Franklin County Tourist Development Council
Board Meeting
County Commission Meeting Room
Agenda
Wednesday, November 4th, 2020 2:00 P.M.

AGENDA

1. Welcome/Call to Order — **Commissioner Jones**
2. Prayer and Pledge of Allegiance
3. Quorum Announcement — **Solomon**
4. Approval of the Minutes of October 14th 2020 — **Action Item** — **Davis**
5. Public Comments
6. Administrative Reports
   - FCTDC Collections Report — **Solomon**
   - Expenditures to Budget — **Davis**

Promotions Reports

- Media Report — **Clark**
- Web Master Report — **Kendrick**
- Visitor Center Report — **Lane/Solomon**
  Visitor Numbers
- Administrative Items — **Solomon**
  See Continuing Business

7. Continuing Business-

   1. Visit Apps – The build out of the design for the App is complete. The Company is inputting the data into the system and sending to Google and Apple for App approval. The App should be live in 7-10 days

   2. Carrabelle Chamber of Commerce has requested $375 to replace TDC Sign on Visitor Center. This was approved last budget year but thoughts of the they might move the Chamber paused this action. I am requesting we approve this item for the 20/21 budget. **ACTION ITEM**

   3. The Apalachicola Bay Chamber of Commerce is requesting $1,661.64 to update and reprint the Historic Walking tour brochure. The price is for 10,000 Copies. **ACTION ITEM**

   4. Request to not hold TDC Meeting in December next meeting would be January 13th **ACTION ITEM**

8. Reports by Local Government Representatives:
   A. Franklin County — **Commissioner Jones**
   B. City of Apalachicola: CRA project of Historical markers — **Mayor Begos**
   C. City of Carrabelle: No agenda item — **Mayor LaPaz**

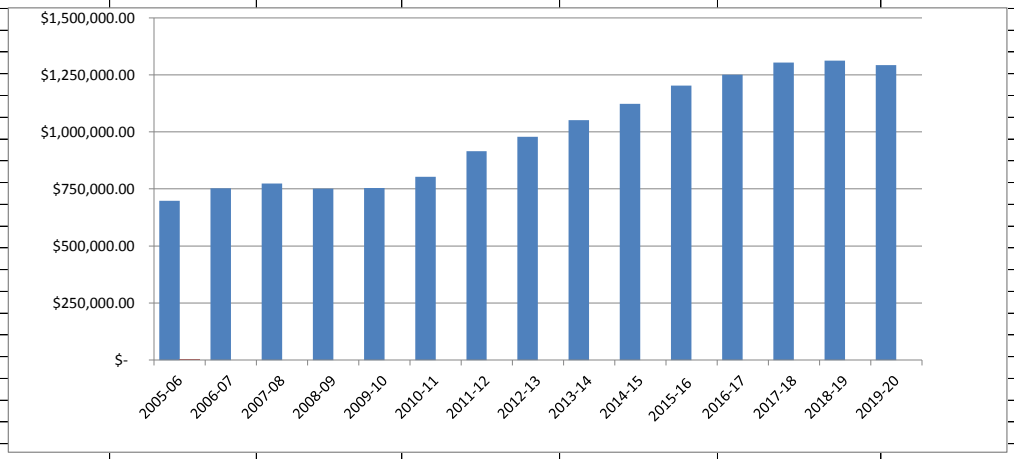
9. Reports from Member Organizations
10. Board Comments

Meeting Announcements: Wednesday, January 13th 2:00pm TDC Board Meeting Location TBA

FCTDC Collections Report for
2019-20 Year-to-Date Report
Through August 2020

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	**Month**	**2005-06**	**2006-07**	**2007-08**	**2008-09**	**2009-10**	**2010-11**	**2011-12**	**2012-13**	**2013-14**	**2014-15**	**2015-16**	**2016-17**
2	October	$ 35,408.91	$ 32,809.57	$ 39,697.19	$ 38,597.69	$ 39,568.32	$ 36,996.34	$ 48,383.10	$ 53,543.22	$ 57,651.88	$ 58,875.87	$ 75,084.59	$ 95,107.96
3	November	$ 24,824.38	$ 24,717.35	$ 27,182.76	$ 25,888.92	$ 25,863.47	$ 26,438.49	$ 34,441.98	$ 40,334.08	$ 34,740.65	$ 40,065.78	$ 44,449.24	$ 46,043.65
4	December	$ 20,421.74	$ 16,055.89	$ 22,986.95	$ 23,167.33	$ 16,530.96	$ 19,936.19	$ 21,597.00	$ 21,510.93	$ 29,747.90	$ 30,978.80	$ 24,692.82	$ 41,580.49
5	January	$ 19,681.48	$ 26,489.68	$ 22,911.37	$ 22,960.20	$ 26,170.57	$ 23,359.12	$ 30,392.62	$ 33,657.09	$ 34,707.03	$ 38,805.36	$ 47,001.63	$ 41,668.57
6	February	$ 29,294.47	$ 44,900.59	$ 40,835.29	$ 39,452.32	$ 33,678.97	$ 34,980.88	$ 52,045.79	$ 49,365.87	$ 52,883.10	$ 42,754.53	$ 64,493.95	$ 60,422.61
7	March	$ 51,243.40	$ 45,643.22	$ 61,090.70	$ 49,778.57	$ 53,116.79	$ 61,989.52	$ 66,597.90	$ 80,880.36	$ 78,180.12	$ 83,626.43	$ 80,017.67	$ 84,583.19
8	April	$ 69,608.73	$ 70,430.06	$ 66,135.24	$ 73,880.65	$ 53,934.68	$ 70,610.82	$ 81,641.55	$ 90,242.68	$ 81,115.14	$ 101,310.37	$ 103,120.37	$ 89,949.68
9	May	$ 100,486.16	$ 114,100.71	$ 123,221.80	$ 104,769.28	$ 120,470.95	$ 90,634.75	$ 140,203.97	$ 115,589.54	$ 135,897.45	$ 143,700.44	$ 131,348.44	$ 110,484.59
10	June	$ 107,484.39	$ 166,403.90	$ 138,839.79	$ 143,507.76	$ 151,640.61	$ 172,029.99	$ 143,805.29	$ 195,838.11	$ 210,505.76	$ 195,093.30	$ 213,948.96	$ 226,795.48
11	July	$ 149,857.23	$ 95,128.02	$ 128,027.35	$ 131,276.62	$ 114,121.18	$ 147,874.24	$ 140,000.40	$ 153,197.77	$ 164,199.99	$ 182,235.52	$ 253,603.30	$ 242,036.51
12	August	$ 51,353.14	$ 69,863.99	$ 57,497.82	$ 56,312.21	$ 71,377.70	$ 60,698.01	$ 93,912.12	$ 86,742.96	$ 107,783.56	$ 129,879.50	$ 82,664.07	$ 121,808.90
13	September	$ 38,597.72	$ 46,282.27	$ 45,739.57	$ 41,298.87	$ 47,760.09	$ 57,592.93	$ 63,037.18	$ 57,170.58	$ 64,199.48	$ 75,778.00	$ 81,869.35	$ 90,214.19
14	**Totals**	**$ 698,261.75**	**$ 752,825.25**	**$ 774,165.83**	**$ 750,890.42**	**$ 754,234.29**	**$ 803,141.28**	**$ 916,058.90**	**$ 978,073.19**	**$ 1,051,612.06**	**$ 1,123,103.90**	**$ 1,202,294.39**	**$ 1,250,695.82**
15													
16	**YOY %**		**$ 54,563.50**	**$ 21,340.58**	**$ (23,275.41)**	**$ 3,343.87**	**$ 48,906.99**	**$ 112,917.62**	**$ 62,014.29**	**$ 73,538.87**	**$ 71,491.84**	**$ 79,190.49**	**$ 48,401.43**
17			**7.8%**	**2.8%**	**-3.0%**	**0.4%**	**6.5%**	**14.1%**	**6.8%**	**7.5%**	**6.8%**	**7.1%**	**4.0%**
18													

	Month	2017-18	2018-19	2019-20	Increase/Decrease	% of Change
19						
20	October	$ 85,823.35	$ 38,416.89	$ 89,660.28	$ 51,243.39	133%
21	November	$ 49,440.74	$ 87,784.31	$ 57,067.01	$ (30,717.30)	-35%
22	December	$ 37,182.43	$ 46,715.00	$ 52,526.91	$ 5,811.91	12%
23	January	$ 51,388.51	$ 52,063.46	$ 54,422.25	$ 2,358.79	5%
24	February	$ 58,337.94	$ 66,632.44	$ 95,017.02	$ 28,384.58	43%
25	March	$ 111,947.32	$ 127,975.20	$ 71,946.84	$ (56,028.36)	-44%
26	April	$ 103,422.44	$ 82,258.08	$ 20,066.60	$ (62,191.48)	-76%
27	May	$ 140,130.14	$ 166,129.65	$ 123,839.27	$ (42,290.38)	-25%
28	June	$ 269,049.32	$ 300,092.38	$ 283,734.76	$ (16,357.62)	-5%
29	July	$ 215,933.34	$ 209,374.07	$ 253,488.28	$ 44,114.21	21%
30	**August**	**$ 111,322.92**	**$ 134,238.67**	**$ 190,136.02**	**$ 55,897.35**	**42%**
31	September	$ 70,419.47	$ 90,051.57			
32	**Totals**	**$ 1,304,397.92**	**$ 1,401,731.72**	**$ 1,291,905.24**	**$ (19,774.91)**	**-1%**
33						
34	**YOY %**	**$ 53,702.10**	**$ 97,333.80**	**$ (109,826.48)**		
35		**4.3%**	**7.5%**	**-7.8%**		
36						



37 * October and November 2018 due to Hurricane Michael statistically are outliers.
38 October and November 2019 compared with 2017-18 amounts are more representative,
39 thus, these months show increases of 10% and 9% respectively, or YTD increase of 31%.
40 * Coronoviris-19 March 1 - May 18 2020
41
42

File:TDC Collections YTD.xl
Updated 10/24/2020

FCTDC 2020-21 Expense to Budget Report

as of October 31, 2020

	Expensed YTD	Budget	Balance	% Spent	
ADMINISTRATION	**$0**	**$112,000**	**$112,000**	**0.0%**	
INFRASTRUCTURE	**$66,750**	**$738,500**	**$671,750**	**9.0%**	
AID TO LOCAL GOVERNMENTS	**$21,750**	**$468,500**	**$446,750**	**4.6%**	X
Armory Website		$3,000	$3,000	0.0%	
Beach Cleanup	$18,750	$75,000	$56,250	25.0%	
Bridge Cleanup	$3,000	$24,000	$21,000	12.5%	
Land Acquisition		$169,000	$169,000	0.0%	
Other		$130,000	$130,000	0.0%	
Reserve (SGI Bathrooms Project)		$67,500	$0	0.0%	
AID TO PRIVATE (NP) AGENCIES	**$45,000**	**$270,000**	**$225,000**	**16.7%**	X
Museum Grants		$90,000	$90,000	0.0%	
Visitor Centers	$45,000	$180,000	$135,000	25.0%	
TDC MAINTENANCE AND REPAIR	**$0**	**$20,000**	**$20,000**	**0.0%**	
FCTDC - Property Insurance (EPVC)		$0	$0	0.0%	
OTHER -TDC Building Maintenance		$20,000	$20,000	0.0%	
PROMOTIONS	**$27,030**	**$849,305**	**$822,275**	**3.2%**	
GRANTS FOR NON-PROFIT EVENTS	**$0**	**$138,000**	$138,000	**0.0%**	**X**
New Promo Ops		$15,000	$13,375	0.0%	
Grants for Non-Profit Events - $2000		$88,000	$88,000	0.0%	
Grants for Non-Profit Events - $5000		$35,000	$35,000	0.0%	
INTERNET	**$9,750**	**$257,009**	**$247,259**	**3.8%**	
Banner Ads Production- Bay Media (14%)		$4,200	$4,200	0.0%	
2-K Internet Marketing Production (14%)		$20,334	$20,334	0.0%	
2-K (Core Internet Marketing Services - $2500/mo)	$2,500	$30,000	$27,500	8.3%	
Banner Ads (Bay Media)		$25,800	$25,800	0.0%	
Market Research ($65/hr)		$6,000	$6,000	0.0%	
Non-Contratural Website	$5,040	$6,000	$960	84.0%	
Search Engline Optimization ($65/hr)		$28,500	$28,500	0.0%	
Internet Marketing (Google, Social Media etc.)		$109,655	$109,655	0.0%	
Social Media Campaign (Management - $2,210/mo)	$2,210	$26,520	$24,310	8.3%	
WEBSITE REVISIONS	**$0**	**$12,200**	**$12,200**	**0.0%**	**x**
Photo Library		$7,500	$7,500	0.0%	
Photo Set Up (Materials, actors, etc)		$4,700	$4,700	0.0%	
PARTNERSHIPS - COOPS	**$0**	**$13,500**	**$13,500**	**0.0%**	**x**
98 Corridor Mkting		$5,000	$5,000	0.0%	
COCA Banner		$5,500	$5,500	0.0%	
Visit Florida State Welcome Center Placement***		$3,000	$3,000	0.0%	
PRINT	**$5,655**	**$211,096**	**$205,441**	**2.7%**	
Bay Media - 14% Production	$1,906	$15,196	$13,290	12.5%	
Bay Media (Core Services - $2500/mo)	$2,500	$30,000	$27,500	8.3%	
Blog Content		$0	$0	0.0%	
Bay Media Content Production ($65/hour)		$3,500	$3,500	0.0%	
Bay Media Content Production ($65/hour) Other		$12,000	$12,000	0.0%	
Forgotten Coastlines		$26,400	$26,400	0.0%	

FCTDC 2020-21 Expense to Budget Report

as of October 31, 2020

	Expensed YTD	Budget	Balance	% Spent	
Print Advertising - Trip Advisor		$25,000	$25,000	0.0%	
Print Advertising - Other	$1,249	$85,000	$83,751	1.5%	
Visit Florida Coop - Travel Maps			$0		
Print - TDC Newspaper Ads			$0		
Printing Promotional Materials (Brochures)		$14,000	$14,000	0.0%	
SPECIAL EVENTS AND OUTREACH	**$8,640**	**$80,000**	**$71,360**	**10.8%**	
Dues/ Memberships/ Meetings/ Conferences		$20,000	$20,000	0.0%	
Get-a-Way Contests	$240	$16,000	$15,760	1.5%	
Hospitality Training		$2,000	$2,000	0.0%	
Journalists Visits		$10,000	$10,000	0.0%	
Mentoring /Scholarships		$2,000	$2,000	0.0%	
Promotional Items		$8,000	$8,000	0.0%	
Promotional Mailings (Welcome Centers)		$6,000	$6,000	0.0%	
Software Advancements (Key Data)	$8,400	$12,000	$3,600	70.0%	
Survey Program		$4,000	$4,000	0.0%	
Trademark (not due until ?)		$0	$0	0.0%	
TV, RADIO AND WEBCAMS	**$2,100**	**$108,700**	**$106,600**	**1.9%**	
FCTV Retainer	$1,200	$25,200		4.8%	
Oyster Radio		$12,000		0.0%	
Radio (FSU, Cumulus, etc)		$10,000		0.0%	
TV Advertising		$35,000		0.0%	
Video Production	$900	$25,000		3.6%	
Webcam Installation/Maintenance		$1,500		0.0%	
WELCOMING TOURIST	**$885**	**$28,800**	**$27,915**	**3.1%**	
Additional Signage Roadside		$15,000		0.0%	
Airport Sign/Display - Clear Channel	$885	$13,800		6.4%	
Postage - Visitor Guides		$0	$0		
RECAP					
ADMINISTRATION	**$0**	**$112,000**	**$112,000**	**0.0%**	
INFRASTRUCTURE	**$66,750**	**$738,500**	**$671,750**	**9.0%**	
TDC MAINTENANCE AND REPAIR	**$0**	**$20,000**	**$20,000**	**0.0%**	
PROMOTIONS	**$31,311**	**$847,305**	**$815,994**	**3.7%**	
TOTAL BUDGET 2020-21	**$93,780**	**$1,719,805**	**$1,626,025**	**5.5%**	
	Expensed YTD	**Budget**	**Balance**	**% Spent**	

R. 10/28/2020

2020 VISITOR TRACKING

Month

	Apalachicola	Eastpoint	St. George	Carrabelle	Total
January	1,304	282	873	309	2,768
February	1,829	449	1,258	233	3,769
March	1,005	262	797	192	2,256
April	-	-	-	8	8
May	393	83	362	28	866
June	834	234	818	140	2,026
July	921	138	678	134	1,871
August	1,020	109	674	120	1,803
September	1,205	124	586	79	1,994
October	1,212	195	1,164	139	2,710
November					
December					
				TOTAL	**16,274**

BAY MEDIA

DESIGN . MARKETING . CONTENT

October 30, 2020
To: TDC Board Members
From: C. Clark
Subject: November Marketing Report

METRICS ANALYSIS OF NOVEMBER 2020 NEWSLETTER
The November newsletter launched on Tuesday, October 27 to 59,143 recipients. As of this report (3 days) the reader open rate averaged 15% and the click to open rate averaged 7%. There were 25 trackable links in the newsletter. The highest number of click throughs registered as follows: Birding Getaway (56.6%), Riverkeeper Paddling Event (8.4%), Top 10 Birding Spots (5.8%), Lantern Fest (4.1%).

COMPARISONS BY DEVICE OPENS
November: Opens By Device: 53.8% Desktop, 46.3% Mobile
October: Opens By Device: 54.2 Desktop, 45.8 Mobile
September: Opens By Device: 53.7 Desktop, 46.3% Mobile
August: Opens By Device: 53.6% Desktop, 46.4% Mobile
July: Opens By Device: 60.9% Desktop, 39.1% Mobile
June: Opens By Device 50.7% Desktop, 49.3% Mobile
May: Opens By Device 51.1% Desktop, 48.9% Mobile
This is interesting to note that this year's recent newsletters during the pandemic were opened more on desktop devices rather than mobile devices.

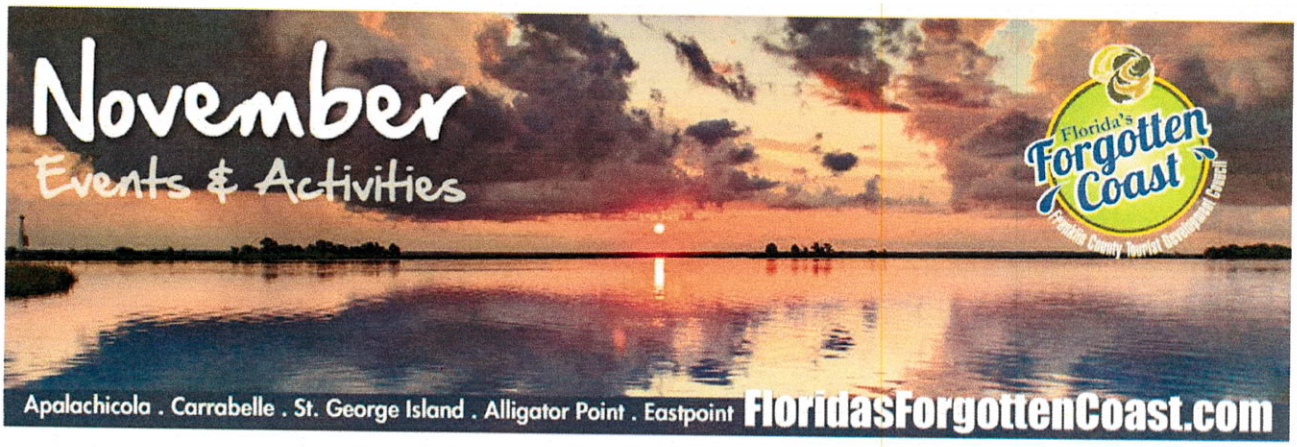
EMAIL MARKETING DATABASE DETAILS:
Total Database: June 19, 2011: 7,410
Total Database: October 30, 2020: 59,543

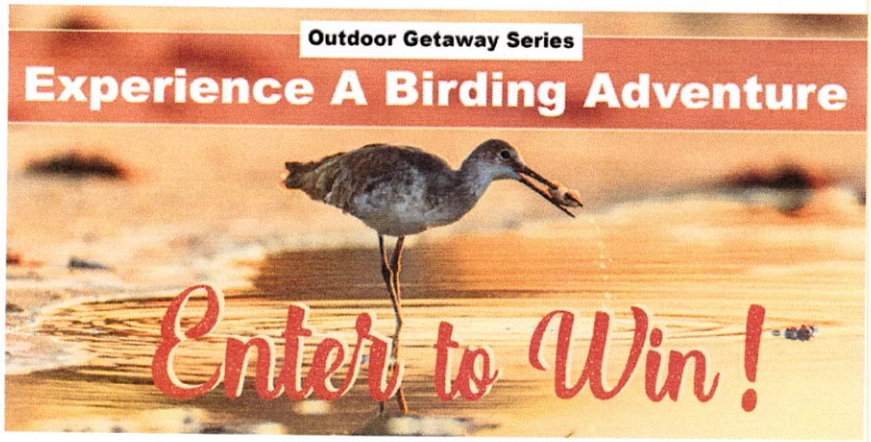
GETAWAYS
Birding Getaway launched October 27 and will run through December 15. Three day total so far: 139.

MARKETING/MEDIA COORDINATION
1. Production: Coast Line November ad
2. Production: Bird Watcher's Digest
3. Production: Living Bird Magazine
4. Content: Visit Florida Writer request for winter activities
5. Coordinated travel writer media requests for interviews (Doug Griffin)
6. Coordinated travel writer media request for "experience" tour - Bonnie East - Atlanta Journal/Constitution Smoke Signals
7. Coordinated travel writer media request for Visit Florida writer - Gary McKechnie

MARKETING REQUEST
1. Mid month advertising request for Bird Watcher's Digest - $921 for three month banner ad and social media; Living Bird Magazine one month banner ad: $570. Both ads will promote the birding getaway and birding section on new app. Includes production.
2. Request funding to send Atlanta Journal/Constitution (Smoke Signals) travel writer on eco-tour. Excursion request not to exceed $500.
3. Consider Florida Saltwater Recreational Fishing Guide half page advertisement in 2021 (July-December issue) to include digital embed. Half page: $6270 including production.

OF NOTE:
Focused niche marketing this month on birding. Currently researching wedding marketing with recommendations soon.





TDC Launches Birder's Getaway Contest

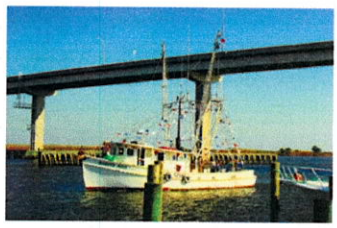
Come hang out with the birds as part of a birding getaway sponsored by the Franklin County Tourist Development Council. Click here to enter to win a birding expedition trip, lodging, meals and lots of open space adventures.

Crooked River Lighthouse Lantern Festival November 14

The historic Crooked River lighthouse, located just west of Carrabelle on Highway 98, will host the annual Lantern Fest on November 14, from 6-10 pm. This unique festival is best known for its twinkling display of colorful lanterns and luminaries strung throughout the park. Lantern Fest also features music, storytelling and food. A special format for this year's Lantern Fest will be implemented for the safety of guests, staff and

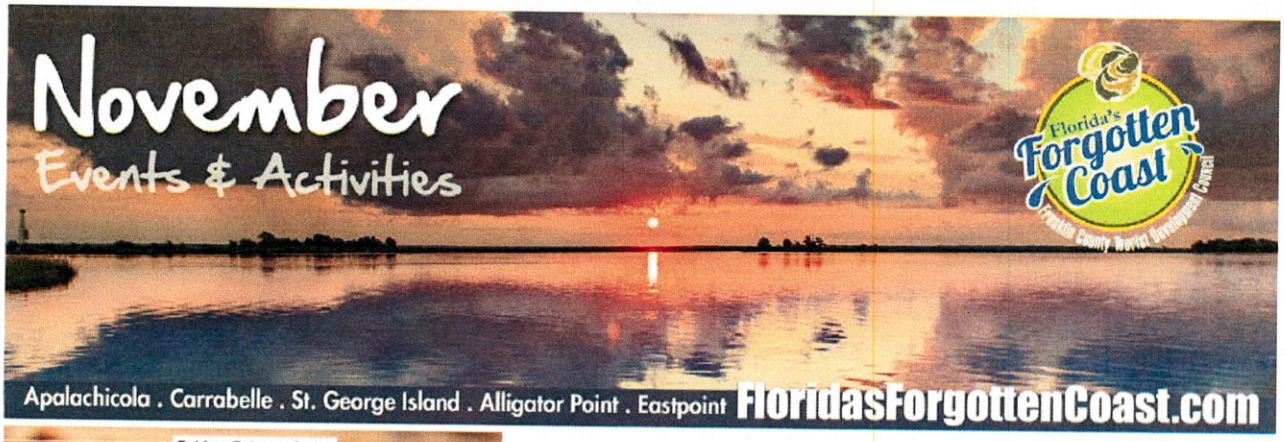
Charity Black Drum Tournament November 7

The Apalachicola Bay Chamber will host a Black Drum Fishing Tournament on Saturday, November 7. Registration for the one-day charity event can be made at the chamber office in Apalachicola or at Eastpoint's Fisherman's Choice. Proceeds from the event will benefit the Eastpoint Civic Association.



Florida Seafood Festival To Host Blessing of the Fleet November 6

The 2020 Florida Seafood Festival may be postponed for a year but the Festival board will host the popular Blessing of the Fleet on Friday, November 6 at 4 pm. This year's event will be held at Riverfront Park along the



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Birders Flock to the Coast this Month

During November, three of Franklin County's most popular migrating bird stopovers are located at two state parks and a federal wildlife preserve. And where the birds are, you're sure to find the birders too!

Bald Point State Park, located at the extreme eastern tip of Franklin County, is considered one of the best areas in the Southeast to view the annual bird and butterfly migrations. Some of the migrating bird species you might encounter on a quiet morning or late afternoon might include warblers, Peregrin Falcons, hawks and Bald Eagles. Common migrating species of butterflies include the Gulf Fritillary and Monarch.

Dr. Julian G. Bruce St. George Island State Park. There are more than 300 species listed on the St. George Island State Park birding list. During the fall several varieties of terns may be observed.

St. Vincent Island, a federally owned National Wildlife Refuge at the westernmost end of Franklin County, is also an important stop-off point in the Gulf of Mexico region for migratory birds, including the majestic Wood Stork.

Visit Floridasforgottencoast.com for the top ten spots to enjoy birding in Franklin County.

Charity Black Drum Tournament Nov. 7

The Apalachicola Bay Chamber will host a Black Drum Fishing Tournament on Saturday, October 17. Registration for the one-day charity event can be made at the chamber office in Apalachicola or at Eastpoint's Fisherman's Choice. Proceeds from the event will benefit the Eastpoint Civic Association.

Florida Seafood Festival To Host Blessing of the Fleet November 6

The 2020 Florida Seafood Festival may be postponed for a year but the Festival board will host the popular Blessing of the Fleet on Friday, November 6 at 4 pm. This year's event will be held at Riverfront Park along the Apalachicola River and will include multi-denominational clergy and that beloved bagpiper to bless commercial and recreational boats they process along the historic waterfront.

Golf Tourney Planned on November 14

The Camp Gordon Johnston WWII Museum and St. James Bay Golf Club are teaming up to host a benefit golf tournament November 14. The tournament, to be played at the St. James Bay Golf Resort, will be a 9AM shotgun start. 4 player select-a-shot Captain's choice or Team Scramble format. All 18 holes will be played as par 3's. Entry fee is $320 per team. Fee includes green fees, cart, and lunch afterwards.

HCA Hosts Sumi-e Art Exhibit in November

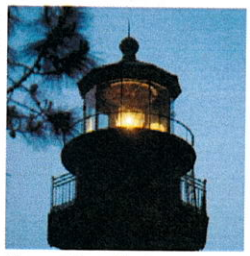
The Apalachicola Center for History, Culture and Art will feature a Sumi-e exhibit during November. "Portraits in Passing," a Sumi-e Exhibit by Ann Kozeliski will be featured November 3-30 at the HCA building in Apalachicola. Sumi-e, also called Chinese Bamboo Brush Painting, is more than 2000 years old. The "Portraits in Passing" exhibits are paintings of people Kozeliski sees in her daily travels.

Porch Fest Music Event November 7 to Benefit Humane Society

Apalachicola will be the site of an inaugural grassroots community music festival on November 7 where front porches become stages, yards become venues, and generosity and good will rule the day. Porch Fest Apalach, a benefit for the Franklin County Humane Society, will feature nine local performers, each on different porches, at staggered times, throughout Apalachicola neighborhoods. The event begins at noon on the steps of Trinity Episcopal Church and ends with a wrap up party on the porch of the Historic Gibson Inn.

Small Business Saturday November 28

All Franklin County communities will be official Neighborhood Champions for the Small Business Saturday campaign on Saturday, November 28. Small Business Saturday encourages people to patronize small businesses during the holiday season and throughout the year. Support for local businesses can make a huge difference. Customers can take advantage of sales and promotions this special day.



November Features Full Moon Lighthouse Climbs

Crooked River Lighthouse

The Crooked River Lighthouse at Carrabelle Beach will host a Full Moon Lighthouse Climb on Monday, November 30, from 5-7pm in Carrabelle. Visitors can enjoy this opportunity to see the gorgeous natural surroundings of the St. George Sound, Carrabelle Beach, and Dog Island, under the night sky at this special Crooked River Lighthouse evening climb. This Full Moon is known as the Beaver Moon.

Cape St. George Lighthouse

The Cape St. George Lighthouse on St. George Island will host a virtual full moon climb on Sunday, November 29th from 5:15-5:45pm. Join us on Facebook live for a virtual full moon climb (weather permitting – if it's not too cloudy or rainy). The sun will set at 5:40pm and the Beaver moon will rise at 5:22pm on November29th.

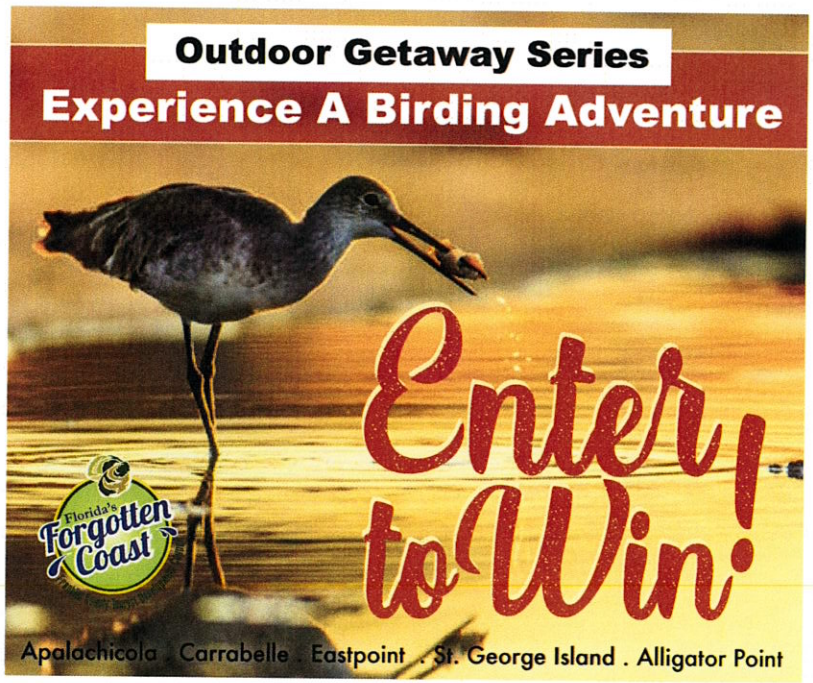
Riverkeeper Paddling Tour November 21

Tour the Prospect Bluff Historic Sites along the lower Apalachicola River with noted historian and author Dale Cox during this paddling tour sponsored by the Riverkeepers on Saturday, November 21. This location was the site of two forts and once boasted the largest free black colony in North America. Dale has recently authored a book about Prospect Bluff with all proceeds supporting research at the site.

EVENTS

November 3-30 - HCA art exhibit
November 6 - Blessing of the Fleet
November 7 - Porch Fest
November 7 - Drum Tournament
November 7, 21 - Artisans Market
November 7, 21 - Farmers' Market
November 14 - Lantern Fest
November 14 - Farmers' Market
November 14 - Golf Tournament
November 21, 28 - Riverkeeper Paddling
November 28 - Small Business Saturday
November 29 - Virtual SGI Lighthouse Climb
November 30 - Full Moon Climb, Crooked River Lighthouse

Visit FloridasForgottenCoast.com for a complete list of events and activities


Outdoor Getaway Series
Experience A Birding Adventure
Enter to Win!
Florida's Forgotten Coast
Apalachicola . Carrabelle . Eastpoint . St. George Island . Alligator Point

Winter content for Gary McKechnie – Visit Florida

Events in December:

• Dec. 5 – The Holiday fresh market in historic downtown Apalachicola features locally produced artwork, wood crafting, pottery, knitted goods, baked goods. https://www.floridasforgottencoast.com/event/holiday-fresh-market/2020-12-05/
• Weekly throughout December, the communities of Apalachicola, Eastpoint and Carrabelle host an impressive series of ongoing farmer's markets that are heavy on artwork, jewelry and local produce. https://www.floridasforgottencoast.com/events/list/?tribe_paged=3&tribe_event_display=list&tribe-bar-date=2020-10-28
• Lighting of the Palms – An annual event on St. George Island. Greet Santa when he arrives at St. George Island's Lighthouse Park on Friday, December 4 and enjoy the festive illuminating of holiday lights on the Cape St. George Lighthouse, Visitor Center, and along Franklin Boulevard. There will be a fun run goodies, carolers, and of course, Santa and tree lighting will occur about sunset.
• Eastpoint Christmas Parade – Eastpoint – Join Eastpoint for the annual Christmas Celebration on Friday, December 11. Parade line up begins at 4 p.m. behind Seller's Plaza. The parade runs down Highway 98, takes a right at Fisherman's Choice and ends at the Eastpoint Pavilion where Santa will have yummy treats on hand and his helpers will give out toys to all the good little boys and girls.

Outdoor Activities:

Historic Lighthouse Climbs

Franklin County boasts two restored lighthouses. The first is located on St. George Island. The second is located at Carrabelle Beach. Each tells a tale of coastal living in Franklin County more than 100 years ago and each is worth visiting. The Cape St. George Lighthouse and the Crooked River Lighthouse reflect the area's maritime history and commitment to preserving a unique coastal heritage. Both the St. George Lighthouse and Crooked River Lighthouse host special climbs on full moon evenings. Visitors are able to climb the 92 stairs of the Cape St. George Light to see breathtaking views of the Gulf of Mexico, Apalachicola Bay, and St. George Sound each month. The Crooked River Lighthouse features a similar full moon climb on special occasions up the 138 steps to the view of the Apalachicola Bay, St. George Sound and pristine Tate's Hell State Forest. Daytime climbs are also available at the Crooked River Lighthouse every Wednesday - Sunday afternoon.

Riverkeeper Paddling/Hiking Tours

The nonprofit Apalachicola Riverkeeper Group hosts monthly paddling or hiking tours of the Apalachicola River Basin.

November 29 – Hike the rugged Garden of Eden Trail through the Apalachicola Bluffs and Ravines Preserve, one of the planet's unique biological hotspots (3.75 miles, 3-4 hours). Here's a Blog from a recent Garden of Eden Hike.

December 19 – 4-5 mile hike in Torreya State Park (3-4 hours). See how this unique environment is recovering after Hurricane Michael.

The volunteer-led eco-outings are fun and memorable and features hikes in the spring and fall. We kayak year round. Group size is limited and registration is required. Trips are donation based. Schedule subject to change based on river and weather conditions.

Birding Adventures

Franklin County offers outstanding birding opportunities year round. The fall brings the migration from the north as the cool weather pushes masses of birds to the south followed by a world-renowned gathering of raptors preying on them. Franklin County is the winter home of many species including ducks, loons and other water birds that find our relatively warm waters to their liking. Plus the cooler weather has brought such exotic guests as the Buff-bellied Hummingbird and Tropical Kingbird. You can visit Franklin County's Top Ten Birding Spots here.

Kayak Fishing Adventures

As you pull off the side of the road you see the mullet being chased by predators in the skinny waters of St. George Sound. You can't help but grin because you know this area is inaccessible to most boats and you'll likely have it all to yourself. Red fish, trout, flounder, jack cravelle, pompano and so many more species are yours for the taking once you've settled into your kayak and floated away from land. The freedom kayaking offers anglers in this area is a refreshing alternative to motorized boating and the amount of accessible waters seems endless. From the Carrabelle River to St. Vincent Sound, to include the Apalachicola River, Apalachicola Bay, St George Sound and East Bay, these diverse ecosystems where fresh and salt waters meet, create a kayak fisherman's paradise.

Slip your yak into Scipio Creek at the mouth of The Apalachicola River, paddle up the marsh and catch bass, trout and reds all in the same trip. Throw it in the Gulf of Mexico off of St. George Island and bag some pompano for the table; you can do both in the same day!

You don't have to be an expert kayaker to enjoy a day gliding across these pristine waters casting for world-class fish or simply taking in the amazing scenery; you don't even have to own one. Places like Island Outfitters and Journeys have them for rent. Advice on how to catch what's biting is always free and they have all the gear you need for a successful day of fishing or just relaxing. If you've never experienced the peace, joy and excitement that kayaking can bring, then add this to your bucket list and give it a go; there's a reason this sport is growing so rapidly…it's a blast and this area is a kayaker's paradise! Franklin County features several kayak and boat rentals. For a complete list of rentals, charters and supplies, visit www.floridasforgottencoast.com

Fishing Adventures (In General)

FISH: Tarpon, Redfish, King Mackerel, Wahoo, Jack Crevalle, Amberjack, Gag Grouper
PEAK SEASON: June thru December

THE FISHING: Take a step back in time to experience Florida's Forgotten Coast. Every cast could produce something different in one of the most diverse ecosystems in the world. You'll find offshore species like wahoo, grouper and sailfish, as well as inshore species like pompano, redfish, tarpon, Jack Cravelle and speckled trout. In early spring look for cobia and Spanish mackerel near shore, while inshore you'll find trout and redfish crushing top-waters. As we get into fall, big Jack will be tearing up tackle frequently and the delicious flounder will be found as they spawn. False albacore or bonito can warm up a cool day in the blue water also. From the mouth of the Apalachicola River to Carrabelle, you'll find some of the hottest action anywhere! Redfish, trout and flounder abound or cast for freshwater species like bass and stripers the same day. Visit Floridasforgottencoast.com

Saltwater fishing inshore and offshore is the most popular quest and possibly the best in the world. The waters here are loaded with so many species of fish both migratory and residential: red snapper, tarpon, flounder, king mackerel, cobia, tripletail, and red drum just to name a few. All these species are readily available for you to pursue in your own boat, or with one of the many local professional guides. The Apalachicola River offers great freshwater action for bass, bream, stripers and catfish...all those species grow big in this river which flows into the Gulf of Mexico and comprises the most ecological diverse natural area in the southern U. S. There's something really special about places where fresh water meets the salt.

Camping Adventures

Whether it be primitive camping in the State or National Forest, beach camping at the Dr. Julian G. Bruce St. George Island State Park or full service RV park lodging, Franklin County offers unsurpassed beauty and wildness vista not found elsewhere in the State. Did you know that more than 80 percent of Franklin County's 545 square miles is publically owned and preserved wilderness areas? That makes for a huge backyard to for you to plan your next camping and hiking adventure.

There are more than 40 camping areas and campgrounds in Franklin County ranging from luxury waterfront RV parks to primitive woods sites. Many feature boat launches and nearby hiking opportunities. Most of the wilderness camping areas are located within either the Tate's Hell State Forest, the Apalachicola National Forest or the Florida State Park system.

One of Franklin County's premier camping facilities is located on St. George Island at the Dr. Julian G. Bruce St. George Island State Park. The park is located at the eastern tip of St. George Island. The 2,023-acre park has several miles of undeveloped and uncrowded beaches. The Gulf of Mexico is on one side with Apalachicola Bay on the other. Fishing, boating, shelling, sunbathing, swimming, canoeing, hiking, camping, and bird and wildlife watching are popular activities on the island. Boat ramps are nearby for easy access to the Gulf or bay. The campground has 60 campsites with water and electricity. Primitive camping at Gap Point is accessible only by foot, canoe or kayak by way of a 2.5-mile Gap Point Trail. The state park beaches, a short stroll from the camping areas, have been named among the top 10 in the country since 2011.

There are a growing number of full service RV campgrounds in the county including the Sportsman Lodge and Coastline RV Resort in Eastpoint, Carrabelle Beach RV, Sunset Isle RV and Ho-Hum RV Park in Carrabelle. Utility hookups are available at campgrounds. https://www.floridasforgottencoast.com/places-to-stay/campgrounds/

Hiking Adventures

With hundreds of thousands of protected acres to explore, hiking opportunities abound in Franklin County, Florida.

Tate's Hell State Forest

Visit the Website

The High Bluff Coastal Hiking Trail winds six miles through the forest, often paralleling St. George Sound. Informative visitor education exhibits are located along the trail and cover fire, coastal scrub ecosystems and the turpentine

industry. Of special note, hikers can see the natural phenomenon of the dwarf cypress trees, which grow no more than 15 feet tall even though they are 150 years old, and are unique to the area. Among the most unusual plants in the forest are the native pitcher plants. Tate's Hell also allows off-highway vehicle (OHV) use in designated areas only. OHV use requires an OHV decal that can be obtained from the state forest office.

The Apalachicola National Forest is the largest forest in Florida with more than 570,000 acres. The forest features nearly 70 miles of hiking as part of the Florida National Scenic Trail. There you'll see wildflowers, sinkholes, open prairies and scenic creeks and lakes.

St. Vincent National Wildlife Refuge
Visit the Website
A 12,350-acre undeveloped barrier island, located 22 miles offshore from Apalachicola. Here, hikers can explore the island's 14 miles of beaches and 80 miles of sand roads, often without seeing a manmade structure or even another person. Because of its relative isolation, the island is particularly popular with photographers and shell collectors. Access is by boat or ferry only.

Dr. Julian G. Bruce St. George Island State Park
Visit the Website
St. George Island State Park boasts nine miles of undeveloped beaches and high dunes, surrounded by the Gulf of Mexico and Apalachicola Bay. Occupying nearly 2,000 acres, park terrain is a combination of sandy coves, salt marshes, shady pines and oak forest. Inside the state park, a two-mile marked trail along the bayside is especially popular among birders, and a series of trails and boardwalks throughout the park provides many wildlife sighting opportunities. Raccoons, ghost crabs and loggerhead turtles share the St. George stage with birds during different seasons of the year.

Bald Point State Park
Visit the Website
At the easternmost end of the county Located on Alligator Point where Ochlockonee Bay meets Apalachee Bay is Bald Point State Park. Bald Point's coastal marshes, pine flatwoods and oak thickets foster a diversity of biological communities that make the park a popular destination for hikers. A newly constructed observation boardwalk overlooks prime areas for viewing rare Florida black bears, which occasionally swim at the beach. This area also is popular for windsurfing, hiking, canoeing, kayaking and bird watching.

Not sure where to start? Begin with a trained green guide who can give you a tour, advice and set up the perfect trip for you. Learn more at Floridasforgottencoast.com

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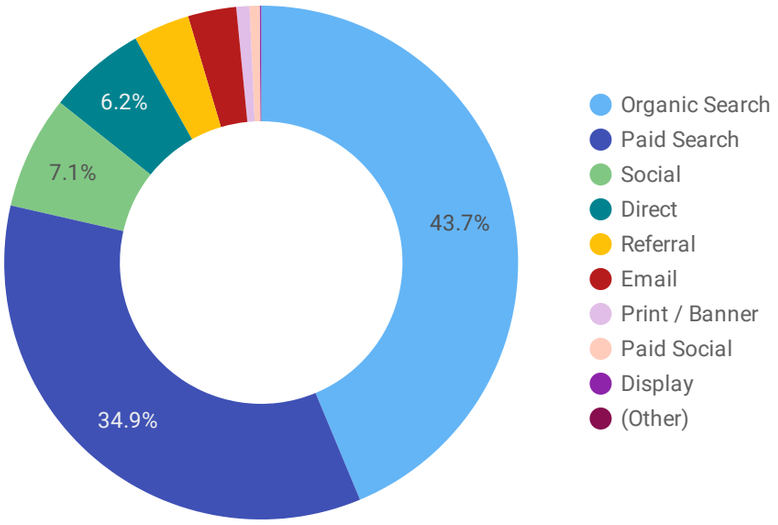
Franklin County TDC
Monthly Marketing Report

Oct 1, 2020 - Oct 31, 2020

Report Prepared by 2K Web Group

2K
WEBGROUP
INTERNET MARKETING

Website Traffic Summary

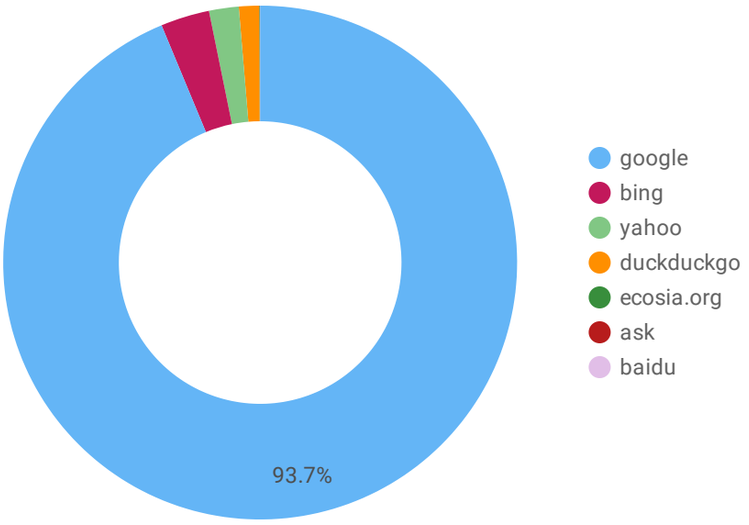


Sessions	Pageviews	Bounce Rate	Goals Completed
33,062	67,038	63.28%	721
▲ 38.08%	▲ 38.95%	▲ 5.11%	▲ 106.00%
Compared to previous year	Compared to previous year	Compared to previous year	Compared to previous year

Channel	Sessions ▼	Pageviews	Bounce Rate	Goals Completed
Organic Search	14,453	29,576	59.72%	188
Paid Search	11,523	24,951	63.08%	208
Social	2,355	3,482	80.3%	60
Direct	2,040	3,421	71.32%	48
Referral	1,172	2,581	61.01%	60
Email	1,005	2,292	54.63%	143
Print / Banner	274	374	84.31%	4
Paid Social	210	324	72.86%	10
Display	23	25	95.65%	0
(Other)	7	12	71.43%	0

Limited to top 10

Organic Search



Sessions	Pageviews	Goals Completed
14,453	29,576	188
↑ 38.53%	↑ 43.00%	↑ 72.48%
Compared to previous year	Compared to previous year	Compared to previous year

Keyword	Clicks ▾	Impressions
st george island	1,273	23,820
st george island florida	459	5,665
st. george island	264	4,785
apalachicola seafood festival 2020	204	335
alligator point florida	181	1,885
apalachicola	156	13,463
alligator point	143	2,120
forgotten coast	131	905
apalachicola florida	112	4,114
st george island fl	110	1,416

Limited to top 10 keywords in Google Search

2K WEBGROUP
INTERNET MARKETING

Paid Search Campaigns

Ad Budget Spent	Sessions	Pageviews	Goals Completed
$8,235.58	11,523	24,951	208
⬆ 52.80%	⬆ 70.66%	⬆ 68.64%	⬆ 84.07%
Compared to previous year	Compared to previous year	Compared to previous year	Compared to previous year

Keyword	Clicks ▾	Bounce rate
st george island	3,529	65.84%
apalachicola	1,488	59.35%
apalachicola fl	773	56.46%
carrabelle	698	62.38%
+st. +george +island +florida	390	68.56%

Limited to top 5 keywords

2K WEBGROUP
INTERNET MARKETING

Paid Print Campaigns

Sessions	Pageviews	Goals Completed
274	374	4

Campaign	Sessions ▾	Pageviews	Bounce Rate
visit-florida-rebound / banner	241	302	90.04%
nashville / banner	15	41	33.33%
florida-sport-fishing / print	6	14	16.67%
Nashville Lifestyle / print	2	4	50%
florida-sportsman / print	2	5	50%
travel-taste-travel / print	1	1	100%
tripadvisor / banner	1	1	100%
visit-florida-vacation-guide / print	1	1	100%
food-travel / banner	1	1	0%
food-travel / print	1	1	100%

Limited to top 10 campaigns

Email Newsletters

Sessions	Pageviews	Goals Completed
1,005	2,292	143

Campaign	Sessions ▾	Pageviews	Bounce Rate
November -2020	806	1,774	52.36%
October-2020	159	342	65.41%
Aug 2020	23	101	60.87%
September-2020	5	28	60%
October-2019	3	4	66.67%
oct 2020	2	6	0%
December-2019	1	1	100%
holidayescapes	1	1	100%
october	1	3	0%
November-2019	1	1	100%

Limited to top 10 campaigns

Social Media

Followers	Impressions	Engagements	Link Clicks
117,712	370,627	32,332	1,302
96,441	75,497	4,038	229
Previous year	Previous year	Previous year	Previous year

Franklin County Tourist Development Council
Thu 10/1/2020 9:30 am PDT

We are excited to announce that we have wheelchair access at Lighthouse Park on St. George Island!

Total Engagements	11,045
Reactions	6,242
Comments	506
Shares	492
Post Link Clicks	55
Other Post Clicks	3,750

Franklin County Tourist Development Council
Sun 10/11/2020 10:30 am PDT

Small town beautiful. ❤️ Apalachicola [📸 Dave Letendre]
https://www.floridasforgottencoast.com/apalachicola/

Total Engagements	6,936
Reactions	3,865
Comments	311
Shares	364
Post Link Clicks	314
Other Post Clicks	2,082

Franklin County Tourist Development Council
Tue 10/13/2020 12:05 pm PDT

They're here now! 👉 https://bit.ly/2RMHAEd **#forgottencoast #monarch #monarchbutterfly #butterfly #butterflies**

Visit Franklin County This Fall and Witness the Monarch M...

Total Engagements	4,403
Reactions	3,844
Comments	25
Shares	287
Post Link Clicks	169
Other Post Clicks	78

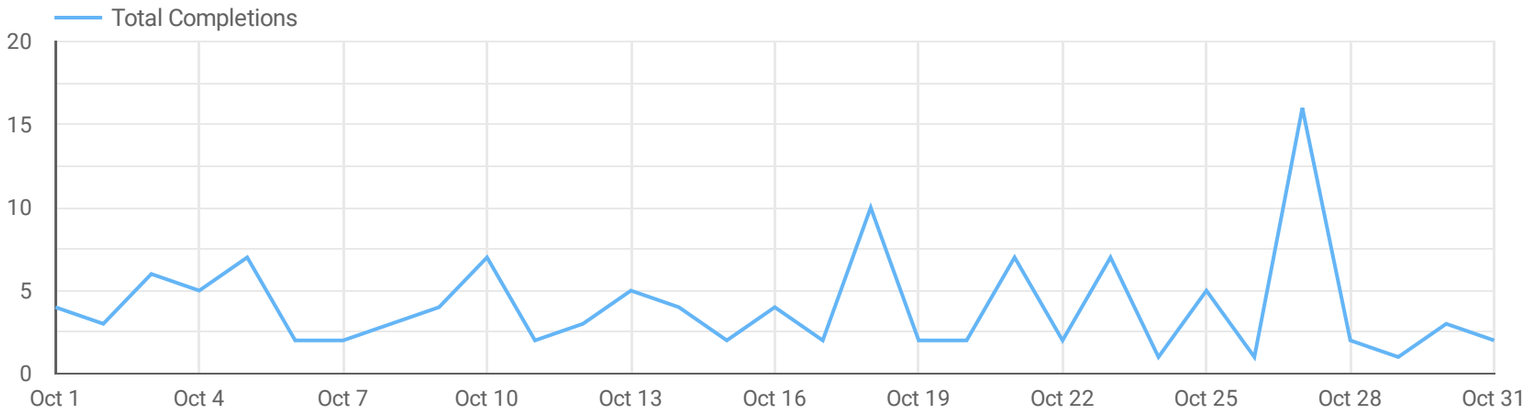
Goals Completed: Accommodation Requests

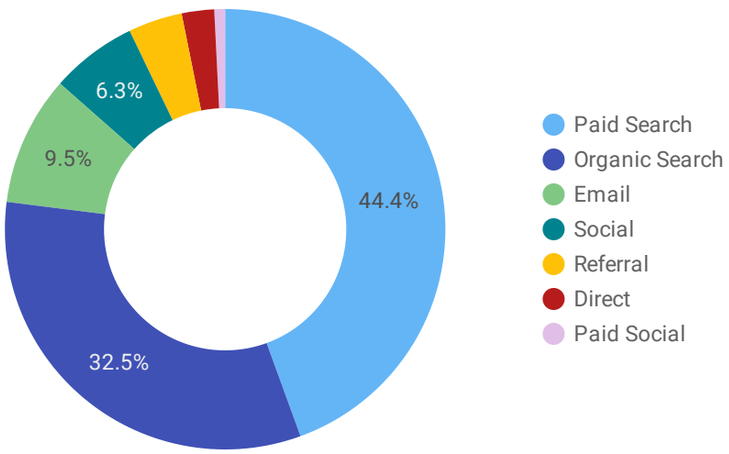
Total Completions

126

50.00%

Compared to previous year





Channel	Total Completions
Paid Search	56
Organic Search	41
Email	12
Social	8
Referral	5

Limited to top 5

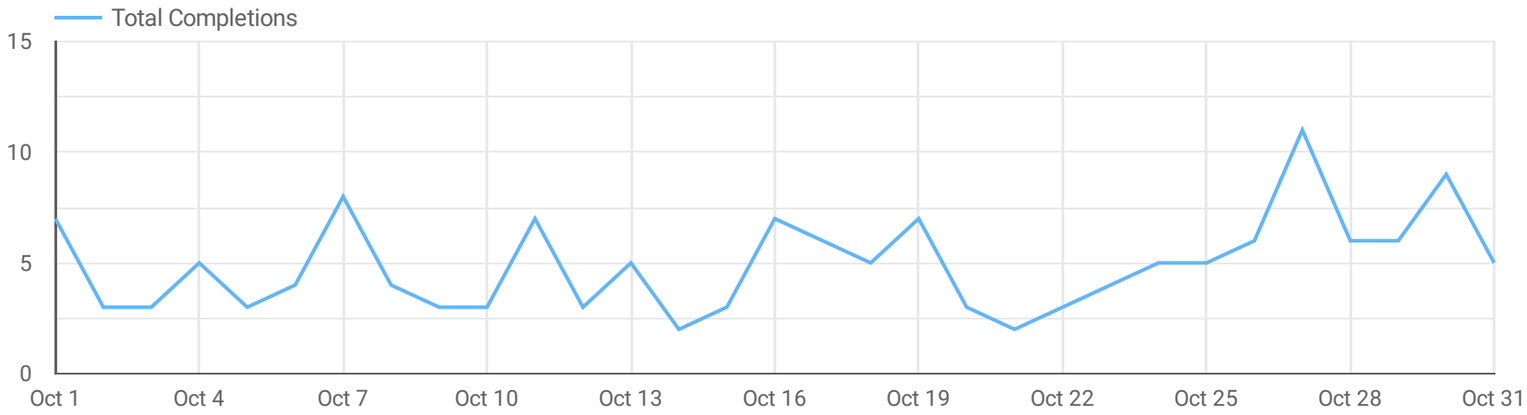
Goals Completed: Visitor Guide Requests

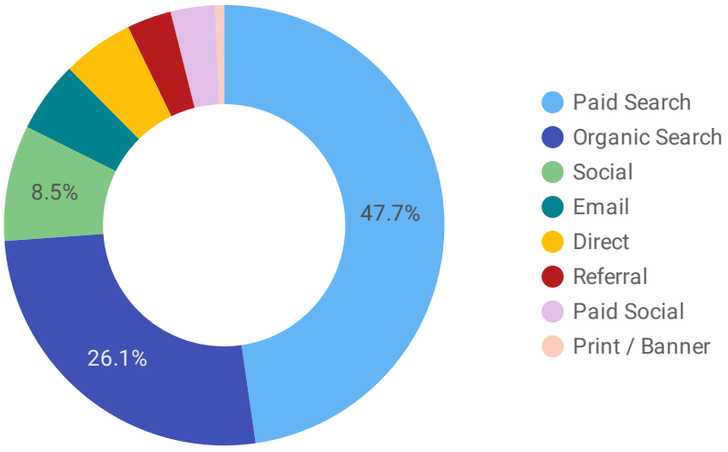
Total Completions

153

23.39%

Compared to previous year





Channel	Total Completions
Paid Search	73
Organic Search	40
Social	13
Email	8
Direct	8

Limited to top 5

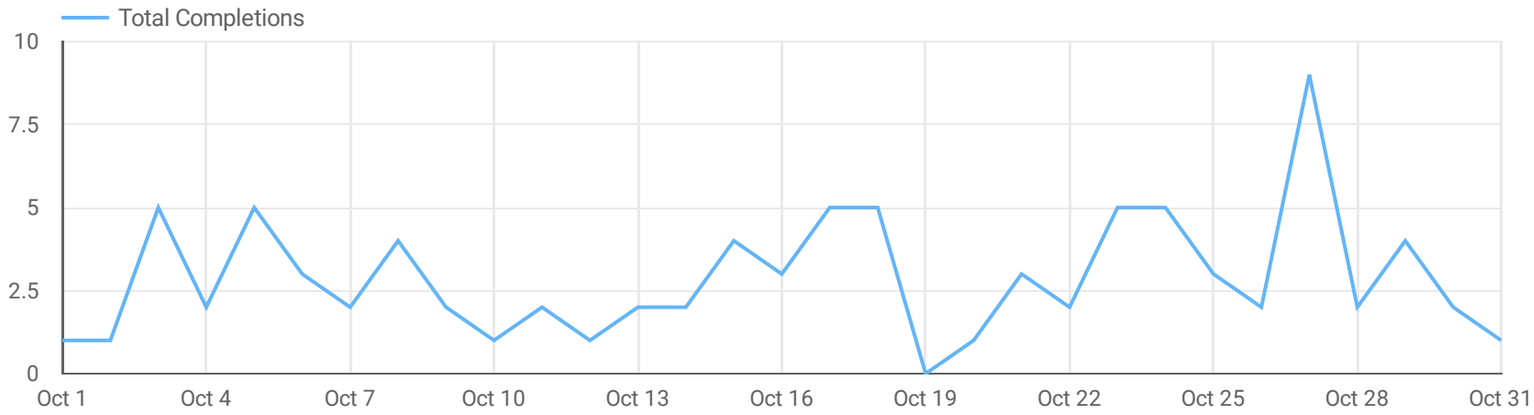
Goals Completed: Newsletter Signups

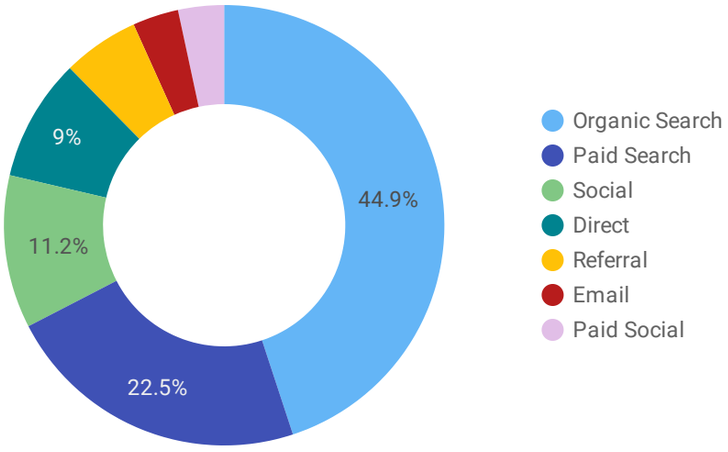
Total Completions

89

2.30%

Compared to previous year





Channel	Total Completions
Organic Search	40
Paid Search	20
Social	10
Direct	8
Referral	5

Limited to top 5

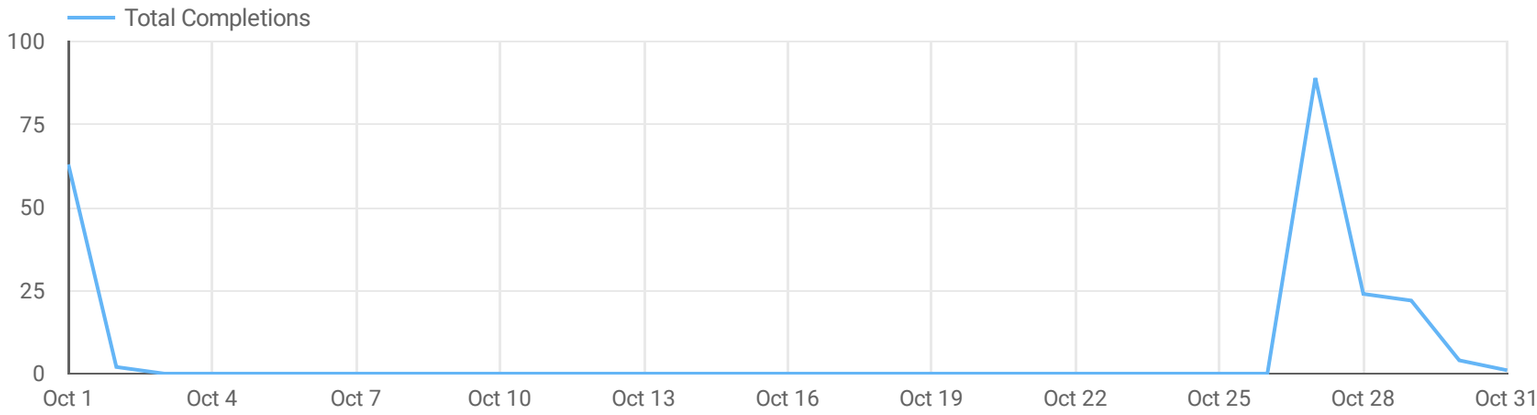
Goals Completed: Getaway Signups

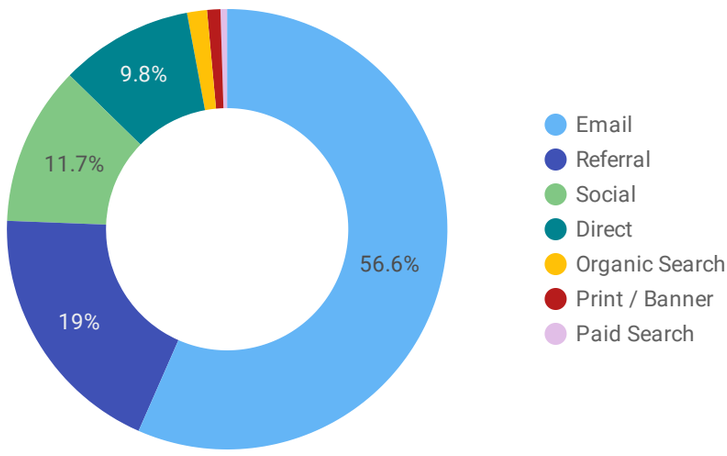
Total Completions

205

355.56%

Compared to previous year





Channel	Total Completions
Email	116
Referral	39
Social	24
Direct	20
Organic Search	3

Limited to top 5

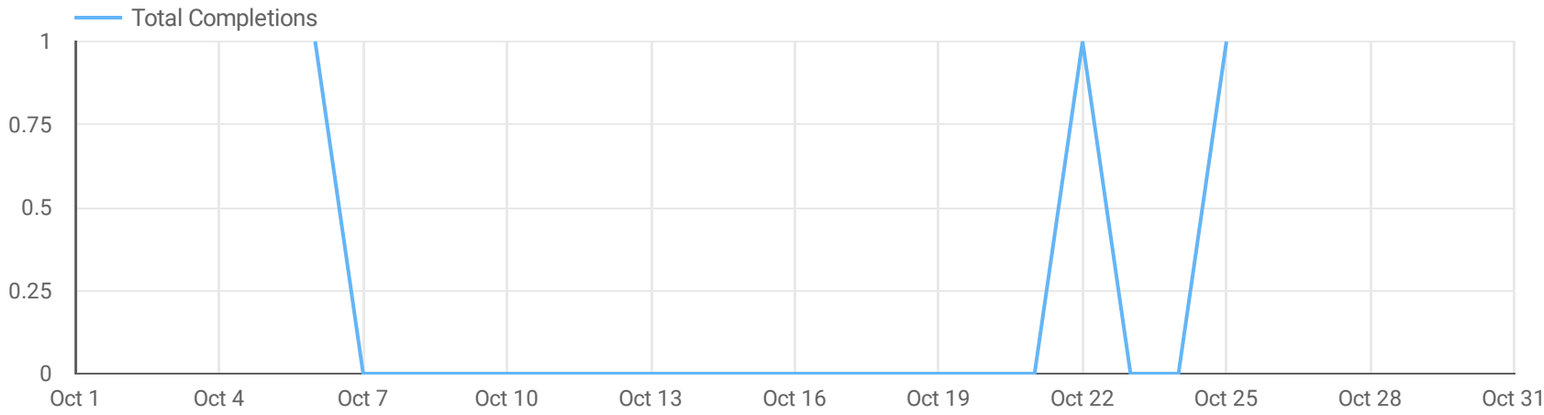
Goals Completed: Contact Form

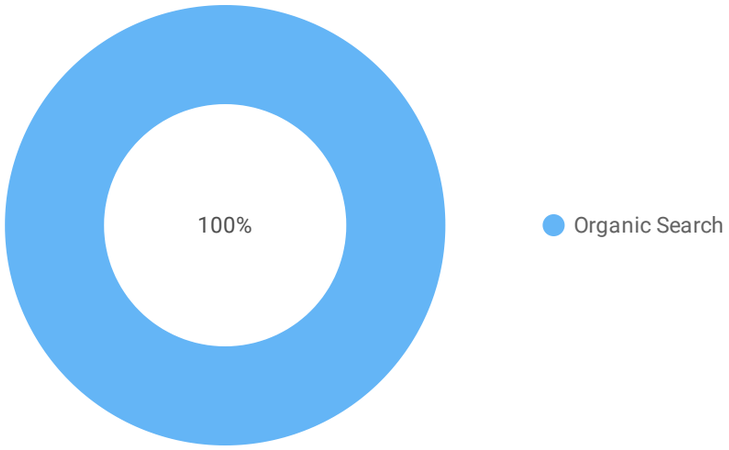
Total Completions

3

-70.00%

Compared to previous year





Channel	Total Completions
Organic Search	3

Limited to top 5

2K WEBGROUP
INTERNET MARKETING

Most Popular Pages

Page	Sessions ▼	Pageviews	Bounce Rate
/st-george-island/	8,106	10,032	66.33%
/apalachicola/	3,205	4,005	64.84%
/	2,399	3,567	57.15%
/carrabelle/	1,940	2,557	67.27%
/things-to-see-do/	1,531	2,340	55.19%
/places-to-stay/	1,281	2,915	32.71%
/alligator-point/	833	1,216	68.19%
/event/chestnut-street-cemetery-ghostwalk/	454	666	69.6%
/event/florida-seafood-festival/	441	498	86.62%
/things-to-see-do/fishing/fishing-resources/seasonal-fishin…	428	560	62.85%
/things-to-see-do/beaches/	346	760	75.14%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	327	414	74.62%
/places-to-stay/vacation-rentals/	315	1,964	36.19%
/events/	297	1,581	65.66%
/eastpoint/	296	452	66.89%
/things-to-see-do/webcams/	270	486	65.19%
/places-to-stay/campgrounds/	259	661	32.82%
/event/art-wine-splash/	224	341	69.64%
/things-to-see-do/food-drink/	223	1,780	64.13%
/business/st-george-island-state-park/	180	647	53.89%
/things-to-see-do/fishing/types-of-fishing/bay-fishing/	175	279	78.29%
/event/lantern-fest/	152	185	80.26%
/business/collins-vacation-rentals/	136	633	49.26%
/2019/08/butterfly-fans-flutter-down-to-the-forgotten-coast-…	117	140	79.49%
/weddings/	113	211	73.45%

Limited to top 25

Top Cities

City	Sessions ▼	Pageviews	Bounce Rate
Orlando	2,140	3,533	65.23%
(not set)	1,906	3,542	67.05%
Atlanta	1,604	2,885	63.97%
Eastpoint	1,338	2,430	62.26%
Tallahassee	1,320	2,671	62.58%
Miami	1,078	1,646	68.74%
Port St. Joe	1,034	3,035	53.19%
Jacksonville	701	1,223	65.62%
Nashville	513	1,083	61.99%
Chicago	361	616	69.81%
Birmingham	341	672	63.93%
Columbus	301	617	64.45%
Tampa	261	446	69.35%
Dallas	225	398	72.44%
Indianapolis	207	371	65.7%
Panama City Beach	180	433	59.44%
Crawfordville	179	359	59.78%
Memphis	175	352	57.14%
New York	174	316	72.99%
Louisville	173	353	61.27%
Gainesville	171	380	57.89%
Houston	137	256	72.26%
Destin	135	305	63.7%
Ocala	134	264	63.43%
Panama City	130	282	59.23%

Limited to top 25

November Update

We have started doing photo shoots again which will add to our photo library. At the end of October we did some photos on St. George Island and also shot some images in Carrabelle. This will be an on-going project.

We are also coordinating with Diane Brewer to do a video on the City Squares in Apalachicola to add to our Museum Series.