

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

VENDOR	DESCRIPTION	AMOUNT
<u>ADVERTISING</u>		
COOKE COMMUNICATIONS	DAC/TDC/FSHGUMB/DIVE	\$453.96
FLORIDA KEYS KEYNOTER	TDC	\$374.42
THE REPORTER	TDC	\$358.38
TINSLEY ADVERTISING	PROMO ADV	\$462,404.34
TINSLEY ADVERTISING	GEN FISHING	\$79,643.02
TINSLEY ADVERTISING	DIVE UMBRELLA	\$24,258.77
TINSLEY ADVERTISING	DAC 1 ADV CAMPAIGN	\$158,144.19
TINSLEY ADVERTISING	DAC 2 AD CAMPAIGN	\$91,553.33
TINSLEY ADVERTISING	DAC 3 ADV CAMPAIGN	\$55,850.14
TINSLEY ADVERTISING	DAC 4 ADV CAMPAIGN	\$139,749.49
TINSLEY ADVERTISING	DAC 5 ADV CAMPAIGN	\$89,520.28
TINSLEY ADVERTISING	ADVERTISING EXPENSES	\$8,525.96
TINSLEY ADVERTISING	MEDIA MATERIALS	\$22,070.47
TINSLEY ADVERTISING	GEN ARTS	\$20,782.31
		<hr/> \$1,153,689.06
<u>BRICKS & MORTAR/INTERLOCAL PROJECTS</u>		
CITY OF KEY WEST-BEACH CLEANING	OCT-DEC06	\$86,238.77
CITY OF KEY WEST	WHITE ST PEIR LIGHTS RQST1	\$49,275.48
FLORIDA KEYS HISTORY OF DIVING	EXHIBIT CONST #6	\$12,074.92
KEY WEST BOTANICAL GARDEN SOCIETY	MAR07 SEGMENT 3	\$50,500.00
		<hr/> \$198,089.17
<u>VISITOR INFORMATION SERVICES</u>		
GREATER KEY WEST CHAMBER OF COMMERCE	APR07	\$21,416.00
ISLAMORADA CHAMBER OF COMMERCE	APR07	\$9,166.00
KEY LARGO CHAMBER OF COMMERCE	MAR07	\$10,416.00
		<hr/> \$40,998.00
<u>EVENTS</u>		
ACE PROMOTIONAL PRODUCTS	LEON SHELL FISHING TOURNAMENT	\$2,750.00
BLUE WATER PRINTING	MAR07 PSTR/BROCHURE LK JAZZ FESTIVAL	\$150.00
CONCH COLOR	FEB07 ADS ISLAND OPERA	\$840.00
COOKE COMMUNICATIONS	BIG PINE WINTERFEST	\$66.15
COOKE COMMUNICATIONS	LEON SHELL FISHING TOURNAMENT	\$554.62
FL MEDIA INC	MAR07 LOWER KEYS JAZZ FESTIVAL	\$590.00
FLORIDA KEYS KEYNOTER	CAPTAIN LEON SHELL FISHING TOURNAMENT	\$637.50
FLORIDA TRAVEL	MAR/APR07 LK JAZZ FESTIVAL	\$550.00
KEY WEST COUNCIL ON THE ARTS	IMPROMPTU CONCERTS	\$4,845.49
KEY WEST FISHING TOURNAMENT	KICKOFF 07	\$12,955.99
KEYED UP COMMUNICATION	FEB/MAR07 ISLAND OPERA	\$336.00
LUIS PIEDRA	MAR/APR07 ADS LOWER KEYS JAZZ FESTIVAL	\$225.00
MIAMI NEW TIMES LLC	MAR07 ADS LOWER KEYS JAZZ FESTIVAL	\$3,000.00
NEEDHAM FATICA ADVERTISING	FEB/MAR07 POSTERS ISLAND OPERA	\$836.52
OUTDOOR FLORIDA	MAR07 ADS LOWER KEYS JAZZ FESTIVAL	\$985.00
PERFORMING ARTS CENTER	JAN/FEB07 ADS	\$6,713.42
PIGEON KEY FOUNDATION	JAN/FEB07 ADV ARTFEST	\$2,174.90
REDBONE	OCT06 MERCURY BAYBONE	\$7,750.00
REDBONE	FEB07 MERCURY CHEECA	\$5,337.50
ROTARY CLUB OF KEY LARGO	OCT06 TSIC BACKCOUNTRY	\$2,350.00
THE WEEKLY NEWSPAPER	FEB07 ADV LEON SHELL FISHING TOURNAMENT	\$95.00
THE WEEKLY NEWSPAPER	FEB/MAR07 ISLAND OPERA	\$830.00
TINSLEY ADVERTISING	KW HOUSE/GARDEN TOURS	\$412.02
TINSLEY ADVERTISING	SCULPTURE KEY WEST	\$1,000.00
TINSLEY ADVERTISING	TROPIC HEAT 07	\$5,387.28
WORLD PUBLICATIONS	MAY07 ADS ISLAND SPLASH	\$8,916.00
		<hr/> \$70,288.39
<u>OFFICE SUPPLIES & OPER COSTS</u>		
BARCO PRODUCT CO		\$804.00
C.B. SCHMITT REAL ESTATE	APR07 RENT	\$8,126.95

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CAPT LEON SHELL ANNUAL FISHING TRNMT	FEB07 BROCH	\$1,650.00
CEMEX INC		\$6,462.50
COMPUTER OFFICE SOLUTIONS	APR07 DSL MONTHLY FEE	\$22.00
DIVERSIFIED SERVICES	MAR07 JANITOR FEE	\$345.00
E E & G ENVIRONMENTAL	HIGGS BCH CLEAN UP	\$7,612.31
FEDERAL EXPRESS CORP	MAR/APR07 SHIPPING	\$2,551.66
MANLEY DEBOER LUMBER CO	84340	\$4,520.08
MENDOZA BOULDERS, INC	HH PARK BOULDERS	\$900.00
MONROE ASSOCIATION RETARDED CITIZENS	HH BEACH MAR07	\$1,500.00
OFFICE DEPOT	MISC OFFICE SUPPLIES	\$273.57
PITNEY BOWES INC	JAN-MAR07 METER RENTAL	\$237.99
REXEL CONSOLIDATED	711528000	\$60.16
ROBERT GARREPY	HH PARK	\$1,495.00
SHERWIN WILLIAMS	212331821 WO1325K26	\$605.03
STRUNK ACE HARDWARE	84340	\$657.15
THE HOME DEPOT	8369 017400	\$42.50
US POSTMASTER	JUN07-08 BULK MAIL PERMIT	\$320.00
XEROX CORPORATION	MAR07 WORKCENTER COPIER	\$421.41
XEROX CORPORATION	MAR07 WORKCENTER FAX & EXCESS PAGES	\$105.07
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		\$38,712.38

PERSONAL SERVICES

\$0.00

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	PR FEES/EXPENSES	\$60,004.84
STUART NEWMAN ASSOCIATES	MAR07 STRINGER FEES	\$4,624.99
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		\$64,629.83

SALES & MARKETING

A JACK MEIER JR	APR07 POW WOW	\$37.42
AMEUROP PHONE ASSIST	MAR07	\$1,500.00
ATLANTA PRIDE COMMITTEE	REGISTRATION	\$960.00
CELLET TRAVEL SERVICES	FEB07 LONDON SALES MISSION	\$3,246.95
DIVE INDUSTRY ASSOC	MAY07-08 MEMBERSHIP-YVES	\$100.00
FILM FLORIDA	APR/MAY07 RITA BROWN TRIBECA	\$1,300.00
FILM FLORIDA	APR07 REGISTRATION SANTAM	\$1,300.00
FLORIDA KEYS.COM	MAR07 PDF FEE	\$2,916.00
GEMS	MAY/JUN07 GAY DAYS EXPO	\$315.00
GET IT ACROSS	KNECHREISRN AG MARKETING	\$1,365.00
GLOBAL EXHIBITIONS	MAR07 DEMA BOOTH	\$9,130.00
HAWKS CAY INVESTORS	MAR 28 2007 MEETING ROOM	\$36.00
INTERESTS & ISSUES INC	APR 07	\$2,500.00
KEYBOARD ADVERTISING	APR07 LUGGAGE TAGS	\$3,500.00
MONARCH PUBLICATIONS	2007 PR ITB DIRECTORY	\$135.00
MONROE COUNCIL OF THE ARTS	MAR07 ADMIN FEE	\$3,541.67
PRANGE AND OHEARN	DEC06, JAN/FEB07 COLLECTION	\$11,718.75
PRODUCTION UPDATE	APR07 SHOW ISSUE	\$1,955.00
REED ELSEVIER INC	APR07 REGISTRATION LA CUMBTRRD	\$2,425.00
SMG EXPOSITION SERVICE	BOOTH RELATED EXPENSES	\$1,560.25
SMITH TRAVEL RESEARCH	NOV/DEC06 JAN07 SURVEY FEES	\$1,725.00
STAMATS MEETINGS MEDIA	MAY07 MEETINGS MARKET	\$4,990.00
TTRA TRAVEL & TOURISM	JUN07 J BENNET LAS VEGAS	\$450.00
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		\$56,707.04

TELEPHONE & UTILITIES

BELLSOUTH	2941936MAR07	\$252.48
BELLSOUTH	2942901MAR07	\$1,003.52
BELLSOUTH	2961552APR07	\$590.48
BELLSOUTH	W638646APR07	\$457.00
BELLSOUTH LONG DISTANCE	2961552MAR07	\$1,049.78
CITY OF KEY WEST	APR07 LT HOUSE	\$616.13
CITY OF KEY WEST	APR07 HIGGS BEACH	\$3,363.89
CITY OF KEY WEST	APR07 THOMAS	\$105.66

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FKAA	MAR06 TDC 1201 WHT ST	\$725.40
FKAA	MAR07 HH OCEAN/PARK	\$2,991.72
FKAA	MAR07 HIGGS	\$826.33
FLORIDA KEYS ELECTRIC	APR07 HH PARK/OCEAN	\$1,020.57
KEYS ENERGY SERVICES	MAR07 TDC	\$314.41
KEYS ENERGY SERVICES	APR07 R LTHSE	\$531.84
KEYS ENERGY SERVICES	APR07 W MART TOWER	\$343.19
KEYS ENERGY SERVICES	APR07 HIGGS BEACH	\$190.89
KEYS SANITARY SERVICE	APR07 HH PARK	\$900.68
MC MUNICIPAL SERVICE DISTRICT	HIGGS BEACH	\$139.84
WASTE MANAGEMENT	APR07 HIGGS	\$3,013.38
		\$18,437.19

TRAVEL

A JACK MEIER JR	APR07 CHAR HMEBSED	\$887.05
KEY WEST TRAVEL CONDO	MAR07 YVES-NEWARK	\$248.80
KEY WEST TRAVEL CONDO	MAR07 SABINE-PARIS	\$896.28
KEY WEST TRAVEL CONDO	APR07 R BROWN-LA	\$568.60
KEY WEST TRAVEL CONDO	APR07 AJ MEIER-CHARLSTON	\$328.60
MAXINE PACINI	MAR/APR07 RFP/DAC MEETINGS	\$205.74
RITA BUCKNER BROWN	APR07 FN LOCATION	\$1,361.06
SABINE PONS-CHILTON	MAR07 SWEDEN	\$3,134.92
SABINE PONS-CHILTON	APR07 SALES MEETING	\$103.39
STACEY MITCHELL	APR07 LA POW WOW	\$1,345.00
STEVE K. SMITH	MAR07 NYC EXPO	\$1,895.96
STEVE K. SMITH	MAR07 GAY LESBIAN EXPO LA SEATTLE	\$2,054.85
YVES VRIELYNCK	MAR07 SEC	\$1,062.23
YVES VRIELYNCK	APR07 MARKETING PLAN MEETING	\$103.39
YVES VRIELYNCK	APR07 DIVE UMBRELLA MEETING	\$60.67
		\$14,256.54

TOTAL **\$1,655,807.60**