

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, DIRECTING THE CITY MANAGER TO NEGOTIATE A ONE-YEAR CONTRACT WITH KEY WEST TOURIST DEVELOPMENT ASSOCIATION, INC. FOR CERTAIN FANTASY FEST EVENTS AND ACTIVITIES IN THE CITY OF KEY WEST; PROVIDING THAT THE NEGOTIATIONS SHALL ADDRESS ALL OF THE INTENTIONS BROUGHT FORWARD DURING THE DECEMBER 9, 2021 LEADERSHIP RETREAT TO TRANSFORM THE EVENT INTO A POSITIVE CLEAN FESTIVAL ENJOYED BY RESIDENTS AND VISITORS; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, on December 9, 2021, the City Commission and Leaders (including City staff) held a "Leadership Retreat," during which there was extended discussion about the future of Fantasy Fest; and

WHEREAS, the attached document submitted by consultant Elisa Levy, titled "Notes and Decisions from the Key West Leadership Retreat" states "City leadership believes it is time to revamp Fantasy Fest. There is widespread agreement among Commissioners and senior staff to transform the event into a positive, clean festival enjoyed by both residents and visitors"; and

WHEREAS, the City's agreement with the Tourist Development Association for certain Fantasy Fest activities,

has expired, and the City Commission finds that this provides an opportunity to re-consider and amend the planning and marketing terms of Fantasy Fest events and activities, to better serve residents, visitors, and the taxpayers of Key West; and

WHEREAS, the City Commission desires to move forward with a one-year contract with the Tourist Development Association, Inc. incorporating substantial changes to the street fair and parade, eliminating public nudity (no "fantasy zone"), and promoting/marketing the event with clear expectations of standards; and

WHEREAS, the City Commission finds that a positive, clean festival would enhance public health, safety and welfare, and be enjoyed by both residents and visitors; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AS FOLLOWS:

Section 1: That the City Commission directs the City Manager to negotiate a one-year Agreement between the City of Key West and the Key West Tourist Development Association, Inc. for certain Fantasy Fest activities.

Section 2: That the Agreement negotiations shall address all of the following intentions, brought forward during the December 9, 2021 Leadership Retreat:

Eliminating Nudity and Supporting Appropriate Behaviors on Public Property

1. Prohibit nudity, (commensurate with normal municipal standards). This includes getting rid of the Fantasy Zone.
2. Prevent the TDA from advertising "shadow events."
3. Establish "family hours" at set times in events in which inappropriate costumes are prohibited.
4. Consider instituting a fine for businesses for inappropriate body painting.

Street Fair and Parade

1. Consider moving the street fair to Truman Waterfront or Mallory Square.
2. Strive for a majority of local vendors (E.g., Taste of Key West).
3. Invite businesses from the entire island to participate (beyond Duval Street/Old Town).
4. Provide deeper discounts for local booths (E.g., non-profits get half price)
5. Increase the focus on culture, history and natural resources of Key West.

6. Establish local advisory committees for the street fair and the parade.
7. Look into the possibility of eliminating or reducing the use of generators.
8. Lower the costs to the City for enforcement by requesting additional contributions from the TDA, and/or asking private businesses to contribute to a fund in which they "adopt a police officer or firefighter" for the event.

Marketing

1. Consider adding signage near street parking signs with reminders on the nudity ban.
2. Support the City's PIO efforts to educate the community on the costs/impacts to the municipality of supporting Fantasy Fest, (in terms of tangible and non-tangible impacts).
3. Advertise on the Fantasy Fest and other promotional websites "Standards for Fantasy Fest" clarifying rules on nudity and expectations of behaviors.

Other Events

1. Work with a hotel/sponsor to revive the Pretenders event.
2. Close the cemetery gates for the Masquerade March.

Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the Presiding Officer and the Clerk of the Commission.

Passed and adopted by the City Commission at a meeting held this _____ day of _____, 2022.

Authenticated by the Presiding Officer and Clerk of the Commission on _____ day of _____, 2022.

Filed with the Clerk on _____, 2022.

Mayor Teri Johnston	_____
Vice Mayor Sam Kaufman	_____
Commissioner Gregory Davila	_____
Commissioner Mary Lou Hoover	_____
Commissioner Clayton Lopez	_____
Commissioner Billy Wardlow	_____
Commissioner Jimmy Weekley	_____

TERI JOHNSTON, MAYOR

ATTEST:

CHERYL SMITH, CITY CLERK