

Franklin County Tourist Development Council Board Meeting  
County Commission Meeting Room  
Agenda  
Wednesday, February 9<sup>th</sup> 2022 2:00 P.M.

**AGENDA**

1. Welcome/Call to Order **Commissioner Jones**
2. Prayer and Pledge of Allegiance
3. Quorum Announcement **Solomon Davis**
4. Approval of the Minutes of November 10<sup>th</sup> **Action Item**
5. Public Comments
6. Administrative Reports
  - FCTDC Collections Report **Solomon Davis**
  - Expenditures to Budget

**Promotions Reports**

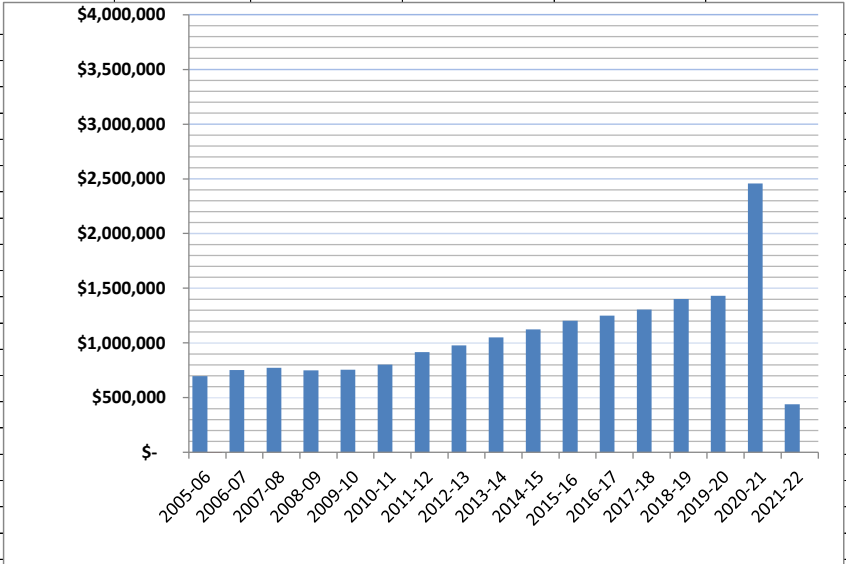
  - FCTV Report **Rolstad**
  - Media Report **Clark**
  - Web Master Report **Kendrick**
  - Visitor Numbers **Solomon**
  - Administrative Items **Solomon**

**A.** The Raney House Museum has applied for Museum Infrastructure Grant and Mrs Griffith has given the ok that this application does meet Statue for us to fund. **( Action Item ) Motion to approve or Deny Grant Application.**

**B.** Request that we reimburse our vendors for the Upcoming Visit Florida event being held here in Apalachicola on Feb 17<sup>th</sup> & 18<sup>th</sup> . **(Action Item) Motion to approve or Deny request.**
7. Continuing Business
  - A. Capt. Finn Update
  - B. Carvertise Update
  - C. Forgotten Coast Kids Corner Update
8. Reports by Local Government Representatives:
  - A. Franklin County: **Com. Jones**
  - B. City of Apalachicola: **Mayor Ash**
  - C. City of Carrabelle: TDC funding assistance request for replacement of badly worn playground equipment at George Sands Park in Carrabelle and to include equivalent funding for playground equipment at a tourist-related City of Apalachicola park. **Mayor LaPaz**
9. Reports from Member Organizations
10. Board Comments

**Meeting Announcements:** Wednesday, **March 9<sup>th</sup>** 2022 Meeting 2:00pm @ County Commission Meeting Room

**FCTDC Collections Report for  
2020-21 Year-to-Date Report  
Through November, 2021**

	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	\$ 35,409	\$ 32,810	\$ 39,697	\$ 38,598	\$ 39,568	\$ 36,996	\$ 48,383	\$ 53,543	\$ 57,652	\$ 58,876	\$ 75,085	\$ 95,108
3	November	\$ 24,824	\$ 24,717	\$ 27,183	\$ 25,889	\$ 25,863	\$ 26,438	\$ 34,442	\$ 40,334	\$ 34,741	\$ 40,066	\$ 44,449	\$ 46,044
4	December	\$ 20,422	\$ 16,056	\$ 22,987	\$ 23,167	\$ 16,531	\$ 19,936	\$ 21,597	\$ 21,511	\$ 29,748	\$ 30,979	\$ 24,693	\$ 41,580
5	January	\$ 19,681	\$ 26,490	\$ 22,911	\$ 22,960	\$ 26,171	\$ 23,359	\$ 30,393	\$ 33,657	\$ 34,707	\$ 38,805	\$ 47,002	\$ 41,669
6	February	\$ 29,294	\$ 44,901	\$ 40,835	\$ 39,452	\$ 33,679	\$ 34,981	\$ 52,046	\$ 49,366	\$ 52,883	\$ 42,755	\$ 64,494	\$ 60,423
7	March	\$ 51,243	\$ 45,643	\$ 61,091	\$ 49,779	\$ 53,117	\$ 61,990	\$ 66,598	\$ 80,880	\$ 78,180	\$ 83,626	\$ 80,018	\$ 84,583
8	April	\$ 69,609	\$ 70,430	\$ 66,135	\$ 73,881	\$ 53,935	\$ 70,611	\$ 81,642	\$ 90,243	\$ 81,115	\$ 101,310	\$ 103,120	\$ 89,950
9	May	\$ 100,486	\$ 114,101	\$ 123,222	\$ 104,769	\$ 120,471	\$ 90,635	\$ 140,204	\$ 115,590	\$ 135,897	\$ 143,700	\$ 131,348	\$ 110,485
10	June	\$ 107,484	\$ 166,404	\$ 138,840	\$ 143,508	\$ 151,641	\$ 172,030	\$ 143,805	\$ 195,838	\$ 210,506	\$ 195,093	\$ 213,949	\$ 226,795
11	July	\$ 149,857	\$ 95,128	\$ 128,027	\$ 131,277	\$ 114,121	\$ 147,874	\$ 140,000	\$ 153,198	\$ 164,200	\$ 182,236	\$ 253,603	\$ 242,037
12	August	\$ 51,353	\$ 69,864	\$ 57,498	\$ 56,312	\$ 71,378	\$ 60,698	\$ 93,912	\$ 86,743	\$ 107,784	\$ 129,880	\$ 82,664	\$ 121,809
13	September	\$ 38,598	\$ 46,282	\$ 45,740	\$ 41,299	\$ 47,760	\$ 57,593	\$ 63,037	\$ 57,171	\$ 64,199	\$ 75,778	\$ 81,869	\$ 90,214
14	Totals	\$ 698,262	\$ 752,825	\$ 774,166	\$ 750,890	\$ 754,234	\$ 803,141	\$ 916,059	\$ 978,073	\$ 1,051,612	\$ 1,123,104	\$ 1,202,294	\$ 1,250,696
15													
16	YOY %		\$ 54,564	\$ 21,341	\$ (23,275)	\$ 3,344	\$ 48,907	\$ 112,918	\$ 62,014	\$ 73,539	\$ 71,492	\$ 79,190	\$ 48,401
17			7.8%	2.8%	-3.0%	0.4%	6.5%	14.1%	6.8%	7.5%	6.8%	7.1%	4.0%
18													
19	Month	2017-18	2018-19	2019-20	2020-21	2021-22	Increase / Decrease						
20	October	\$ 85,823	\$ 38,417	\$ 89,660	\$ 147,542	\$ 294,549	\$ 147,007						
21	November	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 58,363						
22	December	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724								
23	January	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730								
24	February	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508								
25	March	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485								
26	April	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178								
27	May	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459								
28	June	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038								
29	July	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474								
30	August	\$ 111,323	\$ 134,239	\$ 190,136	\$ 306,565								
31	September	\$ 70,419	\$ 90,052	\$ 140,186	\$ 164,076								
32	Totals	\$ 1,304,398	\$ 1,401,732	\$ 1,432,091	\$ 2,458,249	\$ 439,381	\$ 205,370						
33													
34	YOY %	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ (2,018,868)							
35		4.29%	7.46%	2.17%	71.65%								
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	* July 1, 2021 Increase in tax rate to 3%												
42	* 2020-21 increase if rate had stayed at 2% > \$685,452.64 or 47.86% increase												

# FCTDC 2020-21 Expense to Budget Report

as of January 31, 2022

DRAFT

	Expensed YTD	Budget	Balance	% Spent
<b>ADMINISTRATION -3400</b>	<b>\$ 30,807</b>	<b>\$ 112,000</b>	<b>\$ 81,193</b>	<b>27.5%</b>
<b>AID TO LOCAL GOVERNMENTS</b>	<b>\$ 43,010</b>	<b>\$ 958,000</b>	<b>\$ 914,990</b>	<b>4.5%</b>
Infrastructure Projects - per stature		\$ 600,000	\$ 600,000	0.0%
Beach Cleanup - 9100	\$ 18,750	\$ 125,000	\$ 106,250	15.0%
Moby Mats		\$ 40,000	\$ 40,000	0.0%
Armory Website Page Addition		\$ 3,000	\$ 3,000	0.0%
SGI Bathroom Loan	\$ 24,260	\$ 190,000	\$ 165,740	12.8%
<b>AID TO NON-PROFIT ORGANIZATIONS - 8200</b>	<b>\$ 117,500</b>	<b>\$ 320,000</b>	<b>\$ 202,500</b>	<b>36.7%</b>
Museum Grants - 8200	\$ 7,500	\$ 40,000	\$ 32,500	18.8%
Visitor Centers - 8200	\$ 90,000	\$ 180,000	\$ 90,000	50.0%
Museum Project Grant	\$ 20,000	\$ 100,000	\$ 80,000	20.0%
<b>TDC MAINTENANCE AND REPAIR</b>	<b>\$ -</b>	<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>0.0%</b>
TDC Building Maintenance - Includes Insurance		\$ 20,000	\$ 20,000	0.0%
<b>PROMOTIONAL BUDGET</b>	<b>\$ 202,963</b>	<b>\$ 1,127,850</b>	<b>\$ 924,887</b>	<b>18.0%</b>
<b>Non-Profit Event Promotions</b>	<b>\$ -</b>	<b>\$ 228,000</b>	<b>\$ 228,000</b>	<b>0.0%</b>
Non-Profit Promotion Grants		\$ 123,000	\$ 123,000	0.0%
Museum Grants		\$ 105,000	\$ 105,000	0.0%
<b>New Promotional Opportunities</b>		<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>0.0%</b>
Carvertize	\$ 20,370	\$ 30,000	\$ 9,630	67.9%
<b>Internet</b>	<b>\$ 73,313</b>	<b>\$ 277,850</b>	<b>\$ 204,537</b>	<b>26.4%</b>
2K Web Group Core Internet Marketing	\$ 10,000	\$ 30,000	\$ 20,000	33.3%
Social Media Campaigns	\$ 8,840	\$ 26,520	\$ 17,680	33.3%
Non-Contractual Website	\$ 220	\$ 6,000	\$ 5,780	3.7%
Search Engine Optimization	\$ 6,825	\$ 28,500	\$ 21,675	23.9%
Market Research & email marketing	\$ 5,040	\$ 6,000	\$ 960	84.0%
Internet Marketing (Google, etc)	\$ 34,699	\$ 117,860	\$ 83,161	0.0%
14% Production	\$ 5,694	\$ 21,670	\$ 15,976	0.0%
<b>Banner Adds ( Bay Media)</b>	<b>\$ 1,800</b>	<b>\$ 25,800</b>	<b>\$ 24,000</b>	<b>7.0%</b>
14% Production		\$ 4,200	\$ 4,200	0.0%
Website Revisions	\$ 195	\$ 11,300	\$ 11,105	1.7%
<b>Print</b>	<b>\$ 47,250</b>	<b>\$ 221,600</b>	<b>\$ 174,350</b>	<b>21.3%</b>
Bay Media Retainer	\$ 10,000	\$ 30,000	\$ 20,000	33.3%
Content Production	\$ 2,405	\$ 12,000	\$ 9,595	20.0%
Print Advertising	\$ 32,511	\$ 140,000	\$ 107,489	23.2%
14% Production	\$ 882	\$ 19,600	\$ 18,718	4.5%
Printing Promotional Materials (brochures)	\$ 1,451	\$ 20,000	\$ 18,549	7.3%
<b>Photography</b>	<b>\$ 500</b>	<b>\$ 15,200</b>	<b>\$ 14,700</b>	<b>3.3%</b>
Photo Library	\$ 500	\$ 7,500	\$ 7,000	6.7%
Crowd Rift		\$ 3,000	\$ 3,000	0.0%
Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700	0.0%
<b>Welcoming Tourists</b>	<b>\$ 885</b>	<b>\$ 85,000</b>	<b>\$ 84,115</b>	<b>1.0%</b>
Airport Signage/Display - Clear Channel Tallahassee	\$ 885	\$ 10,000	\$ 9,115	8.9%

# FCTDC 2020-21 Expense to Budget Report

as of January 31, 2022

DRAFT

	Expensed YTD	Budget	Balance	% Spent
Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000	0.0%
Historical Signage		\$ 50,000	\$ 50,000	0.0%
Additional Signage (roadside, storefront, billboards)		\$ 15,000	\$ 15,000	0.0%
<b>TV, Radio and Webcams</b>	<b>\$ 18,900</b>	<b>\$ 131,200</b>	<b>\$ 112,300</b>	<b>14.4%</b>
FCTV Retainer	\$ 4,800	\$ 25,200	\$ 20,400	19.0%
Radio (FSU, Cumulus, Out of Area, etc)	\$ 2,500	\$ 10,000	\$ 7,500	25.0%
Oyster Radio	\$ 3,000	\$ 10,000	\$ 7,000	30.0%
Television Advertising		\$ 35,000	\$ 35,000	0.0%
Video Library	\$ 3,600	\$ 10,000	\$ 6,400	0.0%
Commercials / Specials		\$ 10,000	\$ 10,000	0.0%
Video Production- PSAs	\$ 5,000	\$ 5,000	\$ -	100.0%
Video Production -TV Shows		\$ 26,000	\$ 26,000	0.0%
<b>Partnerships (co-ops)</b>	<b>\$ 780</b>	<b>\$ 19,500</b>	<b>\$ 18,720</b>	<b>4.0%</b>
VF State Welcome Center - Kids Corner	\$ 780	\$ 9,000	\$ 8,220	8.7%
98 Corridor Mkting		\$ 5,000	\$ 5,000	0.0%
COCA Banner		\$ 5,500	\$ 5,500	0.0%
<b>Special Events and Outreach</b>	<b>\$ 31,468</b>	<b>\$ 79,500</b>	<b>\$ 48,032</b>	<b>39.6%</b>
Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0.0%
Get-a-Way Contests	\$ 2,253	\$ 18,000	\$ 15,747	12.5%
Hospitality Training		\$ 3,000	\$ 3,000	0.0%
Journalists Visits		\$ 10,000	\$ 10,000	0.0%
Mentoring /Scholarships		\$ 2,000	\$ 2,000	0.0%
Promotional Items		\$ 5,000	\$ 5,000	0.0%
Visitor Guide and Office Mailings (Postage)	\$ 15,815			
Promotional Mailings (Welcome Centers)		\$ 8,000	\$ 8,000	0.0%
New Software Advancements - Simpleview	\$ 5,000	\$ 15,000	\$ 10,000	33.3%
Keydata Dashboard	\$ 8,400	\$ 8,500	\$ 100	98.8%
Forgotten Coast Mobile App		\$ 8,000	\$ 8,000	0.0%
Trademark (Pending)			\$ -	
<b>Dues and Memberships/Meetings / Conferences</b>	<b>\$ 10,277</b>	<b>\$ 20,000</b>	<b>\$ 9,723</b>	
VF, STS, FOWA, NOWA, COCA, DMO Assn, NWTDC, Gov Conf. / Conf. and Meetings (registration/accom.)	\$ 5,277	\$ 7,000	\$ 1,723	75.4%
Gov Conf. / Conf. and Meetings (registration/accom.)		\$ 5,000	\$ 5,000	0.0%
Travel - Conferences/ Meetings (perdeim/mileage)		\$ 3,000	\$ 3,000	0.0%
Explore NW Florida (Riverway South) Membership	\$ 5,000	\$ 5,000	\$ -	100.0%
<b>RECAP</b>	<b>Expensed YTD</b>	<b>Budget</b>	<b>Balance</b>	<b>% Spent</b>
<b>ADMINISTRATION</b>	<b>\$ 30,807</b>	<b>\$ 112,000</b>	<b>\$ 81,193</b>	<b>27.5%</b>
<b>INFRASTRUCTURE</b>	<b>\$ 363,473</b>	<b>\$ 1,198,000</b>	<b>\$ 834,527</b>	<b>30.3%</b>
<b>PROMOTIONS</b>	<b>\$ 202,963</b>	<b>\$ 1,097,850</b>	<b>\$ 894,887</b>	<b>18.5%</b>
<b>TOTAL BUDGET 2020-21</b>	<b>\$ 597,242</b>	<b>\$ 2,407,850</b>	<b>\$ 1,810,608</b>	<b>24.8%</b>





## **February 2022 Update**

We have completed shooting all episodes of “Forgotten Coast Like A Local” including the bonus episode.

The shows are as follows: Museums, Tate’s Hell, Night Life, Fishing, Lighthouses, Flying, and Shopping & Dining (Bonus Episode).

We produced a short informational piece with Captain Finn telling viewers how to properly dispose of their fishing line.

It is our hope to do more of these informational pieces in the future. As well as some short how to videos with Capt. Finn.



February 2, 2022

To: TDC Board Members

From: C. Clark

Subject: February 2022 Marketing Report

### METRICS ANALYSIS OF FEBRUARY 2022 NEWSLETTER

The February newsletter launched Tuesday January 18 to 66,581 recipients. The reader open rate averaged 28% and the click to open rate averaged 3%. There were 48 trackable links in the newsletter. The highest number of click throughs registered as follows: Capt. Finn video trailer (21%), SGI Home Tour (12.6%), Carrabelle History Museum (4%), Plein Air (3.6%).

### EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: January 3, 2022: 67,443

### MARKETING/MEDIA COORDINATION

Production: *Nashville* print/digital Production: *Newsletter* - February

Production: Visit Florida Kid's Corner hanging banner

Content: Forgotten Coast Like A Local press release

Production: Research Spring Ad Buys

Coordinate Mid-month Ad Buy (Nashville Magazine, New Orleans Magazine, ROVA magazine)

### ACTION ITEMS FOR BOARD

1. Approve three Mid Month early Spring Ad Buys (covers November-February mid-month cycles)

Total Mid Month Advertising/Production: \$11,394.30

(Presented via email 1/27 and conditionally approved by Director Solomon and Board Member LaPaz)

*Nashville Living* – March issue – Annual Beach Issue – Full page ad & editorial content: \$2280

*ROVA RV Magazine* – April/May Issue - Featuring Kayaking & birds – Full page ad and 1 month Leaderboard \$5700

*New Orleans Magazine* – March Gulf Coast Travel Issue. Full page ad plus editorial and digital. \$3414.30

2. Approve three Spring/Early Summer Advertising print/digital publications/web marketing.

Total Ad Buy Request: \$16,900.

*Good Grit Magazine* - May/June Issue - Print and Digital. Wanderlust issue featuring island and coastal town hopping. 20k circulation. St. George Island to be prominently featured. Full page and digital content. \$6834.

*Southern Travel & Lifestyles* - May/June - 2 full page spread; Sept/Oct - 1 full page \$1596.

*Spring Travel Planner* - 1/2 page plus editorial in major market travel feature newspaper sections. Print/digital multi market/multi publications - 563,000 circulation. (Birmingham News, Gwinnet Daily Post, Louisville Courier Journal, Jackson Clarion Ledger, Columbus Dispatch, Dallas Morning news, Houston Chronicle, Arkansas Democrat Gazette, Indianapolis Star, Baton Rouge Advocate, St. Louis Post-Dispatch, Knoxville News, Nashville Tennessean) Includes guaranteed web clicks (3,000) and reader service response leads. (heavy discount from \$18,740 to \$8550)





**Franklin County Tourist Development Council**  
850-670-3474 [info@saltyflorida.com](mailto:info@saltyflorida.com)

## **Franklin County TDC Launches “How to Forgotten Coast Like a Local” Video Series**

The Franklin County Tourist Development Council (TDC) unveiled its latest marketing endeavor recently - a seven-part video series of *How to Forgotten Coast Like a Local*. The series launched on December 17<sup>th</sup>. The third episode features Fishing on the Forgotten Coast and will launch Friday, January 14<sup>th</sup>. New episodes air every Friday at 5 pm for the next four weeks.

The video series is not exactly your typical tourism promotion. Narrated by colorful Captain Finn, each video highlights the area with an amusing twist as wise-cracking Capt Finn bumbles and blusters his way along the coast visiting area lighthouses, museums, restaurants and nightlife spots from Apalachicola to Carrabelle. He tries his hand at fishing and even takes to the air for an aerial tour of the coast – quite a feat for Finn who is afraid of heights.

“We wanted to highlight different areas of Franklin County but we wanted to approach the idea differently from the traditional tourism information video,” says TDC administrator John Solomon. “Our idea is to tell the story of the many things to see and do in Franklin County in a way that’s entertaining and funny. Capt. Finn takes you on a lighthearted but well-informed trip of the Forgotten Coast while also getting himself in a little trouble along the way.”

During his seven-episode video adventure, Capt. Finn visits area museums, Tate’s Hell State Forest, Carrabelle’s hidden treasures, water fun and fishing, area nightlife, lighthouses, shopping, dining and even an aerial tour of the coast.

You can view these episodes on the Franklin County Tourism Development [Facebook page](#) and the Forgotten Coast [Youtube channel](#).



January 3, 2022  
To: TDC Board Members  
From: C. Clark  
Subject: January 2022 Marketing Report

### **METRICS ANALYSIS OF JANUARY 2022 NEWSLETTER**

The January newsletter launched Thursday December 16 to 65,934 recipients. The reader open rate averaged 25% and the click to open rate averaged 3%. There were 32 trackable links in the newsletter. The highest number of click throughs registered as follows: Capt. Finn vido trailer (23%), Oyster Cookoff(12%), Carrabelle History Museum (12%).

### **EMAIL MARKETING DATABASE DETAILS:**

Total Database: June 19, 2011: 7,410  
Total Database: January 3, 2022: 66,906

### **MARKETING/MEDIA COORDINATION**

Production: *Girls Getaway* print/digital  
Production: *Newsletter* - January  
Production: Visit Florida Kid's Corner banners to spec  
Content: TDC collections Press Release  
Content: *Dreamscape Magazine* Winter Travel



Girls Getaway

embrace the pace on  
**Florida's Forgotten Coast**

quiet beaches . outdoor adventures . unique shops  
fresh seafood served in world-class restaurants

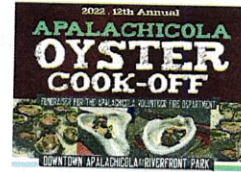
SCAN THE CODE for a chance to win a Girls Getaway!



apalachicola . carrabelle . eastpoint . st. george island



January Newsletter



**Oyster Cookoff January 14-15 in Apalachicola**  
Apalachicola's annual Oyster Cook-Off returns January 14-15 in downtown historic Apalachicola at Suwannee Park. The event features a silent auction, oysters galore, shrimp, smoked mullet, hot dogs, hamburgers, local beer, live music, kids' activities, dancing performances and a 5K run! Enter your best recipe and be a contestant in the oyster cook-off or just come out and enjoy a day of wonderful food, refreshments and music. Well-attended past events resulted in a quick sell-out. All proceeds benefit the Apalachicola volunteer Fire Department. Details.



**Butts & Clucks Cookoff January 20-22**  
The 5th annual Butts & Clucks Cook-off on the Bay will be held Thursday-Saturday, January 20-22 in Apalachicola's Battery Park. This event, sanctioned by the Florida BBQ Association, promises more than \$12,000 in prizes and a whole lotta good BBQ! Also, during the event there will be a Dressed Egg (The Cluck that came from the Butts Cookers) contest on Saturday the 22nd. Details.



Photo Credit: Photo credit: Negro League Baseball Museum

#### "Buck" O'Neil Inducted into the Baseball Hall of Fame

A Canalete native and baseball pioneer has finally received some overdue recognition. Buck O'Neil (March 8, 1911 - October 6, 2006) was posthumously inducted into the National Baseball Hall of Fame recently. Buck, born in Canalete in 1911, was a first baseman and manager in the Negro American League. After his playing days, he worked as a scout and became the first African American coach in Major League Baseball. In his later years he became a player and renowned speaker and interview subject, helping to raise widespread interest in the Negro League, and played a major role in establishing the Negro League Baseball Museum in Kansas City, Missouri. The Canalete History Museum features an exhibit on Buck O'Neil.



#### Use Newell Kick off 2022 Season of Classical and Jazz Performances in January

The Use Newell Fund for the Performing Arts presents Corner Series, Classical Culture on January 9, 2022, at 4 pm at Trinity Episcopal Church in Apalachicola. Admission is \$10 per person, and there will be social distancing seating. Corner Series has entertained audiences with his classical guitar recitals at venues as varied as the Aspen Music Festival in Colorado and La Cumbre Festival in Colorado. He has performed more than 250 concerts and his performance here will include music by Chaconne, J.S. Bach, and Elton John. Details.

**January 21 - FAMU Jazz All-Stars - Canalete**  
The Use Newell Fund for the Performing Arts presents FAMU Jazz All-Stars on January 21, 2022, at 8 pm at Rio Canalete in Canalete. Admission is \$10 per person, and tickets may be purchased in advance at [www.newellfund.com](http://www.newellfund.com). Covid vaccines required. Masks encouraged. Enjoy Classical Music and Jazz by this internationally acclaimed duo. Longtime Perennia has been hailed as one of the world's finest trumpet players. Joanna Sobkowicz is recognized worldwide for her piano performances from South America to Europe and in the U.S. Details.

**January 28 - Longtime Perennia & Joanna Sobkowicz - Canalete**  
The Use Newell Fund for the Performing Arts presents Duo Perennia - Longtime Perennia & Joanna Sobkowicz on January 28, 2022, at 8 pm at Rio Canalete in Canalete. Admission is \$10 per person, and tickets may be purchased in advance at [www.newellfund.com](http://www.newellfund.com). Covid vaccines required. Masks encouraged. Enjoy Classical Music and Jazz by this internationally acclaimed duo. Longtime Perennia has been hailed as one of the world's finest trumpet players. Joanna Sobkowicz is recognized worldwide for her piano performances from South America to Europe and in the U.S. Details.

**January 30 - Dominic Mucci - Apalachicola**  
The Use Newell Fund for the Performing Arts presents Dominic Mucci, Pianist on January 30, at 4 PM at Trinity Episcopal Church, 79 8th Street, Apalachicola. Admission is \$10 per person, and there will be social distancing seating. Dominic Mucci is considered a rising star on the concert piano circuit. He's been awarded more than a dozen top prizes and gold medals in national and international competitions where his playing "has been reviewed as 'brilliant' and he's been hailed for his maturity and precision at the keyboard." This concert will include compositions by Polish composers including Frédéric Chopin, Józef Hofmann, and Ignacy Jan Paderewski. Details.



#### TDC Launches Forgotten Coast Like A Local

**Video Series This Winter**  
Here's an adventuresome follow for a fun! Don Gast, Firm as he takes you around Florida's Forgotten Coast and shows you how to "Forgotten Coast Like A Local" in a new web series coming this winter. He'll showcase the historic, but the Forgotten Coast from above, and local historical museums and more. There is only one way to explore our beautiful piece of paradise - the a tour. Check out the trailer here!

#### Battle of Midway Exhibit at Camp Gordon Johnston in January

The Camp Gordon Johnston WWII Museum in Canalete will present a special exhibit during January on the Battle of Midway. The exhibit will open Tuesday, January 4, 2022, and be on display until Saturday, January 29. The Battle of Midway was the inflection point in the fortunes of the US and the Empire of Japan. The exhibit will document how many of the battle ships have recently been discovered thanks to technology. Details.



#### Shipwrecks of Dog Island January 15

The Canalete History Museum will present a history program about the Shipwrecks of Dog Island on Saturday, January 15 from 10 am to noon at Canalete Marina in Canalete. This program will explore Dog Island's rich maritime history and especially focus on those shipwrecks that resulted from the Category 5 event, the "Canalete Hurricane" in 1899. Most recently, maritime historian uncovered parts of two ships that were shipwrecked during the 1899 event. Details.

#### Lighthouse Climbs January 16, 17

St. George Island's historic Cape St. George Lighthouse and the Cooked Lake Lighthouse in Canalete Beach will each host a Full Moon Climb on Sunday, January 16 and Monday, January 17, visitors can climb to the top of the lighthouse to see views of the bay as the sun sets and the moon rises.



#### Author Series January 13 in Apalachicola

The Star Bazaar Children's Author Series presents Terry Lewis on January 13th at 5pm at the Apalachicola Heritage Arts Center. Terry Lewis is the author of the historical fiction novel "The Lighthouse Keeper" which was released this year; plus three legal thrillers - "Deception", "Privileged Information", and "Circles of Deceit", all set in or near local areas. Lewis began writing thrillers when he was a Florida trial judge. Details.

#### EVENTS

- January 4 - CMS Editors
- January 8-22 - Don Gast Firm
- January 9 - Use Newell Concert
- January 13 - Author Series
- January 14-16 - Oyster Cookoff
- January 15 - Shipwrecks of Dog Island
- January 16 - Lighthouse Climb
- January 17 - Lighthouse Climb
- January 20-22 - Butts & Clucks
- January 21 - FAMU Jazz Concert
- January 28 - Use Newell Duo Concert
- January 30 - Use Newell Duo Concert
- January 30 - Use Newell Duo Concert

Flamingo County Tourist Development Council • 701 Hwy 98, Seaside, FL 32225 • 904-676-5474



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Dec. 8, 2021 – Dreamscapes content – 300 words

### **Florida's Forgotten Coast is a Year-Round Coastal Oasis**

Franklin County, along Florida's Northern Gulf Coast, is a year-round coastal oasis with sparkling beaches, tranquil bay waters and scenic rivers and streams. Dubbed "Florida's Forgotten Coast" for its quiet, laid-back atmosphere, the scenic coastal communities of Apalachicola, Carrabelle, Eastpoint, Alligator Point and St. George Island are perfect late winter getaway destinations.

The average winter temperatures along the coast hover in the mid 60s. Off-season lodging prices are generally lower and the beaches are less crowded than the popular spring and summer. Enjoy a mid-winter getaway that can include fishing, kayaking, swimming, diving, hiking or eating fresh Apalachicola Bay seafood. More than 80 percent of Franklin County's 545 square miles is publicly owned with hundreds of miles of rivers, creeks and coastal shallows to explore. Boat ramps and primitive canoe/kayak launches abound for adventurers. There are more than 40 camping areas and campgrounds in Franklin County ranging from luxury waterfront RV parks to primitive woods sites. Many feature nearby boat launches and hiking opportunities.

Winter fun is outdoor fun along the Forgotten Coast. Take a relaxing sunset tour of Apalachicola's historic waterfront aboard one of several adventure tour boats or charter an offshore trip in Carrabelle. Enjoy birdwatching and pet-friendly beaches on St. George Island. There are many fun winter and early Spring events along the Forgotten Coast including the annual St. George Island Chili Cookoff, Eastpoint Rib Cookoff, Carrabelle Riverfront Festival and Apalachicola's Artwalk. In addition, each of the area's two historic lighthouses host monthly full moon climbs.

Accommodations range from beachfront vacation rental homes and hotels to camping facilities. Download the Florida's Forgotten Coast app and stay up to date on events, activities, lodging specials and getaway deals at [Floridasforgottencoast.com](http://Floridasforgottencoast.com)

-30-



**Franklin County Tourist Development Council**  
850-670-3474 [info@saltyflorida.com](mailto:info@saltyflorida.com)

## **Tourism Numbers Jump 71% in 2020-2021 FY**

### **Franklin County Exceeds More than \$2 million for first time**

The Franklin County Tourist Development Council (TDC) released 2020-2021 collections numbers this week and the news is very good for this small rural coastal county. Total collections for the 20-21 fiscal year netted \$2,458,248.97 - a 71.65% increase over 2019-2020 fiscal year.

"I could not be more pleased," said FCTDC director John Solomon. "This has been a collaborative effort between the County Commission, TDC Board members, TDC vendors, lodging providers and hospitality workers."

According to Solomon, a one percent lodging tax increase implemented in July bumped collection numbers by more than 30% during the last three months of the fiscal year. "Without the additional one percent increase we would've still seen an increase of 46% over the previous fiscal year at \$2,115,544.12," he said, "but the extra revenue generated this year means we are able to accomplish many important infrastructure improvements that were otherwise unaffordable for our small coastal communities." The two previous years saw increases of 7.4% and 2.1%.

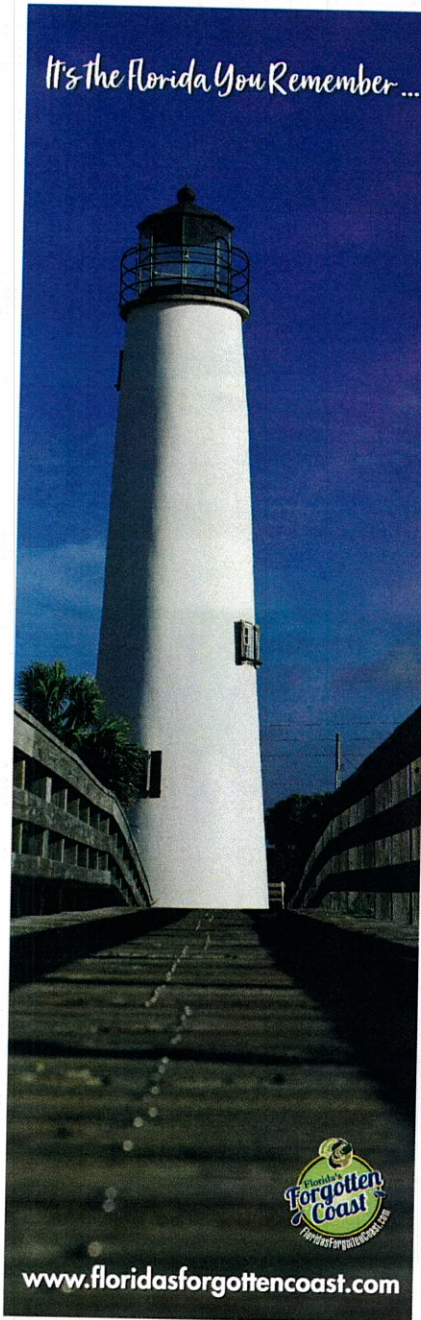
According to Solomon, some of those infrastructure improvements already underway include infrastructure funding for local museums, beach park facility improvements including restrooms, parks and beach accessibility improvements. According to Solomon, other tourism infrastructure improvements are currently under consideration by the Franklin County Commission.

Franklin County's numbers are welcome news to area businesses that rely on the area tourism to survive. "These increases all happened even when faced with Hurricane Michael aftermath and a worldwide pandemic," Solomon said. "I'm pleased with the results and I am proud to be part of a team that loves our community. It shows in a job very well done."

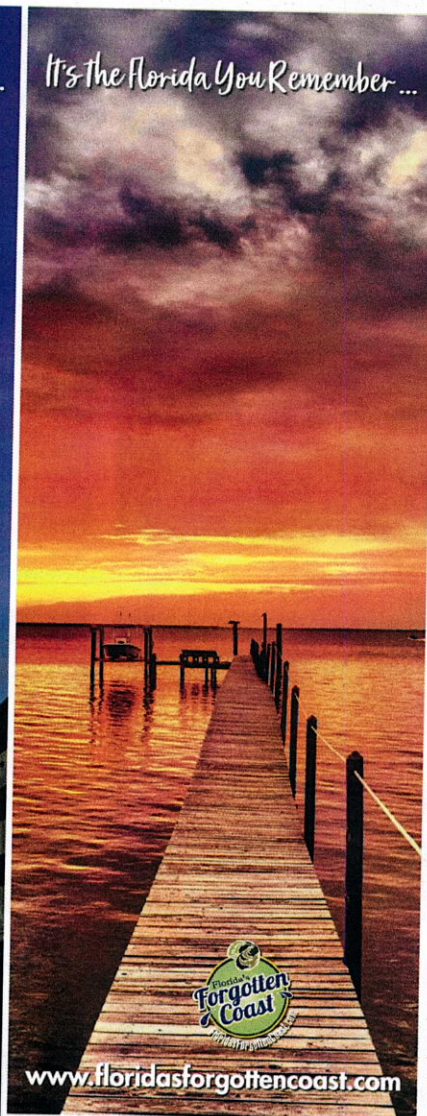
The TDC unveiled its latest marketing endeavor recently - a six-part video series of *How to Forgotten Coast Like a Local*. The series launched on December 17<sup>th</sup> with the next episode to air on January 7<sup>th</sup>. New episodes will air every Friday. The Series is narrated by colorful Capt. Finn (FCTV's Royce Rolstad) as he takes you on a tour of the Forgotten Coast with a more lighthearted perspective. Join Capt. Finn as he traverses Tate's Hell swamp, tour the Forgotten Coast from above, visit local historical museums, peruse the area nightlife and more. You can view these episodes on the Franklin County Tourism Development [Facebook page](#) and the Forgotten Coast [Youtube channel](#).



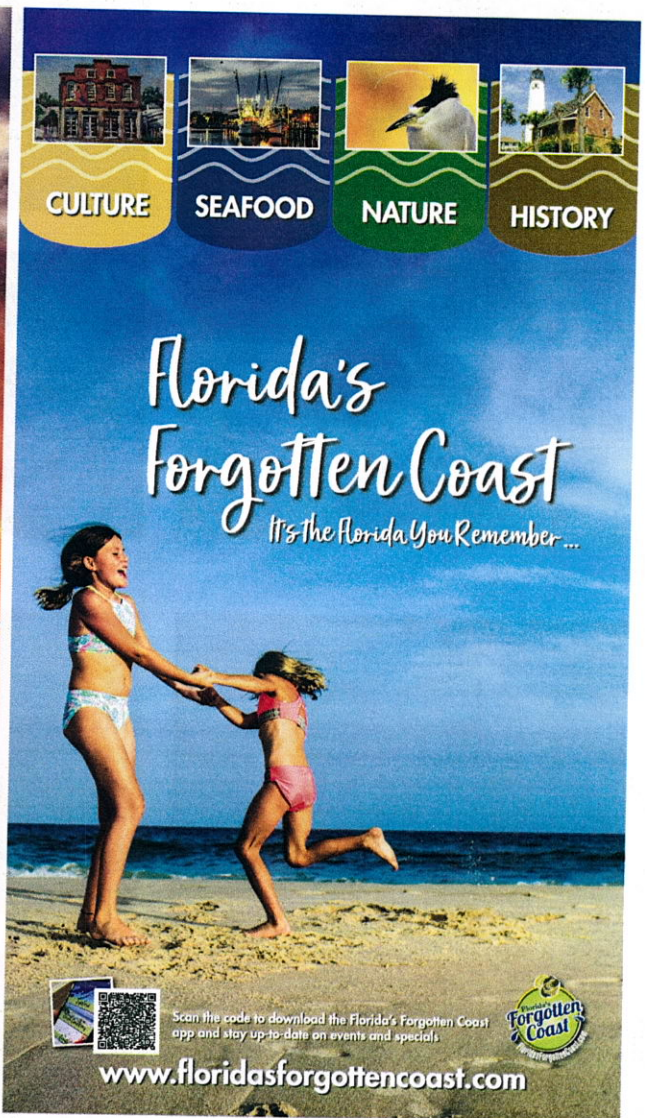
cubby wall banner  
24x77.33



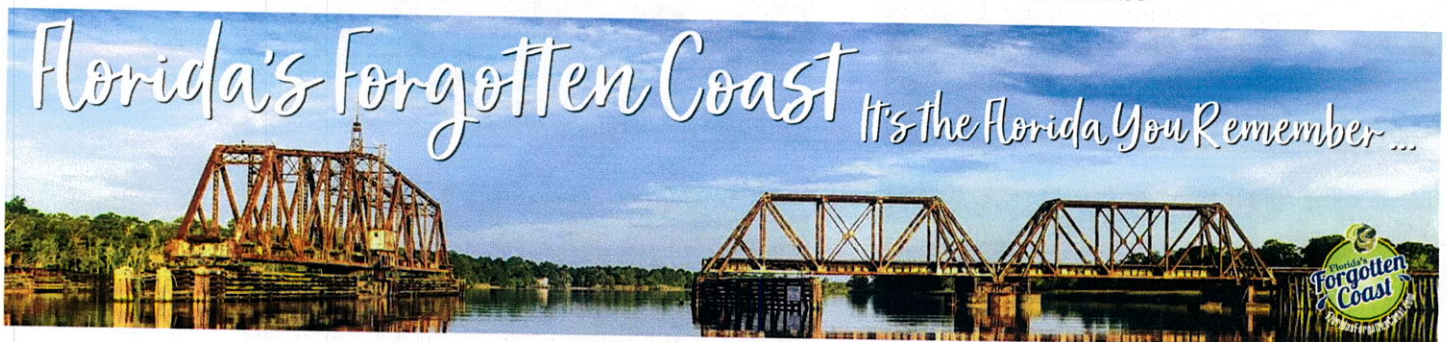
rack wall  
29.25 x 79.52



window wall  
53 x 95.74



window wall  
87.5 x 19.53







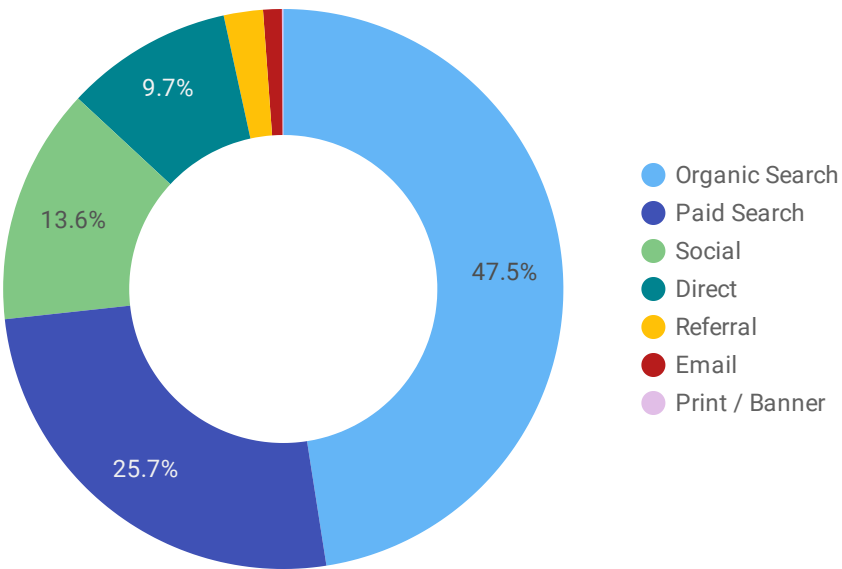
# Franklin County TDC Monthly Marketing Report

Jan 1, 2022 - Jan 31, 2022

Report Prepared by 2K Web Group



# Website Traffic Summary



Sessions  
**61,164**  
↑ 59.48%  
Compared to previous year

Pageviews  
**120,418**  
↑ 51.40%  
Compared to previous year

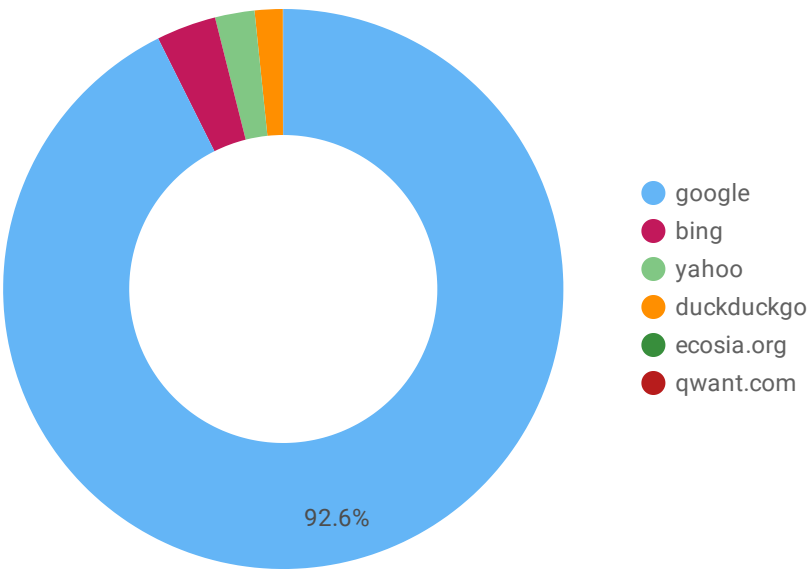
Bounce Rate  
**62.67%**  
↑ 2.63%  
Compared to previous year

Goals Completed  
**1,416**  
↑ 24.32%  
Compared to previous year

Channel	Sessions ▾	Pageviews	Bounce Rate	Goals Completed
Organic Search	29,076	59,381	59.24%	460
Paid Search	15,742	33,901	61.7%	368
Social	8,340	13,375	68.98%	432
Direct	5,915	9,232	73.88%	106
Referral	1,385	3,453	56.25%	44
Email	657	987	69.25%	6
Print / Banner	49	89	71.43%	0

Limited to top 10

# Organic Search



Sessions  
**29,076**  
⬆ 70.14%  
Compared to previous year

Pageviews  
**59,381**  
⬆ 59.05%  
Compared to previous year

Goals Completed  
**460**  
⬆ 74.90%  
Compared to previous year

Keyword	Clicks ▾	Impressions
st george island	1,792	29,890
st george island florida	677	9,283
apalachicola	608	19,476
st. george island	432	5,667
alligator point florida	406	4,932
florida's forgotten coast	342	817
forgotten coast	342	1,424
forgotten coast florida	292	906
florida forgotten coast	260	591
apalachicola oyster festival	177	523

Limited to top 10 keywords in Google Search

# Paid Search Campaigns

Ad Budget Spent

\$7,065.47

📈 74.42%

Compared to previous year

Sessions

15,742

📈 64.70%

Compared to previous year

Pageviews

33,901

📈 61.37%

Compared to previous year

Goals Completed

368

📈 44.31%

Compared to previous year

Keyword	Clicks ▾	Bounce rate
st george island	3,478	64.81%
apalachicola	2,514	55.98%
st. george island florida	1,403	62.48%
saint george florida	1,247	63.2%
hotels in st. george island florida	661	72.04%

**Limited to top 5 keywords**

## Paid Print Campaigns

Sessions <b>49</b> ↓ -80.4% Compared to previous year	Pageviews <b>89</b> ↓ -77.7% Compared to previous year	Goals Completed <b>No data</b> No data Compared to previous year
--	---	---

Campaign	Sessions ▾	Pageviews	Bounce Rate
carvertise / print	14	14	100%
saltwater-fishing-guide / print	9	12	77.78%
saltwater-fishing-guide / banner	8	20	50%
fido-friendly / banner	4	14	50%
boston-magazine / print	4	13	0%
compass-stp / banner	2	2	100%
pensacola-visitor-center-kids-corner / banner	2	2	100%
local-palate / print	1	5	0%
girls-getaway / banner	1	1	100%
living-bird / print	1	1	100%

Limited to top 10 campaigns

## Email Newsletters

Sessions <b>657</b> ↓ -13.0% Compared to previous year	Pageviews <b>987</b> ↓ -25.7% Compared to previous year	Goals Completed <b>6</b> ↓ -95.45% Compared to previous year
---	--	---

Campaign	Sessions ▾	Pageviews	Bounce Rate
february 2022	545	811	69.36%
january 2022	77	117	64.94%
2022-01-14 SFN	17	20	88.24%
December 2021	12	28	58.33%
September	3	8	66.67%
February 2021	2	2	100%
october	1	1	100%

Limited to top 10 campaigns

# Social Media

Audience  
165,404

121,749

Previous year

Impressions

1,659,008

652,424

Previous year

Engagements  
101,458

29,932

Previous year

Link Clicks









9,418

5,351

Previous year









## Top Facebook Posts

Top four posts published during the selected time period, based on the post's lifetime performance.

Post	Published Date	Impressions	Average Reach per Post	Average Potential Reach per Post	Engagement Rate (per Impression)	Engagements	Reactions	Comments	Shares
<div><div></div><div>Franklin County Tourist Development C...</div></div> <div><div></div><div><div>Somebody didn't get the message about not getting wet. 🌊🐾🐾🐾🐾🐾 Instagram...</div><div>Post by Tina R.</div></div></div>	Wed, Jan 5, 2022 12:13 pm EST	173,814	135,154	N/A	11%	19,086	11,949	173	208
<div><div></div><div>Franklin County Tourist Development C...</div></div> <div><div></div><div><div>Special Offers &amp; Packages...</div><div>Looking for an uncrowded, uncomplicated, fresh air kind...</div><div>Post by Tina R.</div></div></div>	Tue, Jan 18, 2022 7:13 pm EST	132,709	72,351	N/A	5.6%	7,409	390	36	33
<div><div></div><div>Franklin County Tourist Development C...</div></div> <div><div></div><div><div>Who can resist watching the sun set over St. George Island?</div><div>🐾🐾🐾🐾🐾 Facebook Kitana...</div><div>Post by Tina R.</div></div></div>	Mon, Jan 24, 2022 8:00 pm EST	39,646	27,039	N/A	15.5%	6,156	4,359	168	176
<div><div></div><div>Franklin County Tourist Development C...</div></div> <div><div></div><div><div>65 degrees on St. George Island is sweater weather!</div><div>What do you think? 🌨️❄️🐾🐾🐾</div><div>Post by Tina R.</div></div></div>	Mon, Jan 10, 2022 11:58 am EST	28,036	18,179	N/A	18.1%	5,065	3,322	103	68

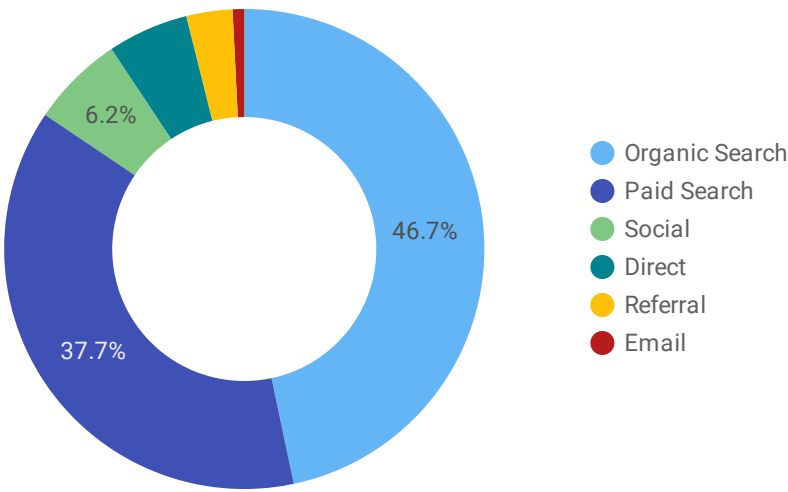
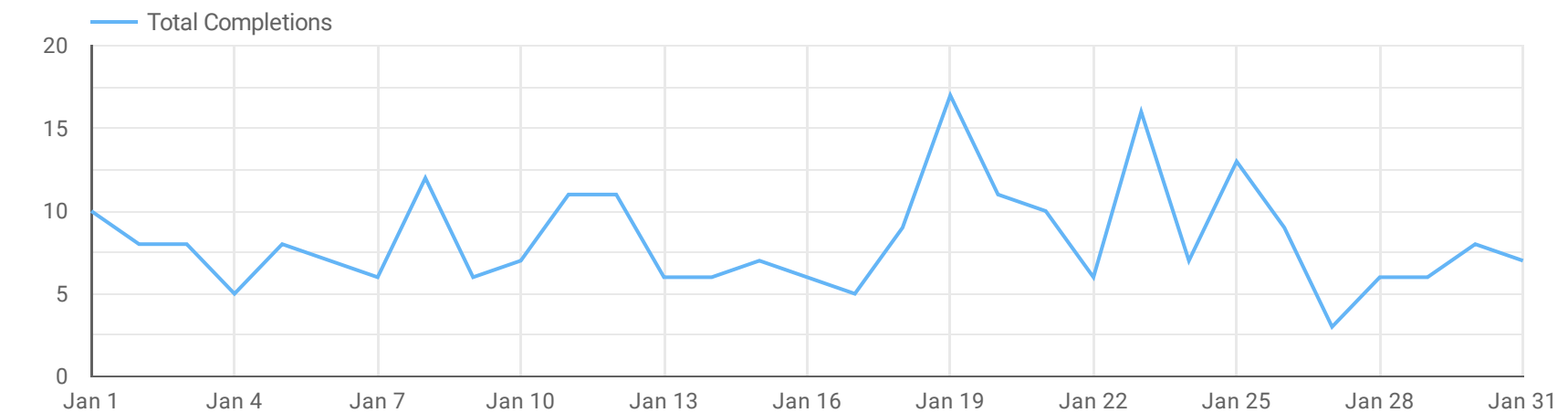
## Instagram Top Posts & Stories

Top four posts and stories published during the selected time period, based on the post or story's lifetime performance.

Post	Published Date	Impressions	Average Reach per Post	Average Potential Reach per Post	Engagement Rate (per Impression)	Engagements ▼	Reactions	Comments	Shares
<div><div></div><div>forgottencoast</div></div> <div><div></div><div>Winters are lovely and quiet on SGI... 🌊 🍹 🌴 Instagram: tammers62 📍 St. George...</div></div> <div><div>TR</div><div>Post by Tina R.</div></div>	Tue, Jan 18, 2022 3:00 pm EST	7,107	7,094	N/A	7.4%	524	501	9	N/A
<div><div></div><div>forgottencoast</div></div> <div><div></div><div>You know you're almost there when... 🚗 🍹 🌴 Instagram: shorelinelife01 📍 St. George...</div></div> <div><div>Post</div></div>	Thu, Jan 6, 2022 3:00 pm EST	5,314	4,957	N/A	8.2%	435	414	13	N/A
<div><div></div><div>forgottencoast</div></div> <div><div></div><div>All you can do is celebrate those Carrabelle views. 🍹 🍹 🌴 Instagram: belikeeileen 📍 ↑ ...</div></div> <div><div>TR</div><div>Post by Tina R.</div></div>	Wed, Jan 5, 2022 3:00 pm EST	3,133	3,032	N/A	11.4%	357	348	6	N/A
<div><div></div><div>forgottencoast</div></div> <div><div></div><div>Another one for the books. 📖 🍹 🌴 Instagram: salyhumo 📍 Apalachicola, FL...</div></div> <div><div>TR</div><div>Post by Tina R.</div></div>	Tue, Jan 11, 2022 3:00 pm EST	3,619	3,499	N/A	9.2%	334	327	1	N/A

# Goals Completed: Accommodation Requests

Total Completions  
**257**  
↑ 105.60%  
Compared to previous year



Channel	Total Completions
Organic Search	120
Paid Search	97
Social	16
Direct	14
Referral	8

Limited to top 5



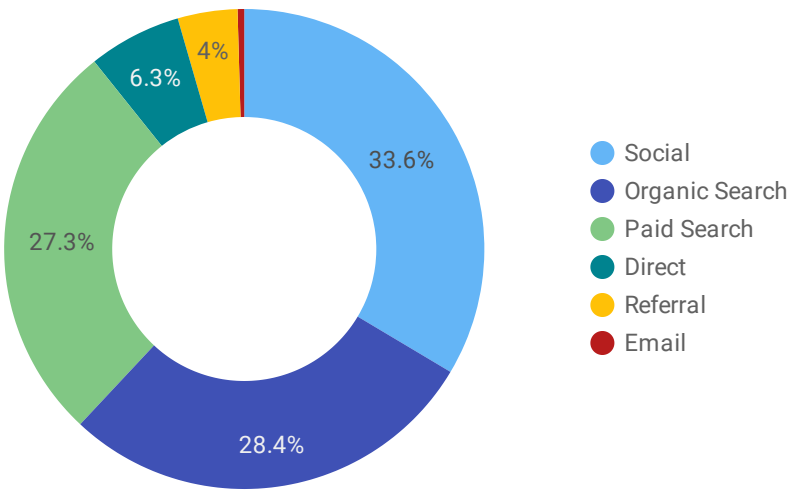
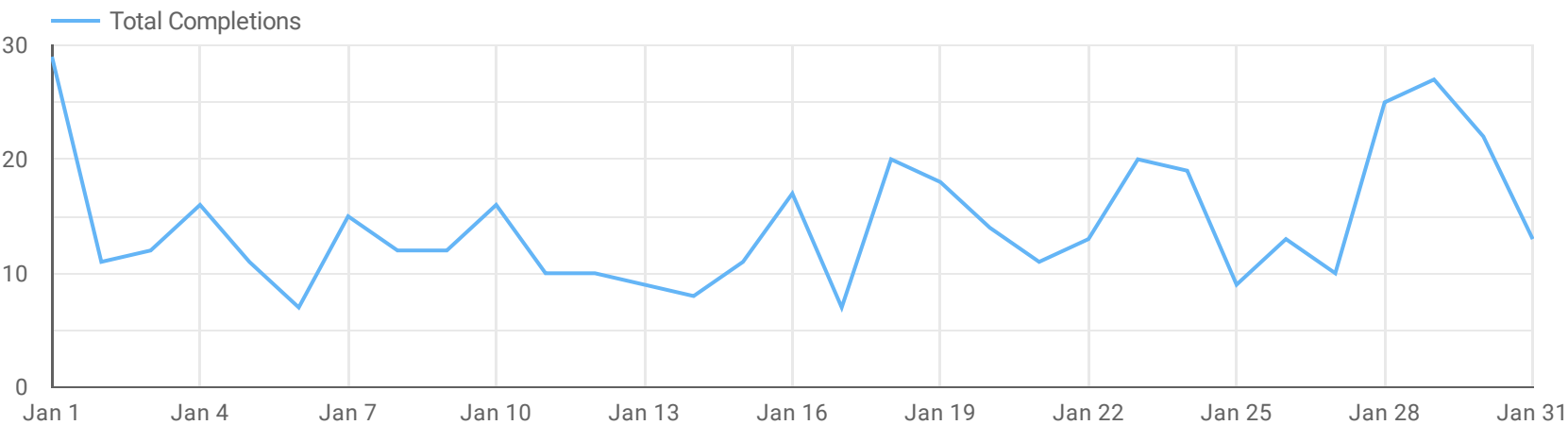
# Goals Completed: Visitor Guide Requests

Total Completions

447

↑ 58.51%

Compared to previous year

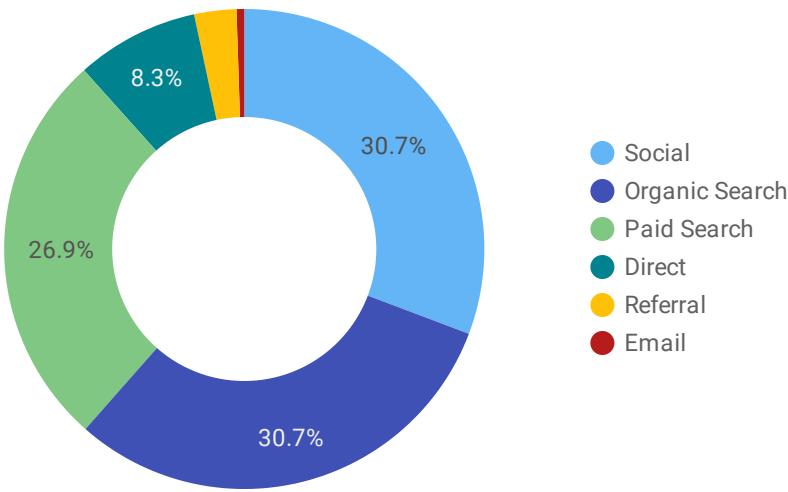
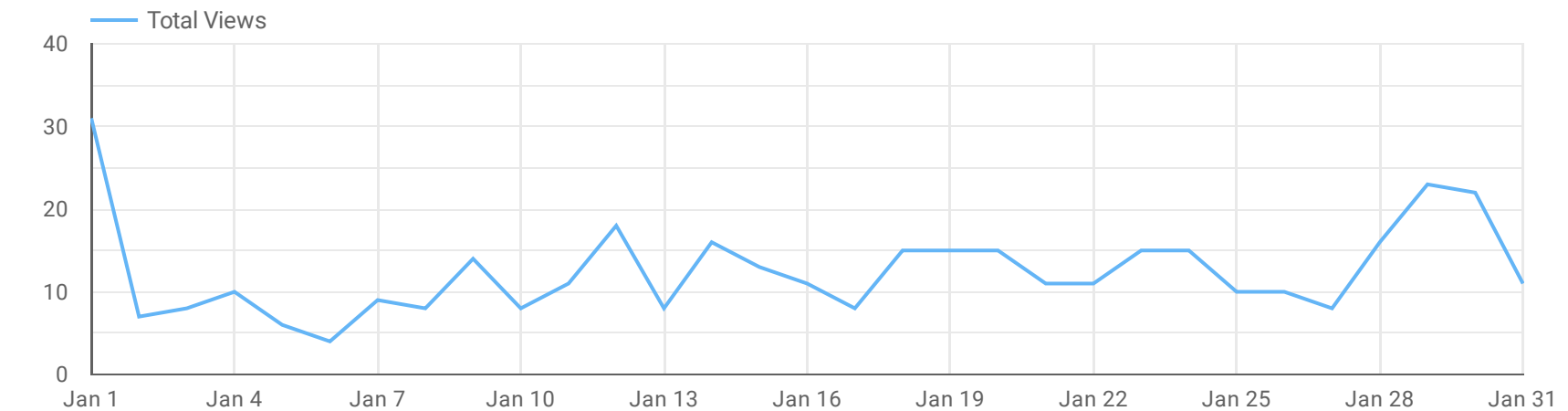


Channel	Total Completions
Social	150
Organic Search	127
Paid Search	122
Direct	28
Referral	18

Limited to top 5

# Goals Completed: Visitor Guide Views

Total Views  
**387**  
↑ 75.91%

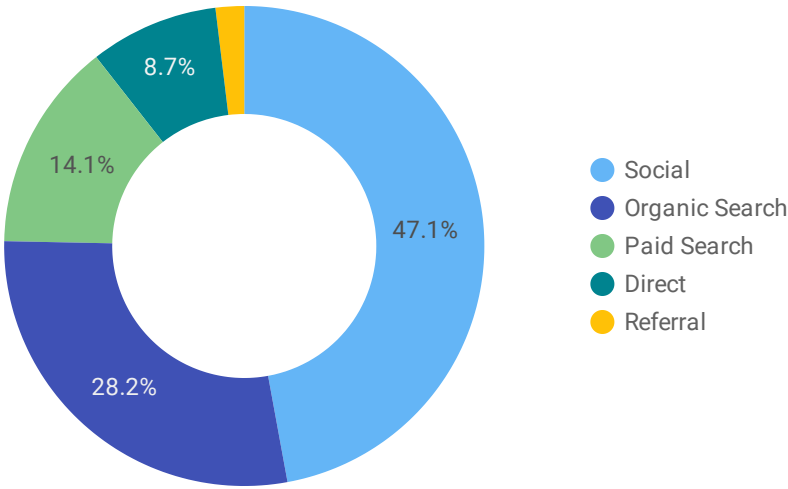
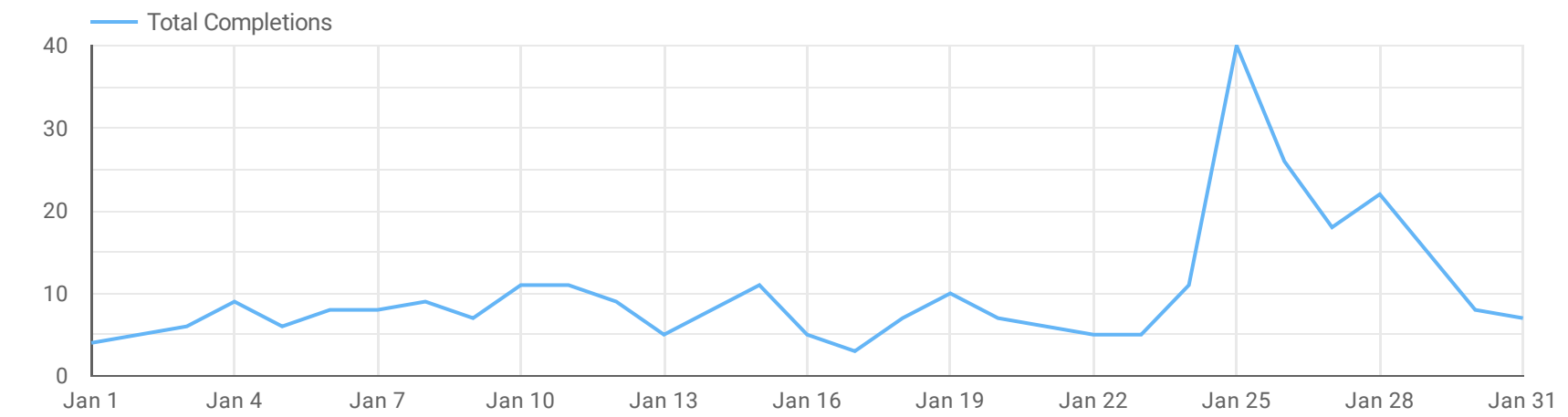


Channel	Total Views ▾
Organic Search	119
Social	119
Paid Search	104
Direct	32
Referral	11

Limited to top 5

# Goals Completed: Newsletter Signups

Total Completions  
**312**  
↑ 81.40%  
Compared to previous year



Channel	Total Completions
Social	147
Organic Search	88
Paid Search	44
Direct	27
Referral	6

Limited to top 5

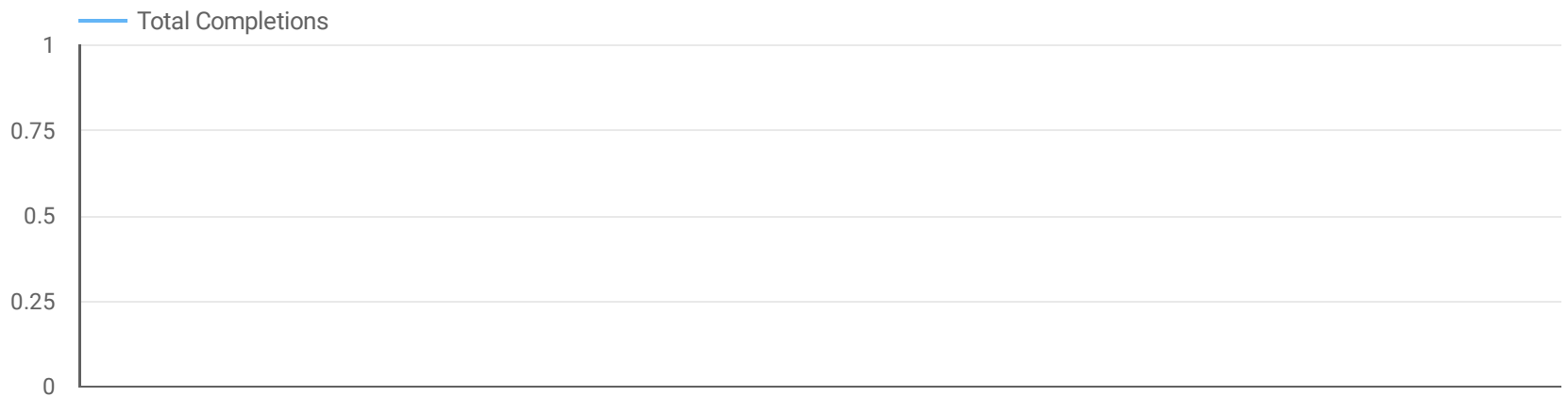
# Goals Completed: Getaway Signups

Total Completions

-

-

Compared to previous year



No data

Channel	Total Completions ▾
No data	

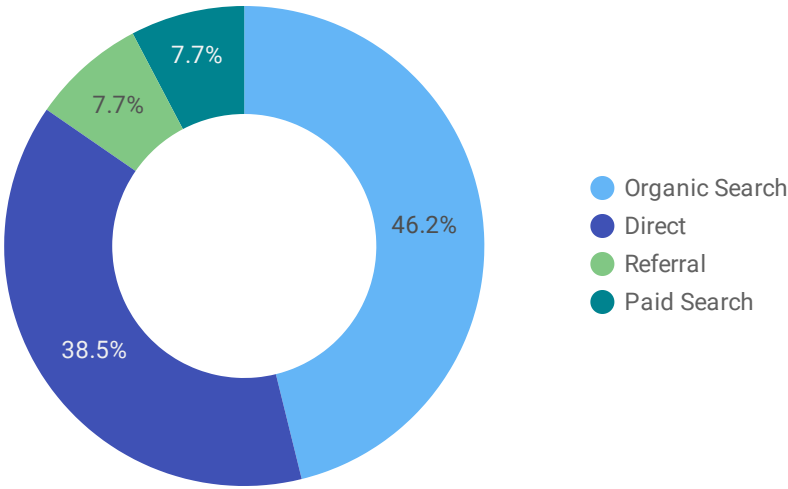
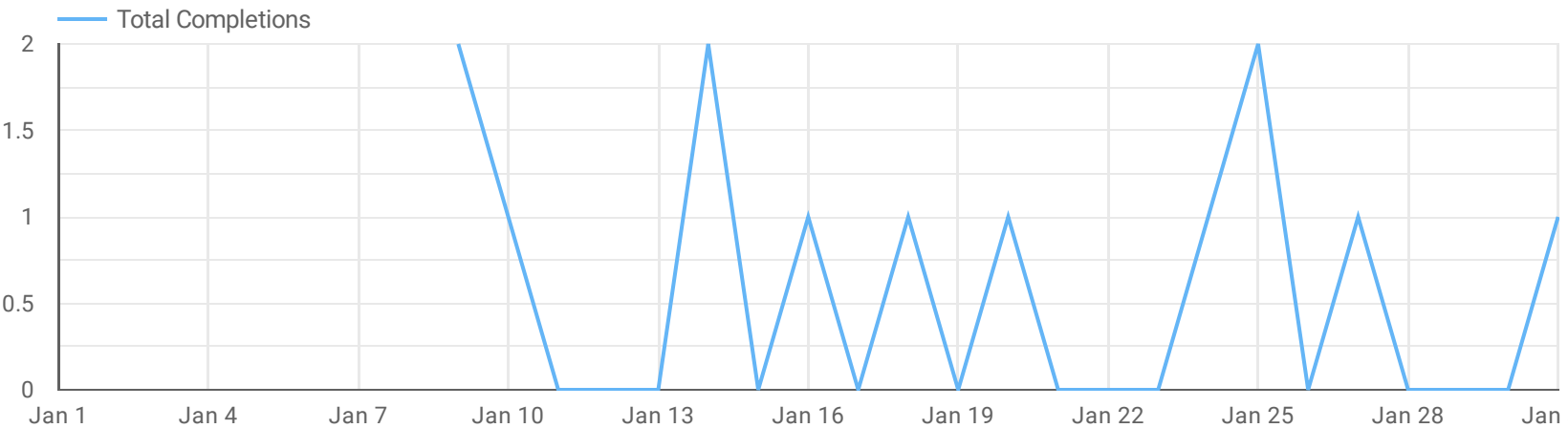
Limited to top 5

# Goals Completed: Contact Form

Total Completions

13

⬆ 85.71%  
Compared to previous year



Channel	Total Completions
Organic Search	6
Direct	5
Referral	1
Paid Search	1

Limited to top 5

# Most Popular Pages

Page	Sessions ▾	Pageviews	Bounce Rate
/st-george-island/	13,059	16,499	64.38%
/	6,247	8,186	68.51%
/apalachicola/	5,337	6,674	64.17%
/things-to-see-do/	2,254	3,625	56.92%
/things-to-see-do/webcams/st-george-island-florida-webca...	2,010	2,782	78.56%
/alligator-point/	1,672	2,429	70.28%
/places-to-stay/	1,521	3,969	31.23%
/places-to-stay/vacation-rentals/	1,491	4,670	29.58%
/event/oyster-cook-off/	1,460	1,945	60.07%
/carrabelle/	1,347	2,064	61.17%
/event/butts-clucks-cook-off-on-the-bay-2/	708	981	64.12%
/business/st-george-island-state-park/	577	1,402	34.66%
/things-to-see-do/beaches/	573	1,183	72.6%
/events/	538	2,846	64.5%
/event/chili-cook-off/	503	602	73.36%
/things-to-see-do/fishing/fishing-resources/seasonal-fishin...	395	478	72.15%
/eastpoint/	392	629	66.58%
/event/forgotten-coast-plein-air/	341	458	52.49%
/places-to-stay/campgrounds/	338	1,087	30.18%
/event/st-george-island-tour-of-homes/	333	437	66.07%
/things-to-see-do/food-drink/	321	2,243	63.86%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	281	368	75.8%
/event/mardi-gras-barkus-parade-2/	257	304	80.16%
/e-newsletter/	229	668	48.47%
/things-to-see-do/webcams/	227	864	23.79%

**Limited to top 25**

# Top Cities

City	State	Sessions ▾	Pageviews	Bounce Rate
Orlando	Florida	3,322	5,353	64.87%
Atlanta	Georgia	2,594	4,734	62.37%
Tallahassee	Florida	1,760	3,126	63.81%
Eastpoint	Florida	1,373	2,406	59.58%
Chicago	Illinois	1,100	2,047	66.18%
Port St. Joe	Florida	984	2,049	54.57%
Jacksonville	Florida	908	1,585	64.43%
(not set)	Florida	746	1,533	59.79%
Nashville	Tennessee	689	1,441	64.44%
New York	New York	584	960	71.4%
Tampa	Florida	511	866	66.54%
Dallas	Texas	498	798	72.09%
Charlotte	North Carolina	368	701	67.93%
Indianapolis	Indiana	355	671	62.54%
Panama City Beach	Florida	347	786	53.31%
Birmingham	Alabama	345	666	59.71%
Miami	Florida	336	533	70.54%
Louisville	Kentucky	332	723	62.05%
Columbus	Ohio	311	622	71.7%
Panama City	Florida	300	562	63.33%
Knoxville	Tennessee	274	631	60.58%
Minneapolis	Minnesota	258	474	68.99%
Memphis	Tennessee	246	483	65.45%
Washington	District of Columbia	245	465	64.08%
Houston	Texas	241	460	67.22%

**Limited to top 25**

## 2021 VISITOR TRACKING

### Month

		Apalachicola	EPVC	SGI	Carrabelle	Total
January		1,238	207	480	169	2,094
February		1,032	254	812	142	2,240
March		1,940	336	1,280	263	3,819
April		1,426	270	1,396	54	3,146
May		2,006	272	1,276	232	3,786
June		1,520	346	1,372	391	3,629
July		1,416	403	1,382	309	3,510
August		905	216	944	223	2,288
September		1,814	152	836	206	3,008
October		1,452	210	1,126	230	3,018
November		1,005	211	841	141	2,198
December		848	202	779	88	1,917
					<b>TOTAL</b>	<b>34,653</b>
2022						2020
January		1,048	317	853	220	2,438



**Franklin County Tourist Development Council  
501(c)(3) Museum Projects Grant Application  
2021-22**

**Section 1. Organizational Information:**

Organization Corporate Name: Apalachicola Area Historical Society  
Address: P. O. Box 75 Apalachicola FL 32329  
Contact Person: Catharine Greene  
Phone Number 850-323-2305  
Email Address aahs.raney@gmail.com  
FEIN #: 59-1677700 (DUNS # 019548730)

Have you previously received TDC funding for this program? **N**

**Section 2. Museum Information:**

Name: Raney House Museum  
Location: 128 Market Street Apalachicola, FL 32320  
Hours of Operation: Tuesday -Saturday 10am to 4pm  
Manager: Caty Greene  
Manager email: catygreene32320@gmail.com  
Web Site: apalachicolahistoricalsociety.org

**Section 3. Supporting Information to be Provided:**

- A brief description of the project and how it will improve in promoting tourism and preserving the heritage of the community, to attract tourists and improve the property that is open to the public.

The Raney House Museum is a prominent feature of Apalachicola's heritage tourism. It offers visitors the experience of life in the Florida Territorial Period (1821-1845) and beyond, with period displays of furnishings and artifacts. Its docents offer guided tours of the house, and provide not only information about the Raney Family, but the area from the antebellum period through the Civil War. The Museum sells popular books whose contents promote the history and natural beauty of Franklin County. The Raney House Museum is currently struggling with the deterioration of its prominent façade including four twenty foot tall columns. Replacement

of these columns will help make the museum more attractive to visitors, and show the commitment of the community in featuring its unique history.

- Project budget and bids

Replacement of four historic wooden columns: Columns PLUS installation exceeds \$25,000

GRANT REQUEST: \$25,000

Imperial Productions \$19,289.52 (Fiberglass) and \$20,148.43 ("PolyComp" Somerset Door and Column \$22,800 (wood, freight including but only estimated)

Worthington \$33,352.41 (wood) to \$34,401.93 (fiberglass) freight included

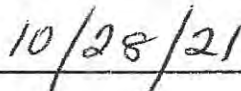
Melton Classics quotes anticipated in wood and man-made material

Installation of columns is estimated to be around \$2500 per column (will provide estimate separately), some freight estimated separately, but some included

- Corporate filing or Government Resolution (included as separate document)
- Documentation of Participation with Accrediting or Funding organization Member, Florida Museum Association (attached), recipient of TCTDC museum funds



Signature of Authorized Agent



Date

**Imperial Productions & Distribution Inc.**

555 Riverwalk Parkway Tonawanda NY 14150  
Phone 800-399-7585 Fax 888-244-1083  
sales@imperialproductions.com

**Quote US-\$**

Date: **OCT 28 21**  
Quote # **102821A** FIBERGLASS

**BILL TO DETAILS**

**SHIP TO**  
**ATTN** Raney House Museum  
**ADDRESS** Caty Greene  
128 Market St  
**CITY/STATE** Apalachicola FL  
**ZIP/STATE** 32320  
**PHONE** 850-323-2305  
**EMAIL** catygreene32320@gmail.com  
**DESIGNER** CLIENT

Raney House Museum  
Caty Greene  
128 Market St  
Apalachicola FL  
32320  
850-323-2305  
catygreene32320@gmail.com

Freight Condition	Freight paid on behalf of Client All Deliveries Require Signature Regular Business Hours Mon-Fri Any upgrades instructed by Client will be Billed Extra at Freight Carrier's Rate	FREIGHT ADDITIONAL	US \$	FREIGHT
			US \$	CRATING
			US \$	0.00

QTY	OUR CODE	PRODUCT DESCRIPTION	LIST	DISC %	Price	US \$
4	IPTUS2024S-TCB Imperial Size Metric Size Mfg Variances Usage Fire-Rating	Tuscan Tapered Smooth Fiberglass Shaft, Cap-Base EconPolymer 20 Feet, Top Shaft 20", Bottom 23-1/2", Load 20,000lbs 6.096 m, Top Shaft 50.8cm, Bottom 59.69cm, Load 9.07/mtons All measurements are approximate, and may vary per piece Consult with your Structural Engineer for Load Bearing Application ASTM E-84 Unfinished Building Component, intergration hardware not included Made in USA	8,037.30	40.00	4,822.38	19,289.52
Custom / Special Order unfinished components: allow approximately 4-5 weeks from time of payment plus freight time						

Total US\$ 19,289.52

DATE	SIGNATURE	TAX
Raney House Museum	<= I certify that I am the authorized cardholder	0.00
		Total US\$ 19,289.52

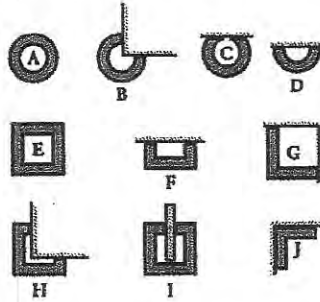
I agree to the terms & conditions as per part II of this agreement of sale and on Imperial's websites, [www.imperialproductions.com](http://www.imperialproductions.com)  
Product suitability is the responsibility of the client or 3rd party designer. Product Measurements are approximate only, variances from manufacturer's tolerances  
All Sales Final, no exchanges, returns or cancellations  
This quote does not constitute an agreement for a guaranteed delivery date unless a separate delivery agreement is signed and prepared by our legal dept.  
Timing can be delayed by freight carriers, weather, border customs, holidays, strikes, acts of war, act of god or changing manufacturing schedule all out of Imperial's control.  
EXW our/mfg warehouse: When the carrier takes the goods all risk reverts to the purchaser. Freight claims are with the freight carrier  
Prices are net. Taxes are charged where applicable, otherwise client is responsible for local remittance.  
All warranties reside with the manufacturer not the distributor Imperial Productions & Distribution Inc.

**PLEASE SIGN AND RETURN ALL FORMS PROVIDED**

 <b>Imperial Productions &amp; Distribution Inc.</b> 555 Riverwalk Parkway Tonawanda NY 14150 Phone 800-399-7585 Fax 888-244-1083 sales@imperialproductions.com		<b>Quote US-\$</b> Date: <u>OCT 28 21</u> Quote # <u>102821B</u> POLYCOMP				
<b>SHIP TO</b> <b>ATTN</b> <b>ADDRESS</b> <b>CITY/STATE</b> <b>ZIP/STATE</b> <b>PHONE</b> <b>EMAIL</b> <b>DESIGNER</b>		<b>BILL TO DETAILS</b> Raney House Museum Caty Greene 128 Market St Apalachicola FL 32320 850-323-2305 catygreene32320@gmail.com				
Freight Condition		FREIGHT ADDITIONAL				
Freight paid on behalf of Client All Deliveries Require Signature Regular Business Hours Mon-Fri Any upgrades instructed by Client will be Billed Extra at Freight Carrier's Rate		US \$ <u>0.00</u> CRATING US \$ <u>0.00</u>				
QTY	OUR CODE	PRODUCT DESCRIPTION	LIST	DISC %	Price	US \$
4	IPPC2024S-TBTC	PolyComp™ Smooth Taper 20FT-24", Cap/Base OD Bottom 23-3/4", Top 19-3/4", Height 20 Feet Load Bearing 20,000 LBS SEE ATTACHED DRAWING Assembly, Filling, Sanding & Priming required by others Splitting for wrap is NOT included in this quote Consult your structural engineer for load bearing application Integration Hardware is not included All measurements are approximate, and may vary per piece Interior/Exterior: Paint immediately to protect against elements ASTM E-84 Made in USA: 70% calcium carbonate, 5% marble, 25% Resins	8,395.18	40.00	5,037.11	20,148.43
Load NOTES: Mfg Variances Usage Fire-Rating		Custom / Special Order unfinished components; allow approximately 4-6 weeks from time of payment plus freight time				
Total US\$						20,148.43
DATE						TAX
Raney House Museum						0.00
SIGNATURE						Total US\$
I agree to the terms & conditions as per part II of this agreement of sale and on Imperial's websites, www.imperialproductions.com Product suitability is the responsibility of the client or 3rd party designer. Product Measurements are approximate only, variances from manufacturer's tolerances All Sales Final, no exchanges, returns or cancellations This quote does not constitute an agreement for a guaranteed delivery date unless a separate delivery agreement is signed and prepared by our legal dept. Timing can be delayed by freight carriers, weather, border customs, holidays, strikes, acts of war, act of god or changing manufacturing schedule all out of Imperial's control. EXW our/mfg warehouse: When the carrier takes the goods all risk reverts to the purchaser. Freight claims are with the freight carrier Prices are net. Taxes are charged where applicable, otherwise client is responsible for local remittance. All warranties reside with the manufacturer not the distributor Imperial Productions & Distribution Inc.						20,148.43
PLEASE SIGN AND RETURN ALL FORMS PROVIDED						



Somerset Door & Column  
174 Sagamore Street  
Somerset, PA 15501  
Phone: (814) 444-9427  
Fax: (814) 443-1658  
www.doorandcolumn.com



## Column Proposal

Date 10/25/2021	Quote ID 21-0876
Office Rep Pete Putyrski	

Attention CATY

Customer APALACHICOLA AREA HISTORICAL SOCIETY  
CATY GREENE

Customer Phone 850-323-2305

Customer Fax

Customer E-mail Catharine Greene <catygreene32320@gm...

Account #

Project/Job Name

Reference		Terms	*Freight	Rep	
		50% Dep, Bal Due At Shipping	TALAHASSEE FL		
Line	Item	Description	Qty	Unit Price	Total
A	TYPE 'A' COLUMN	PRIMED SAPELE COLUMN * TYPE 'A' FULL ROUND * DORIC FLUTED SHAFT * 22" X 17-1/4" X 240" * #130 CAP & BASE * PRIMED OUTSIDE * ASPHALT COATED INSIDE * NO WOOD PLINTH VENTED * FOR EXTERIOR USE * SHIPPING	4	5,700.00	22,800.00

Sales Tax (0.0%) \$0.00

**Total** \$22,800.00

NOTES: There is an additional fee for residential delivery or extra services such as a lift gate. Quantity change could result in an increase of the price. Quoting our standard construction methods & tooling unless noted. No guarantee of color or grain match with any woods. Typical lead time is 4-6 weeks. Inquire at time of order to verify.

Accepted by Customer

Date

**Quotes are valid  
for 30 days.**

CPTEMP040921





**WORTHINGTON®**  
American Made Architectural Products

## ORDER QUOTE

114 S. Conner Street  
Enterprise, AL 36330

Date	Estimate #
10/26/2021	70917

Phone #	800.872.1608	Fax #	850.640.0488
---------	--------------	-------	--------------

Name / Address
Caty Greene 32320

This Estimate Expires In 60 Days				
P.O. No.	Terms	Rep	Project	
	PREPAID	CT		
Item	Description	Qty	Cost	Total
NS FREIGHT	24" x 20' Round Tapered Fluted Cedar with Tuscan Cap and Base FREIGHT CHARGES	4.00 1.00	7,888.1025 1,800.00	31,552.41T 1,800.00
**IMPORTANT: FREIGHT CARRIER DOES NOT UNLOAD DELIVERY. IF YOU NEED ASSISTANCE PLEASE CONTACT WORTHINGTON ABOUT LIFT GATE AND INSIDE DELIVERY OPTIONS. THEY ARE AN EXTRA FEE** ALL DAMAGES MUST BE REPORTED AT THE TIME OF DELIVERY. PLEASE INSPECT YOUR SHIPMENT ONCE YOU RECEIVE IT. DO NOT SIGN DELIVERY RECEIPT UNLESS DRIVER NOTES DAMAGES. IF DAMAGE IS NOTICED AFTER DELIVERY, IT IS THE CUSTOMERS RESPONSIBILITY TO FILE A CLAIM WITH THE CARRIER.				
Lead Time: 5-6 Weeks				
		Subtotal		
		\$33,352.41		
		Sales Tax (0.0%)		
		\$0.00		
		Total		
		\$33,352.41		

Dear Client,

Thank you for the opportunity to quote you on these items. Please check each item and carefully review the terms and conditions that are included. All orders under \$10,000, or with a lead time less than 4 weeks, must be paid in full before order will be placed. All orders over \$10,000, and over 4 week lead time require a 50% down payment to place order. ALL ORDERS MUST BE PAID IN FULL PRIOR TO SHIPMENT. All orders not paid prior to shipment will not be shipped, and additional storage fees may apply. If you return an item, a 25% restocking fee will be assessed. ALL CUSTOM ORDERS ARE NON-RETURNABLE AND NON-REFUNDABLE. To place an order, please date each page of the QUOTE, and sign the Terms and Conditions. If sending a check, we will process your order when we receive the check. If you need installation instructions please contact us at 1-800-872-1608. Estimate is good for 60 days.

Signature \_\_\_\_\_



Signature \_\_\_\_\_

## Museums

Welcome to the FAM on-line database of Florida museums. This database of over 400 Florida museums includes in-depth information on their collections, exhibits, programs, etc. This information is constantly updated, and we're adding new information and museums all the time. So bookmark this database and visit it whenever you need to research Florida museums.

Search Phrase	Museum Type	Region	City	
raney house	Museum Type ▼	Northwest ▼	Apalachicola	<b>Search</b>

Results: 1-1 of 1.

### The Apalachicola Area Historical Society (AAHS)


Apalachicola, Florida

History, Historic House, Historical Society

The chief responsibility of the AAHS is the operation and management of the 1838 Raney House Museum which is owned by the City of Apalachicola and was officially recorded in National Register of Historic Places on January 22, 1973. The Raney House Museum has on display furniture, documents and other artifacts from the 19th century.

<https://aahs.wildapricot.org/>

Results: 1-1 of 1.

 [Back To Top](#)

ADDRESS PO Box 10951  
Tallahassee, FL  
32302

PHONE P: 850.222.6028  
& FAX F: 850.222.6112  
fam@flamuseums.org

STAY IN Like Us On Facebook  
TOUCH Follow Us On Twitter



# CITY OF APALACHICOLA

192 Coach Wagoner Boulevard • Apalachicola, Florida 32320 • 850-653-9319 • Fax 850-653-2205  
www.cityofapalachicola.com



Mayor  
Kevin Begos

May 14, 2021

Commissioners  
Brenda Ash  
Adriane Elliott  
Despina George  
Anita Grove

Division of Historical Resources  
R A Gray Building  
500 S Bronough Street  
Tallahassee, FL 32399-0250

City Manager  
Travis Wade

City Clerk  
Deborah Guillotte, CMC

As the duly authorized representative of the City of Apalachicola, I hereby acknowledge the City's support for and full concurrence with this proposed project and this application for grant assistance.

City Attorney  
Kristy Branch Banks

The Historic Raney House dates to the 1830's, is identified as part of the City's 1980 Historic District designation (NR 72000316), and recognized on the National Register of Historic Places (FR00066), and is a pillar within the overall building stock of Historic Apalachicola.

While the structure is in good condition for 183 year old wooden home, many elements of the exterior are in urgent need of being addressed. These include elements affecting the columns, windows, exterior paint, some foundation repair, and potential electrical upgrading. All these are identified and addressed in this application and provide a framework for preservation of this centerpiece of Historic Downtown Apalachicola.

Please accept this as the City of Apalachicola's full support for the Apalachicola Area Historical Society to pursue this effort.

Sincerely,

Travis Wade  
City Manager



# FRANKLIN COUNTY TOURISM PERFORMANCE REPORT





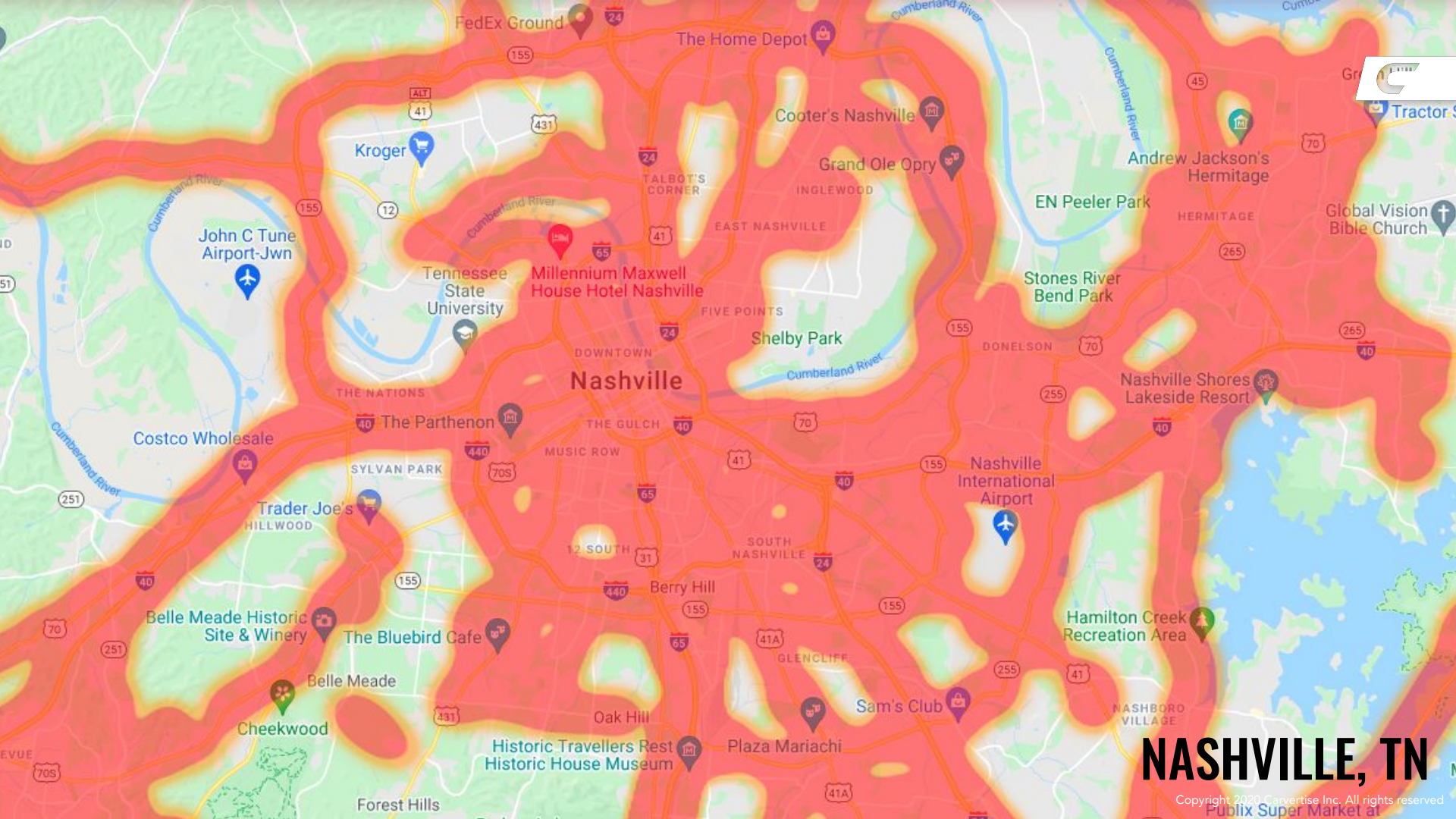




PICTURES FROM THE ROAD







# Nashville

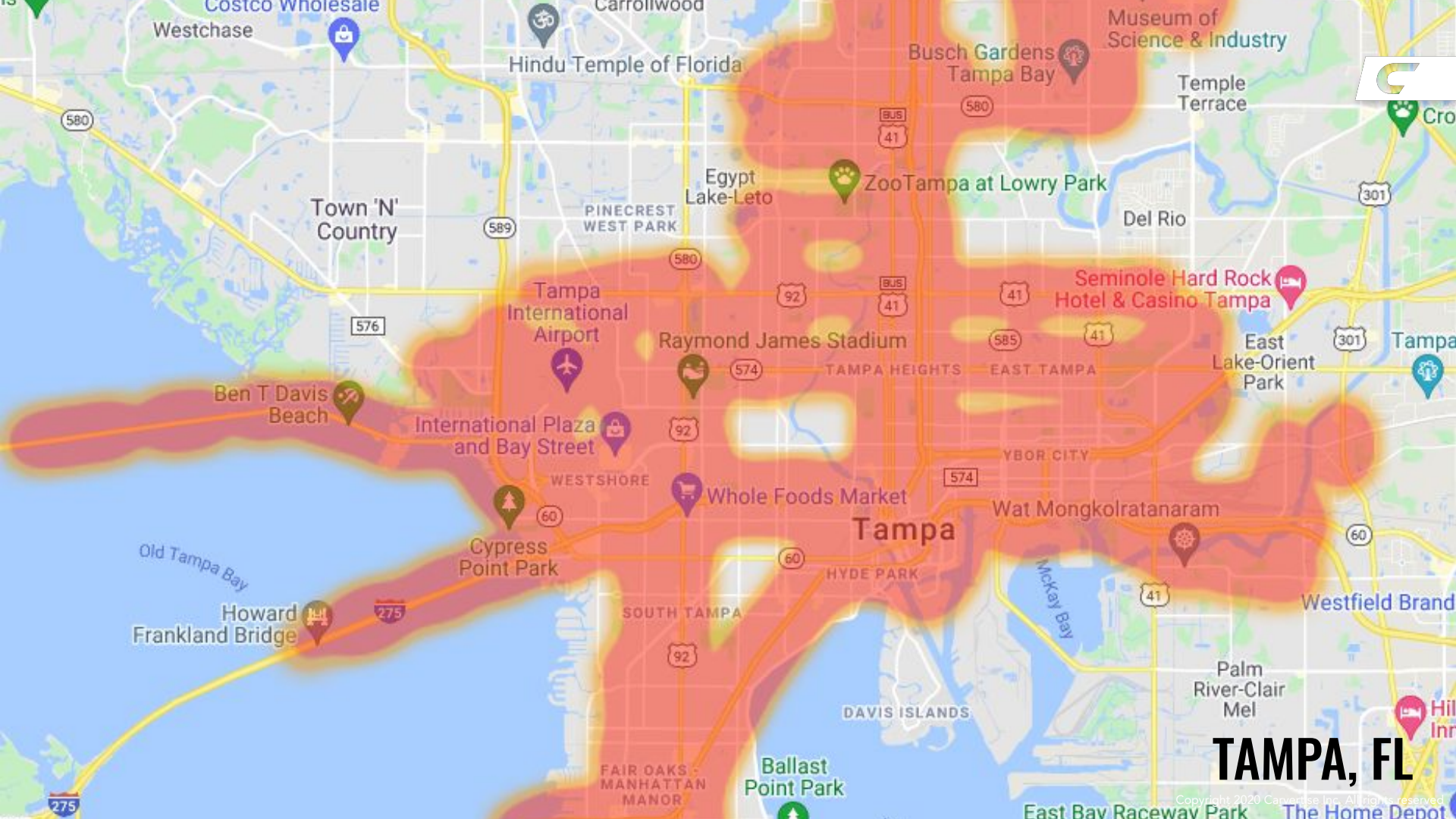
# NASHVILLE, TN

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Publix Super Market at

# NASHVILLE PERFORMANCE DATA

	CAMPAIGN EXPECTATIONS	CAMPAIGN PERFORMANCE	DELTA
MILES/CARS	1,200	1,280	+80
MILES/FLEET	6,000	6,399	+399
IMPRESSIONS/CAR	175,200	186,851	+11,651
IMPRESSIONS/FLEET	876,000	934,254	+58,254





Hindu Temple of Florida

Busch Gardens  
Tampa Bay

Museum of  
Science & Industry

Temple  
Terrace

Town 'N'  
Country

PINECREST  
WEST PARK

Egypt  
Lake-Leto

Zoo Tampa at Lowry Park

Del Rio

Tampa  
International  
Airport

Raymond James Stadium

Seminole Hard Rock  
Hotel & Casino Tampa

East  
Lake-Orient  
Park

Ben T Davis  
Beach

International Plaza  
and Bay Street

WESTSHORE

Whole Foods Market

Tampa

Wat Mongkolratanaram

Cypress  
Point Park

SOUTH TAMPA

HYDE PARK

Westfield Brand

Old Tampa Bay

Howard  
Frankland Bridge

McKay Bay

Palm  
River-Clair  
Mel

Ballast  
Point Park

FAIR OAKS -  
MANHATTAN  
MANOR

East Bay Raceway Park

The Home Depot

TAMPA, FL

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# TAMPA PERFORMANCE DATA

	CAMPAIGN EXPECTATIONS	CAMPAIGN PERFORMANCE	DELTA
MILES/CARS	1,200	1,289	+89
MILES/FLEET	6,000	6,443	+443
IMPRESSIONS/CAR	175,200	188,136	+12,936
IMPRESSIONS/FLEET	876,000	940,678	+64,678

## THE DOORDASH DRIVERS

HAVE EXCEEDED EXPECTATIONS BY

**+893 MILES AND  
+130,378 IMPRESSIONS**

RESULTING IN AN

**ADDITIONAL \$335**

WORTH OF  
BRAND AWARENESS





# FRANKLIN COUNTY TOURISM PERFORMANCE REPORT





# SUPER TARGET

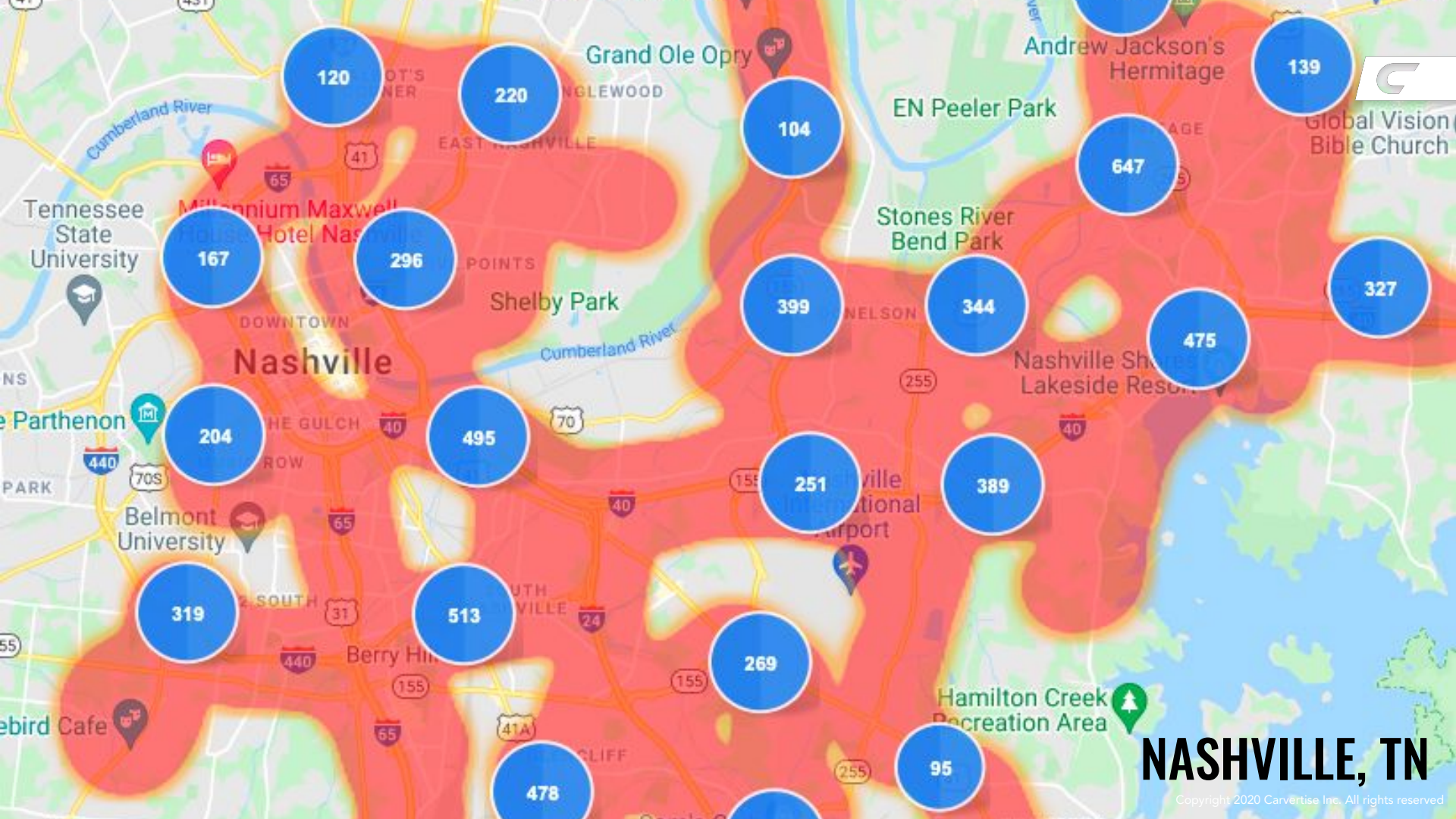










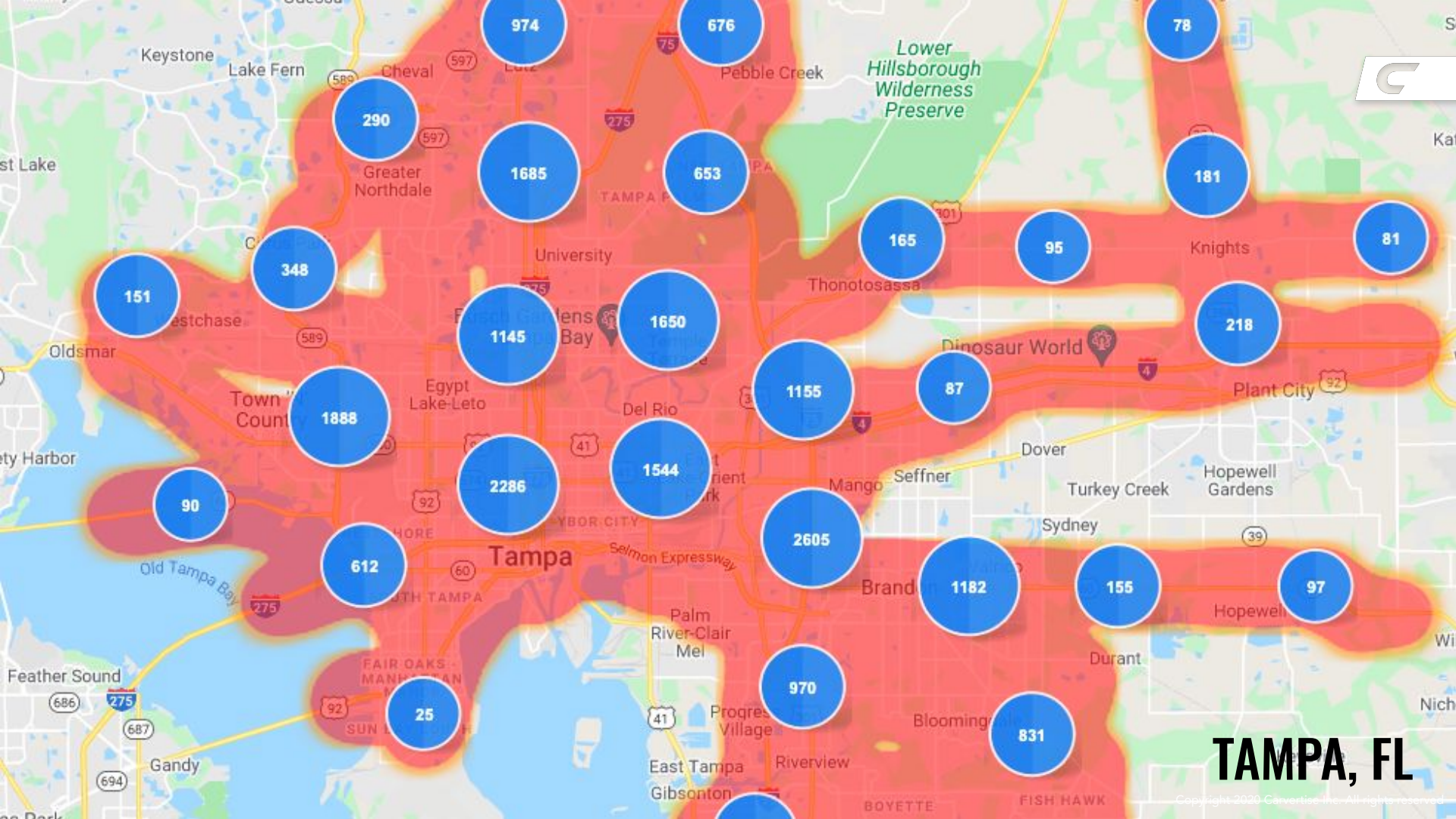


**NASHVILLE, TN**



# NASHVILLE PERFORMANCE DATA

	CAMPAIGN EXPECTATIONS	CAMPAIGN PERFORMANCE	DELTA
MILES/CARS	1,200	1,265	+65
MILES/FLEET	6,000	6,324	+324
IMPRESSIONS/CAR	175,200	184,661	+9,461
IMPRESSIONS/FLEET	876,000	923,304	+47,304





# TAMPA PERFORMANCE DATA

	CAMPAIGN EXPECTATIONS	CAMPAIGN PERFORMANCE	DELTA
MILES/CARS	1,200	1,442	+242
MILES/FLEET	6,000	7,212	+1,212
IMPRESSIONS/CAR	175,200	210,590	+35,390
IMPRESSIONS/FLEET	876,000	1,052,952	+176,952



THE FRANKLIN COUNTY  
DRIVERS

HAVE EXCEEDED EXPECTATIONS BY

**+1,536 MILES AND  
+224,256 IMPRESSIONS**

RESULTING IN AN

**ADDITIONAL \$672**

WORTH OF  
BRAND AWARENESS

# BRAND AWARENESS DRIVEN BY



DYNAMIC | GEO-TARGETED | AFFORDABLE



# BRAND AWARENESS DRIVEN BY



DYNAMIC | GEO-TARGETED | AFFORDABLE