

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Agenda
Wednesday, April 13th, 2022 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 February 9th **Action Item** **Davis**
5. Public Comments
6. Administrative Reports
 - FCTDC Collections Report **Solomon**
 - Expenditures to Budget **Davis**

Promotions Reports

 - FCTV Report **Rolstad**
 - Media Report **Clark**
 - Web Master Report **Kendrick**

 - Visitor Numbers **Lane**
 - Administrative Items **Solomon**
 - A. Request from City of Apalachicola for the TDC to fund **up to \$50,000** for the repair of Lafayette Park Pier Pavilion. This is for reimbursement if approved.

 - B. Request from the City of Apalachicola to fund out of sign budget \$2,500 to repair the nine Interpretive signs damaged from previous hurricanes. This is for reimbursement if approved.

 - C. Vendors Renewals

 - D. Request for Design & Construct New Dune Beach Walkover on SGI

 - E. Sinclair Alabama (TV/ OTT Morning Show) Advertising
7. Continuing Business
 - A. Carvertise update

 - B. Forgotten Coast Kids Corner Update

Reports by Local Government Representatives:

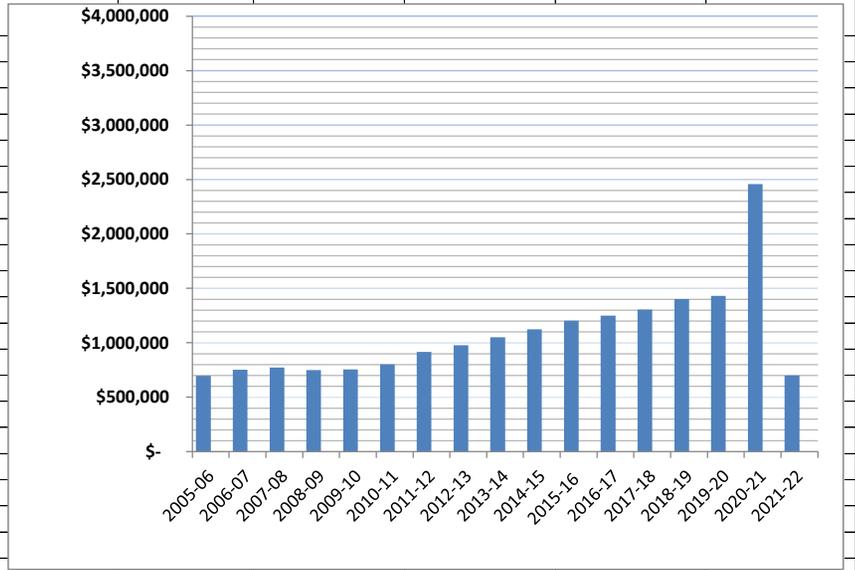
- A. Franklin County: **Com. Jones**
 - B. City of Apalachicola: **Mayor Ash**
 - C. City of Carrabelle: **Mayor LaPaz**
8. Reports from Member Organizations

 9. Board Comments

Meeting Announcements: Wednesday, **May 11th 2022** Meeting 2:00pm At County Commission Meeting Room

**FCTDC Collections Report for
2021-22 Year-to-Date Report
Through January 2022**

	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	\$ 116,196	\$ 48,471							
23	January	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327	\$ 28,597							
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	\$ 699,904	\$ 282,438							
33														
34	YOY %	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ (1,758,345)								
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	* Coronavirus-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 2021-22 Expense to Budget Report

as of March 2022

DRAFT

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% Spent
2	ADMINISTRATION -3400	\$ 49,875	\$ 112,000	\$ 62,125	44.5%
3					
4	INFRASTRUCTURE	\$ 198,890	\$ 1,298,000	\$1,099,110	15.3%
5	Aid to Local Governments	\$ 73,890	\$ 958,000	\$ 884,110	7.7%
6	Infrastructure Projects - per stature		\$ 600,000	\$ 600,000	0.0%
7	Beach Cleanup - 9100	\$ 37,500	\$ 125,000	\$ 87,500	30.0%
8	Moby Mats		\$ 40,000	\$ 40,000	0.0%
9	Armory Website Page Addition		\$ 3,000	\$ 3,000	0.0%
10	SGL Bathroom Loan (Peoples Bank)	\$ 36,390	\$ 190,000	\$ 153,610	19.2%
11	Aid to Non-Profits	\$ 125,000	\$ 320,000	\$ 195,000	39.1%
12	Museum Grants - 8200	\$ 15,000	\$ 40,000	\$ 25,000	37.5%
13	Visitor Centers - 8200	\$ 90,000	\$ 180,000	\$ 90,000	50.0%
14	Museum Project Grant	\$ 20,000	\$ 100,000	\$ 80,000	20.0%
15	TDC Maintenance and Repairs	\$ -	\$ 20,000	\$ 20,000	0.0%
16	TDC Building Maintenance - Includes Insurance		\$ 20,000	\$ 20,000	0.0%
17	PROMOTIONAL BUDGET	\$ 286,525	\$ 1,016,850	\$ 730,325	28.2%
18	Non-Profit Event Promotions	\$ 6,043	\$ 123,000	\$ 116,957	4.9%
19	Non-Profit Promotion Grants	\$ 6,043	\$ 123,000	\$ 116,957	4.9%
20	New Promotional Opportunities	\$ 26,190	\$ 20,000	\$ (6,190)	131.0%
21	Carvertize	\$ 26,190	\$ 30,000	\$ 3,810	87.3%
22	Internet and Web	\$ 109,896	\$ 271,850	\$ 161,954	40.4%
23	2K Web Group Core Internet Marketing (2500/m0)	\$ 15,000	\$ 30,000	\$ 15,000	50.0%
24	Social Media Campaigns (2210/mo)	\$ 13,260	\$ 26,520	\$ 13,260	50.0%
25	Non-Contractual Website	\$ 5,662	\$ 6,000	\$ 338	94.4%
26	Search Engine Optimization	\$ 14,755	\$ 28,500	\$ 13,745	51.8%
27	Internet Marketing (Google, etc)	\$ 51,017	\$ 117,860	\$ 66,843	0.0%
28	14% Production	\$ 8,207	\$ 21,670	\$ 13,463	0.0%
29	Banner Adds (Bay Media)	\$ 1,800	\$ 25,800	\$ 24,000	7.0%
30	14% Production		\$ 4,200	\$ 4,200	0.0%
31	Website Revisions	\$ 195	\$ 11,300	\$ 11,105	1.7%
32					
33	Print	\$ 55,094	\$ 221,600	\$ 166,506	24.9%
34	Bay Media Retainer	\$ 15,000	\$ 30,000	\$ 15,000	50.0%
35	Content Production	\$ 2,925	\$ 12,000	\$ 9,075	24.4%
36	Print Advertising	\$ 33,851	\$ 140,000	\$ 106,149	24.2%
37	14% Production	\$ 1,867	\$ 19,600	\$ 17,733	9.5%
38	Printing Promotional Materials (brochures)	\$ 1,451	\$ 20,000	\$ 18,549	7.3%
39	Photography	\$ 500	\$ 15,200	\$ 14,700	3.3%
40	Photo Library	\$ 500	\$ 7,500	\$ 7,000	6.7%
41	Crowd Rift		\$ 3,000	\$ 3,000	0.0%
42	Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700	0.0%
43	Welcoming Tourists	\$ 885	\$ 85,000	\$ 84,115	1.0%

FCTDC 2021-22 Expense to Budget Report

as of March 2022

DRAFT

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% Spent
44	Airport Signage/Display - Clear Channel Tallahassee	\$ 885	\$ 10,000	\$ 9,115	8.9%
45	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000	0.0%
46	Historical Signage		\$ 50,000	\$ 50,000	0.0%
47	Additional Signage (roadside, storefront, billboards)		\$ 15,000	\$ 15,000	0.0%
48	TV, Radio and Webcams	\$ 38,835	\$ 131,200	\$ 92,365	29.6%
49	FCTV Retainer	\$ 7,200	\$ 25,200	\$ 18,000	28.6%
50	Radio (FSU, Cumulus, Out of Area, etc)	\$ 8,515	\$ 10,000	\$ 1,485	85.2%
51	Oyster Radio	\$ 5,000	\$ 10,000	\$ 5,000	50.0%
52	Television Advertising		\$ 35,000	\$ 35,000	0.0%
53	Video Library	\$ 3,600	\$ 10,000	\$ 6,400	0.0%
54	Commercials / Specials		\$ 10,000	\$ 10,000	0.0%
55	Video Production- PSAs	\$ 5,400	\$ 5,000	\$ (400)	108.0%
56	Video Production - Other	\$ 5,000	\$ 26,000	\$ 21,000	19.2%
57	Partnerships (co-ops)	\$ 4,120	\$ 19,500	\$ 15,380	21.1%
58	VF State Welcome Center - Kids Corner	\$ 520	\$ 9,000	\$ 8,480	5.8%
59	98 Corridor Mkting		\$ 5,000	\$ 5,000	0.0%
60	COCA Banner	\$ 3,600	\$ 5,500	\$ 1,900	65.5%
61	Special Events and Outreach	\$ 34,434	\$ 79,500	\$ 45,066	43.3%
62	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0.0%
63	Get-a-Way Contests	\$ 2,953	\$ 18,000	\$ 15,047	16.4%
64	Hospitality Training		\$ 3,000	\$ 3,000	0.0%
65	Journalists Visits		\$ 10,000	\$ 10,000	0.0%
66	Mentoring /Scholarships		\$ 2,000	\$ 2,000	0.0%
67	Promotional Items		\$ 5,000	\$ 5,000	0.0%
68	Visitor Guide and Office Mailings (Postage)	\$ 18,081			
69	Promotional Mailings (Welcome Centers)		\$ 8,000	\$ 8,000	0.0%
70	New Software Advancements - Simpleview	\$ 5,000	\$ 15,000	\$ 10,000	33.3%
71	Keydata Dashboard	\$ 8,400	\$ 8,500	\$ 100	98.8%
72	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000	0.0%
73	Trademark (Pending)			\$ -	
74	Dues and Memberships/Meetings / Conferences	\$ 10,527	\$ 20,000	\$ 9,473	
75	VF, STS, FOWA, NOWA, COCA, DMO Assn, NWTDC, Gov Conf. / Conf. and Meetings (registration/accom.)	\$ 5,527	\$ 7,000	\$ 1,473	79.0%
76			\$ 5,000	\$ 5,000	0.0%
77	Travel - Conferences/ Meetings (perdeim/mileage)		\$ 3,000	\$ 3,000	0.0%
78	Explore NW Florida (Riverway South) Membership	\$ 5,000	\$ 5,000	\$ -	100.0%
79					
80	RECAP	Expensed YTD	Budget	Balance	% Spent
81	ADMINISTRATION	\$ 49,875	\$ 112,000	\$ 62,125	44.5%
82	INFRASTRUCTURE	\$ 198,890	\$ 1,298,000	\$ 1,099,110	15.3%
83	PROMOTIONS	\$ 286,525	\$ 1,016,850	\$ 730,325	28.2%
84	TOTAL BUDGET 2021-22	\$ 535,290	\$ 2,426,850	\$ 1,891,560	22.1%



April 2022 Update

All “How to Forgotten Coast Like A Local” episodes have been completed. They are now airing on FCTV on Mediacom as well as on our channel on Roku TV where they can be viewed OnDemand.

This web series is going to be submitted to Visit Florida for consideration for the Flagler Awards for this year.

We will begin working on a list of potential episodes for Season 2 if the board is interested.



April 6, 2022

To: TDC Board Members

From: C. Clark

Subject: April 2022 Marketing Report

METRICS ANALYSIS OF APRIL 2022 NEWSLETTER

The March newsletter launched Wednesday March 23 to 70,418 recipients. The reader open rate averaged 32% and the click to open rate averaged 5.6%. There were 42 trackable links in the newsletter. The highest number of click throughs registered as follows: combined **Girls Getaway links (44%)**, Carrabelle Riverfront Festival (7.2%), SGI Brewfest (4.7%) FSU Marine Lab Openhouse (3.1%)

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: April 6, 2022: 71,306

MARKETING/MEDIA COORDINATION

Production: COCA

Production: *Newsletter, April Issue*

GETAWAY MARKETING

The TDC launched the 2022 Girls Getaway on February 24 on social media and with the March newsletter. As of April 6, there were 4961 signups.



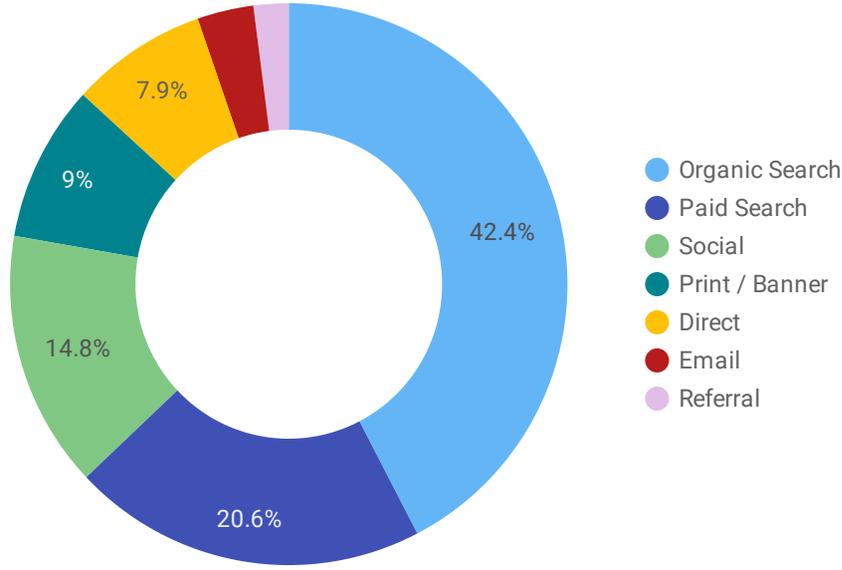
Franklin County TDC Monthly Marketing Report

Mar 1, 2022 - Mar 31, 2022

Report Prepared by 2K Web Group



Website Traffic Summary



Sessions
73,454
↑ 24.11%
Compared to previous year

Pageviews
135,453
↑ 7.27%
Compared to previous year

Bounce Rate
65.15%
↑ 9.14%
Compared to previous year

Goals Completed
2,686
↑ 115.22%
Compared to previous year

Channel	Sessions	Pageviews	Bounce Rate	Goals Completed
Organic Search	31,124	63,854	58.24%	382
Paid Search	15,109	31,848	62.15%	289
Social	10,882	15,891	73.46%	993
Print / Banner	6,624	7,819	88.57%	27
Direct	5,821	8,906	74.32%	145
Email	2,400	3,683	54.29%	706
Referral	1,494	3,452	56.76%	144

Limited to top 10

Organic Search

Sessions
31,124
↑ 6.68%
Compared to previous year

Pageviews
63,854
↓ -1.26%
Compared to previous year

Goals Completed
382
↓ -20.75%
Compared to previous year

Keyword	Clicks	Impressions
st george island	2,075	43,076
st george island florida	625	11,073
apalachicola	510	21,280
st. george island	405	7,241
alligator point florida	308	4,179
forgotten coast	271	1,173
florida's forgotten coast	257	627
forgotten coast plein air 2022	237	435
forgotten coast florida	206	660
florida forgotten coast	167	435

Limited to top 10 keywords in Google Search

Paid Search Campaigns

Ad Budget Spent
\$5,204.00
↑ 21.90%
Compared to previous year

Sessions
15,109
↑ 11.12%
Compared to previous year

Pageviews
31,848
↑ 5.80%
Compared to previous year

Goals Completed
289
↓ -1.37%
Compared to previous year

Keyword	Clicks	Bounce rate
st george island	4,062	63.79%
apalachicola	3,016	58.63%
st. george island florida	1,266	64.82%
saint george florida	1,201	64.81%
apalachicola fl	509	56.61%

Limited to top 5 keywords

Paid Print Campaigns

<p>Sessions</p> <p>6,624</p> <p>↑ 5,513.6%</p> <p>Compared to previous year</p>	<p>Pageviews</p> <p>7,819</p> <p>↑ 3,406.3%</p> <p>Compared to previous year</p>	<p>Goals Completed</p> <p>27</p> <p>↑ 200.00%</p> <p>Compared to previous year</p>
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Campaign	Sessions	Pageviews	Bounce Rate
other-side-of-florida / banner	6,444	7,482	89.29%
girls-getaway / banner	107	176	59.81%
saltwater-fishing-guide / print	30	52	66.67%
carvertise / print	17	22	88.24%
fido-friendly / banner	7	13	71.43%
new-orleans-magazine / print	6	31	16.67%
saltwater-fishing-guide / banner	6	12	50%
visit-florida-vacation-guide / print	3	23	66.67%
Nashville Lifestyle / print	2	2	100%
visit-florida-visitor-map / print	1	5	0%

Limited to top 10 campaigns

Email Newsletters

<p>Sessions</p> <p>2,400</p> <p>↑ 84.8%</p> <p>Compared to previous year</p>	<p>Pageviews</p> <p>3,683</p> <p>↑ 50.4%</p> <p>Compared to previous year</p>	<p>Goals Completed</p> <p>706</p> <p>↑ 1,020.63%</p> <p>Compared to previous year</p>
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Campaign	Sessions	Pageviews	Bounce Rate
april 2022	1,653	2,562	55.9%
march 2022	714	1,071	49.58%
february 2022	16	27	75%
December 2021	5	6	80%
may newsletter 2021	3	5	66.67%
january 2022	2	2	100%
january	2	2	100%
February 2021	2	3	50%
(not set)	1	1	100%
August	1	3	0%

Limited to top 10 campaigns

Social Media

Audience
189,601
124,865
Previous year

Impressions
1,471,881
636,718
Previous year

Engagements
75,222
39,339
Previous year

Link Clicks
10,560
6,855
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
 <p>Florida's Forgotten Coast Are you looking for a different kind of beach vacation? 🌴🌊 We are the Forgotten Coast I...</p> <p>Boosted Post by Tina R.</p>	Wed, Mar 9, 2022 12:55 pm EST	71,593	59,633	N/A	12.8%	9,146	879	40	149
 <p>Florida's Forgotten Coast Visitor's Guide - Florida's ... Sign up here to receive our FREE visitor's guide. You will...</p> <p>Boosted Post by Tina R.</p>	Mon, Mar 7, 2022 11:35 am EST	94,566	72,232	N/A	6.1%	5,784	724	37	52
 <p>Florida's Forgotten Coast Visitor's Guide - Florida's ... About 12 weeks until SUMMER! 🌞 Have you planned your...</p> <p>Boosted Post by Tina R.</p>	Mon, Mar 21, 2022 11:07 am EDT	93,416	66,044	N/A	5.4%	5,091	410	22	32
 <p>Florida's Forgotten Coast What's something a visitor MUST do when they visit Carrabelle? What do you...</p> <p>Boosted Post by Tina R.</p>	Mon, Mar 14, 2022 6:00 pm EDT	25,926	16,365	N/A	14.5%	3,758	2,031	131	82

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
 <p>forgottencoast Beautiful. Historical. Luxurious. Have you been to the Gibson Inn? 🏡📷 Instagram...</p> <p>Post by Tina R.</p>	Thu, Mar 17, 2022 6:00 pm EDT	6,502	6,222	N/A	10.1%	659	631	15	N/A
 <p>forgottencoast Who needs a little of this? 🌞🌊 Instagram: @jenniferj_atl 📍 St. George...</p> <p>Post by Tina R.</p>	Thu, Mar 24, 2022 9:14 am EDT	5,905	5,395	N/A	8.6%	509	488	14	N/A
 <p>forgottencoast Where did your weekend adventures take you? 🌴🌊 Instagram: stgeorgeislandfl 📍</p> <p>Post by Tina R.</p>	Tue, Mar 8, 2022 6:00 pm EST	4,630	4,478	N/A	8.5%	395	374	10	N/A
 <p>forgottencoast And, goodnight... 🌙📷 Instagram: sagittariusrising_ 📍 Carrabelle, FL #forgottencoa...</p> <p>Post by Tina R.</p>	Mon, Mar 21, 2022 6:00 pm EDT	3,131	2,963	N/A	11.1%	346	340	3	N/A

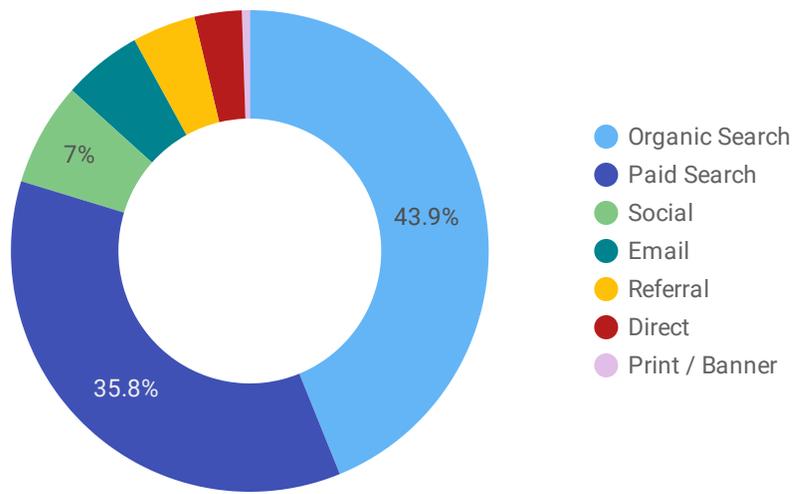
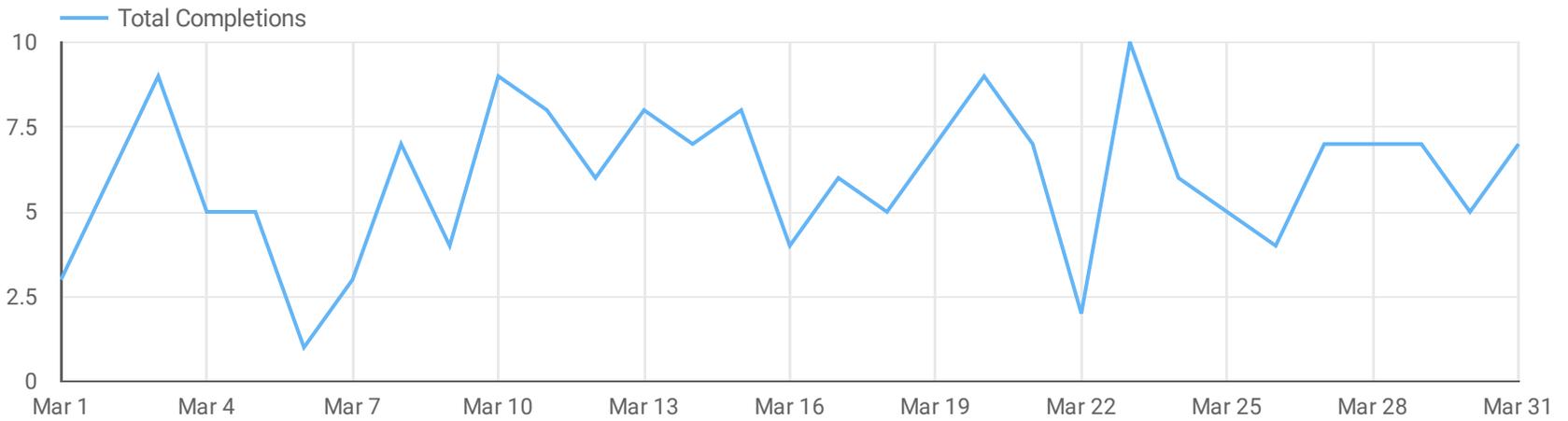
Goals Completed: Accommodation Requests

Total Completions

187

↓ -19.05%

Compared to previous year



Channel	Total Completions
Organic Search	82
Paid Search	67
Social	13
Email	10
Referral	8

Limited to top 5

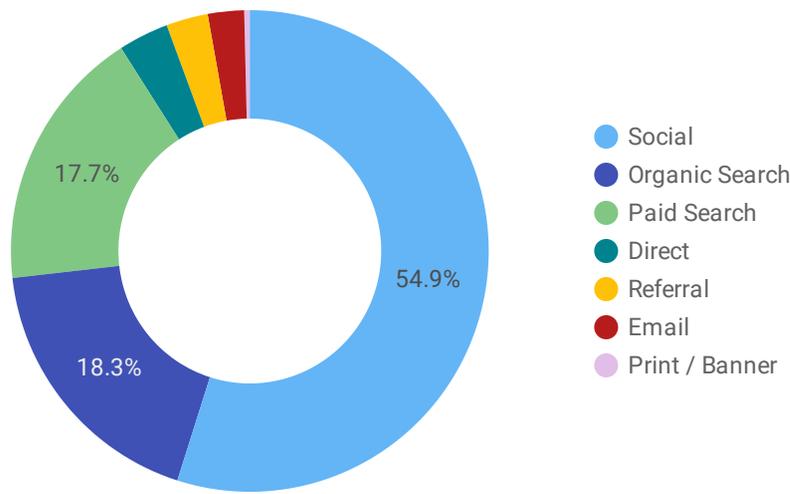
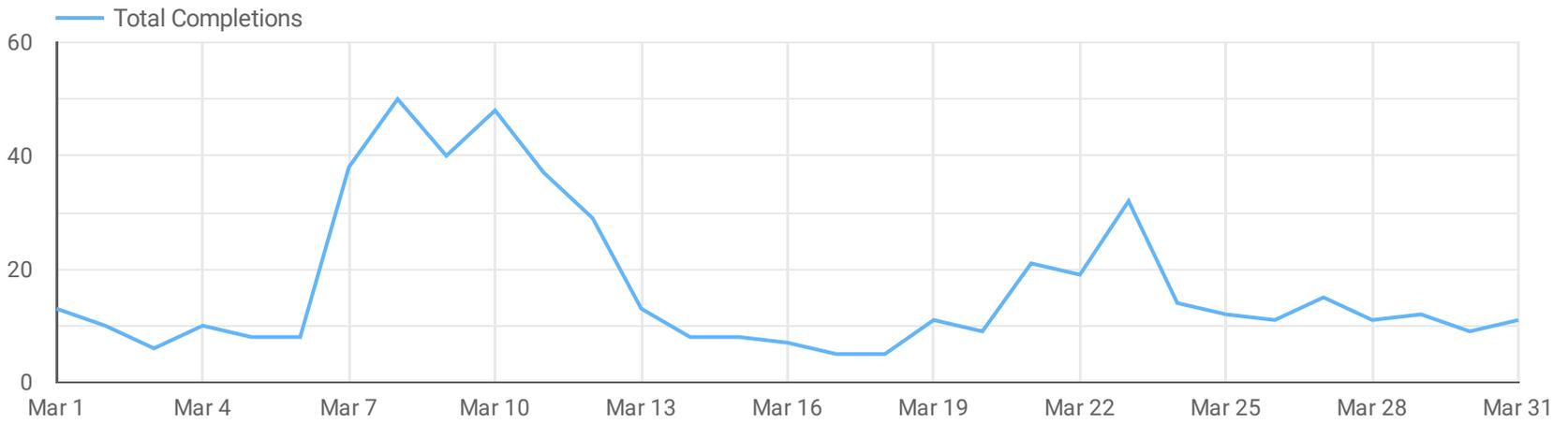
Goals Completed: Visitor Guide Requests

Total Completions

530

↑ 36.25%

Compared to previous year



Channel	Total Completions
Social	291
Organic Search	97
Paid Search	94
Direct	18
Referral	15

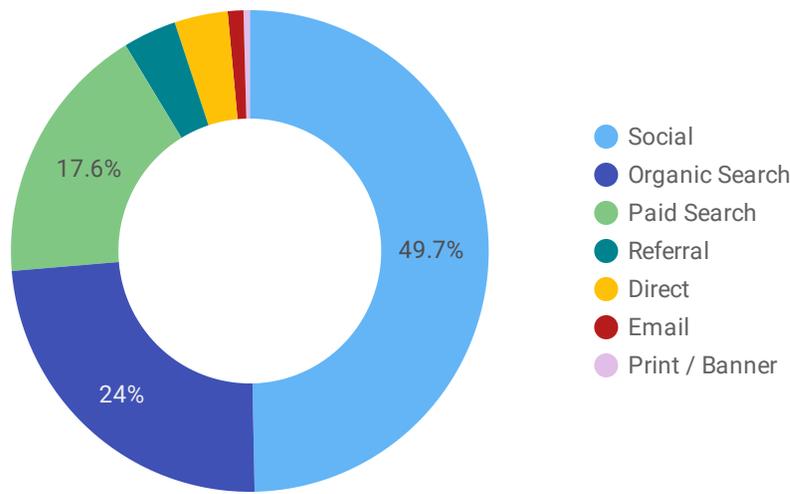
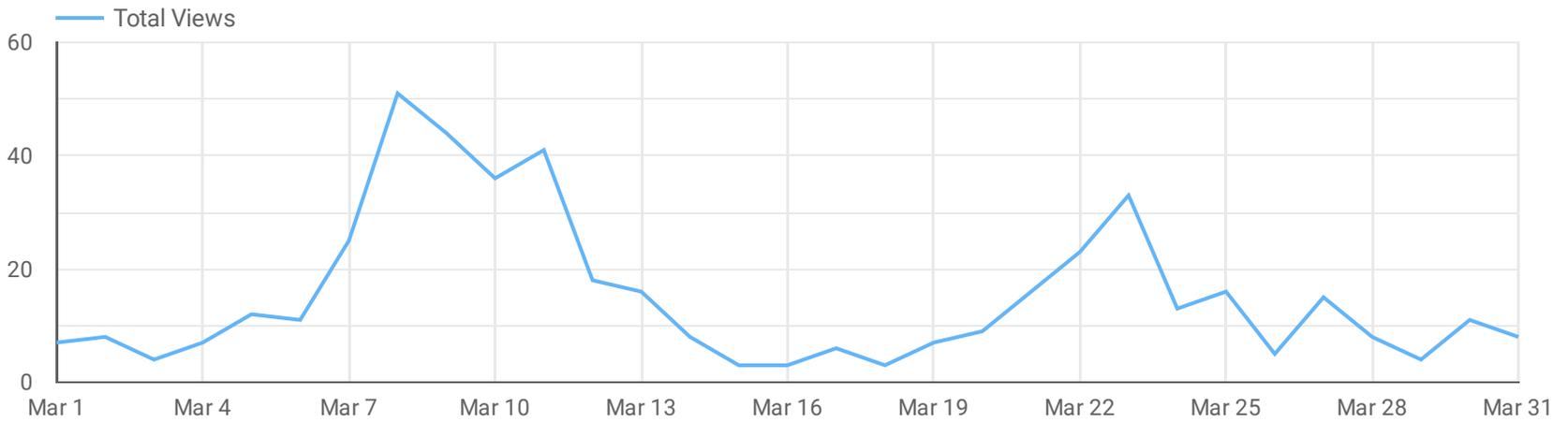
Limited to top 5

Goals Completed: Visitor Guide Views

Total Views

471

↑ 44.48%



Channel	Total Views
Social	234
Organic Search	113
Paid Search	83
Direct	17
Referral	17

Limited to top 5

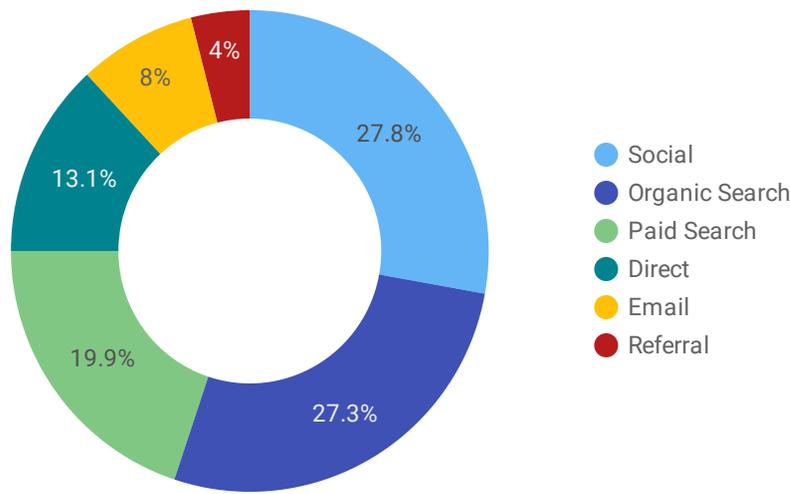
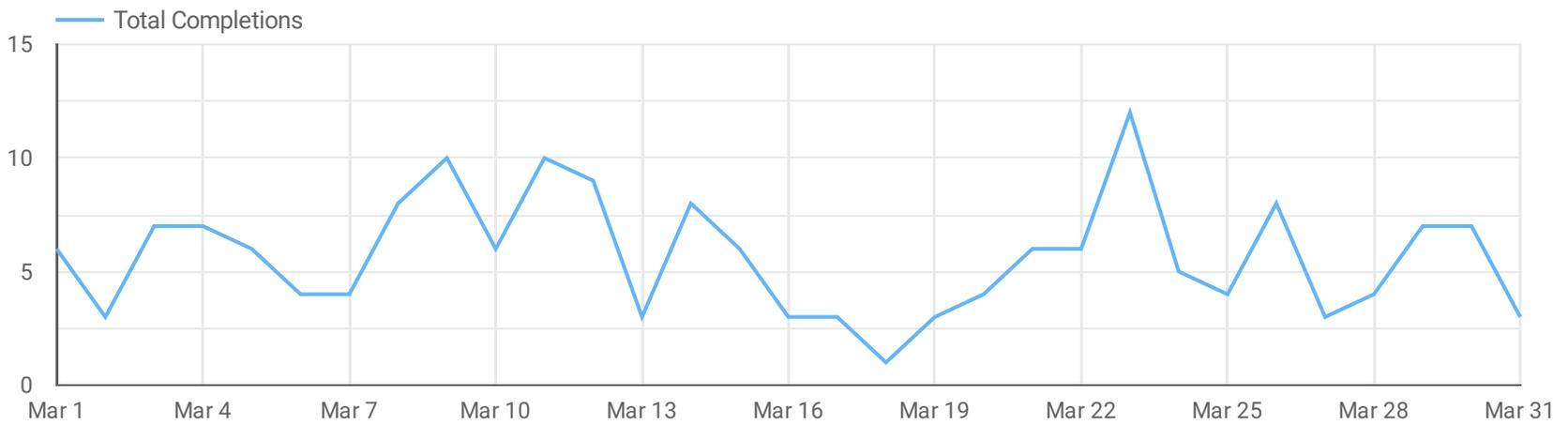
Goals Completed: Newsletter Signups

Total Completions

176

↓ -3.30%

Compared to previous year



Channel	Total Completions
Social	49
Organic Search	48
Paid Search	35
Direct	23
Email	14

Limited to top 5

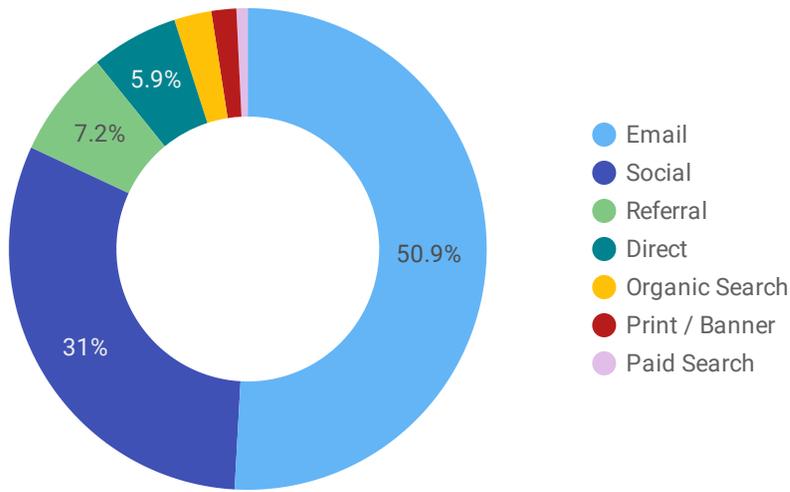
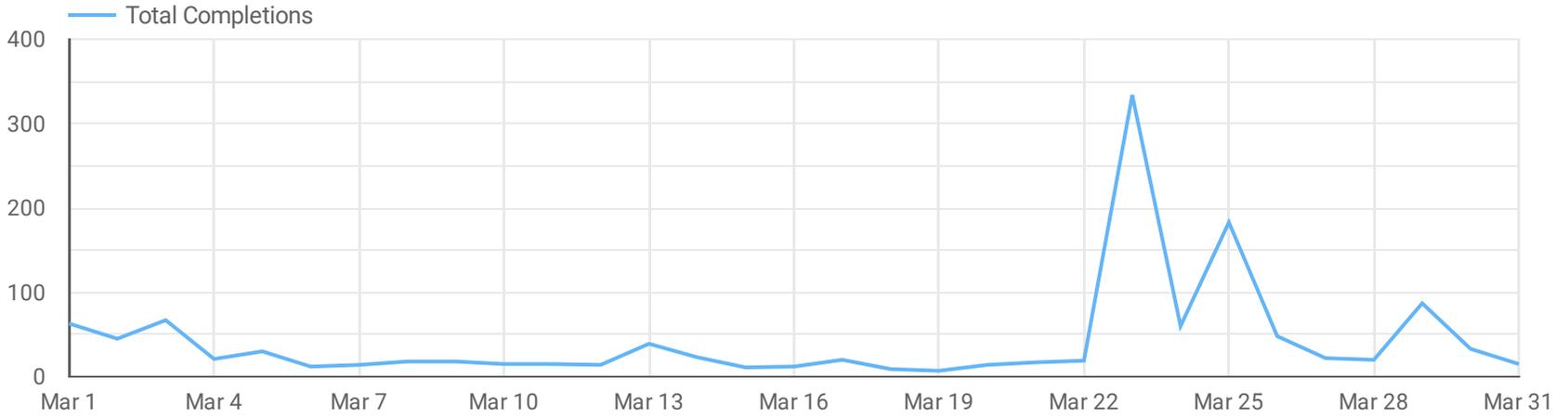
Goals Completed: Getaway Signups

Total Completions

1,305

↑ 1,192.08%

Compared to previous year



Channel	Total Completions
Email	664
Social	405
Referral	94
Direct	77
Organic Search	33

Limited to top 5

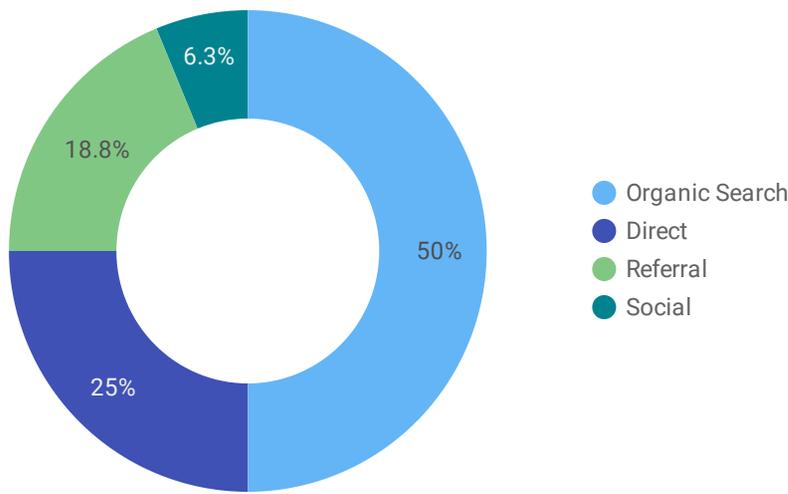
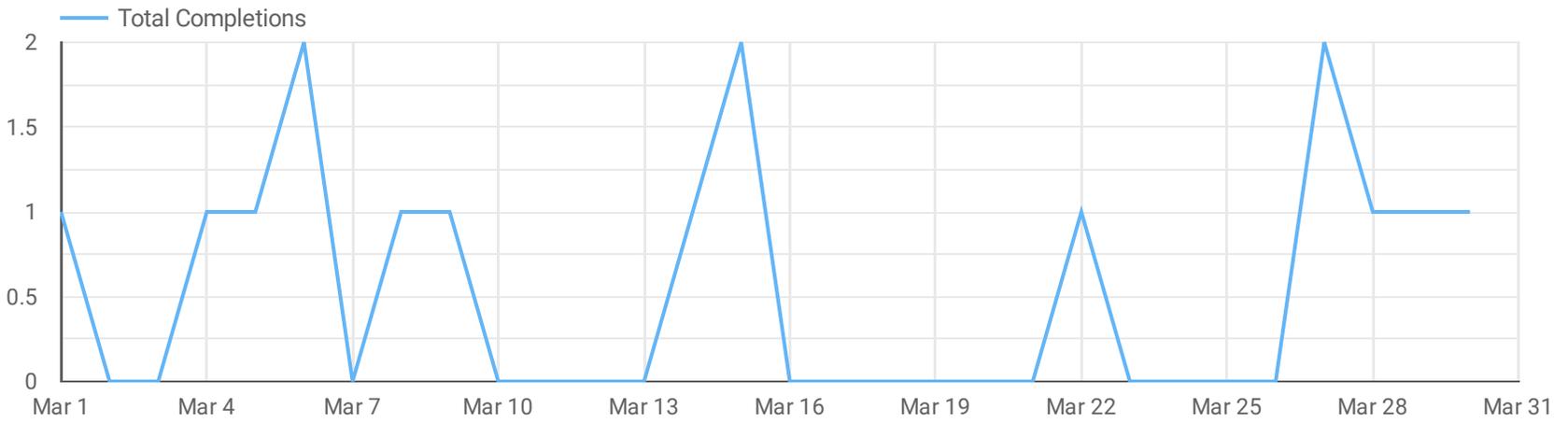
Goals Completed: Contact Form

Total Completions

16

↓ -5.88%

Compared to previous year



Channel	Total Completions
Organic Search	8
Direct	4
Referral	3
Social	1

Limited to top 5

Most Popular Pages

Page	Sessions ▾	Pageviews	Bounce Rate
/st-george-island/	12,611	16,196	64.13%
/	12,310	15,167	79.12%
/apalachicola/	4,643	5,943	62.8%
/things-to-see-do/	2,671	4,064	55.3%
/things-to-see-do/webcams/st-george-island-florida-webca...	2,522	3,437	81.52%
/alligator-point/	1,659	2,434	70.4%
/getaways/girls-getaway/	1,656	2,261	43.6%
/carrabelle/	1,585	2,396	65.3%
/places-to-stay/vacation-rentals/	1,542	4,423	28.92%
/event/chili-cook-off/	1,267	1,557	51.46%
/places-to-stay/	1,238	3,464	32.63%
/event/forgotten-coast-plein-air/	1,002	1,470	42.12%
/things-to-see-do/beaches/	667	1,441	72.86%
/events/	637	3,263	63.42%
/things-to-see-do/fishing/fishing-resources/seasonal-fishin...	565	658	75.75%
/business/st-george-island-state-park/	546	1,275	38.1%
/eastpoint/	445	748	64.04%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	430	550	74.65%
/things-to-see-do/food-drink/	387	2,644	59.69%
/event/carrabelle-riverfront-festival/	352	453	61.08%
/places-to-stay/campgrounds/	306	872	27.12%
/business/sandy-beach-properties/	298	859	36.58%
/visitors-guide/	274	1,401	63.5%
/things-to-see-do/webcams/	269	869	30.11%
/things-to-see-do/boating/	236	626	29.66%

Limited to top 25

Top Cities

City	State	Sessions ▾	Pageviews	Bounce Rate
Orlando	Florida	3,627	5,811	64.32%
Atlanta	Georgia	2,966	5,053	67.87%
Tallahassee	Florida	2,294	4,106	61.03%
Eastpoint	Florida	2,203	3,790	57.01%
Miami	Florida	1,905	2,977	66.72%
Port St. Joe	Florida	1,414	2,929	51.49%
Jacksonville	Florida	1,370	2,217	66.57%
(not set)	Florida	1,297	2,296	64.23%
Nashville	Tennessee	1,002	1,797	68.06%
Chicago	Illinois	803	1,450	65.26%
Dallas	Texas	678	1,115	72.12%
Houston	Texas	673	1,084	69.24%
Tampa	Florida	647	1,088	73.72%
Charlotte	North Carolina	562	920	69.93%
Birmingham	Alabama	537	945	61.08%
New York	New York	435	793	66.9%
Columbus	Ohio	430	850	70%
Indianapolis	Indiana	370	680	61.62%
(not set)	Georgia	366	668	63.66%
Crawfordville	Florida	333	674	58.56%
Knoxville	Tennessee	280	469	70%
New Orleans	Louisiana	273	511	63.74%
Memphis	Tennessee	273	512	66.3%
Cape Coral	Florida	265	412	73.96%
(not set)	Alabama	264	463	66.67%

Limited to top 25

2022 VISITOR TRACKING

Month

	Apalachicola	EPVC	SGI	Carrabelle	Total
January	1,048	317	853	220	2,438
February	1,764	477	1,471	171	3,883
March	2,075	385	908	246	3,614
April					
May					
June					
July					
August					
September					
October					
November					
December					
				TOTAL	9,935

Mayor
Brenda Ash

City Manager
Travis Wade

Commissioners
Anita Grove
Adriane Elliott
Despina George
Donna Duncan

CITY OF APALACHICOLA

City Clerk
Deborah Gallette

City Attorney
Dan Hartman

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

April 4, 2022

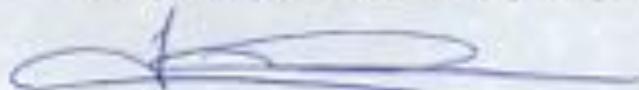
Members of the Franklin County Tourist Development Council:

The City of Apalachicola would like to request funding from the Franklin County Tourist Development Council for two important projects directly related to enhancing the visitor experience.

Project 1: \$50,000. Lafayette Park Boardwalk repair. The City is requesting \$50,000 in assistance to help fund the reconstruction of the Lafayette Park boardwalk damaged during Hurricane Michael in 2018. The funds will help rebuild the pier and observation pavilion at the end of the boardwalk.

Project 2: \$2,500. Interpretative Sign repair/replacement. Hurricane Michael damaged nine of the interpretative displays located along the City waterfront. The funds requested will replace the signs and repair those frames damaged during the storm.

Thank you for your assistance in improving visitors experience in Apalachicola.



Travis Wade
City Manager

Location of Interpretative Signs



1. Lumber



2. Steamboat



3. Railroad



4. Cotton



5. Sponge



6. Civil War



7. Seafood

8. Gannet
7. Where the River meets the Bay
8. Early History

Interpretative Displays

1. Lumber
2. Steamboats
3. Railroad
4. Cotton
5. Sponges
6. Civil War
7. Where the River Meets the Bay
8. Early History
8. Seafood

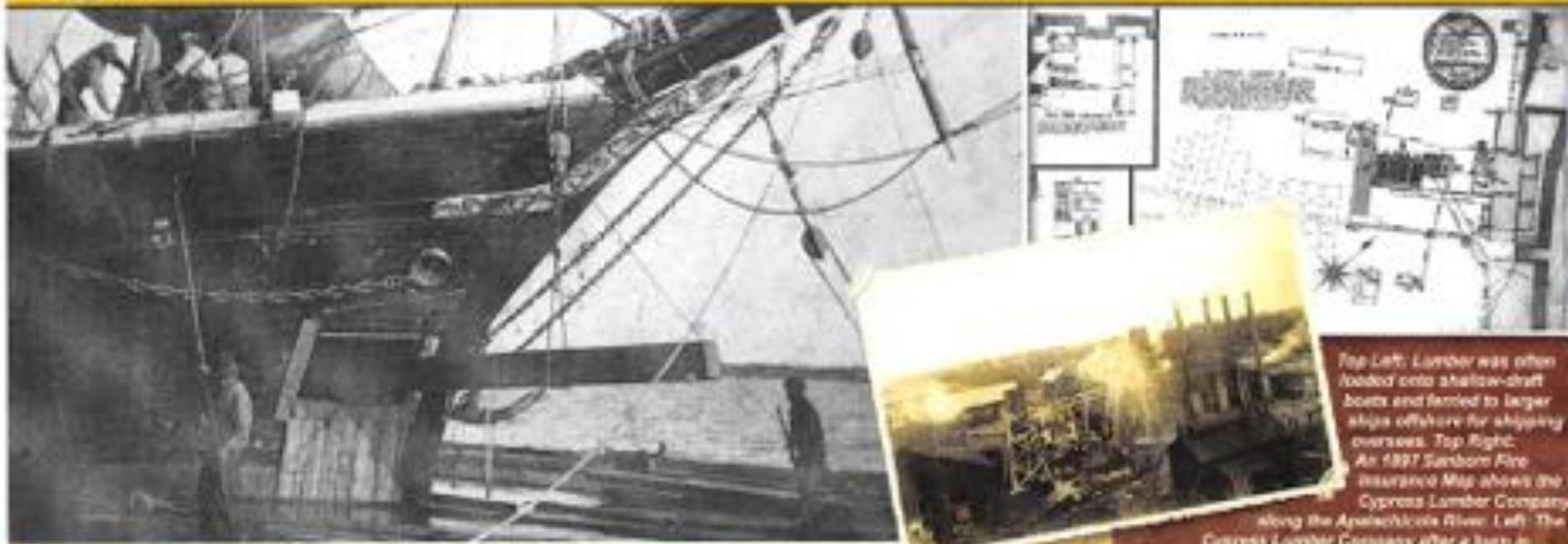
Historic Square Displays

10. Franklin
11. City
12. Washington
13. Gannet (State to reprint)

Squares not yet complete
Mallory
Chapman



Apalachicola Lumber Mill Era



Top Left: Lumber was often loaded onto shallow-draft boats and ferried to larger ships offshore for shipping overseas. Top Right: An 1897 Sanborn Fire Insurance Map shows the Cypress Lumber Company along the Apalachicola River. Left: The Cypress Lumber Company after a burn in 1900. Below: The Cypress Lumber Company was located in an area of Apalachicola that is today known as the Slope Creek Boat Basin.

Apalachicola's timber industry emerged prior to the Civil War alongside a booming cotton shipping trade. One of the town's first sawmills, the Permehanian Lumber Company, was located at a site known today as the "Mill Pond" at Slope Creek Boat Basin on North Market Street. The sawmill cut railroad crossties from cypress logs that had been dragged from the swamps surrounding the Apalachicola River.

Despite an abundance of timber, early efforts to expand the industry were thwarted by high transportation costs, undercapitalization and the ever-present hazard of fire. It wasn't until James N. Crowl, backed by Northern capital, came to Apalachicola in the late 1870s and established or managed several early lumber companies including the Crowl's, Franklin, and Apalachicola Lumber

Company. Other lumber companies emerged about the same time, including the Cypress, Knibb, Kennedy and The City Lumber Company to name a few.

Spurred on by a worldwide demand for timber products, sawmills soon flourished along the river, and millions of board feet of lumber passed through the port of Apalachicola.

By the end of the 19th century, billions of feet of pine, as well as oak, cypress, poplar, cottonwood, sweet gum and tupelo gum were harvested from throughout the region. The lumber was cut and shipped aboard by gallewhirl steamboats or ferried by shallow-draft lighters to larger ships waiting offshore for shipment to Europe and Mexico. Pines were sought for their sap, which was distilled into turpentine and tar, and taken collectively as wood rosin.

Scan the code to link to more Apalachicola History at www.CityofApalachicola.com

The timber industry meant a large increase in traffic on the Apalachicola River. The commerce of the river system went from \$2,000,000 in 1896 to \$13,324,000 in 1901.

By the beginning of the 20th century, the capacity of the local mills was greater than the area's shipping facilities and it became clear that a faster more efficient means for shipping lumber was necessary in order for the industry to grow. Relief arrived in 1903, when the Apalachicola Northern Railroad rolled into town and with it the promise of faster and more efficient shipping.

Apalachicola's timber industry flourished until the mid 1920s, declining, in part due to favoring virgin timber stands and a declining naval stores industry.





Steamboats on the Apalachicola River



Anatomy of a Steamboat



Steamboat Queen City, Conway Florida State Archives

Steamboats navigated the river by means of a paddlewheel located at the stern or side. Steamboats featured flat decked hulls that allowed them to navigate the river over rising levels of low water. Hulls were usually made of oak or other water-resistant materials.

Paddlewheels featured wooden paddles that projected the vessel through the water. The paddles were hauled from the pilot house which was located high atop the boat for the best view of the river.

Steamboat chimneys carried dirty smoke and ash and cooled a draft of air that cooled the fire in the furnace to burn at a high temperature. Operating steamboats was an exacting science that demanded experience and nerves of steel. Maintaining appropriate water levels and steam pressure were critical. A sudden increase in pressure could, and often did, lead to catastrophic explosions.

Many of the steamboats that operated on the Apalachicola River featured several decks, each with its own purpose. The main deck carried cargo and the ship's machinery. The boiler deck contained passenger cabins and a control room, the lower deck contained cabins for crew and the hurricane deck was the open deck where passengers could stroll and relax.



Steamboat N.C. Siskiyew, Conway Florida State Archives

Steamboat travel began on the Apalachicola River in 1822 with the arrival of the steamboat *Franklin*. For the next 120 years, hundreds of boats navigated the Apalachicola, Flint, Chattahoochee, and River rivers (ACF) transporting people and goods between Apalachicola and Columbus, Georgia and profoundly enhancing the growth and development of the entire region.

Steamboat travel was initially driven by the shifting cotton boom. In 1826, 600 bales of cotton were shipped on the Apalachicola and by 1833, more than 5,000 bales were being shipped. In addition, Ohio, West Virginia, and Florida

Between 1824 and 1830, there were reportedly more than 200 riverboats operating on the Apalachicola, Chattahoochee, Flint River rivers (ACF). During this time, sixty-four steamboats listed Apalachicola as their home port. Eight vessels were built in Apalachicola but most were built on the Mississippi and Ohio rivers. (Boggs, *At the Water's Edge*)

The steamboats were designed for both freight and passengers. Most were side-wheelers because they were more powerful and maneuverable than stern-wheelers and could be docked more easily.

Several cities on the Apalachicola comprised a network of cargo routes between Columbus and Apalachicola including cotton, lumber, ironware, dry goods, tools, business supplies, salt and seafood.

From its inception, steamboat commerce provided a link to the outside world for all those who lived along or near the river. In Apalachicola, commercial river shipping was made formal and consisted of receiving goods from upstream producers, shipping goods upstream to merchants and individuals, exporting and importing to the coastal trade and exporting and importing to the international trade.

Unfortunately, Apalachicola's river shipping industry was not destined to last. By 1860, Apalachicola's shipping industry had dwindled due to low river water levels caused by a lack of rain, inadequate vessel maintenance and removal of logs and obstructions. Limited funding to dredge the harbor and increasing competition from railroads also contributed to a decrease in the river shipping industry as did competition from the railroads leading from west Georgia to Savannah.

Scan the code to link to more Apalachicola history at www.21stapalachicola.com





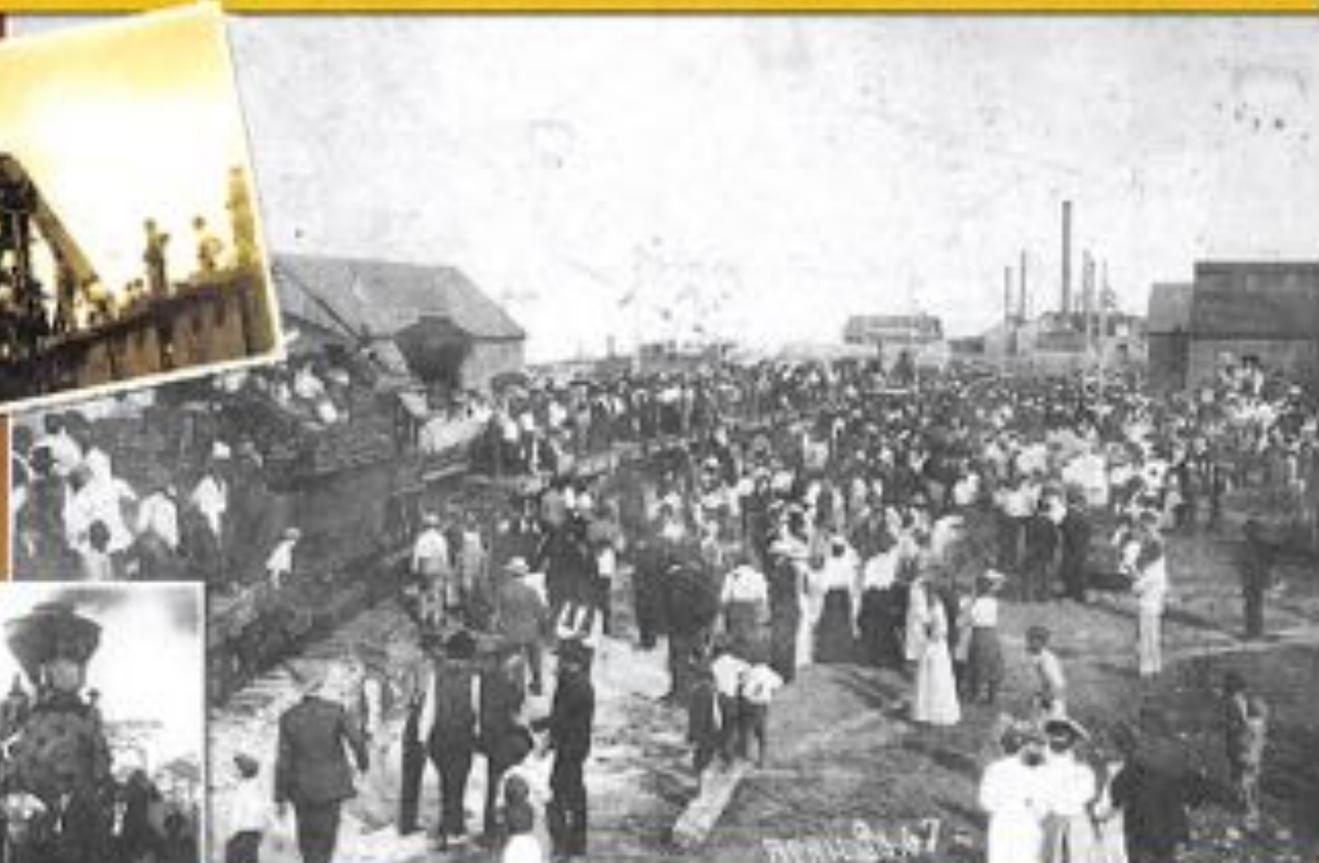
Apalachicola Northern Rail Terminus

A 19th-century rail project began in 1855, but it was not until April 30, 1907, that a through railroad, the Apalachicola Northern Railroad (ANR), was opened from the north end of Marion Street and extended along Front Street to its terminus at the former great wooden pier. Construction from and around D.A. was one of the rail line extended to the north end of Front Street, was completed from the parking lot area in 1906.

The struggle of railroad in North Florida in the mid-1850s was complicated in part by a lack of more reliable shipping alternatives. Steamships could be used during the early to mid-1850s but were not always reliable. Sea level constantly by subject to the river levels, usage and structural problems.

Plans to bring rail travel to the area began more than before the effort was successful. In 1855 a group of Apalachicola businessmen secured a charter for the Apalachicola and Alabama Railroad Company. The group hoped to build a rail line northward to connect to the Panama and Atlantic Railroad network in Indian County. Unable to secure financial backing for the endeavor, the rail plan was abandoned until 1863, when North Florida businessman Charles K. Duff and partners chartered the Apalachicola Northern Railroad (ANR). Construction began in 1865 and lines began running north from Apalachicola in 1867. From Apalachicola, the ANR route ran north of Apalachicola to Charles where an interchange was made with the Atlantic Coast Line. An extension to Port St. Joe was completed in 1878.

Rail commerce flourished in the area until the timber business started to decline in the 1890s. In 1903, the railroad was purchased by Alton T. Duffner to service the St. Joe Paper Company mill in Port St. Joe which operated there from 1906 to 1908.

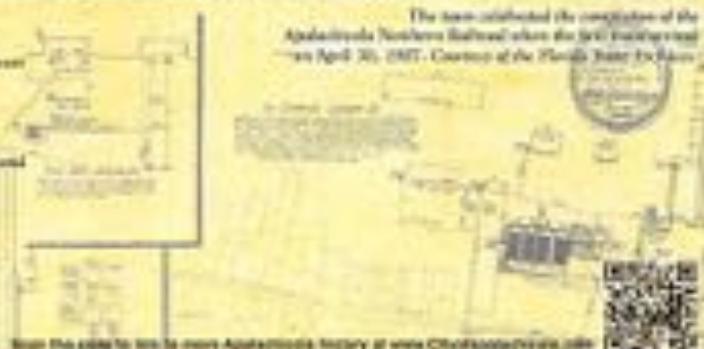


By the first train to cross the Apalachicola River railroad bridge. The railroad tracks cross the Apalachicola River approximately four miles northwest of town. The tracks of the line were never removed during the 1950s.

Above left: The introduction of a rail line into Apalachicola greatly increased commercial activity and early development of the town.

Left: An early building with rail car wheels.

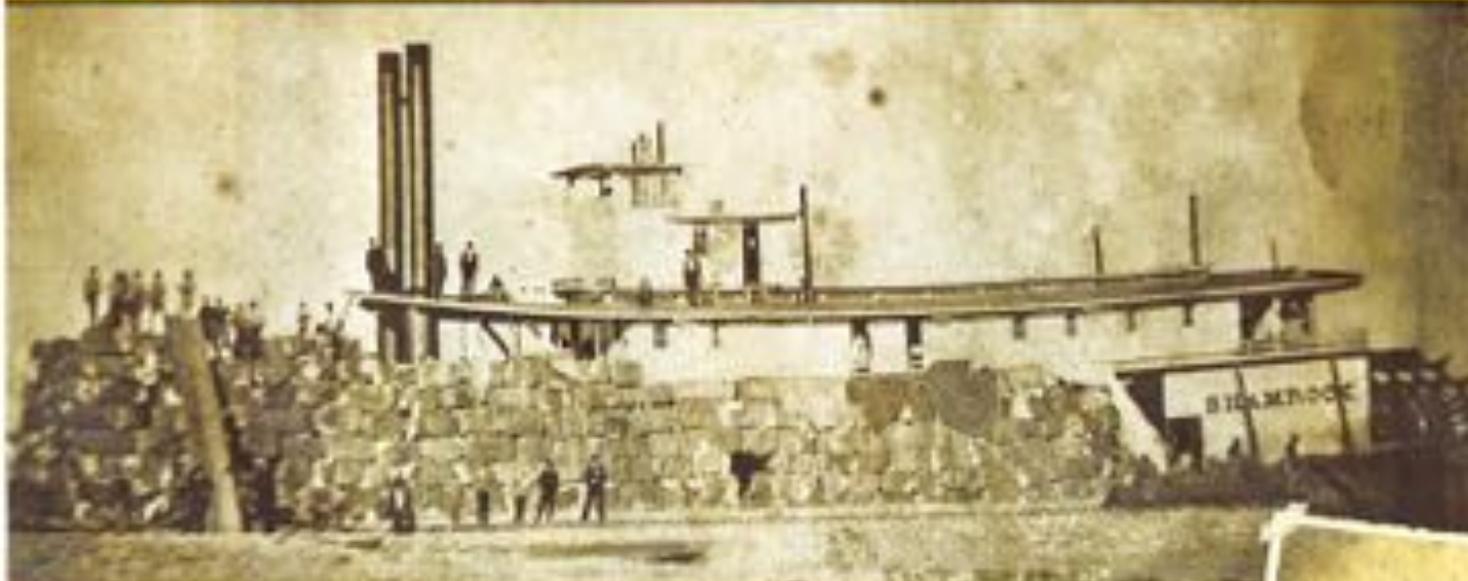
The town celebrated the completion of the Apalachicola Northern Railroad when the first freight train ran April 30, 1907. Courtesy of the Florida State Archives.



Learn the story of the Apalachicola Northern Railroad at www.ChrisDuffner.com



Apalachicola's Cotton Era



Above: The historic Cotton Warehouse is one of the few remaining cotton and truck shed-related buildings left along Apalachicola Water Street with "Cotton King" during the early 1900s. Below: An 1850s-era building is used as the City's Historic Culture and Art Center, where you find an exhibit and educational program.

A few years, cotton was king in Apalachicola. Less than 50 years after the town was established in 1811, Apalachicola evolved in a cotton boom that lasted nearly 20 years and compelled the town to rank as third largest cotton shipping port on the Gulf of Mexico.

The City's claim to early success lies in its location at the mouth of the Apalachicola River. During the 1800s, nearly all of the country's cotton was produced in eight southern states and the Apalachicola River was one of three southern rivers that played a crucial role in getting the crop from farms to warehouses and onto to the Northeast and Europe.

Steamboats loaded with cotton from farms upstream picked up place along the waterfront and the cargo was unloaded on the docks. From there, the cotton was weighed, compressed into shipping bales and stacked in warehouses, and tied into stacks with wooden slats between that formed the cargo to large ocean-going vessels waiting offshore. During Apalachicola's cotton era, mountains of "white gold" spilled from the warehouses and clogged the streets which battled with rats.

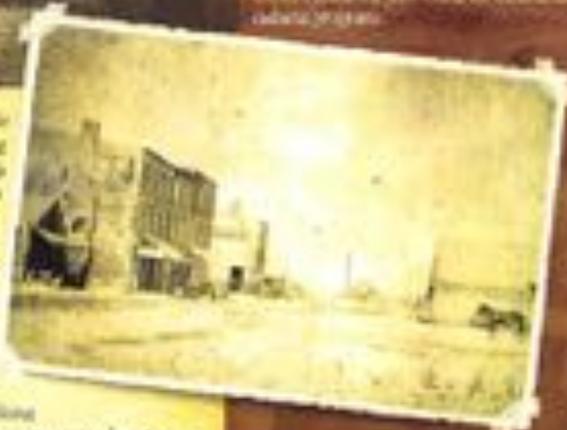
Apalachicola opened its first bale of cotton in 1812. By 1836, 50,000 bales of cotton were being exported and Apalachicola had become known as the third largest cotton port on the Gulf of Mexico. By 1840, more than 40 three-story brick and granite cotton warehouses lined the Apalachicola downtown waterfront. According to records, cotton production peaked in 1853 when an approximately 140,000 bales of cotton passed through the port of Apalachicola.

During its heyday, Apalachicola was a cosmopolitan mixture of seafarers, foremen and businessmen come to make their fortunes in the shipping trade. During the town's cotton marketing season in the winter, the town's population swelled from approximately 1,000 residents to several thousand.

Apalachicola's cotton boom was not destined to last forever. A combination of transportation challenges hampered Apalachicola's growth as a shipping port. The river itself was one factor. River travel was risky and often dangerous - unpredictable weather conditions, fluctuating water levels and unknown rapids made rivers a treacherous loaded with cargo. The merchants themselves were also problematics - many were deterred by captives and fire or hampered by mechanical problems.

However, the biggest obstacle to the growth of the shipping industry on the Apalachicola River came from the region's expanding road and rail line network. Rail line travel was faster and more reliable. By the early 1850s the railroad from Savannah had reached Columbia and began to replace all the cotton to Atlantic ports. Steamboats stopped taking cotton downstream, carrying cargo instead upstream to Columbia. The Civil War and ensuing river blockades were also disruptive forces.

Merchants in Apalachicola were well aware of the effect that the Columbia-Savannah Railroad was having on their trade but were never able to fully recover the industry. The end of the cotton era heralded the beginning of the lumber era in Franklin County. Several lumber mills were established in Apalachicola and along the river in the years right after the Civil War, although it would be the late 1870s before that industry flourished.



Top Left: The railroads replaced steamboats with cargo of cotton on the docks along the Apalachicola River. Above: Loading work along Water Street in the 1850s. Along your way, you may view 40 of the three-story warehouses being the "cotton king" of the country's third largest port.

See the code to link to more Apalachicola history at www.apalachicola.com





Apalachicola's Sponge Industry



Top: Apalachicola Sponge Warehouse. Far left: Harvesting the late 1800s Apalachicola sponge industry was a lucrative fishery. Left: Apalachicola was famous a place of its sponge vessels. Photo courtesy Florida State Archives.



Below and right: One of the original sponge warehouses built in 1849 remains in Apalachicola's historic downtown district.



From the mid-1870's to the early decades of the twentieth century, the sponge industry was one of Apalachicola's main business activities. By 1875, there were two sponge warehouses, a fleet of 40 sponge harvesting boats, and approximately 100 men employed by this industry.

The first sponge vessels were used from Apalachicola in 1870. The vessels of the Apalachicola fleet were typically small schooners, which would spend about a month on each harvesting trip. There were 18 boats in the fleet in 1875, with individual crews ranging 24 men. Each vessel carried a few small dinghies, usually locally-built boats from 12-15 feet in length. Two men waded each dinghy, one slowly pulling the boat to the other end and hooked the catch. Sponge divers were used to view the sea floor. These were wooden boxes or buckets with a glass bottom, often worn around the neck. Placed on the surface of the water, a person looking through the glass could more clearly spot sponges on the bottom. Sponges were brought to the surface with a long-handled, three-pronged sea hook. Upon

initial hook-up, the sponges were inflated into the wheel and purchased by a sponge dealer, who sold them en-bloc to New York buyers.

Between the years 1870 and 1900 there was a worldwide demand for Florida sponges. At its peak in 1901, the industry in Apalachicola brought in \$10,000 but by 1903, the market had declined drastically.

Commercial sponge harvesting between Cape Canaveral and Ft. Meade tapered in recent years and locally harvested sponges are available. Modern sponge divers still use the air hose method pioneered by Chuck Jones in the 1940s century but use a more sustainable harvesting method, based on an understanding of the biology of these marine animals, as used

Learn more about the town's maritime history by visiting the Apalachicola Maritime Museum located at 121 West Street.



Scan the code to find more Apalachicola history at www.CityofApalachicola.com



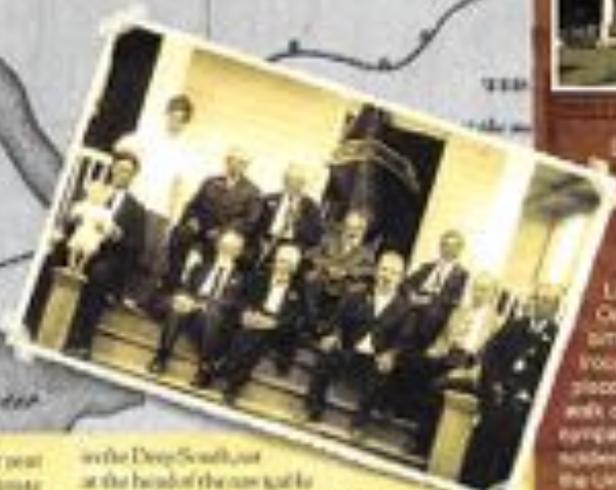


Apalachicola During The Civil War



During the Civil War, both Confederate and Union forces often appeared in Apalachicola. At times during the war, both sides occupied the Omsen House.

Local legend states that Sarah Omsen, a proud Confederate, would simulate roof repairs whenever Union troops arrived in town. She would place a large nail bag on the Captain's walk of the house to alert southern sympathizers, survive and Confederate soldiers joining home on furlough that the Union was in Apalachicola. During the war the Omsen fortune was decimated and the family was forced to sell the bulk of the "Charity House" and all that currently remains is the foundation stone building.



with Deep South out at the head of the navigable portion of the Chattahoochee River. Apalachicola, a major shipping center, lay on the coast and a fertile cotton-growing region, the lifeblood of the Southern economy, separated between the two.

Apalachicola became a ghost of its antebellum self since the blockade cut off all trade to and from the port. The eventual lifting of the blockade was possibly still economic and military importance elsewhere for the remainder of the war.

Although Apalachicola suffered economically as a result of the Civil War, the city made transition to peacetime with a brief revival of the cotton trade until railroads, destroyed in Georgia during the war, were rebuilt. Then Apalachicola entered a decade of economic stagnation until the lumber industry began to blossom in the late 1870s and heralded a new economic life for the city.



When the Civil War began, the Apalachicola River was a vital transportation artery. With its Chattahoochee and Flint River tributaries navigable as far north as Columbus and Albany in Georgia, the river provided access to Apalachicola, a vital Southern shipping port.

Part of the Union strategy for waging the Civil War was to blockade the Southern coastline, choking off commerce and thereby strangling the Confederacy. Rivers like the Apalachicola could then be used to access the interior. As part of the Union naval strategy to blockade Southern ports, the U.S. Navy closed access to the Chattahoochee River system at Apalachicola on June 11, 1861 and maintained its coastal presence there for the remainder of the war.

Confederates regarded by fortifying systems, placing heavy cannons along their banks as a desperate effort to hold back the gunboats of the Union Navy.

Southern forces defended the town for the first year of the war, but by Spring of 1862 the Confederate forces had evacuated the town, principally due to the fact that the navy commission abolished the state militia, who were guarding Apalachicola. It took the Union ships blockading the port a week to discover that all the troops were gone. A boat expedition into town could find nobody with the authority to surrender the City. Unsurprised, the Union commander launched a larger expedition, capturing its sailing vessels and taking the town's few remaining residents they could convince to fish and oyster as long as they took no action to support the Confederate government. The first capture and occupation of Apalachicola lasted just a few hours.

The Union navy persisted in seeking, day after day on the coast, while Confederate officers and engineers (many smuggled to build a dike that could break the blockade and restore trade to the region. The strategic importance of the blockade was threefold. Columbus, Ga., one of the most industrialized cities

Scan the code to link to more Apalachicola history at www.apalachicola.com





Apalachicola Seafood Industry



Above: Apalachicola thriving commercial seafood waterfront in the 1800s.

Left/Below: Early seafood harvesting was often done from shallow draft sailing schooners.



The seafood industry in Apalachicola is an important sector in its economy that 171 years ago. It is the seafood industry that has most significantly shaped the culture and economic heritage of Apalachicola and it is the seafood industry that anchors a growing waterfront tourism industry throughout the region.

Oysters were Apalachicola's first seafood industry. Oysters were sold locally as early as 1836, harvested much the same as they are today with narrow-shooped long pointed shelled shells that sit flat. By 1850, oysters had begun to be packed in barrels and shipped aboard steamers headed north to other neighboring states.

Sustained commercial oyster success began in the late 1880s when Captain Benjamin Harrison Flag, along with his two sons John G. and George H. Flag, opened the Flag Brothers Oyster Company in 1891. Through the technique of preservation, the Flag's became Florida's first successful commercial oyster packers. John Flag is also credited as an early advocate of placing oyster shells near existing oyster "beds" to provide places for oyster

settle during spawning. Other prominent oyster industry players included Joseph Morris, an early oyster dealer who took over the Bay City Packing Company in 1899 and packed oysters and shrimp under the trademark "Pearl Brand." By 1913, the Bay City Packing Company shipped oysters directly to northern markets.

There were several large and small oyster dealers in Apalachicola by the 1900s century. By 1913, fishing and oyster packing moved to Franklin County's second major oyster industry behind landers and Franklin County led the way in oyster production.

Shrimp were plentiful in the bay area but were not commercially successful until around 1900 when land oysters were introduced. Other developments such as the need to stabilize shrimp production to date and to be successful in the oyster industry. These oyster and oyster industry workers were successful. When shipping or opening oysters, how oysters had settled in oyster

the end of oyster production in the oyster industry product, including both salt water and oysters.

Although two oyster companies have benefited from the commercial success of the early 1900s, there are still several oyster dealers located along Apalachicola's historic waterfront. Now, in their 100-year-old oyster industry, oysters and shrimp fish along the waterfront and the oyster industry of Apalachicola seafood into the docks much the same way as their ancestors did 100 years ago.



Above: The Bay City Packing Company packed and shipped oysters and shrimp under the trademark "Pearl Brand."



Scan the code to link to more Apalachicola history at www.CityofApalachicola.com





Where the River Meets The Bay



The Apalachicola National Estuarine Research Reserve Visitor Center in Eastpoint features a nature center.

The Apalachicola National Estuarine Research Reserve was established in 1978 as part of a system of reserves around America's premier oyster. The Reserve encompasses nearly 242,000 acres of public lands and waters in the Florida Panhandle. The Reserve is part of a watershed that covers 20,000 square miles in size, that stretches from the Gulf Coast of Florida to the foothills of the Appalachian Mountains in North Georgia. Wetland habitats within the Reserve include the lower 52 miles of the Apalachicola River and the portion of Apalachicola Bay from Indian Pass eastward through St. George Sound. Estuarine features and habitats such as oyster flats and coastal barrier islands are just a few of the natural resources that make the Reserve a true gem of natural diversity. This one entity provides people with oysters, crabs, fish and approximately 92% of Florida's oyster harvest.



Apalachicola Bay is considered one of the least polluted, most undeveloped, resource rich systems in the U.S. The Apalachicola drainage basin includes riparian, floodplain, estuarine, nearshore, and barrier island environments all of which are inter-related and influenced by each other.

The Apalachicola River basin drains the Chattahoochee and Flint River basins and brings huge amounts of fresh water into the Apalachicola River, where both plants and animals depend on large amounts of water to thrive. The river flows into Apalachicola Bay

when it mixes with salt water to create a brackish estuary, which is an ideal nursery habitat for many species. The salty water pushes into the Gulf of Mexico, where a large hole is formed around the Bay, ideal spawning and nursery areas for many different fish species.

Numerous protective designations have been granted to note the importance of and help protect the Apalachicola Bay and River system. Some of these designations include Aquatic Preserves, National Estuarine Research Reserve, Outstanding Florida Water, Area of Critical Sea Concern and Discharge Reserve. All of these designations, from state, national, and international agencies,

recognize the Apalachicola River and Bay system as a unique and environmentally sensitive resource which deserves protection. Because of its unique geographic location, Franklin County is also part of the Atlantic and Mississippi flyway – a superhighway for migrating birds. In addition to native bird species, birds also can see migratory birds such as least terns, American oystercatchers, plovers, bald eagles, roseate spoonbills, marsh hawks, sharp-shinned hawks, ospreys, least terns, swallow tail kites, night herons, cormorants, white-bellied and roseate spoonbills during annual migration and nesting periods.



Scan the code to link to www.ApalachicolaHistory.com

Tourist Development Council

The county plans to use American Rescue Plan funds for some beach parking improvements within the commercial district on St. George Island to alleviate some of the crowd control and parking complaints. The draft Phase I parking improvements will be along the public right of way south of Gulf Beach Drive. The location will be for a lime rock parking area at the intersection of 3rd Street West and Gulf Beach Drive which could fit an additional 38 spaces. The public access to the beach at 3rd Street West does not have a dune walkover and the county would like to add a wooden board walk over the existing dune system for erosion control.

Would the TDC be able to assist the county in the design and construction costs of the dune walkover for erosion control at the 3rd Street West Public Beach Access. Full replacement of a dune walkover will likely cost \$35,000 or so with today's labor and material costs.

Thank you all so much for consideration of this request and we appreciate any assistance that you can provide – the dune walkovers are heavily used by tourists and help protect the county's vulnerable dune areas from erosion caused by wayward foot-traffic.



CAMPAIGN PERFORMANCE REPORT







PICTURES FROM THE ROAD





NASHVILLE PERFORMANCE DATA

	CAMPAIGN EXPECTATIONS	CAMPAIGN PERFORMANCE	DELTA
MILES/CARS	1,200	1,762	+562
MILES/FLEET	6,000	8,810	+2,810
IMPRESSIONS/CAR	175,200	257,252	+82,052
IMPRESSIONS/FLEET	876,000	1,286,260	+410,260

THE NASHVILLE FRANKLIN
COUNTY DRIVERS

HAVE EXCEEDED EXPECTATIONS BY

**+2,810 MILES AND
+410,260 IMPRESSIONS**

RESULTING IN AN

ADDITIONAL \$1,229

WORTH OF
BRAND AWARENESS



Franklin

Brentwood

La Vergne

NASHVILLE, TN

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TAMPA PERFORMANCE DATA

	CAMPAIGN EXPECTATIONS	CAMPAIGN PERFORMANCE	DELTA
MILES/CARS	1,200	1,572	+372
MILES/FLEET	6,000	7,862	+1,862
IMPRESSIONS/CAR	175,200	229,570	+54,370
IMPRESSIONS/FLEET	876,000	1,147,852	+271,852



**THE TAMPA FRANKLIN COUNTY
DRIVERS**

HAVE EXCEEDED EXPECTATIONS BY

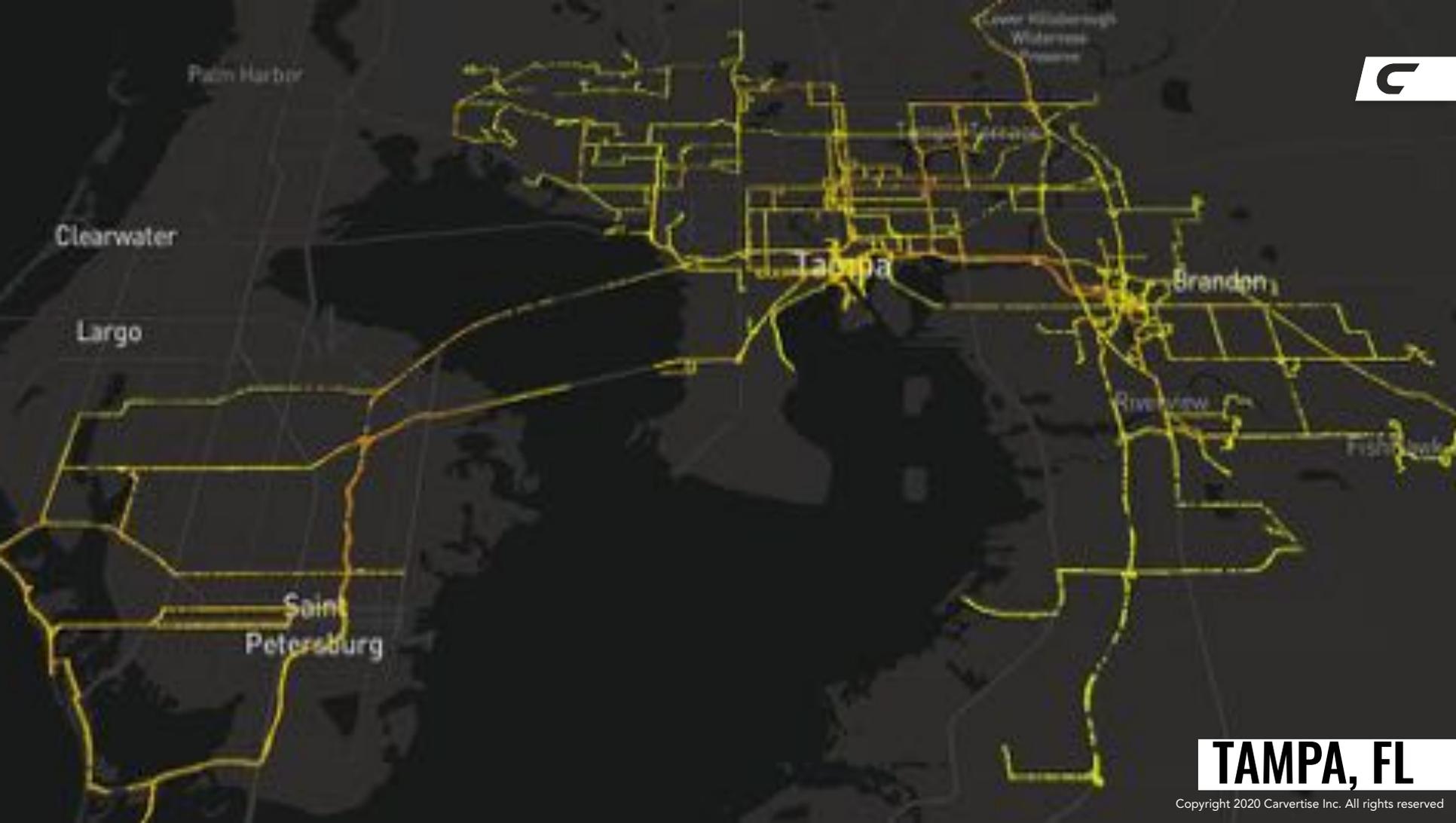
**+1,862 MILES AND
+271,852 IMPRESSIONS**

RESULTING IN AN

ADDITIONAL \$815

WORTH OF
BRAND AWARENESS





Palm Harbor

Clearwater

Largo

Saint
Petersburg

Tampa

Brandon

Riverview

Fishhawk

Lower Hialeah
Wilderness
Preserve

TAMPA, FL

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**IN TOTAL,
THE FRANKLIN COUNTY
DRIVERS**

HAVE EXCEEDED EXPECTATIONS BY

**+4,672 MILES AND
+682,112 IMPRESSIONS**

RESULTING IN AN

ADDITIONAL \$2,044

WORTH OF
BRAND AWARENESS





BRAND AWARENESS DRIVEN BY



DYNAMIC | GEO-TARGETED | AFFORDABLE



MARKETING STRATEGY

Jeff George
Marketing Consultant

SINCLAIR
UNIVERSITY



CAMPAIGN

AGREEMENT

Remember Florida's Forgotten Coast

OPTION 1

Streaming/OTT

23,256 non-skippable streaming :30 Commercials (Per month) = 69,768

Broadcast TV

12 :30 commercials in Good Morning America,
11 am News and 4 pm news combined (per month) = 36

Broadcast TV

3 4-minute segments on Talk of Alabama (1 Per Month) = 3

Total commitment for \$7500 for 3 months or \$2500 per month

John Solomon

Name (print)

Franklin County Tourist Development

Business Name

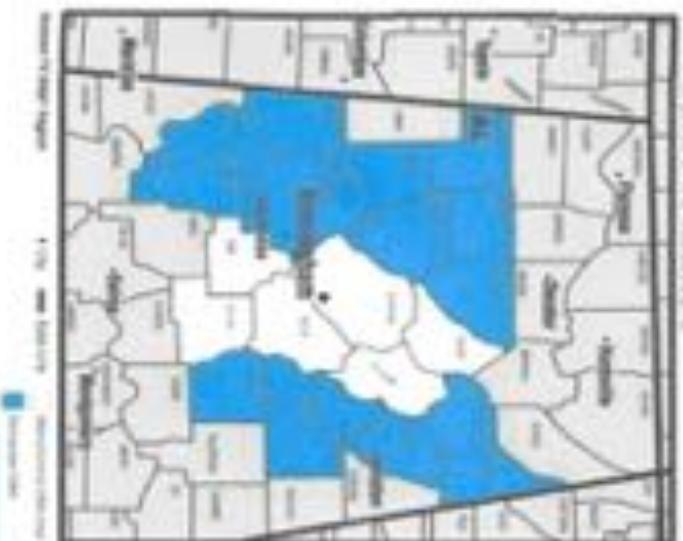
Signature

Date

Cancellation Policy: Unless stated otherwise on the Order Form, either party may terminate with or without cause upon thirty (30) days prior party written notice to the other.

This sale of advertising is subject to the Standard Advertising Terms and Conditions (the "Terms") in effect on the date the advertising order is accepted, which Terms are incorporated by this reference and are available at <http://adp.com/9-1024> (and will also be sent by mail or fax upon written request). The parties intend for the Terms to be a part of their agreement and be bound thereto; any additional or different terms in any purchase order or other document are hereby rejected.

DMA BLANK #45
BRANSON JUNCTION AND VICINITY, MO



DMA Coverage Map

- TV Market Area: 45%
- Sales TV households: 771,800
- Total Counties: 21
- Approx TV set: 101,840
- Highest Counties: 3
- Revenue Q1: 2,420,000
- Revenue 1H: 1,547,000
- Revenue 3H: 318,000
- Revenue 4H: 102,000
- Revenue: 288,000
- Revenue 2016: 1,440,000
- Revenue Growth: 10% - 40%
- Revenue of broadcast TV: 80%
- Revenue 1: 70%
- Revenue 2: 10%
- Revenue 3: 10%
- Revenue 4: 10%
- Largest County: Johnson
- 2nd Largest County: Jasper
- 3rd Largest County: Lawrence
- 4th Largest County: Stone
- 5th Largest County: Barry

OUR SOLUTION

OTT/Streaming

Campaign OTT Streaming

Birmingham (Anniston and Tuscaloosa), AL

Campaign Birmingham DMA

Campaign Geo Audience

2,211,385

