

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
APPLICATION FOR CULTURAL UMBRELLA EVENT FUNDING**

October 1, 2013 through September 30, 2014

Upon evaluation of the application, the total scores will be tabulated and applications scoring 60 or more out of 100 will be considered for funding. Events that meet the minimum scoring requirements will be ranked starting with the highest score. Then committee members will use their best judgment in determining award recommendations.

NAME OF PROPOSED EVENT: Garden Walk 2014

VENUE: (Location/City): Various Venues in UPPER KEYS

DATE(S) OF EVENT: FEBRUARY 28, 2014

Refer to calendar on last page

INDICATE THE DISTRICT(S) FROM WHICH YOU ARE REQUESTING FUNDS and THE DOLLAR AMOUNT (**Maximum request: \$25,000**)

\$	District I (encompasses the city limits of Key West)
\$	District II (from city limits of Key West to the west end of the Seven Mile Bridge)
\$	District III (from the west end of the Seven Mile Bridge to the Long Key Bridge)
\$	District IV (between the Long Key Bridge and Mile Marker 90.939)
\$ 10,470.00	District V (from Mile Marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County)

\$ 10,470.00

TOTAL AMOUNT REQUESTED (Total Districts I-V)

Acceptable Event Marketing Expenses for Cultural Events

Within the Cultural Umbrella events funding category, the allocation received by the event contractor is to be spent on the list of items that have been approved. **Only** the TDC expenses listed below may be included in the proposed budget. The following are the **only** acceptable expenses:

Media Placement & Production Costs:

Newspapers and magazines (inserts will also be considered); radio; and TV. The TDC will pay for the following digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, pre roll video, banners and email blasts. Radio advertising does not require the logo but all radio announcements must say "Brought to you by the Monroe County Tourist Development Council". No payment will be made for development or operations (hosting) of websites. **No more than 30% of the Media Placement and Production Costs line item shall be expended on advertising media costs attributable to in-county placement.**

Promotional Signs: Posters and banners (hanging and displayed outdoors).

Promotional Items: T-shirts and hats*.

***Sales/Resale of TDC funded items:** Items funded, including creative and resulting work product, by the BOCC/TDC, in accordance with Florida Public Records Law, are owned by the BOCC/TDC and as such may not be sold.

Direct Mail Promotions: Brochures/postcards and pamphlets including postage/shipping. This is a direct mail promotional brochure/postcard/pamphlet utilized for pre-event advertising.

Programs/Play Bills: TDC will pay up to fifty percent (50%) of the cost of production and printing of an event program/play bills showing scheduled activities and information on the event, as outlined in contract budget.

Public Relations (PR): Print and electronic public relations materials for distribution to media, such as, but not limited to, press releases, public service announcements, photography and videography **as approved** by the public relations agency of record. Only permissible PR material produced by the TDC agency of record and/or a professional public relations agency shall be acceptable.

In-House Production: In-house production of any permissible expenditure will not be considered for reimbursement.

Event Marketing Reimbursement: TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility.

Amendments to Contract Budgets: No amendments to the line item budget will be permitted after the contract has been reviewed and approved.

IF FUNDED, EXHIBITS A, B, C and D WILL BECOME PART OF YOUR CONTRACT AND TRANSMITTED TO THE OFFICE OF THE CLERK OF THE COURT.

Read & initial _____

MR

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
CULTURAL UMBRELLA
SCHEDULE OF ACTIVITIES**

FISCAL YEAR 2014

EVENT NAME: Garden Walk 2014

List scheduled event activities in Monroe County in date order * (must match page 9)

<u>Activity</u>	<u>Month Event Occurs</u>	<u>Number of Days</u>
<u>Garden Walk Tour 2014</u>	<u>February</u>	<u>1</u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>

*If part of your funding request for *this* fiscal year is to promote event activities taking place in the *next* fiscal year (pre-promotion), then the following rules will apply:

1. Pre-promotion is *only* allowed for an event taking place during the months of October and November. If your event takes place after that, you must apply for funding in the next fiscal year.
2. All pre-promotion funding **MUST** be spent prior to September 30th of the fiscal year you are funded in. (For example: If pre-promotion is for a November 7th event, you must place that ad and spend the money prior to September 30th.)

CULTURAL UMBRELLA EVENT BUDGET - FISCAL YEAR 2014

APPLICANT IS ADVISED PRIOR TO COMPLETING THIS BUDGET TO REFER TO THE FUNDING APPLICATION SHOWING THE ALLOWABLE MARKETING EXPENSES THAT WILL BE CONSIDERED FOR REIMBURSEMENT

THERE WILL BE NO AMENDMENTS TO THIS BUDGET {EXHIBIT D} AFTER BOCC APPROVAL OF AGREEMENT

Garden Walk 2014

EVENT NAME

*MEDIA PLACEMENT & PRODUCTION COST: (Only 30% of this line item may be spent on in-county advertising)	\$7163
PROMOTIONAL SIGNS:	\$420
PROMOTIONAL ITEMS:	\$0
DIRECT MAIL PROMOTIONS:	\$365
PROGRAMS/PLAY BILLS:	\$170
PUBLIC RELATIONS:	\$0
**GENERAL NON-ALLOCATED:	\$70
<u>TOTAL</u>	\$8188

*No more than 30% of the Media Placement and Production Costs line item shall be expended on advertising media costs attributable to in-county placement (see Exhibit A of Application).

**The General Non-Allocated line item should not exceed 15% of the total funding allocation, and may only be utilized for acceptable event marketing expenses (see Exhibit A of application).

Actual expenditures may deviate no more than 10% from the budgeted line items noted above.

TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility.

EXHIBIT E

TDC RESOURCE MARKETING/SPENDING PLAN: The marketing plan must be approved ONE WEEK in advance by the advertising and public relations agencies of record. Attach your approval letters at end of application. **Tinsley Advertising, John Underwood. John@tinsley.com 800-273-1242,** and **NewmanPR Associates, Carol Shaughnessy. Carol@newmanpr.com 305-797-0579.**

Include all aspects of the proposed event with estimated number of persons to be reached through the different media. Provide source of information for estimated numbers.

Specifically state how you plan to spend the Cultural Umbrella funds requested and summarized in Exhibit D. Please discuss **separately:** **A.** your planned activities with TDC funding requested and **B.** your planned out of county marketing with your own (not TDC) funding. (Limit 750 words.)

Garden Walk 2014

A. Cultural Umbrella funds will be used to expand our marketing and advertising outside Monroe County as shown below and explained fully in in Section V. This plan targets the gardener who travels to see flowers and gardens and the general traveler curious to see another side of the Keys. It uses multiple media to reach our age 40 and older audience; it mixes print with website/internet presence to get the word out on Garden Walk 2014.

Media

See attached Exhibit E spreadsheet

P.7A

II. PROPOSED EVENT INFORMATION

A. MONTH(s) OF EVENT: Please check the appropriate month. If an event takes place over a series of months the scores will be added to a maximum of **7** points.

January 2 ☐
 February 1 ☒
 March 1 ☐
 April 1 ☐
 May 4 ☐
 June 4 ☐

July 4 ☐
 August 6 ☐
 September 6 ☐
 October 4 ☐
 November 4 ☐
 December 3 ☐

1 2 3 4 5 6 7

B. NUMBER OF DAYS of event per year: (Please check the appropriate range.)

1 - 14 days 2 ☒ 15 - 120 days 5 ☐ 121+ days 8 ☐

2 5 8

C. ATTENDANCE Number of people anticipated to attend the event, the number attending this current year, and actual past attendance:

Total Attendance

	Anticipated 2014	Current 2013	Actual 2012
Monroe County Residents	680	454	
Out of County	320	220	
TOTAL	1,000	674	983

DETERMINATION OF ATTENDANCE

Our target audiences are gardeners and people who are interested in nature, plants, and the tropics. Predominantly women or couples, age 40 and over, they are often members of other garden clubs or botanical societies. Most are gardeners; some are Master Gardeners. All are curious to see how people in the Keys live!

We count total tickets sold as our total attendance. Tickets are sold in advance at local outlets, as well as at our Clubhouse and each property on the day of the event, enabling walk-ins to participate. This is advertised in our promos.

We do a survey of selected guests for feedback. One of the questions this year was "Are you a Monroe County Resident?" Their responses showed 68% were not Monroe County residents. These out-of-county guests represent 20 states and 5 countries. 90% of all guests stated they would return next year, some even arranging their vacation to correspond with our Walk. (The survey used a random sample size to provide a confidence level of 95% +/- 10%.)

DESCRIBE YOUR AUDIENCE: How do you determine your numbers, please mention walk-ins, how you count, how you ask county/out of county?

IV. QUALITY AND DESCRIPTION OF PROPOSED EVENT

NARRATIVE: Discuss the overall excellence of the event. Discuss the artistic excellence, the tourist appeal, and the extent to which the event is unique to Monroe County or the district. How does it promote and showcase the destination's cultural, historic, and/or environmental resources? Why do you think your event will help **draw** people from outside Monroe County?

Please do not assume the reader/scorer is familiar with your event. Include specific details -- walk us through your event(s). Please note: this section is worth 30 points.

(LIMIT 750 WORDS)

The Garden Club of the Upper Keys (GCUK) will hold its 35rd annual Garden Walk in February, 2014. Each year, the all-volunteer Garden Walk Committee selects 4-6 private properties for touring 10am until 4pm on that day. For a set donation, tickets are available in advance or on the day of the Walk. The ticket contains a map with the address and location of each garden property. At their first stop, each guest receives a program which includes a description of each garden and can act as a self-guided tour through the gardens. The program highlights the major and/or rare plants by common and botanical name, providing educational opportunities on flora and fauna of the Florida Keys. We are in a uniquely tropical zone -- plant hardiness Zone 11 -- and things are different down here!

When guests arrive at each property, they are greeted by a GCUK hosts/hostesses, provided a program, and given any necessary information pertaining to that property. There are also hosts/hostesses positioned in each garden should a guest need assistance. Docents also available in the gardens. Our docents have a high degree of local plant knowledge and are often certified Master Gardeners. They are able to help identify and talk about the surrounding flora and fauna. The docents have photos of plants named in the program to show guests who want to know where and how to find a plant listed. These "on property" services enhance the guests' experience through education, helping each to get the most out of the visit, and appealing to tourists not familiar with our tropical vegetation. Often times, the views say it all -- and guests just sit and soak up the ambience, enjoying the views and plants unique to our wonderful Florida Keys.

Guests are also invited to attend a complimentary garden tea party at our clubhouse, the historic Francis Tracy Garden Center (50 years in 2014). Located at MM 94, the clubhouse is a logical stopping place along their route; many start here. At the Clubhouse, GCUK host/hostess provide complimentary coffee, iced tea and baked goods. Our guests can enjoy these as they stroll through the clubhouse gardens or sit in the shade of our Community Peace Garden. Live music is provided by a guitar player and/or steel drummer and sets a tropical mood, furthering our guests' 'Keysie' experience. In the clubhouse, artists from the Art Guild of the Purple Isles display numerous one-of-a-kind paintings which are available for sale and conduct voting for their Joe Cella Memorial Award. The winner is selected by popular vote of ticket holders. Additionally, tents are set up on the grounds where invited artisans and vendors sell orchids, tropical and native plants, local Keys honey, framed photos, jewelry and other high-quality products.

We mix the look of the gardens in any one year to showcase the variety of horticulture that is unique to the Keys. Over the past two years, the gardens have included expansive, million-dollar, ocean-front properties such as Jon Landau's "Bali Hai" as well as secluded and unique native plant hammocks. In recent years, a commercial property has been added to the walk-- a plant nursery or highly-landscaped resort--to show their fantastic landscape plantings. The look and feel of each garden in a particular year is different and allows us to repeatedly attract the avid gardener or nature lover, whether local or visitor. We provide an opportunity to see parts of the Keys not otherwise available to them. The properties' locations span 15-20 miles along US 1, which also gives guests an opportunity to observe and enjoy other aspects of the Keys, including local galleries, restaurants and shops.

The event is held the last Friday of February and that date is posted well in advance on community calendars throughout the Keys and FL and on our website. We've repeatedly had people tell us they plan their vacation to the Keys to be sure to include our Garden Walk. A handful of guests tell us they have been to every one of our Garden Walks, and we frequently have large groups of mainland garden club members attend, organizing bus or carpool trips. Some of our Miami area guests told us they arrive on Thursday night to ensure a full day of garden touring and then spend the weekend at a Keys resort. Typical feedback is shown by the Florida Federation of Garden Clubs District 12 director's email to us: "We truly enjoyed the garden walk this year and my friends want to make it an annual event."

Overall, it's a Keys experience by gardeners for gardeners and nature lover alike. We are proud to share gardens that we know they'll enjoy.

0 - 30

V. MEDIA/MARKETING PLAN

Describe all plans to market the event(s) to reach visitors outside of Monroe County. Include all marketing activities (paid and unpaid). Address opportunities for creative exposure of the events. (Including website, social media, newspapers and radio) Be specific and include details, how will you EXPAND your plan with the TDC funds. (LIMIT 750 WORDS)

Garden Walk (GW) is our primary fundraiser, and we are committed to increasing our advertising expenditures by 26% if Cultral Umbrella Funds (CUF) are awarded. CUF will be used as outlined on Exhibit E to reach our target audiences in FL and in northern states from which past guests have attended. Our ads focus on the unique opportunity for people to visit distinctive, private tropical gardens that would not otherwise be accessible to them. As a bonus, they are invited to a garden tea party at our historic Francis Tracy Garden Center to further enhance their Upper Keys cultural experience..

Members of other garden clubs, plant and botanical societies are a primary audience and part of our efforts will directly target them. An ad will appear in the Winter issue of Florida Gardener, a publication of the Florida Federation of Garden Clubs (FFGC) distributed to its 13,800 members in the state. With CUF, we will do a direct mail campaign to the 400 garden clubs and circles in the FFGC. The first mailing, in the fall, will be a "Save the Date" postcard with a colorful picture(s) of gardens on previous walks. The second mailing, at our expense, will be the GW poster for posting at Garden Club meetings. The poster will also be distributed electronically to garden clubs and circles, as well as orchid and other botanical societies in Monroe County and south FL, to share directly with their members.

CUF will be used to participate in Tinsley's co-op ads in northern US markets during the fall and winter. Our surveys showed over half of out-of-county guests are from east coast states, IL, MN, MN and OH. The narrative will highlight the unique opportunity GW provides to see private gardens not otherwise available to attendees and to learn about gardening in the Keys. We will also participate in co-op ads in south Florida markets in Jan and Feb, emphasizing the allure of the Keys with basically the same message.

Each year a local artist creates original art that becomes part of our GW poster. Four to six weeks before GW, the poster is placed in stores, restaurants, galleries, social and civic clubs, and retail locations throughout the Upper Keys. For a consistent look and theme, the same art is used in our ad for publications, magazines, and on websites

Based on surveys of guests, approximately 40% learn about our event from their local papers. During the two weeks preceding GW, CUF will be used for ads appearing in the Miami Herald Neighbors (183,500 circ.), the Sun-Sentinel Community sections and website (224,000 circ.) and the Orlando Sentinel Community and web (500,000 circ.). Our ad campaign within Monroe county will be repeated with advertising in the Reporter, Keynoter, and Free Press, using our nonprofit status for reduced rates. CUF will be used to upgrade our ads to color.

We attempt to coordinate ad placement and feature articles to gain the most exposure. A press release will be distributed in Jan. to Keys and south FL media. For further coverage, we will hold a Media Day the first week of Feb. to provide reporters access to the properties and their owners for photos and interviews. The past results of this day have been, at a minimum, a feature article in a local Keys paper and sometimes, a feature article in the Miami Herald (see examples). We will again submit GW for the Miami Herald's Garden Walk article printed 1-2 Sundays before GW.

The date for Garden Walk 2014 has already been published on our website which will be updated as details are finalized. Ads, postings and articles refer people to this website for ticket outlets and information about the Walk, tea party, and art show. Additionally, we will use as many free postings on other websites' and publications' calendars as we can find. These include but are not limited to the Key Largo Chamber of Commerce, Islamorada Chamber and other Keys chambers that allow it, as well as Fla-keys.com, Keys Arts.com, Clearchannel radio stations, Miami TV network stations, MiamiHerald.com, tourists portals, FL Currents magazine, KeysLife Savings, and Culture magazine. We will also submit GW to the semi-annual KLCC Visitor Guides calendar (hardcopy and in PDF on their website).

GW has already been posted on the GCUK's Facebook page and will be posted on the FFGC's Facebook page, again reaching gardeners throughout the state. Our members will be encouraged to Share the posting to gain more exposure.

During the two weeks preceding GW, a GCUK rep will promote it on local radio shows which highlight activities in the Keys. During this same time, as a benefit of our KLCC and ICC memberships, every KLCC and ICC member will receive an email blast about the event asking to share it with their staffs. And, of course, we encourage and remind our membership to get the word out. From our last survey, more than half of guests heard about the walk from family or friends.

VII. EVENT SUSTAINABILITY ACTION PLAN

A B.C.D.E.

Garden Club of the Upper Keys' mission is to develop, promote, protect and conserve the natural beauty of the Upper Keys. We accomplish this through education and in cooperation with our members, residents and visitors. Our commitment to sustainability is covered by GCUK objective #3: To protect and conserve our natural resources by educating the public. Specifically we will:

- a. include a printed message in our Garden Walk program to recycle at the event AND back home
- b. encourage 'green advertising' by increasing our use of websites, social media (Facebook, other) and broadcast opportunities such as local live radio shows
- c. outline sustainability issues with our vendors: very few of our vendors use bags. Our Clubhouse Tea Party will continue to monitor and adapt more sustainable serving options. We already limit packaging for food and beverage.
- d. make available specific and clearly identified recycle containers at the Clubhouse and on properties, if & as appropriate
- e. discourage single use plastic bags through conversation with our vendors and by providing a display with information for making one's own reusable cloth shopping bags.

VIII. OVERALL ASSESSMENT OF APPLICATION _____ 0 - 10

October 2013							November 2013							December 2013						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5						1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

January 2014							February 2014							March 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29
														30	31					

April 2014							May 2014							June 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5					1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					

July 2014							August 2014							September 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5						1	2		1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30				
							31													

Holidays and Observances (United States)

Oct 14, 2013: Columbus Day	Oct 31, 2013: Halloween
Nov 11, 2013: Veterans Day	Nov 28, 2013: Thanksgiving Day
Dec 25, 2013: Christmas Day	Jan 01, 2014: New Year's Day
Jan 20, 2014: M L King Day	Feb 14, 2014: Valentine's Day
Feb 17, 2014: Presidents' Day	Apr 18, 2014: Good Friday
Apr 20, 2014: Easter Sunday	May 11, 2014: Mother's Day
May 26, 2014: Memorial Day	Jun 15, 2014: Father's Day
Jul 04, 2014: Independence Day	Sep 01, 2014: Labor Day



2000 S. Dixie Highway Suite 201 - Miami FL 33133 - (305) 856-6060 - FAX (305) 858-3877

TO: Marilyn Rogers
Garden Walk 2014

FROM: Ashley Miller

DATE: May 3, 2013

RE: Funding Request Approval (Pre-allocation) FY 2013/2014

CC: John Underwood - Tinsley Advertising
.....

Tinsley Advertising approves the marketing plan and budget for the **Garden Walk 2014** event application.

Once funds have been allocated, please contact Tinsley Advertising to formulate a budget with your **approved funds**, and to determine how best to promote your event.

It is very important to contact the Agency as soon as possible after the funding meeting, so that an official budget can be approved and sent to the TDC office.
You cannot spend any TDC funds until you have a signed contract with the county.

Please contact me 120 days before your event to discuss the advertising portion of your budget.

Please ensure that you review the TDC approved expenditures as well as logo procedures before final production of any materials as reimbursement will not be granted if correct procedures are not met.

Contact me with any questions.



2140 S. Dixie Hwy., Suite 203
Miami FL 33133
305-461-3300
305-857-9230 • Facsimile
FloridaKeys@newmanpr.com

May 3, 2013

Marilyn Rogers
Lonell Rice
Garden Club of the Upper Keys, Inc.

Re: Cultural Funding Application 2013-14

NewmanPR approves the public relations plan for the Garden Club of the Upper Keys' Garden Walk 2014, as presented to the Cultural Umbrella.

We encourage you to expand your public relations reach by distributing your press releases and announcements to online publications as well as the print outlets detailed in your plan.

Please keep the agency informed regarding your PR activities as you begin and carry out your promotional strategies.

Sincerely,
Carol Shaughnessy
Account Executive

HOME&DESIGN

The Miami Herald



SUNDAY, FEBRUARY 20, 2011 | EDITOR: MARJIE LAMBERT homesection@MiamiHerald.com



Gardens of paradise

A garden tour showcases a junglesque residence, a mosquito trench and a resort where swimsuit beauties once modeled

BY CAMMY CLARK
cclark@miamiherald.com

ISLAMORADA — One stop on the Upper Keys Garden Club Walk feels like the jungle home of Tarzan, albeit with a stone monkey, Buddha statues and a man-made fountain. Another is adorned with 700 palms and once hosted gorgeous swimsuit models for Sports Illustrated.

A New York artist handed her credit card to a Homestead landscaper who worked his magic to turn a canalfront home and vacant lot covered with pea rock into an award-winning vacation oasis for her family.

Just a few miles away, a husband and wife bought a "typical Keys dump" that over 13 years they transformed into a bayside native sanctuary using "rescued trees"

from a school construction project.

But perhaps the most interesting sight of the five gardens featured in this year's Upper Keys Garden Walk on Friday is the working mosquito trench, complete with larvae-eating fish from the "mosquito man."

"We try to find unique gardens that are all different," said Jerri Grossman, co-chair of the Garden Walk that began in 1980. "We've definitely done that this year."

Last year more than 500 tickets at \$20 each were sold for the walk, attracting visitors from all 50 states except Hawaii, Grossman said.

This year's visi-

• TURN TO GARDEN WALK, 4H

Gardens of Delight



LONELL RICE/Contributed

Four residential gardens and one resort's landscaping will be showcased during the Garden Club of the Upper Keys' 34th annual Garden Walk. Above, a view of the Atlantic from the Ocean House. Below left, poinsettias in bloom at Summerwind. Below right, yard art and bromeliads at Sunset Bay.



Annual self-guided Upper Keys tour is Friday

The Garden Club of the Upper Keys will host its 34th annual Garden Walk from 10 a.m. to 4 p.m. Friday, Feb. 22.

The self-guided tour, themed "Pathways to Paradise," showcases five properties between mile markers 82 and 102. Participants in the walk are also invited to a tea party at the club's historic Francis Tracy Garden

See **GARDENS**, page 28

Garden wonders



LONELL RICE and C. MICA ALEX/Contributed

A bronze mermaid with dolphin and sea turtle greet visitors to Chateau Cortez, one of four homes to be showcased during Friday's Upper Keys Garden Walk. Below, event organizers Dee Dee Barreto, Jerri Grossman and Marlies Kraemer visit The Garden Box, the only business on the tour.



Tour features four homes, one business

BY STEVE GIBBS
Free Press Staff

The Upper Keys Garden Walk 2012, themed "Connecting with Nature," is celebrating its 32nd year by blazing a colorful 13-mile trail along the Overseas Highway to showcase individual variations on the paradise theme.

On Friday, Feb. 24, the Upper Keys Garden Club, located at the Francis Tracy Garden Center at mile marker 94, presents its annual fundraiser tour. Guests may visit any or all of the five properties, in any order desired, between 10 a.m. and 4 p.m.

For a \$20 donation guests will tour the grounds of the Upper Keys' most impressive landscaping wonders, including the oceanfront estate of Academy Award-winning movie producer Jon Landau, dubbed "Bali Hai," but more on that later.

Guests are advised to wear walking shoes and bring sunscreen or rain gear, depending upon the weather. The tour will be held rain or shine.

Pareira-dise

At the end of North Coconut Palm Boulevard, near mile marker 90, is "Pareira-dise," a home that became the culmination of Barbara and Alan Pareira's 10-year search for a Florida Keys home.

See GARDEN, page 32