



1st Quarter Report 2015-6

October, November, December 2015



Key Biscayne Chamber of Commerce & Visitors Center

General Activities, Events & Community Outreach

Board of Directors Elections



The **Nominating Committee**, Chaired by Joe Coote interviewed candidates for the 10 available positions and presented a slate to the Board,

then membership, for ratification. The following new Board members will be installed on December 10th, with a 2-year term beginning January 1, 2016:

- Marilyn Borroto, Borroto Architects & EWM
- Robert Brookes, Home Federal Bank of Hollywood
- Mike Davey, Robert Allen Law
- Dr. Nilo Hernandez, Key Biscayne Dental
- Diane Regalado Kammerer, Coldwell Banker
- Maria del Carmen Mayoral, Keller Williams
- Brett Moss, Moss Architecture & Design Group
- Mari Novo, Corporate Financial Inc.
- Marshall Steingold, Miami Maps
- Ruben Weisson, Morgan Stanley
- Alternate: Juan Castro Olivera, Key Bisc Portal

Officers for 2016:

- Chair: Cindy Mize, Miami Capital Properties
- Vice-Chair: Alicia Ortiz, Mercy HCA Hospital
- Treasurer: Robert Brookes, Home Federal Bank of Hollywood
- Secretary: Mari Mayoral, Keller Williams
- Past Chair: Ricki Braswell, The Pankey Institute
- Exec. Director: Kathy Susnjer, KBCC

Membership

The Chamber currently has 334 members

Information Requests



Inquiries via email continue to rise as telephone calls decrease. Approximately 160 emails are received daily, an increase of 9% from 2014. Twenty-eight "Relocation Packages" have been sent to date.

Visitors Center

Walk-in visitors numbered from 250-300 per month seeking tourist information. The Marketing Committee of the Chamber advertises Key Biscayne in two in-hotel-room publications, reaching over 83,000 hotel rooms.



"Key Commerce"

Key Commerce, the Chamber's e-newsletter was sent 20 times in 2015 to 1,349 subscribers.

Website [keybiscaynchamber.org](http://www.keybiscaynchamber.org)

Since January 1, 2015, the website has had 31,300 sessions. The web is accessed by mobile phones 33% of the time, with desktops/laptops 57%. The top ten countries of site visitors are USA, Brazil, Canada, Argentina, Germany, UK, India, France, Spain and Italy.



Complaints

In 2015, the Chamber only received 4 complaints against members, with happy resolutions with all but one. . .

Key Biscayne Networkers

All events are open to the public in order for them to meet Chamber members as residents are very important to our business community. Networkers take place the second Thursday of the month.



Committees

Please contact the office by calling 305.361.5207 or email kathye@keybiscaynechamber.org if you would like to join a committee.

The **Advocacy Committee**, Chaired by Bret Moss was formed this year and they immediately sprung into action. All sides of the "Flex-Park" and Boat Show issues were weighed, and recommendations were made to the Board. The Board voted unanimously to stand by the Village and give as much assistance as possible.

Priorities that the Chamber presented to the KB Council and Miami Dade Commissioners are:

1. Water rising and drainage
2. Beach Re-nourishment
3. Traffic Mitigation
4. Public Transportation
5. Preserving Virginia Key's Critical Wildlife Area

The **Education Committee**, Chaired by Monica Luzarraga, in conjunction with the KB Community Foundation and the Principal's Coalition held the Good Neighbor/Giving Tree Awards on April 26th. It is our pleasure to honor students from all of the schools on the island with good citizenship, teachers that give all there is to give and the 2015 Principal of the Year, Susana Rivera of St. Agnes Academy.



The **Marketing Committee** presented a series of weekly seminars in October to help small businesses enhance their social media skills. They have developed advertisements and programs for the Chamber throughout the year, too many to list.

Would you like to be an Ambassador or Mentor? The **Membership Committee, Chaired by Vivian Galego Mendez, Vice-Chair Ruben Weisson** is seeking candidates to help meet and greet at events and to assist new members as mentors.

The **Awards of Excellence Committee**, Co-Chaired by Robert Duzoglou, Marcos Kwasniewski and Mari Novo held the event in January and are

taking a break to evaluate voting methods.

The newest Committee is so new it hasn't been named yet. They will be addressing courtesy on the Key and we'll be reaching out to our members once it is formed.

Taste Paradise

"The World's Best Cuisine on One Island"



TASTE
Paradise
Key Biscayne

From October 9th through the 25th, the Chamber produced Taste Paradise, a pre-fixe event held at 19 participating Key Biscayne restaurants. The Committee raised \$12,000, which was used entirely on the event. Marketing was heavy in the Brickell area, with a complimentary 5 page spread in *Brickell Magazine* and a direct mailing to all those in the 33129 zip code. Advertisements were placed in the *Miami Herald's*

Neighbor section 9 times, *The Key Biscayne Magazine*, *El Nuevo Herald*, *The Islander News* too many times to count, including a special insert section that was distributed downtown, Coral Gables, Brickell and Coconut Grove by *Diario Las Americas*. A social media expert was hired to manage the on-line campaign as Taste has its own website, Facebook, Twitter and Instagram accounts. There was great community support for this event which will be repeated next October.

The **Marketing Committee** is composed of Chair Nora Camejo, Naydu Commenoz, Vivian Galego-Mendez, Marcos Kwasniewski, Belen Nunez and Mary Tague. The committee managed the entire project, conceiving the name, creating logos, coordinating restaurants, advertisement campaigns, social media sites to make the event a success. And, they all volunteered to produce the event again next year.



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Accrual Basis

Key Biscayne Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through December 2015

	<u>Jan - Dec 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
Dues	61,725.00	66,524.00	-4,799.00
Grants	15,000.00	15,000.00	0.00
Interest Income	402.79	575.00	-172.21
Island Life	3,750.00	5,000.00	-1,250.00
Other Income	2,106.00	3,930.00	-1,824.00
Special Events	46,107.84	28,650.00	17,457.84
Village Contract	71,041.63	77,500.00	-6,458.37
Village noncash - rent in-kind	36,000.00	36,000.00	0.00
Total Income	<u>236,133.26</u>	<u>233,179.00</u>	<u>2,954.26</u>
Gross Profit	236,133.26	233,179.00	2,954.26
Expense			
Committee Expense	450.51	1,000.00	-549.49
Tax Preparation	1,200.00	1,250.00	-50.00
Payroll Service	83.40		
Strategic Planning Retreat	989.65	2,000.00	-1,010.35
Grant Expense	805.00	1,000.00	-195.00
Marketing & Promotion	20,600.36	28,200.00	-7,599.64
Amortization/Depreciation	2,587.61	1,200.00	1,387.61
Bank Charges	126.08	50.00	76.08
Board Meetings	540.32	2,000.00	-1,459.68
Business Meals	262.42	400.00	-137.58
Credit Card Fees	1,109.87	1,200.00	-90.13
Fees and Licenses	456.25	456.00	0.25
Insurance	4,585.50	3,900.00	685.50
Memberships	660.00	660.00	0.00
Miscellaneous	22.00	500.00	-478.00
Office	3,410.85	7,050.00	-3,639.15
Payroll	92,156.37	103,620.00	-11,463.63
Reciprocal Membership	0.00	500.00	-500.00
Rent expense - in-kind	36,000.00	36,000.00	0.00
Special Events Expense	26,578.36	14,501.00	12,077.36
Utilities	6,639.09	7,746.00	-1,106.91
Visitor Center	0.00	700.00	-700.00
Website	3,103.16	3,872.00	-768.84
Total Expense	<u>202,366.80</u>	<u>217,805.00</u>	<u>-15,438.20</u>
Net Ordinary Income	<u>33,766.46</u>	<u>15,374.00</u>	<u>18,392.46</u>
Net Income	<u><u>33,766.46</u></u>	<u><u>15,374.00</u></u>	<u><u>18,392.46</u></u>

Key Biscayne Chamber of Commerce
Balance Sheet
 As of December 31, 2015

	<u>Dec 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Petty Cash	247.04
CD US Century REN	30,074.74
BB&T Checking	75,066.43
BankUnited MM	<u>98,254.99</u>
Total Checking/Savings	203,643.20
Accounts Receivable	
Accounts Receivable	<u>1,700.00</u>
Total Accounts Receivable	1,700.00
Other Current Assets	
Prepaid Expense	<u>1,000.00</u>
Total Other Current Assets	1,000.00
Total Current Assets	206,343.20
Fixed Assets	
Computer Hardware & Software	1,674.96
Leasehold Imp - Visitor Ctr	20,825.95
Office Furniture and Fixtures	17,760.00
Less Accum Depreciation	<u>-32,580.31</u>
Total Fixed Assets	7,680.60
TOTAL ASSETS	<u>214,023.80</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
BB&T Credit Card#2	1,763.22
BB&T Credit Card	<u>144.21</u>
Total Credit Cards	1,907.43
Total Current Liabilities	1,907.43
Total Liabilities	1,907.43
Equity	
Renaissance Fund	22,999.23
Designated Fds-Visitor Center	13,542.79
Retained Earnings	141,807.89
Net Income	<u>33,766.46</u>
Total Equity	212,116.37
TOTAL LIABILITIES & EQUITY	<u>214,023.80</u>



Renaissance Fund Resolution

Whereas The Key Biscayne Chamber of Commerce made a profit in 2015; AND

The Renaissance Fund was established to be used in case of disaster to help the business community;

Be it resolved that \$20,000 from 2015 be added to the funds in the Renaissance CD; AND

Be it resolved hereafter to allocate 30% of net profit (after adjusting for timing differences) to the fund subject to Board approval by a majority of the members present.

Set forth for approval by the Key Biscayne Chamber of Commerce on February 18, 2016

Chair: Cindy Mize

A handwritten signature in blue ink that reads 'Cindy Mize'. The signature is written in a cursive style and is positioned above a horizontal line.

Treasurer: Robert Brookes

A handwritten signature in blue ink that reads 'Robert Brookes'. The signature is written in a cursive style and is positioned above a horizontal line. Below the line, the date 'Feb 18, 2016' is written in blue ink.