



MEMORANDUM

Date: June 4, 2025

To: Honorable Mayor and Commissioners

Via: Brian L. Barroso
City Manager

From: Todd Stoughton
Assistant City Manager

Subject: **Approving a five-year (2025-2029) "Agreement" with Key West Tourist Development Association, Inc.**

Introduction

A resolution for consideration for an agreement between the City of Key West (City) and the Key West Tourist Development Association, Inc. (TDA) authorizing a five-year agreement allowing the TDA to conduct Fantasy Fest events.

Background

On June 21, 2022, the CC passed Resolution 22-147 that ratified a 3-year contract with the TDA to run Fantasy Fest. That 3-year contract did not mention the Fantasy Zone. There was a very lengthy discussion by the City Commission at that meeting establishing the need to have a Fantasy Zone. The prior 5-year contract with the TDA that was approved in Resolution 16-128 established the Fantasy Zone by exhibit. This is the methodology that had been used in prior agreements, which is then tempered by Sec. 42-09 that sets out what one can and cannot do in the Fantasy Zone. The Current contract expires in Summer 2025.

On April 11, 2024, the City Commission passed resolution 24-067 establishing a 'Fantasy Zone' during certain hours and locations during Fantasy Fest which was not covered in Resolution 22-147.

The new five-year agreement includes a Fantasy Zone as defined in Sec. 42-09 of the City Code of Ordinances.

Procurement

The TDA will remit payment to City within forty-five (45) days of invoice date an amount up to the sum of \$100,000.00 for those services itemized on the invoice with the understanding Association will remit payment directly to all contracted off-duty law enforcement officers and fire department personnel. The

Association shall pay Waste Management and plan for privately contracted clean-up services to assist with the clean-up during the Fantasy Fest events on Friday and Saturday. Each year thereafter, the Association will be billed in an amount up to the sum of \$100,000 and shall increase by 3% each year.

Recommendation

Staff recommend approval of the attached five-year agreement with the TDA.