

The  
Florida Keys  
& Key West  
... come as you are®

# ADDENDUM 2025-2026 Documentation Checklist for Compliance



# Documentation Checklist for Compliance

Pursuant to the Scope of Services agreement between Monroe County and Visit Florida Keys, Inc. (VFK), the following documentation shall be maintained, submitted, and made available for audit purposes upon request. The execution of this checklist is managed by the Visit Florida Keys president & CEO.

## Administrative & Governance Documentation

Top Compliance Requirement	Team Member
Annual TDC Audit Report	<b>Maxine Pacini / Comptroller</b>
Expenditure Reports (quarterly)	<b>Maxine Pacini / Comptroller</b>
Letter of Determination confirming IRS 501 (c)(3) status	<b>Maxine Pacini / Comptroller</b>
Current general liability and required insurance certificates	<b>Maxine Pacini / Comptroller</b>
Annual corporate filings (e.g., Florida Division of Corporations, IRS Form 990)	
Records retention plan and sample records in compliance with GS1-SL schedule	<b>Jeanne Quinn / Ammie Machan</b>
Documentation of Sunshine Law, public records, and ethics training for staff and TDC members	<b>Jeanne Quinn / Ammie Machan</b>
Meeting agendas, minutes and public notices for: TDC Board meetings, DAC meetings, Umbrella committee meetings	<b>Jeanne Quinn / Ammie Machan</b>
DAC member vacancy notices, nomination forms, and appointment documentation	<b>Jeanne Quinn / Ammie Machan</b>

## Marketing, Planning & Assets

Top Compliance Requirement	Team Member
Approved annual marketing plan	<b>Heidi Barfels / Sherene Irani</b>
Request for Proposals, contracts and amendments with all Agencies of Record (AORs)	<b>Jeanne Quinn / Ammie Machan</b>
Documentation showing retention of all TDC/County-funded assets, including domain names, digital libraries, advertising and promotional assets and research/data dashboards	<b>Jeanne Quinn / Christina Day</b>

## Strategic Planning & Certification

Top Compliance Requirement	Team Member
Strategic Plan (every 3–5 years)	<b>Ed Simon / Kaire Linpere</b>
DMAP Certification documents and compliance (once attained, or document progress)	<b>Ed Simon / Kaire Linpere</b>
Crisis & Emergency Plan	<b>Heidi Barfels / Jeanne Quinn</b>

## Performance & Research Reporting

Top Compliance Requirement	Team Member
Approved annual budget submitted to Monroe County	<b>Maxine Pacini / Comptroller</b>
Documentation of all TDT-funded grant agreements	<b>Maxine Pacini / Comptroller</b>
Monthly Four Penny (TDT) reports	<b>Maxine Pacini / Comptroller</b>
Hotel performance metrics (ADR, Occupancy, RevPAR)	<b>Heidi Barfels / Kelli Fountain</b>
Short-term rental performance reports	<b>Heidi Barfels / Kelli Fountain</b>
Traveler sentiment and visitor perception studies	<b>Heidi Barfels / Kelli Fountain</b>
Economic impact and visitor spending studies	<b>Heidi Barfels / Kelli Fountain</b>
Board reports on KPIs and ROI, including advertising performance, website performance and engagement, public relations outcomes, sales and international trade efforts and social media metrics	<b>Ed Simon / Jeanne Quinn / Ammie Machan</b>

