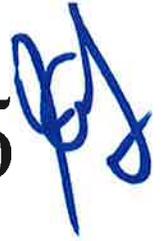




3rd Quarter Report 2015



April, May, June, ending 6/30/2015

Key Biscayne Chamber of Commerce & Visitors Center

General Activities, Events & Community Outreach



Information Requests

Information inquiries via email continue to rise as telephone calls decrease. Approximately 160 emails are received daily, an increase of 9% from last year.

Requests for mailed Tourism packages remained constant with 7 relocation packages mailed this quarter. Many of the phone calls received were related to the July 4th Parade, Fireworks and festivities in the month of June.

Visitors Center

Walk-in visitors numbered from 250-300 per month seeking tourist information. The Brazilian Real is 40% weaker than the dollar from last year at this time, and as a result, we have seen a decrease in Brazilian tourists this summer. A similar situation is occurring with Colombia and Canada tourists.



numbers, which is also reflected in the 22% drop in sessions. However, the average time per session increased by 17% and the average pages per session increased by 10%. English speaking users decreased by 25% with Spanish speaking users increasing by 35%. The web is accessed by mobile phones 33% of the time, with desktops/laptops 57%.



Complaints

There were no complaints lodged in our office against Chamber member businesses or any Key Biscayne business this quarter.



Key Biscayne Networkers

All events are open to the general public. In April the first "Family Fun" networker at ToyTown was held, to

appeal to those younger families that normally have to find a babysitter to attend



networkers. The second networker was held next door at Puntino's in a more traditional manner with approximately 50 in attendance.



De facto Reception

Staff directed about 75 people per month to the proper Village department.

Membership & "Key Commerce"

The Chamber currently has 333 members in good standing. Key Commerce, the Chamber's e-newsletter was sent 6 times this quarter to 1,349 subscribers.

Website

The website had 7,321 users this quarter, a decrease of users by 23% compared to last year's



May's networker had over 100 in attendance at Milanezza, held in conjunction with Club ExPats, an organization that helps families relocated from abroad adjust to Miami.



Brunch & Learn was launched in May to promote members doing business with members. This forum featured Ruben Weisson and Rhonda Fuchs, speaking on Women & Wealth and Collaborative Divorce.

In June we joined forces with the KB Community Foundation, bringing Pedro Garcia to speak on Homestead Portability.

Committees & Meetings

We are pleased that the first Strategic Planning Retreat resulted in the formation of an Advocacy Committee. The committee immediately sprung into action. They weighed all sides of the "Flex-Park" and Boat Show issues, making a recommendation to the Board. The Board voted unanimously to stand by the Village in these issues and to



give as much assistance as possible. Many Chamber members attended and spoke at the June 16th Mediation meeting between the City of Miami and Village of Key Biscayne.

The second Strategic Planning Retreat for the

Board of Directors was held on June 25th at The Pankey Institute; we continue to improve.

The Executive Director attended a luncheon on May 20th hosted by Alberto Calvo, Miami Dade County School Superintendent. An interesting fact learned was that all lottery money goes toward The Bright Scholar Program for higher education, none goes to Miami Dade County K-12 programs. Mr. Calvo no longer buys lottery tickets because of that fact.



A quarterly meeting of the Miami Dade County Coalition of Chambers with the SBA and Uber was also attended.

The Director and Vice Chair attended the Greater Miami Visitors and Convention Bureau's Marketing Retreat on June 26th, The Keynote speaker was Carroll Rheems, V P of Research & Analytics for Brand USA, the National Marketing Arm for USA tourism. She presented International Market Trends and shared the predictions and analytics of American tourism, which was in turn passed on to the membership.

Events

The Good Neighbor/Giving Tree Awards were held April 26th, an all island all school event held annually. It is our pleasure to honor students with good citizenship, teachers that give all there is to give and the Principal of the Year, Susana Rivera of St. Agnes Academy.

