

TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF FEBRUARY 2007

VENDOR	DESCRIPTION	AMOUNT
<u>ADVERTISING</u>		
COOKE COMMUNICATIONS	DAC/TDC/FSH/DIVE	\$333.65
FLORIDA KEYS KEYNOTER	DAC/TDC/FSH/DIVE/OFF.ASST	\$323.43
THE REPORTER	DAC/TDC/FSHG UMB/DIVE UMB	\$117.35
TINSLEY ADVERTISING	DAC 1 ADV CAMPAIGN	\$92,635.83
TINSLEY ADVERTISING	DAC 2 ADV CAMPAIGN	\$12,768.81
TINSLEY ADVERTISING	DAC 3 ADV CAMPAIGN	\$17,762.67
TINSLEY ADVERTISING	DAC 4 ADV CAMPAIGN	\$54,226.88
TINSLEY ADVERTISING	DAC 5 ADV CAMPAIGN	\$55,567.67
TINSLEY ADVERTISING	FISHING	\$17,553.13
TINSLEY ADVERTISING	DIVE	\$44,249.45
TINSLEY ADVERTISING	PROMO ADV	\$217,748.13
TINSLEY ADVERTISING	ADV MEDIA EXPS	\$51,957.97
TINSLEY ADVERTISING	ADV GEN ARTS	\$60,078.18
		<hr/> \$625,323.15
<u>RICKS & MORTAR/INTERLOCAL PROJECTS</u>		
NATIONAL MARINE SANCTUARY	PHS 1 DR FOSTER ENVIRO	\$88,044.58
NATIONAL MARINE SANCTUARY	PHS 2 FL KEYS ECO CTR	\$21,444.42
CITY OF KEY WEST	MCCOY INDGS PARK	\$31,537.50
CITY OF KEY WEST	SMATHERS & REST BEACH	\$188,705.58
DOLPHIN RESEARCH CENTER	FRONT SIGN	\$6,650.00
DOLPHIN RESEARCH CENTER	FISH FREEZER SEG 3	\$37,500.00
FLORIDA KEYS COMMUNITY COLLEGE	TWT LOBBY LIGHTING	\$8,560.90
FLORIDA KEYS HISTORY OF DIVING MUSEUM	EXHIB CONST	\$99,614.82
ISLAMORADA VILLAGE OF ISLANDS	AMPHITHEATER	\$150,352.05
		<hr/> \$632,409.85
<u>VISITOR INFORMATION SERVICES</u>		
GREATER KEYWEST CHAMBER OF COMMERCE	FEB07	\$21,416.00
GREATER MARATHON CHAMBER OF COMMERCE	FEB07	\$10,000.00
ISLAMORDA CHAMBER OF COMMERCE	FEB07	\$9,166.00
KEY WEST BUSINESS GUILD	OCT/NOV/DEC06	\$9,124.98
LOWER KEYS CHAMBER OF COMMERCE	FEB07	\$6,333.00
		<hr/> \$56,039.98
<u>EVENTS</u>		
DIVE NEWSWIRE	JAN07 WEB ISLAND SUNSPLASH	\$500.00
DOVE CREEK COMPANY	2006 GHOST HUNT TOURNAMENT	\$3,955.72
FLORIDA FISHING WEEKLY	DEC06/JAN07 AD BP NAUTICAL FLEA MKT	\$600.00
FLORIDA KEYS VISITOR GUIDE	FEB07 AD ISLAND OPERA THEATRE	\$532.80
INTERMEDIA PUBLICATION	NOV06 - APR07 AD ISL SUN SPLASH	\$2,000.00
ISLAND OPERA THEATRE	06 & 07 DIVAS 3	\$2,769.32
KAY PUBLISHING	OCT/NOV06 AD NASCAR FANFEST	\$2,731.36
KEYED UP COMMUNICATIONS	06 ISLAND OPERA THEATRE	\$294.00
MIDDLE KEYS EVENTS COUNCIL	JAN07 2006 PRO WAKE BOARD TOURNEY	\$65,000.00
MURRAY MARINE INC.	JAN07 HOGS BREATH KING MACKREL	\$12,695.50
NEEDHAM FATICA ADVERTISING	OCT06-JAN07 POSTR/FLYR ISLAND OPERA THEATRE	\$3,075.80
PREMIERE RACING INC.	JAN07 ACURA KEY WEST	\$100,000.00
PUBLISHERS IN PARADISE	DEC06/JAN07 PROGAM/AD ISLAND OPERA THEATRE	\$900.00
TAMMIE GURGIOLO	JAN07 ISLJR/ISLWOMENS/KLSAIL/DONGUG FSH	\$9,650.00
TINSLEY ADVERTISING	OCT06 AD ISLAND JUBILEE	\$1,258.26
TINSLEY ADVERTISING	JAN07 AD ART UNDER THE OAKS	\$972.93
TINSLEY ADVERTISING	DEC06 ADV SCULPTURE KW	\$3,107.50
WORLD PUBLICATIONS	JANFEB07 ISLAND SUN SPLASH	\$8,066.00
		<hr/> \$218,109.19
<u>OFFICE SUPPLIES & OPER COSTS</u>		
AMSAN FLORIDA	K60200	\$326.00
C.B. SCHMITT REAL ESTATE	JAN/FEB07 RENT 1201 WHITE ST	\$15,749.90
CDW GOVERNMENT INC.	PNY GEEFORCE VIDEO	\$75.52
COMPUTER OFFICE SOLUTIONS	JAN/FEB07 DSL MONTHLY FEE	\$44.00
DIVERSIFIED SERVICES	JAN07 JANITOR FEE 1201 WHITE	\$345.00

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FEDERAL EXPRESS CORPORATION	JAN/FEB07 PR/SALES	\$627.41
MANLEY deBOER LUMBER	84340 WO0041526G/WO5360K26	\$488.22
MONROE ASSOCIATION OF RETARDED CITIZENS	DEC06/JAN07 HH PARK BCH CLEAN	\$3,000.00
MONROE CONCRETE PRODUCTION	SAND HIGGS BEACH	\$3,075.86
OFFICE DEPOT	MISC OFFICE SUPPLIES	\$391.16
REXELL CONSOLIDATED	0711528000	\$49.77
SABINE M PONS-CHILTON	PRINTER FAX CARTRIGE	\$357.86
SHERWIN WILLIAMS	212331821	\$414.97
STRUNK ACE HARDWARE	84340 WO0089K26F	\$29.01
TOTAL TEMPERATURE CONTROL	FEB07 A/C MAINT 1201 WHITE	\$99.95
XEROX CORPORATION	JAN07 WORKCENTER COPIER	\$71.55
XEROX CORPORATION	JAN07 PRTSTAND LEASE	\$421.41
ZENITH INSURANCE CORPORATION	FEB07 Z8320258130	\$473.00
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		\$26,040.59

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	JAN/FEB07 FEES	\$72,930.34
STUART NEWMAN ASSOCIATES	PR EXPS	\$76,040.17
STUART NEWMAN ASSOCIATES	STRINGER FEES	\$4,624.99
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		\$153,595.50

SALES & MARKETING

AMEUROP PHONE ASSIST	JAN07 MULTILINGUAL ASST	\$1,500.00
BENEATH THE SEA, INC.	BALANE MAR07 SECAUCUS	\$1,800.00
BUSINESS INFORMATION SYSTEMS	DRC DIGITAL AUDIO/VISUAL	\$750.00
BYRD COOKIE COMPANY	PROMO KEY LIME COOKIES	\$234.16
CELLET TRAVEL SERVICES	NOV06 MANCHESTER HOLIDAY	\$2,257.16
CELLET TRAVEL SERVICES	OCT06 IRISH CONSUMER	\$3,225.89
CELLET TRAVEL SERVICES	JAN07 VISITFL COORD FEE	\$2,300.00
CELLET TRAVEL SERVICES	JAN07 FEE	\$5,666.66
FLORIDA KEYS.COM	JAN/FEB07 PDF FEE	\$5,832.00
GES EXPOSITION SERVICE	MAR07 WASH. DC.	\$3,896.27
HOSPITALITY SALES MKTG	2007 MEMB MITCHELL/MEIER/CHILTON	\$595.00
KERMIT INC	PROMO BAG JELLY BEANS	\$1,352.27
MEADOWLANDS EXPOSITION	MAR07 BTS N.JERSEY ELEC	\$318.75
MEETING PROFESSIONALS	MEC APR07 ATLANTA	\$1,225.00
MEETING PROFESSIONALS	FEB07 /JAN08 MEMB S. MITCHELL	\$325.00
MONROE COUNCIL OF THE ARTS	JAN07 ADMIN FEE	\$3,541.67
RDP GROUP LLC	MAR07 GLBT EXPO	\$2,500.00
SMG EXPOSITION SERVICE	MAR07 BOOTH NJERSEY	\$5,737.48
SURVEYMONKEY.COM	JAN07 EXTRA SURVEY	\$19.60
TALLAHASSEE SOCIETY ASSN. EXECUTIVES	MEMB07 JACK MEIER	\$80.00
UNITED STATES POSTAL SERVICE	MAY06/FEB07	\$3,390.00
URBAN JUNGLE INC.	MAR07 WASHDC BTH DECOR	\$142.76
US POSTMASTER	2007 BOX RENT #410866	\$72.00
VISIT USA FOUNDATION	2007MEMB NETHERLANDS	\$777.00
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		\$47,538.67

TELEPHONE & UTILITIES

BELLSOUTH	2961552FEB07	\$590.48
BELLSOUTH	2950918FEB07	\$149.95
BELLSOUTH	2966103JAN/FEB07	\$699.44
BELLSOUTH	W638646FEB07	\$457.00
BELLSOUTH LONG DISTANCE	2961552LD JAN07	\$996.17
CINGULAR WIRELESS	5090402DEC06/JAN07	\$121.47
CITY OF KEY WEST	JAN/FEB07 LT HOUSE	\$1,785.29
CITY OF KEY WEST	JAN/FEB07 HIGGS BEACH	\$7,699.85
FLORIDA KEYS ELECTRIC	JAN/FEB07 HH PARK	\$862.86
FCAA	JAN07 HIGGS BCH	\$1,974.12
FCAA	HH PARK OCEAN JAN07	\$3,505.88
FCAA	938 WH JAN/FEB07	\$1,657.24
MC MUNICIPAL SERVICE DISTRICT	DEC06 VETSPARK/JAN07 W MARTELLO	\$668.84
KEYS ENERGY SERVICES	FEB07 TDC 1201 WHT ST	\$313.25
KEYS ENERGY SERVICES	FEB07 R. LTHSE	\$562.56
KEYS ENERGY SERVICES	FEB07 W MARTELLO	\$309.90
KEYS ENERGY SERVICES	FEB07 HIGGS BEACH	\$182.82
KEYS SANITARY SERVICES	FEB07 HH PARK	\$900.68
WASTE MANAGEMENT	FEB07 HIGGS BEACH	\$3,013.38
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		\$26,451.18

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<u>TRAVEL</u>		
A. JACK MEIER JR	FEB07 KWBG LUNCH	\$23.00
HAROLD WHEELER	JAN07 DACMTGS/LODGNASSOC	\$661.60
JESSICA BENNETT	JAN07 DAC MTGS	\$267.15
KEY WEST TRAVEL/CONDO	PO 13960 ATLANTA,GA	\$568.60
KEY WEST TRAVEL/CONDO	FEB07 YVES MIA/CHICAGO	\$231.80
LYNDA STUART	JAN07 DAC MTGS	\$253.95
MAXINE PACINI	JAN07 DAC MTGS	\$280.95
RITA BUCKNER BROWN	ADV FILMART HONG KONG	\$1,883.77
SABINE M PONS-CHILTON	JAN07 SARASOTA/FEB07 SHOW PREP	\$1,609.24
STACEY MITCHELL	ADV UKSALES MISSION	\$5,656.41
STACEY MITCHELL	FEB07 KWBG LUNCHN	\$23.00
YVES VRIELYNCK	FNLFEB07 OWUW SHOW CHICAGO	\$199.27
YVES VRIELYNCK	ADV ITBMAR06 BRUSELLS/BERLIN	\$3,000.64
		<u>\$14,659.38</u>
	TOTAL	\$1,800,167.49