



## COMMENDATION

A Duval Street promenade has been a Key West idea since the 1960s. This year, lead by Commissioner Jimmy Weekley and Mayor Teri Johnston and supported by a progressive City Commission, we finally made it a reality. A Duval promenade pilot program was developed to give Duval Street businesses a needed economic boost and create an atmosphere to bring locals back to our most famous street.

This was made possible in part by Carl Fischer, a businessman who has volunteered considerable time to spearhead this pilot program.

Carl has met with over 300 businesses on Duval Street to gauge support for the program and answer questions. He has met individually with Commissioners to clarify program goals and vision. He serves as our liaison between the City and Duval businesses, evaluating site surveys and site challenges. Carl created the initial logo and name "Mall on Duval;" formed a not-for-profit corporation to benefit the local businesses within Mall on Duval, raised funds, developed a marketing plan to include social media, brochures, press releases, print and radio ads and street banners, and coordinated all necessary permits. With Carl's input, surveys were developed to monitor and quantify ongoing program success. So, in recognition of his dedication and commitment to Mall on Duval which promotes valued ties between City government and our business community, I, Teri Johnston, Mayor of the City of Key West on behalf of the City of Key West, Florida, hereby present this Commendation to:

**CARL A. FISCHER**

**WITNESS my hand and seal of the City of Key West, Florida, this 7<sup>th</sup> Day of May, 2019**

Mayor Teri Johnston \_\_\_\_\_