hotelier Reports (Exhibit B)

Method used to estimate number of nights out-of-County visitors will stay (c):

Check one.

- Based on length of event
- Based on survey from last event **(Attach results of survey)**
- survey)** Other, please specify Hotelier Reports (Exhibit B)

Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary), and A-3 (Number of Room Nights).

1 2 3 4 5 6 7 8 9 10

FUNDING REQUEST

Check this box if your event meets the definition of a New Event.

Definition of New Event: An event that has not taken place in this District previously. A New Event choosing this category will be considered with other New Event applications from a separate resource specifically allocated for New Events. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

I understand that as a New Event this is a \$10,000 grant request.

OR

A New Event may choose to apply under the regular event funding process wherein the new event will compete with previously funded events.

Regular Event Funding: Complete this section if your event is NOT applying as a New Event.

Check the appropriate category (Destination or Turnkey) and grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

Destination Funding Level Request Only

Level 1: \$10,000

Level 2: \$17,000

Level 3: \$25,000

Level 4: \$35,000

Level 5: \$50,000

Level 6: \$75,000

Turnkey Funding Level Request Only

Level 7: \$75,000

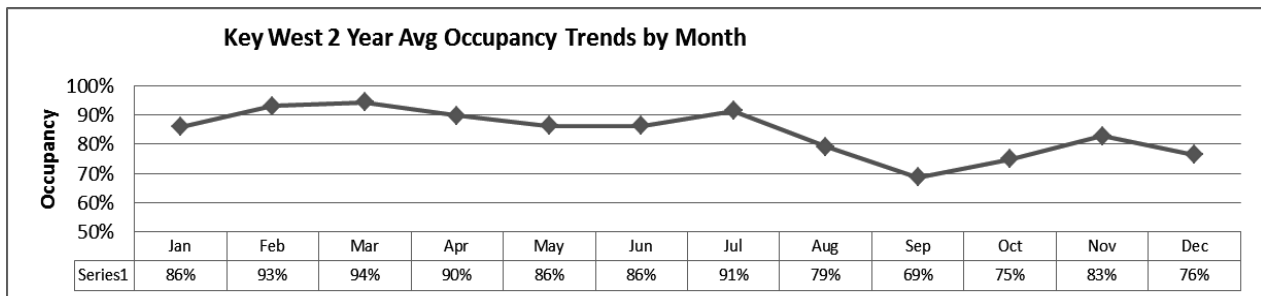
Level 8: \$100,000

Level 9: \$120,000

EXHIBIT B
TIMING OF EVENT

Events are scored based on when in the calendar year they are held. Shoulder and off season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research, is used to create the Timing of Event Scoring. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two fiscal years, reached each occupancy level range.

Events held when average occupancy is:	Receive score of:	District I: Dates For Each Occupancy Range	Check box next to your event dates:	Your Table 3 Score Is:
60% to 69%	4	September	<input type="checkbox"/>	4
70% to 79%	3	October, December 1-24, 2014, August	<input checked="" type="checkbox"/>	3
80% to 89% %	2	January, May, June November,	<input type="checkbox"/>	2
90% to 100%	0	February – April, July, December 25-31	<input type="checkbox"/>	0



1	Enter your score from Table 3 (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score 3
2	Mid Week Days are Sunday – Thursday <ul style="list-style-type: none"> • Add three (3) points if your event falls on at least 2 mid-week days <li style="text-align: center;"><i>or</i> • Add two (2) points if your event falls on <u>only 1 mid-week day</u> 	+3 or +2
3	District I Total Score	Enter Score 6

Fantasy Fest

Schedule of Events

FRIDAY, OCTOBER 17, 2014

BAHAMA VILLAGE GOOMBAY FESTIVAL -

Tastes, sights and sounds of the Caribbean in Bahama Village, located at Duval and Petronia Streets. This family friendly street party continues Saturday! Noon to midnight; FREE.

ROYAL CORONATION BALL -

Come party with Key West's Royal Family and vote for the King and Queen of Fantasy Fest 2014. Join us for a fantastic 2-hour stage show by local celebrities and the candidates themselves!! VIP tickets are available for \$50 which includes a reserved seat and buffet dinner. Cash bar. For tickets call Pam DeMala 305-296-6196. This is a benefit for AIDS Help. 6 PM; Southernmost Beach Café; 1405 Duval Street. \$5 donation for standing room only.

SATURDAY, OCTOBER 18, 2014

BAHAMA VILLAGE GOOMBAY FESTIVAL -

This family friendly party continues in Bahama Village! Noon - midnight; FREE.

ADVENTURES IN BURLESQUE-LAND -

Join Key West Burlesque's very own, Tatak DuJour, on an epic journey unlike any other! "Adventures in Burlesque-Land" will take you into the sexy and salacious world that exists behind the big red velvet curtains at the Waterfront Playhouse—a world where bawdy burlesque beauties make all your fantasies come true. "Adventures in Burlesque-Land features some of the best international burlesque performers as well as local Key West favorites! This incredible theatrical experience combines the classic art of strip tease and amazing vocal performances into a Broadway-style production. In addition to regular seating (\$45 & \$55), a limited number of stage seats are available at \$75. Audience members who choose these seats will be in the middle of the action and participate in the show! To purchase tickets, please email the Box Office at AccessAlan@gmail.com.

SUNDAY, OCTOBER 19, 2014

ADVENTURES IN BURLESQUE-LAND -

Join Key West Burlesque's very own, Tatak DuJour, on an epic journey unlike any other! "Adventures in Burlesque-Land" will take you into the sexy and salacious world that exists behind the big red velvet curtains at the Waterfront Playhouse—a world where bawdy burlesque beauties make all your fantasies come true. "Adventures in Burlesque-Land features some of the best international burlesque performers as well as local Key West favorites! This incredible theatrical experience combines the classic art of strip tease and amazing vocal performances into a Broadway-style production. In addition to regular seating (\$45 & \$55), a limited number of stage seats are available at \$75. Audience members who choose these seats will be in the middle of the action and participate in the show! To purchase tickets, please email the Box Office at AccessAlan@gmail.com.

MONDAY, OCTOBER 20, 2014

HEROES AND VILLAINS 5K RUN/WALK -

Be super, be evil, be AWESOME! Dress up as your favorite Super Hero or Super Villain and run, walk, or fly to the finish line. Prizes awarded for most creative, best group, scariest and funniest costumes. Race begins at 6 PM; Reach Resort; 1435 Simonton St. For registration information: ThemeRuns.com.

WOMANKIND'S BRAZAAR -

Want to partake in a wildly fun event where you can mingle with local celebrities and bid on one-of-a-kind bra inspired creations? Local artists transform everyday bras into works of art, which are then modeled by Key West's most beautiful women during a live auction to the highest bidder. All proceeds are donated to Womankind to provide breast cancer screening and clinical breast exams; 6 PM; Tickets will be available online at keystix.com A special thanks to Debbie and Bernie Bolanowski.

SUNSET LUAU & PIG ROAST at THE REACH RESORT -

Hang Ten and head to Fantasy Fest's only true beach party. Come on over for live music, sand and surf while Strip House chefs prepare an ocean side pig pickin'. Giveaways and prizes for best luau attire. Enjoy great music and drinks with your feet in the sand or under the water. Everyone is invited to join us at 6:30 PM to congratulate the Heroes and Villains runners and party into the night. \$15 for food. Cash bar. The Reach Resort; 1435 Simonton St. Free.

ADVENTURES IN BURLESQUE-LAND -

Join Key West Burlesque's very own, Tatah DuJour, on an epic journey unlike any other! "Adventures in Burlesque-Land" will take you into the sexy and salacious world that exists behind the big red velvet curtains at the Waterfront Playhouse—a world where bawdy burlesque beauties make all your fantasies come true. "Adventures in Burlesque-Land" features some of the best international burlesque performers as well as local Key West favorites! This incredible theatrical experience combines the classic art of strip tease and amazing vocal performances into a Broadway-style production. In addition to regular seating (\$45 & \$55), a limited number of stage seats are available at \$75. Audience members who choose these seats will be in the middle of the action and participate in the show! To purchase tickets, please email the Box Office at AccessAlan@gmail.com.

TUESDAY, OCTOBER 21, 2014

REDDY ICE FANTASY FAÇADE COMPETITION -

Festively decorated homes and businesses compete for cold hard cash! Free to enter, call 305-296-1817.

OFFICIAL FANTASY FEST POSTER SIGNING PARTY -

Meet-n-greet the award-winning artists of this year's poster. Get up close and personal while having a lively libation or two; Crowne Plaza La Concha Hotel; 430 Duval St.; 5 PM; posters for sale.

32nd ANNUAL HEADADDRESS BALL: BIZARRO KEY WEST -

The premiere gay event of Fantasy Fest. This over the top Adult Themed event celebrates our one Human Family with the hope that everyone remembers there is only one reason for a closet, to hold clothes. Annual fundraiser for the KW Business Guild, one of the oldest Gay and Lesbian Chambers of Commerce. Co-sponsored by the Southernmost Hotel Collection. \$1500 Grand Prize. Held Rain or Shine. Doors Open at 7 PM. Show Begins at 8 PM. For more information, go to headdressballkeywest.com;

Southernmost Hotel on the Beach; 508 South Street. Tickets on sale NOW. This event sells out so purchase tickets early!

ADVENTURES IN BURLESQUE-LAND -

Join Key West Burlesque's very own, Tatah DuJour, on an epic journey unlike any other! "Adventures in Burlesque-Land" will take you into the sexy and salacious world that exists behind the big red velvet curtains at the Waterfront Playhouse—a world where bawdy burlesque beauties make all your fantasies come true. "Adventures in Burlesque-Land" features some of the best international burlesque performers as well as local Key West favorites! This incredible theatrical experience combines the classic art of strip tease and amazing vocal performances into a Broadway-style production. In addition to regular seating (\$45 & \$55), a limited number of stage seats are available at \$75. Audience members who choose these seats will be in the middle of the action and participate in the show! To purchase tickets, please email the Box Office at AccessAlan@gmail.com.

CAPT. TONY'S PARTY IN PLAID -

Experience a party that caters to all exotic lifestyles and fantasies. Whether you wear your naughty or nice plaid to attract old friends or to stimulate the new, this party is for you. Everyone is invited to a party for the ages that only the legendary Capt. Tony's can host. Great music and drinks, plaid costumes, exotic people. 428 Greene St; 8 PM; FREE.

MEN OF LABARE TIGHTY WHITEY PARTY -

Men of Labare as seen in the movie Magic Mike. It's the sexiest and wildest all male review show on Earth. Join the world famous Labare dancers for an ultimate night of complete satisfaction. Sexy white wear is encouraged for this party and couples are welcome. Limited tickets are available for this event and can be purchased at keystix.com; Bare Assets; 1029 Truman Ave; 8 PM; 305-304-1188.

WEDNESDAY, OCTOBER 22, 2014

PET MASQUERADE & PARADE -

And what a parade you will see as a magic carousel of frisky pets and playful owners all delightfully disguised stroll, dance and even skateboard across a stage in a fun frolic for fame and fortune! Think you and your furry, feathered or slithery friend have the perfect outfit? 4 categories to enter-\$25 each entry; benefits the Lower Keys Friends of Animals; Registration begins at 4 PM; Show starts at 5:30 PM; FREE to watch but VIP seating is available on the lawns of the Casa Marina Resort; 1500 Reynolds St. For more information, visit our Facebook Page, email petmasquerade@hotmail.com, or call 305-304-1026. For VIP seating contact arme.torremania@waldorfasteria.com.

LAZY GECKO REDNECK PARTY -

Hey ya'll, come on down to the Lazy Gecko Redneck Party! Gussy up in your best camo or slide into your sexiest Daisy Dukes!! Prizes for the best Redneck, Redneck Babe, Redneck Couple, and Team Redneck (yeah, that's you and your best bubbas!). Party starts at 7 PM; Lazy Gecko; 200 Duval St.; lazygecko.com.

THE "ORIGINAL HOMEMADE BIKINI CONTEST" AT SUNSET PIER -

A bevy of 50 beauties vie for \$2,000 in cash and prizes! Tropical libations and great drink specials, along with music from the island's best bands will ensure this is the place to party tonight! Join the Backstage VIP section with an open bar, light food and a contestant meet & greet. For contest entry information contact the Sunset Pier at 305- 295-7047 or dining@oceankey.com. Contestant participation fee of \$20

will be donated to Reef Relief. Party begins at 9 PM; Seating is limited; FREE. Backstage VIP Tickets available at keystix.com or at The Sunset Pier Bar.

WHARFSTOCK AT THE SCHOONER WHARF BAR -

Go back to the days of Peace and Love Woodstock style. Get groovy with tie-dye, flower power, and psychedelic colors, for your apocalyptic fantasy this year. Prizes for best Hippie Chick and Grooviest Dude. Be a part of the Body Painting Contest. Just bring a friend to paint or be painted paints and brushes provided! Enjoy live music, cold drinks and emceed by Frank Everhart. Winners will receive cash prizes and gift certificates. 202 William St.; 305-292-3302; 7 PM; judging at 10 PM; No cover charge or entry fee.

"SMOKIN' HOT TUNA" CONTEST AT SMOKIN' TUNA SALOON -

Come on over to the Smokin' Tuna for the "Smokin' Hot Tuna" costume contest. Over \$5,000 in cash and prizes including a Bare Necessities Cruise for 2! Costumes will be judged on originality and sexiness! \$10 registration fee; must enter by 5 PM; VIP tickets include open bar and appetizers during contestant meet and greet and stage front seating; \$50; contestant meet and greet begins at 8 PM; contest begins at 9 PM; keystix.com; 4 Charles St.; Smokintuna.com; 305-517-6350; \$.

DUNGEON of DARK SECRETS and FETISHES -

Embrace your darkest desires ... come one and come all (boys & girls, boys & boys, girls & girls) to play in our dungeon of fetishes! Play, voyeur, or take part in the show to unleash your darkest desires. Attire: PVC, leather, latex, uniform, period, levi, underwear, vintage, glam, cyber, burlesque, masks, wear as much or as little as you want, but dress to THRILL! 801 Bourbon Bar/Saloon 1; 801 Duval; 305-731-9055; 9 PM; Purchase tickets online at keystix.com.

FOGARTY'S RED NIGHT -

Fogarty's 13th Annual Red Party! Don't miss this often imitated, but never duplicated party with a costume contest and door prizes! 227 Duval St.; 305-294-7525; 9 PM; \$.

ABC (ANYTHING BUT CLOTHES) PARTY -

Adult film star Mary Carey, invites you to personally interact with her and super-hot exotic dancers, as she bares it all live on stage. Enter the most outrageous and creative contest on the planet, the ABC (Anything But Clothes) Costume Contest, for \$700 cash and prizes. Join the adventurous and risqué in an adult entertainment club setting, featuring guest DJ's. Limited tickets are available to the public for this private star-studded red carpet celebrity extravaganza. Purchase tickets at keystix.com. Bare Assets 1029 Truman Ave, 10 PM. 305-304-1188.

THURSDAY, OCTOBER 23, 2014

DANTE'S 8TH ANNUAL HALOS & HORNS POOL PARTY AND WET T-SHIRT CONTEST -

Whether you wear the halo of an ANGEL or prefer devilish HORNS, GET WET & WILD at Dante's for a chance to win BIG \$\$\$! Free body painting, live music, great giveaways, fantastic food and drink specials and our one of a kind stage in the CENTER of the POOL! The party starts at noon and goes till 6 PM, pole dancing starts at 4:30 PM; Dante's Restaurant & Raw Bar; 951 Caroline St, next to the ferry terminal. Visit danteskeywest.com for more details.

BLACKOUT GLOW PARTY AT COYOTE UGLY -

Join Coyote Ugly on Duval as we turn out all the lights and replace the bulbs with black lights for the 3rd

annual Glow Party! A variety of glowing accessories will be available along with a body painting artist so you can glow all night long with the world famous Coyote Ugly Bartenders. Women come dance on the bar as our staff belts out songs on the microphone and dazzles you with a variety of entertainment till the early morning. Contests for cash and prizes for the best dressed couple, man and woman. The contest will be judged on originality and sexiness! Signups at 8 PM. Judging at 10 PM. 218 Duval St.; coyoteuglysaloon.com/keywest; 305-294-UGLY.

SECOND ANNUAL FANTASY FEST BURLESQUE AND POLE PERFORMANCE CONTEST -

The top professional burlesque and pole performers from around the world will compete in the second annual Fantasy Fest Burlesque and Pole Performance Competition. A stunning combination of costuming, choreography and incredible talent will grace the stage of the Sunset Pier as performers compete for cash, prizes and titles of: Best Burlesque Fantasy Female, Bawdiest Boy Burlesquer, Dynamic Duo and Princess of the Pole. Applications to compete are available at keywestburlesque.com. Tickets for this fabulous event are available at keystix.com or the Sunset Pier bar. \$125 VIP tickets include an open bar and stage side seating. General admission tickets are available for \$30. Doors open at 8 PM; contest at 9 PM.

SLOPPY JOE'S 31st ANNUAL TOGA PARTY -

"Still The Best Ancient Roman Party In Town!" Details to come.; 201 Duval St.; Door Charge.

WHY DON'T WE GET DRUNK... AND LEI'D AT MARGARITAVILLE

Leave your sunscreen and beach towels at home. At Margaritaville, you can enjoy a beach party without leaving Duval Street! How low can you go will be the name of the game. We will have beach Olympics, costume contests with \$1,000 in cash and prizes and a DJ that will surely create some waves. Everyone is guaranteed to get lei'd. Don't fret if you forget your grass skirt, they will be sold in our store. Party will start at 8pm. \$5 cover includes our famous Who's to Blame Margarita or a Landshark. 500 Duval Street, 305-292-1435

EXPOSED AT THE BOURBON ST. PUB ADULT ENTERTAINMENT COMPLEX -

Looking for the most risqué party of this years Fantasy Fest? This Pool, Hot Tub, and Foam Party is all outdoors, under the stars, complete with a black out/black light dance party inside. This all welcome, clothing optional, (Bare What You Dare) party, will include glow sticks, 2 DJs, dance floors, large projector screens (playing all your favorite fantasies), exotic dancers (male and female). VIP, front of the line, passes will be on sale at the New Orleans House starting October 1st; 9 PM-4 AM; 305-293-9800; 724 Duval St.;bourbonstpub.com.

FAT TUESDAY PINK PARTY -

"Save the Ta-ta's!" A portion of the proceeds will be donated to the American Cancer Society - Making Strides Against Breast Cancer of the Florida Keys. Wear your sexiest pink costume or body painting to the best party on Thursday night. Costume contest with a \$500 bar tab for 1st place, \$250 bar tab for 2nd place, and \$100 bar tab for 3rd place. Live entertainment by DJ Buggy. Party favors while supplies last. 305 Duval St.; FatTuesdayPinkParty ; 305-296-9373; 9 PM; \$

PAJAMA AND LINGERIE PARTY -

Mr. Playboy himself, La Hef, invites everyone to dress in sexy nightwear. This party makes you feel like you are at the mansion. Enter the \$700 Hugh Hefner and Marilyn Monroe look a like contest. Mingle

with celebrities and enjoy guest DJ's live. Purchase Advance VIP tickets online now before they sell out at keystix.com. Coaster 218 Whitehead St. 305-304-1188; 10 PM

Irish Kevin's Annual 80's Party -

If you love rock and roll as much as we do, come bust a move at Irish Kevin's annual 80's party! Prepare your leg warmers and Members Only jackets. Dress head to toe in your best 80's costume with awards given throughout the day. We have live entertainment from open to close, but at 10:30pm our full 80's band will keep you fighting for your right to party into the wee hours of Friday morning. 211C Duval St; 305-292-1262; 10:30 PM; FREE.

FRIDAY, OCTOBER 24, 2014

HAIR OF THE HOG, LEATHER AND LACE PARTY -

Wake up with the hogs at our Bloody Mary Blow Out Breakfast! Wear your laciest lace or your luckiest leather and win \$\$\$! Grey Goose Bloody Mary bar and beer specials. Featuring the Hog's Breath awesome breakfast burrito! Party starts at 10 AM; Leather and Lace contest at 11 AM. For more information visit hogsbreath.com; 400 Front St.; 305-296-4222.

FANTASY FEST STREET FAIR -

Duval Street's mile-long eater-tainment extravaganza features arts and crafts, food vendors, lively libations and costumed frivolity; Noon to 10 PM.

BOURBON ST PUB TEA DANCE -

The BIGGEST dance party in the street during Fantasy Fest 2014. Get your groove on while dancing, drinking on Duval St. Live DJs, Boys, Beads and Booze/Drag Queens, celebrities and MORE; Join the party at 724 Duval St./801 Duval St.; 1 PM; FREE.

SOUTHERNMOST COSTUME CONTEST -

Best themed costume wins! Contest is poolside at the Southernmost on the Beach; 508 South ST.; 4 PM to 6 PM. Registration begins at 3 PM; Contest at 4 PM. Then at 6 PM join us for the Masquerade March Half Way Party; FREE

MASQUERADE MARCH -

Join the crowd as they parade through Old Town with music and noisemakers! Thirst quenchers provided at selected guesthouses. Begins at the Key West Cemetery Frances Street entrance but revelers can join the mad march anywhere along the two routes! Start marching at 5 PM; All welcome; FREE.

THE OLD TOWN MASQUERADE MARCH AFTER-PARTY -

Continue the March madness as we party with The Wild Magnolias, legendary Mardi Gras Indians featuring Big Chief Monk Boudreaux and Bo Dollis Jr; The Green Parrot; 601 Whitehead St.; 7 PM

14TH ANNUAL LIVING ART AIRBRUSH EXPO -

Contestants will use the human form as a living canvas for artistic expression in competition for \$2,000 in cash and prizes; drink specials and live entertainment! Join the backstage VIP section with an open bar, light food and a contestant meet & greet. For contestant entry information contact the Sunset Pier 305-295-7047 or dining@oceankey.com; Party begins at 9 PM; Sunset Pier at Ocean Key Resort 305-295-7045; FREE; Backstage VIP tickets available at KeysTix.com or Sunset Pier Bar.

RUM BARREL'S 8TH ANNUAL PIRATE BASH -

Dress and drink like a pirate at the Rum Barrel's most outrageous pirate bash in the world! More than \$1500 in cash prizes for the best pirate and wench costumes, great music on the rooftop stage, and awesome rum specials. Doors open at 7PM. Costume Contest starts at 9 PM. For more info call 305-292-7862 or get piratical inspiration at rumbarrel.com; \$10 cover charge.

FETISH & FANTASY PARTY at the ISLAND HOUSE FOR MEN -

Welcome to Key West's most provocative fetish party and the ONLY all-male event of Fantasy Fest 2014! The dungeon doors are open to all adult men wanting to watch or partake in their wildest erotic desires. Live out your fantasies in a completely private, enclosed, clothing optional resort setting. Hundreds of hot men will be dressed in their sexiest leather, fetish gear, and underwear. Demonstration stations, play areas, and a 24 hr poolside café & bar beckon you to join this not-to-be-missed event. Co-Sponsored by the Key West Wreckers. Doors open at 10 PM. Clothes check provided. Purchase tickets at the door or at KeysTix; Island House Resort for Men; islandhousekeywest.com; 1129 Fleming St; 305-294-6284.

PIMP AND HO PARTY -

This event is guaranteed to satisfy all your erotic dreams. Join the King Pimp himself, Ron Jeremy, for the wildest party of your life! Enter the \$700 Mr. Pimp and Ms. Ho costume contest. Plus dance to the music of celebrity DJs mixing live on stage. This event sells out every year. Purchase Advance VIP Tickets online at keystix.com; Coasters; 218 Whitehead St.; 305-304-1188; 10 PM; \$.

SATURDAY, OCTOBER 25, 2014

DUVAL STREET PROMENADE -

Sassy entertainers, enticing food and spirited libations tempt costumed merrymakers as they party from the Gulf to the Atlantic; Noon to 10:30 PM; FREE.

KINKY COUPLES PARTY hosted by RUBBER DOLL -

The ONLY Adult Couples Only event. The adult playground is open to registered and approved couples in proper Fantasy costume attire. The full service bar and great downtown location is a discriminating retreat with a vibrant atmosphere. A bang-up crowd and hot music makes this party a favorite. Come howl with us. Opens at 5 PM until 4 AM. More information at SDC or fetishfestkeywest.com.

FANTASY FEST PARADE -

Join 70,000 exuberant partygoers as this year's parade rolls down Duval Street. Featuring glittering floats, spectacular costumes, and dazzling dancing groups, it doesn't get any wilder than this! Parade steps off at 7 PM; fantasyfest.com; FREE.

SUNDAY, OCTOBER 26, 2014

CHILDREN'S DAY -

A family event featuring food, rides, games, arts and crafts and a costume contest for children located at Bayview Park. Truman Ave. and Eisenhower Dr.; Noon to 5 PM; 305-292-8912.

"THE FAT LADY SINGS" TEA DANCE -

As the saying goes, "It ain't over 'til the fat lady sings." Everyone will be at La Te Da from 4 PM to 8 PM

for the last official event of Fantasy Fest 2013. DJ Rude Girl provides the music for the very last hoorah!
La Te Da - Hotel, Restaurant, Cabaret and Bars; 1125 Duval St.; 305-296-6706; \$5.

Exhibit B

Fantasy Fest Lodging Report – Analysis

The following analysis is based on the data presented in Exhibit B-1. This data comes directly from the Smith Travel Research report (Exhibit B-2) provided to the Fantasy Fest office by the market research department of the Monroe County Tourist Development Council. This STR report provides key lodging statistics over the period of Sunday, September 29 through Saturday, October 26. The statistics are presented for the following locations: Key West, Monroe County excluding Key West, and the Florida Keys. Exhibit B-1 separates these statistics into segments representing weekdays (Sunday night through Thursday night) and weekends (Friday and Saturday nights).

A. Fantasy Fest 2013 VS Fantasy Fest 2012

Fantasy Fest 2013 brought significant gains in lodging revenue throughout the Florida Keys as compared to Fantasy Fest 2012.

In Key West, the total amount of lodging revenue generated over the 10 day event increased by \$1,035,054.00, an 11.6% increase. This increase in revenue was largely the result of increased room rates, as the initial weekend of Fantasy Fest saw room rates grow by 23%, weekday rates grew nearly 14% and the final weekend of Fantasy Fest saw room rates grow by 22%. While the percentage of rooms occupied grew for all three periods (the two weekends and the weekdays between), the total number of rooms occupied in Key West was lower than 2012, due largely to the absence of 500+ rooms.

Monroe County excluding Key West also saw increased lodging revenue compared to 2012. This increase amounted to \$547,895.00, a 13.7% increase over last year. Unlike Key West, this increase was primarily due to increased occupancy. While the average rate did increase by 1.3% for the initial weekend of Fantasy Fest and by 14.2% for the weekdays, the final weekend of Fantasy Fest saw rates fall by 0.4%. Occupancy, however, increased for all three segments (by 5.3% for the first weekend, 8.2% during the week, and 18.9% for the final weekend).

For the combined Florida Keys, revenue increased by 12.1% over the first weekend of Fantasy Fest, 11.8% during the Fantasy Fest weekdays and by 13.1% over the final weekend of Fantasy Fest. Occupancy rates increased over these three periods by 5.1%, 7.7% and 9.0%. The average rates over these three periods increased by 13%, 10% and 10%.

B. Fantasy Fest 2013 VS 3 Weeks Preceding Fantasy Fest

In order to better understand the impact of Fantasy Fest on the lodging industry, the included report (Attachment A1) compares the lodging statistics of each Fantasy Fest weekend to the average of the two preceding weekends, and the weekdays of Fantasy Fest to the average of the three preceding weeks (weekdays only). The results of these comparisons follow.

In Key West, the total lodging revenue generated during the first weekend of Fantasy Fest was \$212,458 higher than the preceding weekends (a 12.4% increase). The revenue generated during the weekdays of Fantasy Fest was \$1,636,496 higher than the preceding weeks (a 55.7% increase). And the revenue generated during the final weekend of Fantasy Fest was \$1,763,112 higher than the preceding weekends (a 102.5% increase). In total, Fantasy Fest generated an additional \$3,612,066 in lodging revenue in Key West.

For Monroe County excluding Key West, the total lodging revenue generated during the first weekend of Fantasy Fest was \$159,060 higher than the preceding weekends (a 15% increase). The revenue generated during the weekdays of Fantasy Fest was \$459,151 higher than the preceding weeks (a 31.1% increase). And the revenue generated during the final weekend of Fantasy Fest was \$317,765 higher than the preceding weekends (a 30% increase). In total, Fantasy Fest generated an additional \$935,976 in lodging revenue in Monroe County excluding Key West.

For the combined Florida Keys, the total lodging revenue generated during the first weekend of Fantasy Fest was \$381,307 higher than the preceding weekends (a 13.5% increase). The revenue generated during the weekdays of Fantasy Fest was \$2,121,622 higher than the preceding weeks (a 47.3% increase). And the revenue generated during the final weekend of Fantasy Fest was \$2,101,704 higher than the preceding weekends (a 74.5% increase). In total, Fantasy Fest generated an additional \$4,604,633 in lodging revenue in the Florida Keys.

This increased revenue comes from increases in both occupancy and average rates. Throughout the 10 days of Fantasy Fest, the total number of rooms occupied in the Florida Keys was 8,088 greater than in the weeks preceding Fantasy Fest. Occupancy as a percentage was 7.1% higher the first weekend of Fantasy Fest compared to the preceding weekends, 12.6% higher during the week and 9.3% higher for the final weekend. The average daily rate was 9.2% higher the first weekend of Fantasy Fest compared to the preceding weekends, 38.5% higher during the week and 113.1% higher over the final weekend.

Exhibit B-1

Fantasy Fest Lodging Report - Key West

3 Weeks Leading up to Fantasy Fest							Fantasy Fest						
	Week 1 9/29-10/3	Weekend 1 10/4-10/5	Week 2 10/6-10/10	Weekend 2 10/11-10/12	Week 3 10/13-10/17	Week Avg	Weekend Avg	FF Weekend 1 10/18-10/19	Vs Weekend Avg	FF Week 10/20-10/24	Vs Week Avg	FF Weekend 2 10/25-10/26	Vs Weekend Avg
OCC%	This Year	65.7	85.3	77.6	96.6	80.4	74.6	90.9	4.0	87.1	12.5	96.3	5.3
	Last Year	58.2	86.6	74.4	89.8	71.4	68.0	88.2	2.0	79.7	11.7	94.2	6.0
	% Change	12.7	-1.5	4.4	7.5	12.6	9.7	3.1	5.3	9.2	2.2	2.2	6.0
ADR	This Year	178.05	215.17	187.31	234.45	196.59	187.93	225.41	17.06	250.52	62.59	431.26	205.85
	Last Year	163.34	187.81	168.35	194.47	167.26	166.54	191.20	5.74	220.54	54.01	353.24	162.04
	% Change	9.0	14.6	11.3	20.6	17.5	12.8	17.9	23.1	13.6	13.6	22.1	22.1
RevPAR	This Year	116.89	183.54	145.41	226.40	158.11	140.14	204.97	25.33	218.18	78.04	415.16	210.19
	Last Year	95.11	162.56	125.22	174.69	119.43	113.25	168.62	9.09	175.85	62.59	332.63	164.00
	% Change	22.9	12.9	16.1	29.6	32.4	23.7	21.6	29.6	24.1	24.1	24.8	24.8
Supply	This Year	20,970	8,388	20,970	8,388	20,970	20,970	8,388	8,388	20,970	2,626	8,388	0
	Last Year	23,565	9,426	23,565	9,426	23,565	23,565	9,426	9,426	23,565	2,764	9,426	0
	% Change	-11.0	-11.0	-11.0	-11.0	-11.0	-11.0	-11.0	-11.0	-11.0	-2.8	-9.0	0
Demand	This Year	13,767	7,155	16,279	8,100	16,866	15,637	7,627	340	18,263	2,626	8,075	448
	Last Year	13,722	8,159	17,527	8,467	16,826	16,025	8,313	193	18,789	2,764	8,876	563
	% Change	0.3	-12.3	-7.1	-4.3	0.2	-2.4	-8.2	-6.3	-2.8	-9.0	8.075	448
Revenue	This Year	2,451,193	1,539,548	3,049,207	1,899,035	3,315,636	2,938,679	1,719,292	212,458	4,575,175	1,636,496	3,482,403	1,763,112
	Last Year	2,241,287	1,532,316	2,950,699	1,646,596	2,814,261	2,668,749	1,589,456	85,696	4,143,793	1,475,044	3,135,328	1,545,872
	% Change	9.4	0.5	3.3	15.3	17.8	10.1	8.2	15.3	10.4	10.4	11.1	11.1

Fantasy Fest Lodging Report - Monroe County excluding Key West

3 Weeks Leading up to Fantasy Fest										Fantasy Fest			
	Week 1 9/29-10/3	Weekend 1 10/4-10/5	Week 2 10/6-10/10	Weekend 2 10/11-10/12	Week 3 10/13-10/17	Week Avg	Weekend Avg	FF Weekend 1 10/18-10/19	Vs Weekend Avg	FF Week 10/20-10/24	Vs Week Avg	FF Weekend 2 10/25-10/26	Vs Weekend Avg
OCC%	This Year	42.3	68.3	50.7	87.6	56.9	77.9	88.0	10.1	62.1	12.5	91.3	13.3
	Last Year	38.7	75.5	50.3	73.8	53.6	74.6	83.6	8.9	57.4	9.8	76.7	2.1
	% Change	9.2	-9.5	0.7	18.7	4.4	4.4	5.3		8.2		18.9	
ADR	This Year	138.66	159.18	144.35	173.22	153.62	146.22	167.07	3.09	153.21	6.99	185.45	18.38
	Last Year	139.14	164.42	142.57	161.59	142.85	141.74	163.02	5.03	145.15	3.41	186.17	23.15
	% Change	-0.3	-3.2	1.3	7.2	7.5	3.2	2.5	1.3	5.6		-0.4	
RevPAR	This Year	58.64	108.72	73.15	151.73	85.91	72.57	130.23	19.54	95.12	22.56	169.25	39.03
	Last Year	53.86	124.07	71.75	119.29	76.50	67.37	121.68	18.73	83.28	15.91	142.85	21.17
	% Change	8.9	-12.4	2.0	27.2	12.3	7.7	7.0	6.7	14.2		18.5	
Supply	This Year	20,355	8,142	20,355	8,142	20,355	20,355	8,142	8,142	20,355	20,355	8,142	0
	Last Year	20,275	8,110	20,275	8,110	20,275	20,275	8,110	8,110	20,275	20,275	8,110	0
	% Change	0.4	0.4	0.4	0.4	0.4	0.4	0.4		0.4		0.4	
Demand	This Year	8,608	5,561	10,315	7,132	11,383	10,102	6,346	820	12,638	2,536	7,431	1,085
	Last Year	7,849	6,120	10,204	5,987	10,858	9,637	6,053	722	11,633	1,996	6,223	169
	% Change	9.7	-9.1	1.1	19.1	4.8	4.8	4.8	5.8	8.6		19.4	
Revenue	This Year	1,193,627	885,173	1,489,017	1,235,421	1,748,678	1,477,107	1,060,297	159,060	1,936,258	459,151	1,378,062	317,765
	Last Year	1,092,107	1,006,222	1,454,787	967,422	1,551,089	1,365,994	986,822	151,871	1,688,543	322,549	1,158,546	171,724
	% Change	9.3	-12.0	2.4	27.7	12.7	8.1	7.4	7.1	14.7		18.9	

Fantasy Fest Lodging Report - Florida Keys

3 Weeks Leading up to Fantasy Fest										Fantasy Fest				
	Week 1 9/29-10/3	Weekend 1 10/4-10/5	Week 2 10/6-10/10	Weekend 2 10/11-10/12	Week 3 10/13-10/17	Week Avg	Weekend Avg	FF Weekend 1 10/18-10/19	Vs Weekend Avg	FF Week 10/20-10/24	Vs Week Avg	FF Weekend 2 10/25-10/26	Vs Weekend Avg	
OCC%	This Year	54.1	76.8	64.2	92.1	68.1	62.2	84.5	91.6	7.1	74.7	12.6	93.7	9.3
	Last Year	49.1	81.4	63.2	82.3	63.1	58.5	81.8	87.2	5.3	69.4	10.9	86.0	4.2
	% Change	10.1	-5.7	1.6	12.0	8.0	6.3	3.2	5.1		7.7		9.0	
ADR	This Year	161.98	189.46	169.73	204.50	178.35	170.63	197.66	206.87	9.21	209.12	38.48	310.77	113.10
	Last Year	153.55	176.64	157.82	179.72	156.73	156.23	178.19	183.11	4.92	190.06	33.83	282.43	104.24
	% Change	5.5	7.3	7.5	13.8	13.8	9.2	10.9	13.0		10.0		10.0	
RevPAR	This Year	87.66	145.45	109.03	188.41	121.49	106.06	166.93	189.49	22.56	156.27	50.21	291.28	124.35
	Last Year	75.45	143.75	99.75	147.88	98.87	91.36	145.81	159.60	13.79	131.90	40.54	242.97	97.15
	% Change	16.2	1.2	9.3	27.4	22.9	16.1	14.5	18.7		18.5		19.9	
Supply	This Year	42,255	16,902	42,255	16,902	42,255	42,255	16,902	16,902	42,255	42,255	16,902	16,902	0
	Last Year	44,770	17,908	44,770	17,908	44,770	44,770	17,908	17,908	44,770	44,770	17,908	17,908	0
	% Change	-5.6	-5.6	-5.6	-5.6	-5.6	-5.6	-5.6	-5.6		-5.6		-5.6	
Demand	This Year	22,867	12,976	27,144	15,572	28,784	26,265	14,274	15,482	1,208	31,577	5,312	15,842	1,568
	Last Year	21,998	14,574	28,297	14,735	28,243	26,179	14,655	15,609	955	31,069	4,890	15,406	752
	% Change	4.0	-11.0	-4.1	5.7	1.9	0.3	-2.6	-0.8		1.6		2.8	
Revenue	This Year	3,704,101	2,458,394	4,607,273	3,184,538	5,133,705	4,481,693	2,821,466	3,202,773	381,307	6,603,315	2,121,622	4,923,170	2,101,704
	Last Year	3,377,746	2,574,289	4,465,970	2,648,188	4,426,601	4,090,106	2,611,239	2,858,124	246,886	5,905,105	1,814,999	4,351,052	1,739,814
	% Change	9.7	-4.5	3.2	20.3	16.0	9.6	8.1	12.1		11.8		13.1	



Exhibit B-2

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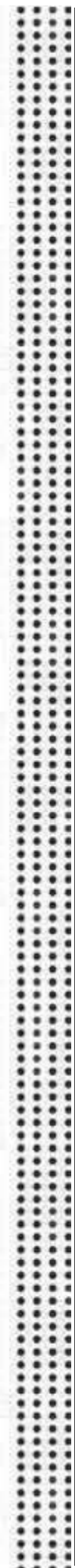
Monroe County TDC

For the Week of October 20, 2013 to October 26, 2013

Date Created: Oct 29, 2013

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Tab 2 - Weekly Year Over Year Translation Table

For the Week of October 20, 2013 to October 26, 2013

2013							2012								
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Sep / Oct	29	30	1	2	3	4	Sep / Oct	30	1	2	3	4	5	6	
Oct	6	7	8	9	10	11	12	Oct	7	8	9	10	11	12	13
Oct	13	14	15	16	17	18	19	Oct	14	15	16	17	18	19	20
Oct	20	21	22	23	24	25	26	Oct	21	22	23	24	25	26	27
Oct / Nov	27	28	29	30	31	1	2	Oct / Nov	28	29	30	31	1	2	3
Nov	3	4	5	6	7	8	9	Nov	4	5	6	7	8	9	10

This Year

Tuesday, Oct 1st - Government Shutdown Begins
 Monday, Oct 14th - Columbus Day
 Wednesday, Oct 16th - Government Shutdown Ends
 Thursday, Oct 31st - Halloween
 Tuesday, Nov 5th - Election Day

Last Year

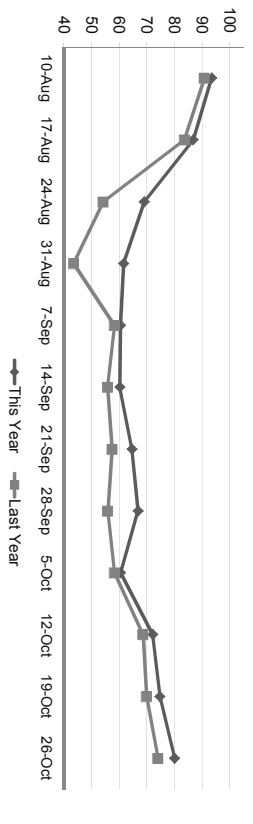
Monday, Oct 8th - Columbus Day
 Monday, Oct 12th - Hurricane Sandy - Landfall
 Wednesday, Oct 31st - Halloween
 Tuesday, Nov 6th - Election Day

Number of Weekdays: 30
 Number of Weekend Days: 12

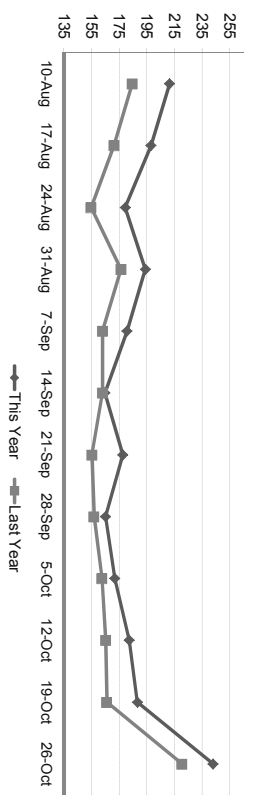
Number of Weekdays: 30
 Number of Weekend Days: 12

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

Weekly Occ (%) - Aug 10, 2013 to Oct 26, 2013



Weekly ADR - Aug 10, 2013 to Oct 26, 2013



	Su							Mo							Tu							We							Th							Fr							Sa							Su							Current Week						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Occupancy (%)	29	54.8	50.8	50.6	53.0	61.4	70.3	53.2	57.0	59.0	63.6	65.3	65.3	66.3	68.8	77.5	68.8	61.3	68.1	68.8	77.5	68.8	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3	65.3				
ADR	161.19	153.66	158.31	163.05	171.71	190.14	188.88	170.63	168.63	164.26	168.83	168.83	175.17	202.11	206.75	198.96	173.40	173.74	173.89	182.31	206.20	207.50	187.75	181.64	183.01	213.65	271.62	319.43	302.76	243.08	198.64	200.91	220.68	180.11	175.73	220.68	180.11	175.73	220.68	180.11	175.73	220.68	180.11	180.11	175.73	220.68	180.11	175.73	220.68	180.11													
RevPAR	26.31	24.29	24.29	26.31	29.44	34.86	33.44	29.44	28.63	27.12	28.63	28.63	30.61	40.84	42.84	39.44	30.61	30.61	30.61	30.61	42.84	42.84	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61	30.61																				

	Su							Mo							Tu							We							Th							Fr							Sa							Su							Current Week						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Supply	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451												
Demand	4,630	4,295	4,275	4,480	5,187	5,943	7,033	4,820	4,902	5,378	5,517	5,517	5,517	7,547	8,025	6,113	5,499	5,560	5,427	6,185	7,505	7,977	5,713	5,908	6,500	6,663	6,733	7,611	8,231	4,7419	170,244	161,319	46,475	169,931	157,644	46,475	169,931	157,644	46,475	169,931	157,644	46,475	169,931																				
Revenue	746,922	659,954	676,735	730,442	890,638	913,455	826,630	883,387	931,457	906,600	999,179	839,900	906,600	1,144,174	1,274,827	913,457	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600	906,600																			

	Su							Mo							Tu							We							Th							Fr							Sa							Su							Current Week						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Percent Change	10.1	7.8	3.5	-2.1	1.7	-11.6	-10.4	-13.1	-7.0	-2.1	-5.3	5.9	8.8	2.9	13.6	5.8	0.3	-5.1	-3.4	1.3	-2.7	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1	-5.1																			
Census %	29	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30																			

Source 2013 SMITH TRAVEL RESEARCH, Inc.

A blank row indicates insufficient data.
 DISCLOSURE: Destination Reports are publications of Smith Travel Research, Inc. (Reports containing only North American data) and STR Global Ltd. (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either Smith Travel Research, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with Smith Travel Research, Inc. or STR Global Ltd. for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

EXHIBIT C
SOUNDNESS OF MARKETING PLAN AND
FINANCIAL COMMITMENT OF APPLICANT TO THE MARKETING OF THIS EVENT

If you receive the money you are requesting from the TDC, describe in detail, how your organization plans to market your event to appeal to your target market. Please be specific about your media placement/cost. If you require more space than provided, please attach as **Exhibit C**.

Highest points will be awarded for soundness of plan and the strength of your organization's funding contribution.

Please Refer to Attachment C

Continue on next page if needed.

EXHIBIT C CONTINUED...

**SOUNDNESS OF MARKETING PLAN AND
FINANCIAL COMMITMENT OF APPLICANT TO THE MARKETING OF THIS EVENT**

[Empty box for applicant response]

What is the total amount of your Marketing Plan? \$223,100.00

How much is the applicant contributing to the marketing of this event in "Hard Dollars"? \$90,600.00

1 2 3 4 5 6 7 8 9 10

If you are a re-occurring event, attach as **Exhibit C-1** your operating budget detailing the income/expense for your last event including community hard dollar support contributions.

OR

If you are a new event, attach as **Exhibit C-2** your projected operating budget detailing your projected income/expense for the proposed new event including community hard dollar support contributions.

Marketing Plan

1. National print advertising

Value: \$3,500.00

Hard Cost: \$3,500.00

2. Promotional Materials

- a) 50,000 Brochures, 6,000 Rack Cards, 8,000 Code of Conduct Cards
- b) 500 Promotional Posters, 300 Schedule Posters, 400 Promotional T-Shirts
- c) Coordinate with Chambers of Commerce for distribution
- d) Distribute 5,000+ Brochures to Fantasy Fest mailing list
- e) Distribution through TDC sales activities, trade shows, etc.
- f) Distribution through TIS mail fulfillment (as provided by the Chamber of Commerce)

Value: \$25,000.00

Hard Cost: \$25,000.00

3. Opportunity for cooperative advertising and marketing through major sponsor

- a) Sponsor tent cards
- b) Sponsor retail opportunities

Value: \$25,000.00

Hard Cost: N/A

4. Targeted Television and Online advertisement through Comcast targeting key demographics in South Florida.

Value: \$78,000.00

Hard Cost: \$24,000.00

5. Solicit and coordinate national and international media "at event" coverage through Stuart Newman Associates

Value: Priceless

Hard Cost: N/A

6. Provide information to national and international audience via a strong online presence. The Fantasy Fest website is one of the top three most visited sites in Monroe County (**Refer Exhibit C-0**). The website, created and maintained in cooperation with floridakeys.com, is comprehensive and commits to inform viewers with the following information:

- a) Festival dates and event schedule
- b) Pages dedicated to Hotels, Restaurants, Shops and Attractions likely to appeal to prospective visitors
- c) Live web cam broadcasts of events and extensive photo galleries
- d) Links to Key West, Big Pine & The Lower Keys, Marathon, Islamorada and Key Largo fla-keys.com sites

- e) Opportunity for direct interaction with users seeking more information on Fantasy Fest and the Florida Keys through email and inquiry form submission.
- f) Links to social media networking and interaction

Value: \$20,000.00 Hard Cost: N/A

7. Coordinate global marketing opportunities through a social media marketing partnership with The Social Suite to include:

- a) Building a global social media fan base through Facebook, Twitter, Google+ and YouTube.
- b) Coordination with established travel bloggers to feature the Florida Keys and Fantasy Fest in highly visited blogs.
- c) General compilation and coordination of news, events and community involvement within social media outlets.

Value: \$40,000.00 Hard Cost: \$20,000.00

8. Radio Advertising

Value: \$15,000.00 Hard Cost: \$1,500.00

9. Postage

Value: \$2,100.00 Hard Cost: \$2,100.00

10. Videographer

Value: \$8,500.00 Hard Cost: \$8,500.00

11. Public Relations – Hotel Rooms

Value: \$6,000.00 Hard Cost: \$6,000.00

Total: Value: \$223,100.00 Hard Cost: \$90,600.00

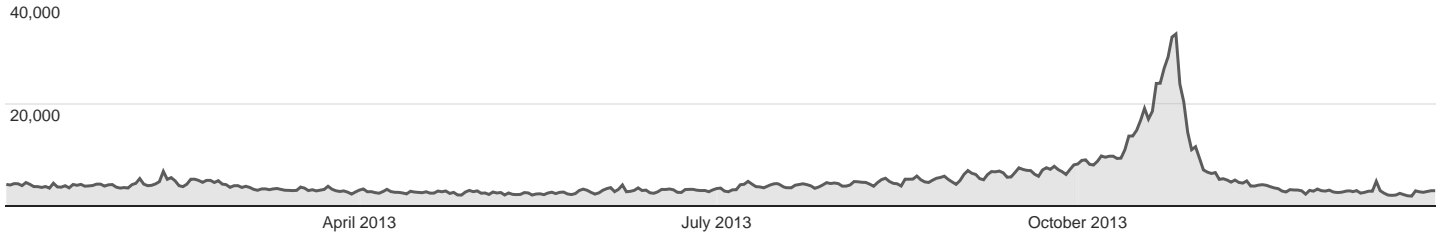
Audience Overview

Jan 1, 2013 - Dec 31, 2013

All Sessions 100.00%
 + Add Segment

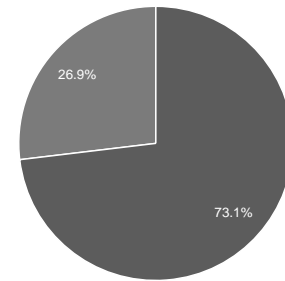
Overview

● Pageviews



Sessions 834,795	Users 623,270	Pageviews 1,779,352
Pages / Session 2.13	Avg. Session Duration 00:01:52	Bounce Rate 52.79%
% New Sessions 73.02%		

■ New Visitor ■ Returning Visitor



City	Sessions	% Sessions
1. Hialeah	39,889	4.78%
2. Key West	31,754	3.80%
3. New York	19,366	2.32%
4. (not set)	17,071	2.04%
5. Miami	13,386	1.60%
6. Tampa	11,094	1.33%
7. Chicago	11,026	1.32%
8. Atlanta	9,039	1.08%
9. Orlando	6,837	0.82%
10. Jacksonville	6,484	0.78%

Operating Budget

KEY WEST TOURIST DEVELOPMENT ASSOCIATION, INC.
FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2013 AND 2012

CONTENTS

	<u>Page</u>
Independent Accountant's Compilation Report	1
Financial Statements:	
Statement of Financial Position	2
Statement of Activities	3
Statement of Functional Expenses – 2013	4
Statement of Functional Expenses – 2012	5



**OROPEZA
& PARKS**
Certified Public Accountants

815 Peacock Plaza
Key West, Florida 33040
305.294.1049 | 305.294.1040
Fax: 305.294.3951

Members:
AMERICAN INSTITUTE OF CPA'S
FLORIDA INSTITUTE OF CPA'S

John G. Parks, Jr., CPA - retired

Scott G. Oropeza, CPA, PA
Denise Y. Rohrer, CPA, PA
James H. Hill, Jr., CPA, PLLC

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Board of Directors
Key West Tourist Development Association, Inc.
Key West, FL

We have compiled the accompanying statement of financial position of the Key West Tourist Development Association, Inc. (the "Association") (a nonprofit organization) as of December 31, 2013 and 2012, and the related statements of activities and functional expenses for the years then ended. We have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide any assurance about whether the financial statements are in accordance with accounting principles generally accepted in the United States of America.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

Our responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures and the statement of cash flows required by accounting principles generally accepted in the United States of America. If the omitted disclosures and the statement of cash flows were included in the financial statements, they might influence the user's conclusions about the Association's financial position, changes in net assets, and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

Oropeza & Parks
Certified Public Accountants

February 11, 2014

KEY WEST TOURIST DEVELOPMENT ASSOCIATION, INC.
STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2013 AND DECEMBER 31, 2012

ASSETS

	2013	2012
Current Assets		
Cash and Cash Equivalents	\$ 68,234	\$ 114,434
Prepaid Expenses	-	-
Accounts Receivable, net of allowance for doubtful accounts of \$0 and \$0 in 2013 and 2012	13,000	15,402
Total Current Assets	81,234	129,836
Noncurrent Assets		
Office Equipment	5,361	5,361
Less Accumulated Depreciation	(5,361)	(5,361)
Net Noncurrent Assets	-	-
Total Assets	\$ 81,234	\$ 129,836

LIABILITIES AND NET ASSETS

Liabilities		
Accounts Payable	\$ 49,701	\$ 87,323
Sales Tax Payable	3,865	50
Total Liabilities	53,566	87,373
Net Assets - Unrestricted	27,668	42,463
Total Liabilities and Net Assets	\$ 81,234	\$ 129,836

See Accountant's Report

KEY WEST TOURIST DEVELOPMENT ASSOCIATION, INC.
STATEMENT OF ACTIVITIES
FOR THE YEARS ENDED DECEMBER 31, 2013 AND DECEMBER 31, 2012

	<u>2013</u>	<u>2012</u>	<u>VARIANCE</u>	
Revenues				
Sponsors	\$ 261,082	\$ 266,676	\$ (5,594)	-2.10%
Monroe County Tourist Development Council	150,000	145,000	5,000	3.45%
Entry Fees	70,387	84,084	(13,697)	-16.29%
Sales, Net of Cost of Goods Sold of \$125 and \$9,100	2,243	(7,297)	9,540	-130.74%
Miscellaneous Income	46	60	(14)	-23.33%
Total Revenues	<u>483,758</u>	<u>488,523</u>	<u>(4,765)</u>	<u>-0.98%</u>
Expenses				
Program Services	459,275	444,667	(14,608)	-3.29%
General and Administrative	39,278	63,558	24,280	38.20%
Total Expenses	<u>498,553</u>	<u>508,225</u>	<u>9,672</u>	<u>1.90%</u>
Increase (Decrease) in Net Assets	<u>(14,795)</u>	<u>(19,702)</u>	<u>4,907</u>	<u>24.91%</u>
Net Assets at Beginning of Year	<u>42,463</u>	<u>62,165</u>	<u>(19,702)</u>	<u>-31.69%</u>
Net Assets at Year End	<u><u>\$ 27,668</u></u>	<u><u>\$ 42,463</u></u>	<u><u>\$ (14,795)</u></u>	<u><u>-34.84%</u></u>

See Accountant's Report

KEY WEST TOURIST DEVELOPMENT ASSOCIATION, INC.
STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2013

	<u>Program Services</u>	<u>General & Administrative</u>	<u>Total</u>
FPC Coordination	\$ 84,324	\$ -	\$ 84,324
FPC Contract Fee	144,300	17,835	162,135
Advertising & Promotion	73,399	-	73,399
Auto Expense	306	38	344
Festival Staff	3,629	449	4,078
Security	48,463	-	48,463
Parade Expense	29,668	-	29,668
Professional Fees	-	13,665	13,665
Insurance	23,541	-	23,541
Street Fair Expense	11,640	-	11,640
Occupancy	9,520	1,177	10,697
Telephone	48	6	54
Promenade	2,900	-	2,900
Supplies	710	88	798
Bad Debts	7,383	-	7,383
Lodging	1,794	-	1,794
Postage	-	1,670	1,670
Masquerade March	13,475	-	13,475
Meeting Expense	2,265	2,432	4,697
Dues & Subscriptions	-	515	515
Bank Charges	1,492	1,351	2,843
Utilities	287	36	323
Miscellaneous	131	16	147
Total	<u>\$ 459,275</u>	<u>\$ 39,278</u>	<u>\$ 498,553</u>

See Accountant's Report

KEY WEST TOURIST DEVELOPMENT ASSOCIATION, INC.
STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2012

	<u>Program Services</u>	<u>General & Administrative</u>	<u>Total</u>
FPC Coordination	\$ 107,455	\$ -	107,455
FPC Contract Fee	134,136	16,579	150,715
Advertising & Promotion	34,406	-	34,406
Auto Expense	341	42	383
Festival Staff	1,444	179	1,623
Security	46,844	-	46,844
Parade Expense	39,542	-	39,542
Professional Fees	-	43,643	43,643
Insurance	23,420	-	23,420
Street Fair Expense	14,792	-	14,792
Occupancy	10,619	1,313	11,932
Telephone	24	3	27
Public Relations & Marketing	518	-	518
Promenade	4,150	-	4,150
Supplies	1,088	134	1,222
Bad Debts	12,000	-	12,000
Lodging	3,090	-	3,090
Postage	-	268	268
Masquerade March	4,422	-	4,422
Meeting Expense	2,265	(216)	2,049
Depreciation	-	144	144
Dues & Subscriptions	-	700	700
Chirstmas Float	1,878	-	1,878
Bank Charges	1,492	678	2,170
Utilities	552	68	620
Miscellaneous	189	23	212
Total	<u>\$ 444,667</u>	<u>\$ 63,558</u>	<u>\$ 508,225</u>

See Accountant's Report

EXHIBIT D
ACTION PLAN

Submit a detailed action plan including appropriate permit(s) if applicable, as to how parking/security and road closures will be handled during your event. The plan should include the following information:

1. Describe how your event plan will handle road closures. If applicable, enclose a copy of the approval by the appropriate county/municipal entity.

Please refer to Exhibit D

2. Describe how your event plan will accommodate parking and transportation.

Please refer to Exhibit D

3. Describe how your event plan will handle security.

Please refer to Exhibit D

4. Event Sustainability.

Our visitors come to enjoy events, but in the process, a tremendous amount of waste is generated, much of it recyclable. The single most effective tool in reducing waste at special events is planning ahead. On the next page (page 37), complete a narrative on how you plan to reduce waste during your event by doing the following:

- a. Encourage recycling message within programs and brochures to recycle during the event and also at home.
- b. Encourage “Green” advertising (broadcast and digital).
- c. Encourage vendors to use biodegradable and compostable products (utensils; plates and cups; paper or canvas bags).
- d. Encourage the use of clearly identified recycling containers.
- e. Discourage use of single use plastic bags and other products.

Useful contact numbers:

Monroe County: (305) 289-6037

City of Marathon: (305) 289-6037

City of Key West: (305) 809-3902

Islamorada Village of Islands: (305) 853-3433

Please refer to Exhibit D

- **Road Closures**

During the final two days of Fantasy Fest, the City of Key West recognizes a “Fantasy Zone” on Duval Street, running from Front Street to South Street. During the Street Fair on Friday, the Promenade on Saturday and the Parade on Saturday Night, Duval Street is closed to vehicular traffic during certain times as indicated below

Friday – Street Fair and Masquerade March

Duval Street closed noon to midnight; most side streets open to vehicular traffic.

Saturday – Promenade

Duval Street closed noon to 1:00 a.m., Sunday, most side streets open to vehicular traffic.

Saturday – Parade

Duval Street closed as indicated above. Most side streets are closed prior to parade step-off time of 7:00 p.m. The Key West Police Department handles the side street closings. Emergency vehicles have access. Duval Street and side streets are re-opened at the discretion of the Key West Police Department. Traditionally, Duval Street and adjoining side streets are opened immediately following the parade’s passing. All streets will be cleared and open no later than 1:00 a.m. Sunday.

Whitehead Street (Southard to Front) closed 6:00 p.m. until the parade passes.

- **Permits**

A five-year agreement between the City of Key West and the Key West Tourist Development Association has recently been renewed. It specifically covers the following areas:

- **Streets** encompassed by the “Fantasy Zone”
- **Security** requirements, street closings and times of operations for the following:
 - Masquerade March, Street Fair, Promenade, Twilight Parade
 - City Licensed HP Zone mobile vendors
 - Fantasy Fest Street Fair Vendors
 - Fire Lane
- **Portable Toilets** – Paid by the TDA
- **Trash Receptacles**, pick-up and disposal charges – paid by TDA
- **Recycling** – In conjunction with Coca Cola, 100 recycling receptacles will be set up during the Street Fair on both Friday and Saturday; on Friday along the Masquerade March route; and, all street fair vendors are required to have an additional recycling receptacle at their location. Efforts in coordination with the City of Key West.
- **City clean-up crews** – paid by TDA
(TDA contracts with the MARC House for clean-up of the parade staging area and courthouse parking lot)
- **Additional City Services**, code enforcement and Fire Department – paid by TDA
- **Insurance** – paid by TDA

Street Fair & Parade Maps attached

- **Parking**

Downtown parking combined with accommodations is sufficient for visitors participating in the first several days of Fantasy Fest. The number of visitors increases for the final two days of the event, therefore additional parking and transportation is provided Friday and Saturday.

- **Key West High School and Horace O’Bryant Middle School**
Various student groups at the Key West High School maintain two parking lots on school grounds as a fund-raising venture.
- **Shuttle Service**
In addition to the City’s regular public transportation schedule, two shuttle buses circle the entire island Friday evening and Saturday, 11 a.m. until 2 a.m. Sunday. The shuttle also services the additional parking locations listed above.
- Free bus rides are available to festival attendees. As a sponsor, Captain Morgan provides funding to the City of Key West for this valued service.

Fantasy Fest Friday Street Fair •

		Conch Train	Front Street
100 Block	Hog's Breath Bar Diamonds Intern'l	D U V A L S T R E T	5 ARTS & CRAFTS SPACES Greene Street
200 Block	The Bull & Whistle Bar		Sloppy Joe's Bar FOOD ONLY - NO ARTS & CRAFTS Caroline Street
300 Block	Oldest House Museum Prudential RE		Hard Rock Cafe 6 ARTS & CRAFTS SPACES KW Women's Club Eaton Street
400 Block	La Concha Hotel		St. Paul's Episcopal Church 11 ARTS & CRAFTS SPACES Fleming Street
500 Block	Fast Buck Freddie's Margaritaville Cafe San Carlos Institute La Trattoria		6 ARTS & CRAFTS SPACES The Strand Theater Southard Street
600 Block	Guild Hall Gallery		Antonia's Restaurant 8 ARTS & CRAFTS SPACES Wyland Gallery Angela Street
700 Block	Mangoes Restaurant Salsa Loca Bourbon Street		8 ARTS & CRAFTS SPACES Evan & Elle Petronia Street
800 Block	Croissants de France		801 Bourbon Complex 6 ARTS & CRAFTS SPACES Olivia Street

Fantasy Fest Saturday Street Fair

100
Greene St.

G R E E N E S T

- A
- B
- C
- D

Sloppy Joe's Bar

200
Caroline St.

- Alc
- F
- E

Hard Rock Cafe

Fat Tues day

300
Eaton St.

N O V E N D O R S

Express Clothing Store

400
Fleming St. East

- K
- L
- M
- N
- O

Pegasus Hotel

500
Southard St.

- T
- U
- V
- W
- Alc

P e t r o n i a S t

CC

D U N V A L S T R E E T

Food Vendors

Greene St.

N O V E N D O R S

The Bull & Whistle Bar

Caroline St.

- G
- H
- I
- Braz
- J

Food Vendors

Eaton St.

N O V E N D O R S

Crowne Plaza La Concha Hotel

Fleming St. West

- Alc
- P
- Q
- R
- S

Alc

T-Shirt Shop

Southard St.

- X
- Y
- Z
- AA
- BB

NON-COLLUSION AFFIDAVIT
and
VERIFICATION

I, William J. Murphy, of the City of Key West, according to law on my oath, and under penalty of perjury, depose and say that:

- 1) I am William J. murphy, the applicant making the application for the event.
- 2) The prices in this application have been arrived at independently without collusion, consultation, communication or contract for the purpose of restricting competition, as to any matter relating to such prices with any other applicant or with any competitor;
- 3) Unless otherwise required by law, the prices which have been quoted in this application have not been knowingly disclosed by the applicant and will not knowingly be disclosed by the applicant prior to application opening, directly or indirectly, to any other applicant or to any competitor;
- 4) No attempt has been made or will be made by the applicant to induce any other person, partnership or corporation to submit, or not to submit, a application for the purpose of restricting competition; and
- 5) The statements contained in this affidavit are true and correct, and made with full knowledge that Monroe County relies upon the truth of the statements contained in this affidavit in awarding contracts for said project.

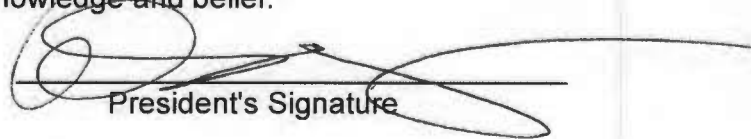
Print off this page, notarize below, and include as part of application

VERIFICATION

I HEREBY CERTIFY that I have read the forgoing application and that the facts stated herein are true and correct to the best of my knowledge and belief.

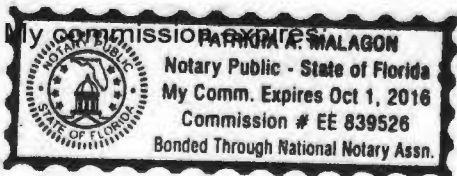
William J. Murphy

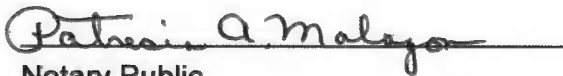
President's Name Typed



President's Signature

Sworn to and subscribed before me this 16 day of June, 2014
personally appeared William J. Murphy, _____, and _____
_____ known to be the persons named in and who executed the foregoing
document. *FL. Driver Lic. m610-930-51-332-0*





Notary Public
State of Fla.

DRUG FREE WORKPLACE FORM

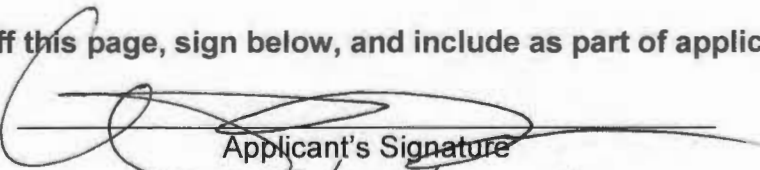
The undersigned applicant in accordance with Section 287.087 Florida Statutes hereby certifies that:

Key West Tourist Development Association, Inc.
(Name of Business)

1. Publishes a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Informs employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Gives each employee engaged in providing the commodities or contractual services that are under application a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notifies the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 (Florida Statutes) or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Imposes a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, or any employee who is so convicted.
6. Makes a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Print off this page, sign below, and include as part of application



Applicant's Signature

6/16/2014

Date

APPLICATION CHECK LIST (submit with application)

I have completed the following items:

- Each section of the application has been completed.
- Applicant has reviewed the sample Contract at <http://www.monroecounty-fl.gov/DocumentCenter/Home/View/5163> (Destination Event) and <http://www.monroecounty-fl.gov/DocumentCenter/Home/View/5165> (Turnkey Event).
- Applicant has reviewed the scoring sheet at **Error! Hyperlink reference not valid.** <http://www.monroecounty-fl.gov/DocumentCenter/Home/View/5170> , that is utilized by the District Advisory Committees and understands that the application must score **17** points or above by a majority of the sitting members in order to qualify for funding.
- Applicant has attached a copy of survey results (Applicable only if the applicant has checked the survey option in Exhibit A-3)
- Applicant has submitted the event's budget and income/expense report for the last event. Re-occurring events should submit **Exhibit C.1.** and new events should submit **Exhibit C.2.** (page 35).
- Applicant has completed and signed the Non-Collusion Affidavit and Verification form included within the application (page 38).
- Applicant has reviewed and signed the Drug Free Workplace form included within the application (page 39).

Print off this page, sign below, and include as part of application

Signed By: _____



Type Name: William J. Murphy