

**TOURIST DEVELOPMENT COUNCIL EXPENDITURES  
CHECKS DISTRIBUTED FOR THE MONTH OF JANUARY 2008**

VENDOR	DESCRIPTION	AMOUNT
<b><u>ADVERTISING</u></b>		
THE REPORTER	TDC NOTICES	25.30
FLORIDA KEYS KEYNOTER	TDC NOTICES	112.05
TINSLEY ADVERTISING	PROMO ADV	231,356.95
TINSLEY ADVERTISING	GEN ARTS	31,614.70
TINSLEY ADVERTISING	GEN FISHING	11,179.30
TINSLEY ADVERTISING	DIVE UMBRELLA	27,486.56
TINSLEY ADVERTISING	DAC 1 ADV CAMPAIGN	164,881.50
TINSLEY ADVERTISING	DAC 2 ADV CAMPAIGN	14,931.65
TINSLEY ADVERTISING	DAC 3 ADV CAMPAIGN	45,513.75
TINSLEY ADVERTISING	DAC 4 ADV CAMPAIGN	55,588.52
TINSLEY ADVERTISING	DAC 5 ADV CAMPAIGN	37,476.43
TINSLEY ADVERTISING	MEDIA MATERIALS	10,824.47
TINSLEY ADVERTISING	COLLATERAL MATERIALS	784.66
TINSLEY ADVERTISING	ADV EXPENSES	839.20
		<hr/> \$632,615.04
<b><u>BRICKS &amp; MORTAR PROJECTS/INTERLOCAL AGMTS</u></b>		
CITY OF KEY WEST	MCCOY INDIGENOUS PARK	30,896.27
DOLPHIN RESEARCH CENTER	GIFT SHOP	13,875.00
DOLPHIN RESEARCH CENTER	FISH FREEZER SEG2	66,722.47
FLORIDA KEYS LAND & SEA TRUST	SEG 2&4 PHASE 1A & 1B	2,361.38
FLORIDA KEYS LAND & SEA TRUST	SEGMENT2	41,812.50
ISLAMORADA VILLAGE OF ISLANDS	BEACH MAINT	15,567.81
KEY WEST ART & HISTORICAL SOCIETY	CUSTOM HOUSE SEG 1,2	7,734.14
MOTE MARINE LABORATORY	SEGMENT 1,2,3	85,270.47
STUDIOS OF KEY WEST	SEGMENT 2 ARMORY	12,491.07
		<hr/> \$276,731.11
<b><u>VISITOR INFORMATION SERVICES</u></b>		
GREATER KEYWEST CHAMBER OF COMMERCE	JAN08	21,416.00
GREATER MARATHON CHAMBER OF COMMERCE	JAN08	10,000.00
ISLAMORADA CHAMBER OF COMMERCE	DEC07	9,166.00
ISLAMORADA CHAMBER OF COMMERCE	JAN08	9,166.00
KEY LARGO CHAMBER OF COMMERCE	DEC07	10,416.00
KEY LARGO CHAMBER OF COMMERCE	JAN08	10,416.00
KEY WEST BUSINESS GUILD	DEC07	3,770.00
LOWER KEYS CHAMBER OF COMMERCE	JAN08	6,333.00
		<hr/> \$80,683.00
<b><u>EVENTS</u></b>		
COOKE COMMUNICATIONS	HOLIDAY FESTIVAL	632.60
COOKE COMMUNICATIONS	KEYS CHORALE	304.00
BLUE WATER PRINTING	JAN08 BROCHURE NAUTICAL FLEA MKT	250.00
FLORIDA KEYS VISITORS GUIDES	DEC07 AD K.W.MAG. HOLIDAY	326.00
FLORIDA KEYS VISITORS GUIDES	NOV07 AD NUTCRACKER KW	514.00
FLORIDA KEYS KEYNOTER	NOV07 NUTCRACKER KW	1,410.00
KEY WEST COUNCIL on the ARTS	NOV07 07-08 SEASON BROCHURE	756.00
KEY WEST FISHING TOURNAMENT	DEC07 2008KICKOFF	1,167.55
KEY WEST FISHING TOURNAMENT	JAN08 2007 TROPHIES	7,920.99
KEY WEST the NEWSPAPER	NOV07 NUTCRACKER	295.32
LUIS PIEDRA	JAN08AD BP NAUTICAL FLEA MARKET	225.00
NEEDHAM FATICA ADVERTISING	DEC07 POSTERS KEYS CHORALE	420.00
SCULPTURE KEY WEST	JAN/FEB ADS	322.48
TAMMIE GURGIOLO	DEC07 TEES ISLA. JR SAILFISH	1,700.00
TAMMIE GURGIOLO	JAN08 ISL WOMENS SAILFISH	2,000.00
TAMMIE GURGIOLO	DEC07 TEE DON GURGIOLO	2,600.00
TAMMIE GURGIOLO	JAN08 TEE KL.SAILFISH CHALLENGE	3,050.00
TAMMIE GURGIOLO	JAN08 KLSAILFISH	1,050.00
THE WEEKLY NEWSPAPER	DEC07AD HOLIDAY CONCERT	235.00
TINSLEY ADVERTISING	OCT07AD KEYNOTER BIRDING WILDLIFE	109.77
TINSLEY ADVERTISING	2007 PRIDEFEST	282.50
TINSLEY ADVERTISING	NOVDEC07 SCULPTURE KW	678.00
TINSLEY ADVERTISING	NOV07AD/RADIO NUTCRACKER KW	5,975.21
VOX COMMUNICATIONS	NOV07 AD HOLIDAY	450.00
		<hr/> \$32,674.42
<b><u>OFFICE SUPPLIES &amp; OPER COSTS</u></b>		
BARACK PENSIONS	PLAN YEAR 2007	1,200.00
C.B. SCHMIT REAL ESTATE	JAN08	8,126.95
COMPUTER OFFICE SOLUTIONS	JAN08 DSL FEE	22.00
DANIEL CHU	FILM COMM-MAC SETUP/FILE TRANSFER	175.00
DIVERSIFIED SERVICES	DEC07 JANITOR SVC 1201 WHITE	345.00
EE & G ENVIRONMENTAL	HIGGS BEACH DEC07	7,795.01
FEDERAL EXPRESS	DEC07/JAN08 SALES/DIVE/FILM/FULFL	879.10
FLORIDA KEYS .COM	MAP SERVICE. INTL VERSION	10,666.00
M.C. CLERK OF COURT	OCT/DEC07 CLERK FEE	14,385.97
MONROE ASSOCIATION OF RETARDED CITIZENS	DEC07 HH BEACH	1,500.00
OFFICE DEPOT	MISC OFFICE SUPPLIES	762.27
PITNEY BOWES	OCTDEC07 POSTAGE METER	237.99
STRUNK ACE HARDWARE	JW0102C	1,261.00
TOTAL TEMPERATURE CONTROL	JAN08 A/C MAINT/SYSTEM ADJUST 1201 WHITE	319.95
XEROX CORPORATION	PRINTER DEC07	421.41
XEROX CORPORATION	FAX CTR DEC07	79.59
ZENITH INSURANCE CORPORATION	Z832025814 JAN08	550.00
		<hr/> \$48,727.24
<b><u>PERSONAL SERVICES</u></b>		
3406 N. ROOSEVELT BLVD	DEC07/JAN08	133,552.75
		<hr/> \$133,552.75

**VENDOR**

**DESCRIPTION**

**AMOUNT**

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<b><u>PUBLIC RELATIONS</u></b>		
STUART NEWMAN ASSOCIATES	NOV07 STRINGERS	5,025.00
STUART NEWMAN ASSOCIATES	DEC07 STRINGERS	5,025.00
STUART NEWMAN ASSOCIATES	DEC07 PR FEE	38,291.66
STUART NEWMAN ASSOCIATES	NOV07 EXPENSES	23,337.33
STUART NEWMAN ASSOCIATES	DEC07 EXPENSES	25,009.83
		<u>\$96,688.82</u>
<b><u>SALES &amp; MARKETING</u></b>		
AMERICAN SOCIETY OF TRAVEL AGENTS	JANDEC 2008 MEMBERSHIP FEE	499.00
AMEUROP PHONE ASSIST	DEC07 MULTILINGUAL ASST.	1,500.00
BH&L DECORATORS	JAN08 HUDDLE TAMPA FL	109.00
BLAINE CONVENTION SERVICE	LA TIMES TRAVEL SHOW	1,307.58
BUSINESS INFORMATION SYSTEMS	DRC DIGITAL AUDIO/VISUAL	750.00
CASA MARINA OWNER,LLC	DEC07 RECEPTION VISITFL BOARD	1,945.25
CELLET TRAVEL SERVICES	NOV07 UK/GERMANY FEES	6,000.00
CELLET TRAVEL SERVICES	DEC07 UK/GERMANY FEES	6,000.00
CELLET TRAVEL SERVICES	NOV07 VISITFL FRANKFURT	604.35
CELLET TRAVEL SERVICES	NOV07 WTM COORD FEE	2,846.77
CELLET TRAVEL SERVICES	NOV07 AMEX MAILING	596.31
CELLET TRAVEL SERVICES	2008 VISIT USA MEMBER	954.10
CELLET TRAVEL SERVICES	SEP/NOV/DEC07 EXPENSES	2,302.67
DIVE INDUSTRY ASSOCIATION	MAY08-09 MEMBER YVES	100.00
FLORIDA SOCIETY OF ASSOCIATES	JAN/DEC08 MEMBERSHIP MEIER	210.00
INT'L GAY & LESBIAN CHAMBER	2008 ANN. CONF. LAS VEGAS	1,450.00
KEY WEST AWARDS	JAN08 NAMEPLATE L. HERNANDEZ	18.00
KEYBOARD ADVERTISING	JAN08 FLKYS MAGNET, LANYARDS	3,324.81
MEETING PROFESSIONALS	MAR08 TAMPA FL	450.00
NORGES VAREMESSE	JAN08 REISEL	2,423.00
OMNI FLORAL	JAN08 ADVENTURES IN TRAVEL EXPO	195.08
PADI AMERICAS	2008 MEMBER - DIVING	29.00
ROSEMONT EXPOSITION SERVICES	OUR WORLD UNDERWATER	2,746.30
VISIT USA-SWEDEN	2008 MEMBER S MITCHELL	512.00
VISIT FLORIDA	APR08 GLBT EXPO08 NYC	3,500.00
		<u>\$40,373.22</u>
<b><u>TELEPHONE &amp; UTILITIES</u></b>		
AT&T	2941936DEC07	266.28
AT&T	2942901DEC07	1,049.12
AT&T	W638646JAN08	457.00
AT&T	2961552 NOV07	707.00
AT&T	2961552 JAN08	695.89
AT&T	2966103OCT/NOV/DEC07	1,049.16
AT&T LONG DISTANCE	2961552LD JAN08	590.66
AT&T MOBILITY	5090402DEC07/JAN08	304.71
CITY OF KEY WEST	LT HOUSE DEC07	577.73
CITY OF KEY WEST	HIGGS BCH DEC07	3,875.51
FCAA	LITTLE DUCK KEY JAN 08	115.82
FCAA	HH PARK OCEAN DEC07	104.54
FCAA	HIGGS BCH DEC07	306.31
FCAA	BEACH REST ROOM	1,373.85
FLORIDA KEYS ELECTRIC	HH PARK DEC07	359.01
FLORIDA KEYS ELECTRIC	HH PARK JAN08	323.01
FLORIDA KEYS ELECTRIC	OCN BEACH/HH PARK DEC07	120.92
FLORIDA KEYS ELECTRIC	OCN BEACH/HH PARK JAN08	117.80
KEYS ENERGY SERVICES	JAN08 TDC 1201 WHT ST	297.67
KEYS ENERGY SERVICES	JAN08 R. LTHSE	596.01
KEYS ENERGY SERVICES	JAN08 W MARTELLO	387.39
KEYS ENERGY SERVICES	JAN08 HIGGS BEACH	168.71
KEYS ENERGY SERVICES	DEC07 VET PARK	34.41
KEYS SANITARY SERVICES	DEC07 HH PARK	912.64
WASTE MANAGEMENT	LDUCK KEY JAN08	324.31
WASTE MANAGEMENT	HIGGS JAN08	3,115.20
		<u>\$18,230.66</u>
<b><u>TRAVEL</u></b>		
A. JACK MEIER JR	JAN08 NYC AITE	1,982.70
KEY WEST TRAVEL/CONDO	JAN08 YVES MIAMI-BRUSSELS	1,376.09
KEY WEST TRAVEL/CONDO	JAN08 MEIER KW-NEW YORK	399.60
KEY WEST TRAVEL/CONDO	JAN08 RBROWN KW-NEW YORK	399.60
SABINE M PONS-CHILTON	JAN08 FL HUDDLE PREP	103.39
SABINE M PONS-CHILTON	JAN08 REISELIV	4,479.11
STACEY MITCHELL	JAN08 TVL NYC	40.45
STACEY MITCHELL	NOV07 VISIT FL TAMPA	1,008.00
YVES VRIELYNCK	JAN08 MARATHON DIVE UMB MTG	47.17
YVES VRIELYNCK	JAN08 SHIP COLLATERAL	103.39
YVES VRIELYNCK	JAN08 NETHERLANDS	700.46
		<u>\$10,639.96</u>
	<b>TOTAL</b>	<b>\$1,370,916.22</b>