

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Agenda
Wednesday, April 12th, 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 March 8th | Action Item | Davis |
| 5. Public Comments | | |
| 6. Administrative Reports | | |
| • FCTDC Collections Report | | Solomon |
| • Expenditures to Budget | | Davis |

Promotions Report

- | | |
|------------------------|-----------------|
| • Web Master Report | Kendrick |
| • FCTV Report | Rolstad |
| • Visitor Numbers | Solomon |
| • Administrative Items | Solomon |

Continuing Business:

1. Entry Signs Discussion and Approval

New Business:

1. Museum Project Grant Request from North Florida African American Corridor Project (History Culture and Arts Building in Apalachicola) for replacement of the heating and air conditioning system; see the attached request.

Reports by Local Government Representatives:

- | | |
|--------------------------|--------------------|
| A. City of Apalachicola: | Mayor Ash |
| B. City of Carrabelle: | Mayor LaPaz |
| C. Franklin County | Comm. Jones |

7. Reports from Member Organizations

8. Board Comments

Meeting Announcements: TDC Board Meeting Wednesday, May 10th, 2023 at 2:00pm at County Commission meeting room

Expense to Budget Report
March 2023

	A	B	C	D
1		Expensed YTD	Budget	Balance
2	ADMINISTRATION -3400	\$ 62,213	\$ 174,000	\$ 111,787
3				
4	INFRASTRUCTURE	\$ 388,129	\$ 2,016,188	\$1,628,059
5	Aid to Local Governments	\$ 282,679	\$ 1,766,188	\$ 1,483,509
6	Infrastructure Projects - per stature	\$ 196,788	\$ 1,450,000	\$ 1,253,212
7	Beach Cleanup - 9100	\$ 49,500	\$ 99,000	\$ 49,500
8	Moby Mats	\$ -	\$ 30,000	\$ 30,000
9	Armory Website Page Addition	\$ -	\$ 3,000	\$ 3,000
10	Sgi Bathroom Loan (Peoples Bank)	\$ 36,390	\$ 84,188	\$ 47,798
11	Museum Infrastructure Grant Program	\$ -	\$ 100,000	\$ 100,000
12	Aid to Non-Profits	\$ 105,000	\$ 220,000	\$ 115,000
13	Museum Grants - 8200	\$ 15,000	\$ 40,000	\$ 25,000
14	Visitor Centers - 8200	\$ 90,000	\$ 180,000	\$ 90,000
15	TDC Maintenance and Repairs	\$ 450	\$ 30,000	\$ 29,550
16	TDC Building Maintenance - Includes Insurance	\$ 300	\$ 30,000	\$ 29,700
17	PROMOTIONAL BUDGET	\$ 345,579	\$ 1,267,812	\$ 922,233
18	Non-Profit Event Promotions	\$ 17,023	\$ 228,000	\$ 210,977
19	Non-Profit Promotion Grants	\$ 17,023	\$ 123,000	\$ 105,977
20	Museum Grants - (\$15,000 ea/quarter)		\$ 105,000	\$ 105,000
21	New Promotional Opportunities	\$ 1,737	\$ 30,000	\$ 28,263
22				
23	Vendor Contracted Retainers	\$ 61,246	\$ 131,000	\$69,754
24	2K Webgroup - Internet (\$ 3333.33 / Month)	\$ 19,998	\$ 40,000	\$20,002
25	Bay Media - Web (\$ 3333.33 / Month)	\$ 19,998	\$ 40,000	\$ 20,002
26	Forgotten Coast TV (\$ 3000 / Month)	\$ 15,000	\$ 36,000	\$ 21,000
27	Oystter Radio (\$ 1,250 / Month)	\$ 6,250	\$ 15,000	\$ 8,750
28	Internet Advertising	\$ 99,181	\$ 234,600	\$ 135,419
29	Social Media Campaigns	\$ 14,583	\$ 35,000	\$ 20,417
30	Non-Contractual Website	\$ 366	\$ 6,000	\$ 5,634
31	Search Engine Optimization	\$ 9,880	\$ 28,500	\$ 18,620
32	Market Research & email marketing	\$ 5,451	\$ 6,000	\$ 549
33	Internet Marketing (Google, etc)	\$ 61,759	\$ 130,000	\$ 68,241
34	14% Production	\$ 7,142	\$ 23,100	\$ 15,958
35	Website Revisions		\$ 6,000	\$ 6,000
36	Print	\$ 94,445	\$ 246,012	\$ 151,567
37	Digital/ Banner Adds (Bay Media)	\$ 5,040	\$ 25,800	\$ 20,760
38	14% Production	\$ 7,826	\$ 23,212	\$ 15,386
39	Content Production	\$ 1,398	\$ 12,000	\$ 10,602
40	Print Advertising	\$ 80,181	\$ 150,000	\$ 69,819
41	Printing Promotional Materials (brochures)		\$ 35,000	\$ 35,000
42	Photography	\$ 200	\$ 13,200	\$ 13,000
43	Photo Library	\$ 200	\$ 8,500	\$ 8,300
44	Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700

Expense to Budget Report
March 2023

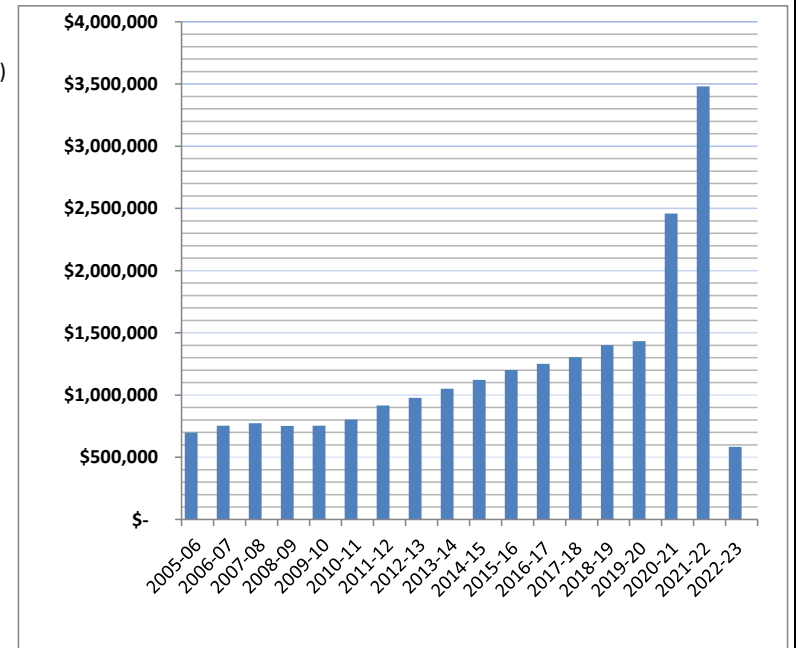
	A	B	C	D
1		Expensed YTD	Budget	Balance
45	Welcoming Tourists	\$ 1,770	\$ 90,000	\$ 88,230
46	Airport Signage/Display - Clear Channel Tallahassee	\$ 1,770	\$ 10,000	\$ 8,230
47	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000
48	Historical Signage		\$ 50,000	\$ 50,000
49	Additional Signage (roadside, storefront, billboards)		\$ 20,000	\$ 20,000
50	TV and Radio Advertising	\$ 8,700	\$ 45,000	\$ 36,300
51	Radio (FSU, Cumulus, Out of Area, etc)		\$ 10,000	\$ 10,000
52	Television Advertising	\$ 8,700	\$ 35,000	\$ 26,300
53	Video Production	\$ 22,590	\$ 51,000	\$ 28,410
54	Video Library	\$ 5,040	\$ 10,000	
55	Commercials / Specials	\$ 11,250	\$ 10,000	\$ (1,250)
56	Video Production- PSAs		\$ 5,000	\$ 5,000
57	Video Production -TV Shows	\$ 6,300	\$ 26,000	\$ 19,700
58	Partnerships (co-ops)	\$ -	\$ 16,500	\$ 16,500
59	VF State Welcome Center - Kids Corner		\$ 6,000	\$ 6,000
60	98 Corridor Mkting		\$ 5,000	\$ 5,000
61	COCA Banner		\$ 5,500	\$ 5,500
62	Special Events and Outreach	\$ 29,783	\$ 155,500	\$ 125,717
63	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000
64	Get-a-Way Contests	\$ 2,143	\$ 20,000	\$ 17,857
65	Hospitality Training		\$ 50,000	\$ 50,000
66	Journalists Visits	\$ 251	\$ 10,000	\$ 9,750
67	Mentoring /Scholarships		\$ 2,000	\$ 2,000
68	Promotional Items		\$ 5,000	\$ 5,000
69	Visitor Guide, Promotion, Office Mailings (Postage)	\$ 6,489	\$ 35,000	\$ 28,511
70	New Software Advancements	\$ 20,900	\$ 15,000	\$ (5,900)
71	Keydata Dashboard		\$ 8,500	\$ 8,500
72	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000
73	Dues/Memberships/Meetings /Conferences	\$ 8,905	\$ 27,000	\$ 18,095
74	- Riverway South Membership		\$ 6,000	
75	- Accommodations and Registrations		\$ 6,000	\$ 6,000
76	- Travel (perdeim/mileage)		\$ 4,000	\$ 4,000
77	- Dues and Membership	\$ 8,905	\$ 11,000	\$ 2,095
78	TOTAL BUDGET 2022 - 23	\$ 795,921	\$ 3,458,000	\$2,662,079
79				

2023 VISITOR TRACKING

Month						
		Apalachicola	EPVC	SGL	Carrabelle	Total
January		1,321	347	706	260	2,634
February		1,736	434	911	331	3,412
March		2,318	474	1,276	396	4,464
April						
May						
June						
July						
August						
September						
October						
November						
December						
					TOTAL	10,510
January Visitor Guide Mailouts			614			
February Visitor Guide Mailouts			890			
March Visitor Guide Mailouts			1,373			

**FCTDC Collections Report for
2022-23 Year-to-Date Report
Through January 2023**

	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	2022-23	Increase / Decrease					
20	October	\$ 85,823	\$ 38,417	\$ 89,660	\$ 147,542	\$ 294,549	\$ 280,910	\$ (13,638.70)					
21	November	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 146,699	\$ 1,866.61					
22	December	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724	\$ 116,196	\$ 128,229	\$ 12,032.93					
23	January	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327	\$ 155,971	\$ 11,644.39					
24	February	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508	\$ 182,356							
25	March	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238							
26	April	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271							
27	May	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652							
28	June	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038	\$ 569,447							
29	July	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474	\$ 651,425							
30	August	\$ 111,323	\$ 134,239	\$ 190,136	\$ 306,565	\$ 246,874							
31	September	\$ 70,419	\$ 90,052	\$ 140,186	\$ 164,076	\$ 236,109							
32	Totals	\$ 1,304,398	\$ 1,401,732	\$ 1,432,091	\$ 2,458,249	\$ 3,480,276	\$ 711,809	\$ 11,905					
33													
34	YOY %	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (2,768,467)						
35		4.29%	7.46%	2.17%	71.65%	41.58%	-79.55%						
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												





April 4, 2023

To: TDC Board Members

From: C. Clark

Subject: April 2023 Marketing Report

METRICS ANALYSIS OF APRIL 2023 NEWSLETTER

The April newsletter launched Thursday March 28 to 80,838 recipients. The reader open rate averaged 35% and the click to open rate averaged 6.4%. There were 45 trackable links in the newsletter. The highest number of click throughs registered as follows: Getaway (47%), Home and Garden Tour (4.7%), Carrabelle Riverfront Festival (4.2%).

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: April 4, 2023: 81,650

2023 GETAWAYS

The 2023 Girls Getaway launched February 24 and will run through May 15, 2023. Signups so far: 2670

MARKETING/MEDIA COORDINATION

Orlando Magazine: 2 page travel issue.

No action items.

embrace the pace ...

Florida's Forgotten Coast

Florida's Forgotten Coast is calling you back to embrace the pace of the Florida you remember.

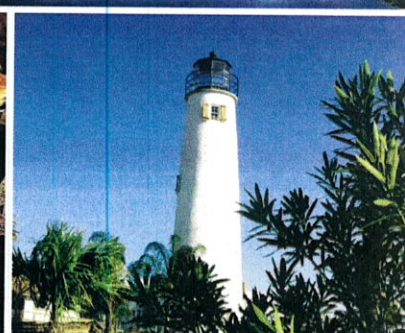
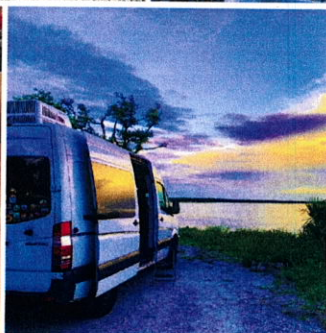
Explore a quiet shoreline or plan an outdoor adventure to hike, fish or relax on family-friendly beaches. Discover coastal towns steeped in maritime history and blended with local art, shopping, music and restaurants serving fresh Apalachicola Bay seafood.

Embrace the pace along Florida's Forgotten Coast.



Apalachicola . Carrabelle . Eastpoint . St. George Island . Alligator Point

Enter to Win a Getaway at FloridasForgottenCoast.com/embrace



Embrace the Pace Along Florida's Forgotten Coast

Tucked away along Florida's Northern Gulf coast is a two-lane coastal highway that meanders through the quiet coastal communities of Apalachicola, St. George Island, Carrabelle, Eastpoint and Alligator Point. This is Florida's Forgotten Coast, a protected oasis with quiet beaches, wooded trails and deep-water access to excellent year-round fishing and boating.

Located about an hour south of Tallahassee, Franklin County is a protected oasis with quiet beaches, wooded trails and scenic paddling sloughs. The string of rural communities that stretch along the coast is the last vestige of the Florida you remember from childhood.

Today's nature-based tourism businesses in the area are committed to preserving and sustaining that coastal heritage and environment. As a result, Florida's Forgotten Coast is attracting a new generation of visitors looking to embrace the pace of a Florida remembered.

What to Do Here?

Love water? Rent a kayak or paddleboard to explore the many river sloughs, sandy coves and salt marshes and bay shallows of the area. Fall is great fishing along Florida's Forgotten Coast – book a charter or take a relaxing sunset tour of Apalachicola's historic waterfront aboard one of several eco-tour boats.

Wildlife abounds - The area is one of the most productive biospheres in the world and is a seasonal flyway for several migrating birds and butterflies. The Apalachicola National Estuarine Research Reserve and Visitor Center in Eastpoint features a wooded boardwalk trail and touch tanks and displays for children to get up close and personal to marine life.

Beach lovers will appreciate that the St. George Island State Park Beach is consistently ranked among the top in the country by Dr. Stephen Leatherman (a.k.a Dr. Beach). This beach park features nine miles of undeveloped shoreline with accessibility amenities and has some of the region's finest fall birdwatching opportunities and camping facilities.

The towns of Apalachicola and Carrabelle feature unique boutiques and fine restaurants. The area's beauty has inspired a thriving artist community and a blossoming of art galleries. The area hosts several other events including the annual Florida Seafood Festival, an Oyster Cook-off and Chili Cookoff on St. George Island. There are accommodations throughout the county to suite every taste.

Historic Lighthouses. Franklin County features two historic lighthouses – one on St. George Island and one along Highway 98 east of Carrabelle. Both are important maritime landmarks with a colorful past.

Florida's Forgotten Coast is the perfect drive-time getaway to get away from it all this summer. Sign up on Floridasforgottencoast.com/embrace for a chance to win a getaway.



April 2023 Update

1. We have shot footage for season two of “How to Forgotten Coast Like A Local” and have begun editing the first episode. We still have two more events to get footage of between April and May to finish out the first episode of season two.
2. We are currently working on the second episode of “How to Forgotten Coast Like A Local,” where we highlight some of our out-of-the-way and less-known places in the county. This episode will be known as “Off the Beaten Path.”
3. We created two 15-second commercials which are being used online with the new tagline of “Embrace the Pace.” These have already appeared in our social media feeds.



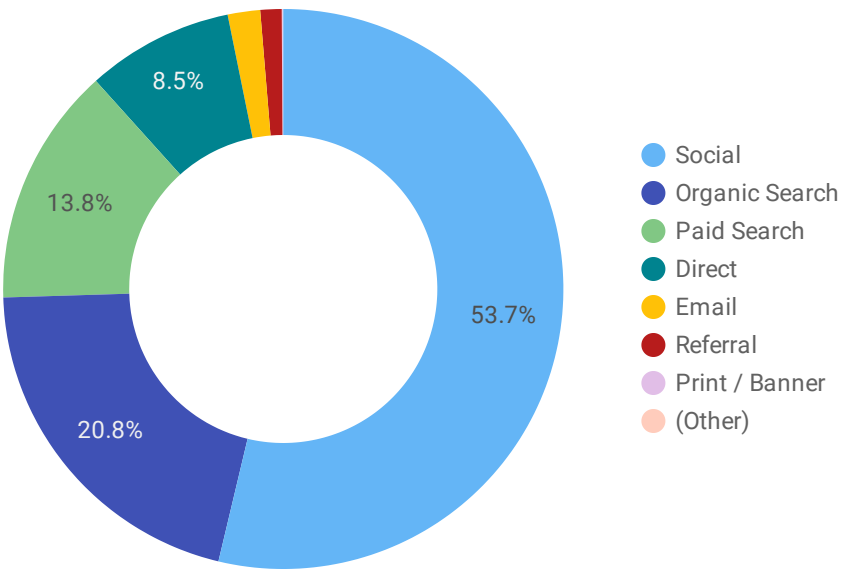
Franklin County TDC Monthly Marketing Report

Mar 1, 2023 - Mar 31, 2023

Report Prepared by 2K Web Group



Website Traffic Summary



Sessions
137,103
↑ 86.65%
Compared to previous year

Pageviews
217,182
↑ 60.34%
Compared to previous year

Bounce Rate
69.68%
↑ 6.95%
Compared to previous year

Goals Completed
6,185
↑ 130.27%
Compared to previous year

Channel	Sessions ▾	Pageviews	Bounce Rate	Goals Completed
Social	73,650	101,692	73.57%	3,869
Organic Search	28,512	55,135	61.08%	586
Paid Search	18,948	36,082	67.17%	471
Direct	11,622	16,558	76.36%	348
Email	2,568	3,880	51.05%	816
Referral	1,683	3,591	56.98%	70
Print / Banner	77	179	38.96%	25
(Other)	43	65	76.74%	0

Limited to top 10

Organic Search

Sessions
28,512
↓ -8.39%
Compared to previous year

Pageviews
55,135
↓ -13.65%
Compared to previous year

Goals Completed
586
↑ 53.40%
Compared to previous year

Keyword	Clicks ▾	Impressions
st george island	2,274	50,691
florida's forgotten coast	461	1,365
st george island florida	453	8,984
st. george island	380	7,163
alligator point florida	315	5,199
forgotten coast	303	1,516
apalachicola	237	21,023
florida forgotten coast	226	650
alligator point	210	3,494
forgotten coast plein air 2023	210	372

Limited to top 10 keywords in Google Search

Paid Search Campaigns

Ad Budget Spent
\$9,099.91
↑ 74.86%
Compared to previous year

Sessions
18,948
↑ 25.41%
Compared to previous year

Pageviews
36,082
↑ 13.29%
Compared to previous year

Goals Completed
471
↑ 62.98%
Compared to previous year

Keyword	Clicks ▾	Bounce rate
st george island	7,194	66.84%
apalachicola	2,443	65.21%
st. george island florida	1,546	69.65%
forgotten coast	1,307	69.41%
bed and breakfast florida	757	73.79%

Limited to top 5 keywords

Paid Print Campaigns

Sessions 77 ↓ -98.8% Compared to previous year	Pageviews 179 ↓ -97.7% Compared to previous year	Goals Completed 25 ↓ -7.41% Compared to previous year
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Campaign	Sessions ▾	Pageviews	Bounce Rate
southern-living / print	30	80	20%
new-orleans-magazine / print	14	42	14.29%
national-geographic / banner	8	13	50%
fido-friendly / banner	7	16	57.14%
other-side-of-florida / banner	6	6	100%
living-bird-magazine / print	5	6	80%
Coastal Angler / print	2	4	50%
visitorsguide / print	2	2	100%
canada-billboard / print	1	6	0%
florida-outdoor-sportsman / print	1	1	100%

Limited to top 10 campaigns

Email Newsletters

Sessions 2,568 ↑ 7.0% Compared to previous year	Pageviews 3,880 ↑ 5.3% Compared to previous year	Goals Completed 816 ↑ 15.58% Compared to previous year
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Campaign	Sessions ▾	Pageviews	Bounce Rate
April 2023	2,164	3,240	49.86%
March 2023	372	583	55.91%
February 2023	13	31	69.23%
January 2023	4	7	75%
(not set)	3	3	100%
December 2021	3	3	100%
march 2022	2	2	100%
September	2	3	50%
august	2	4	50%
december 2015	1	1	100%

Limited to top 10 campaigns

Social Media

Audience
247,713
189,993
Previous year


Impressions
2,408,306
1,471,883
Previous year

Engagements
197,303
75,405
Previous year

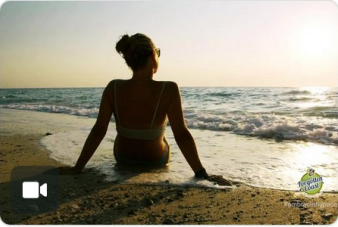
Link Clicks
81,859
10,560
Previous year

Top Facebook Posts

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


Florida's Forgotten Coast
 Mon 3/27/2023 5:46 pm EDT

Embrace the Pace on Florida's Forgotten Coast ✨
#embracethepace #forgottencoast...



Impressions 40,982

Boosted



Florida's Forgotten Coast
 Wed 3/22/2023 3:15 pm EDT


Florida's Forgotten Coast
 Sun 3/5/2023 7:00 am EST



Florida's Forgotten Coast
 Thu 3/9/2023 7:02 am EST

Instagram Top Posts & Stories

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


forgottencoast
 Wed 3/15/2023 10:48 am EDT

#Apalachicola named "Panhandle Haven" by @coastal_living 🥰
#apalachicola #florida...



Impressions 3,574


forgottencoast
 Tue 3/14/2023 10:07 am EDT


forgottencoast
 Fri 3/10/2023 9:46 am EST


forgottencoast
 Sun 3/5/2023 7:00 am EST

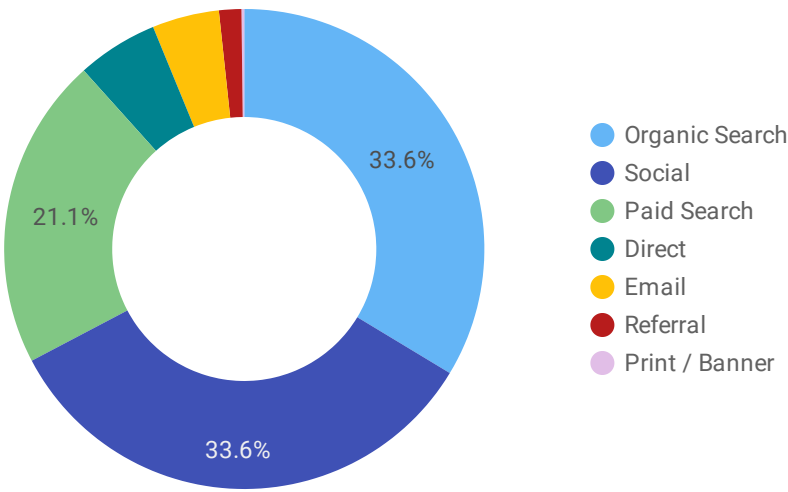
Goals Completed: Accommodation Requests

Total Completions

532

↑ 184.49%

Compared to previous year



Channel	Total Completions
Social	179
Organic Search	179
Paid Search	112
Direct	29
Email	24

Limited to top 5

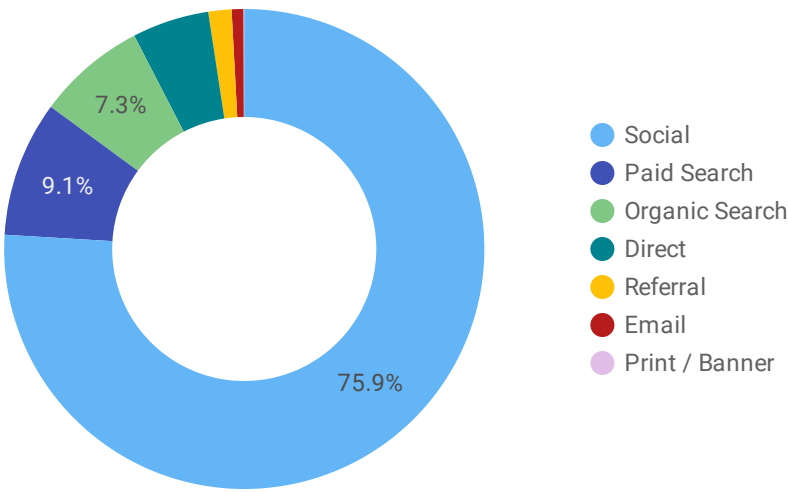
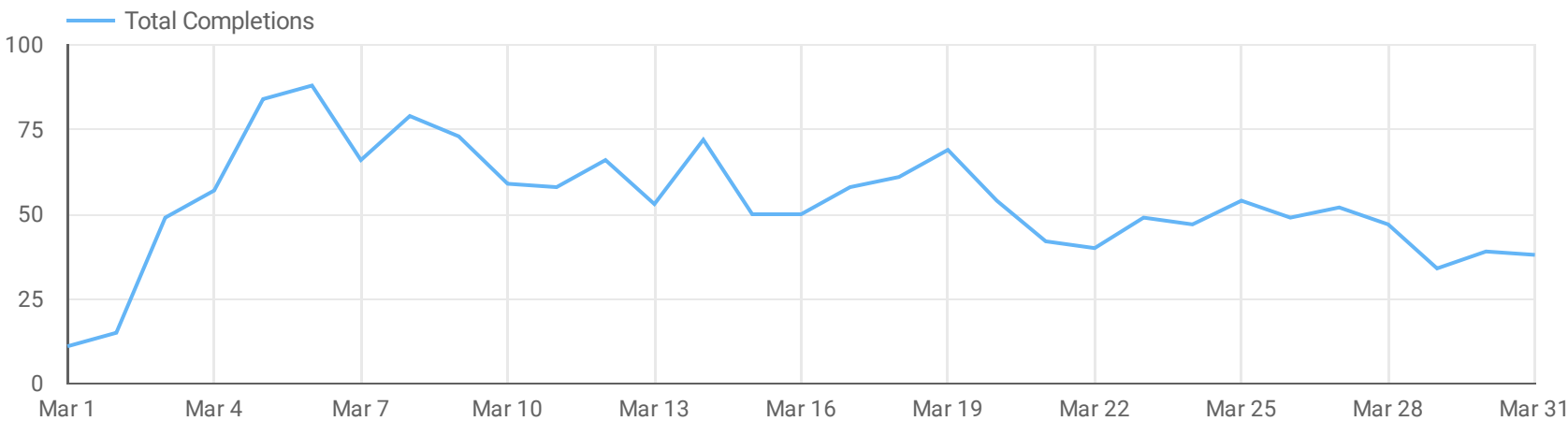
Goals Completed: Visitor Guide Requests

Total Completions

1,663

⬆ 213.77%

Compared to previous year

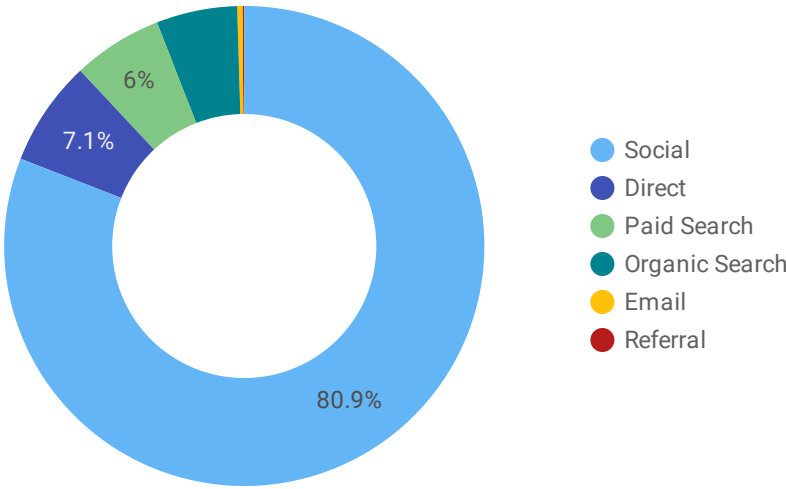
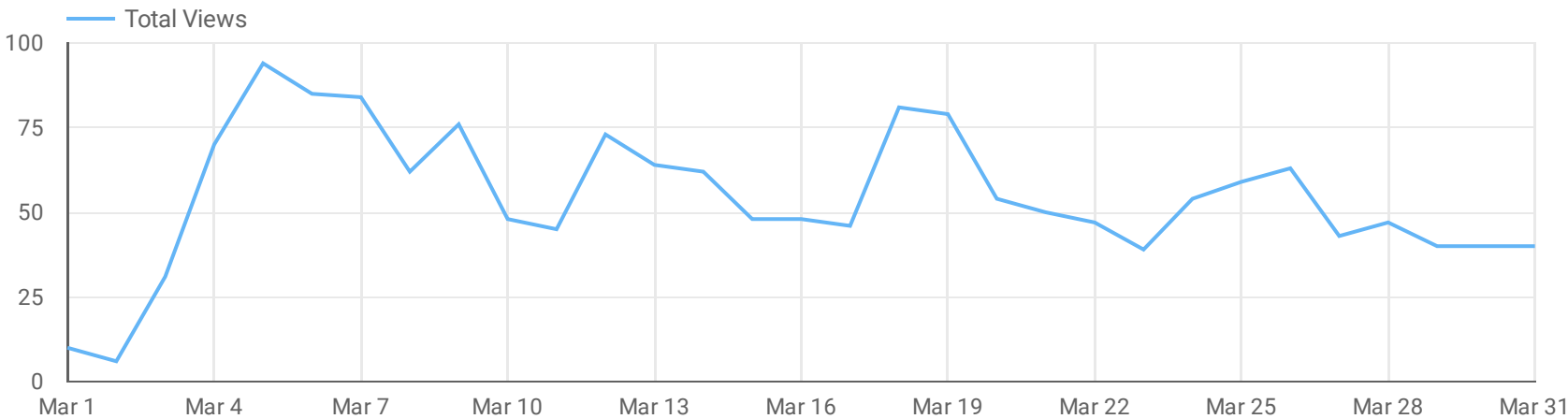


Channel	Total Completions ▾
Social	1,263
Paid Search	152
Organic Search	122
Direct	86
Referral	26

Limited to top 5

Goals Completed: Visitor Guide Views

Total Views
1,688
⬆ 258.39%

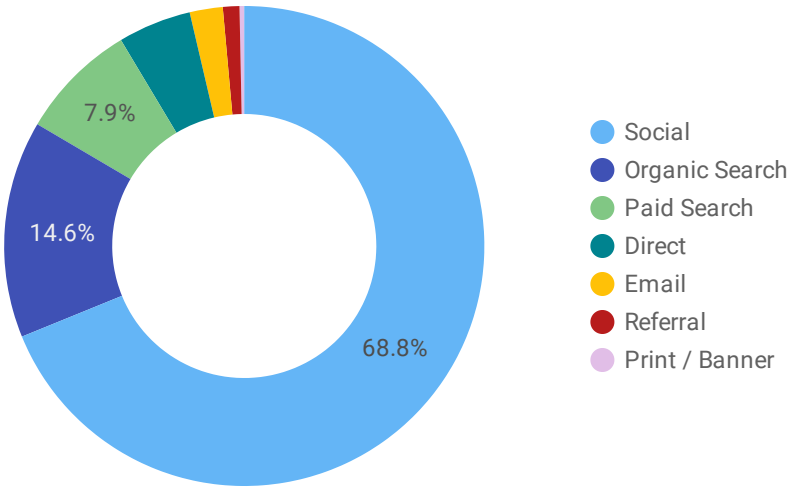
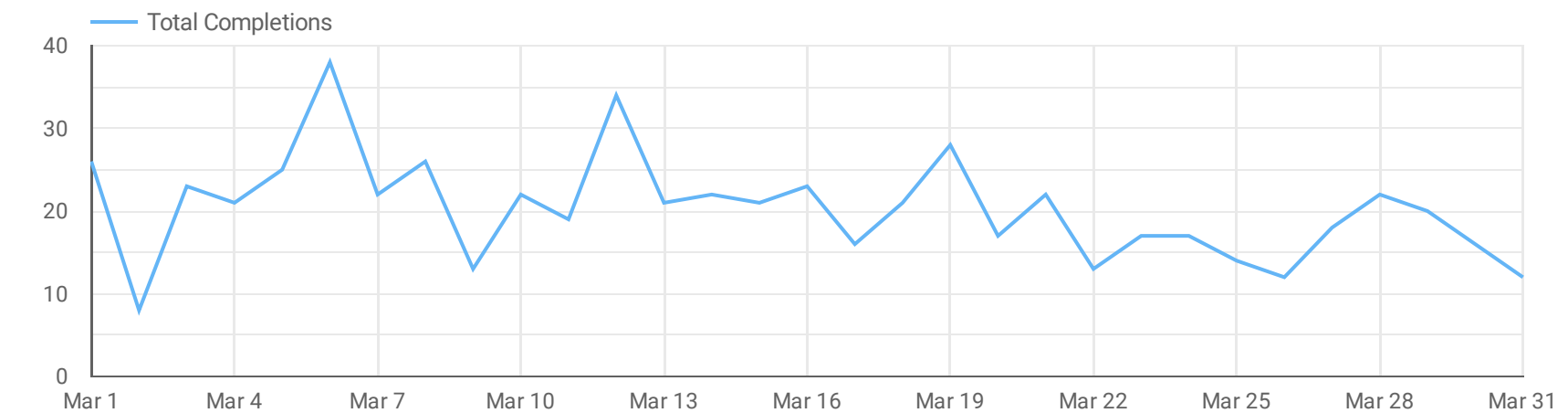


Channel	Total Views ▾
Social	1,366
Direct	120
Paid Search	102
Organic Search	92
Email	6

Limited to top 5

Goals Completed: Newsletter Signups

Total Completions
629
⬆ 257.39%
Compared to previous year

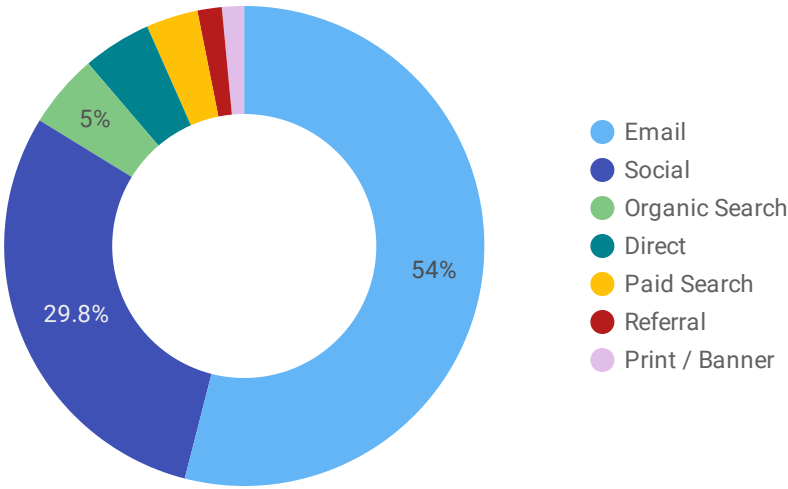
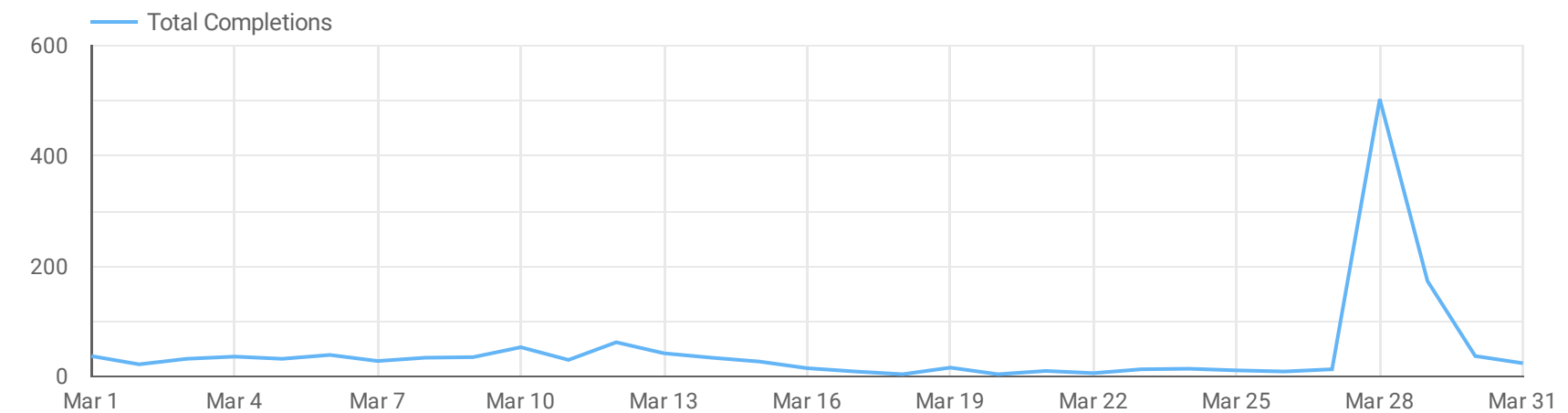


Channel	Total Completions ▾
Social	433
Organic Search	92
Paid Search	50
Direct	31
Email	14

Limited to top 5

Goals Completed: Getaway Signups

Total Completions
1,404



Channel	Total Completions
Email	758
Social	418
Organic Search	70
Direct	65
Paid Search	49

Limited to top 5

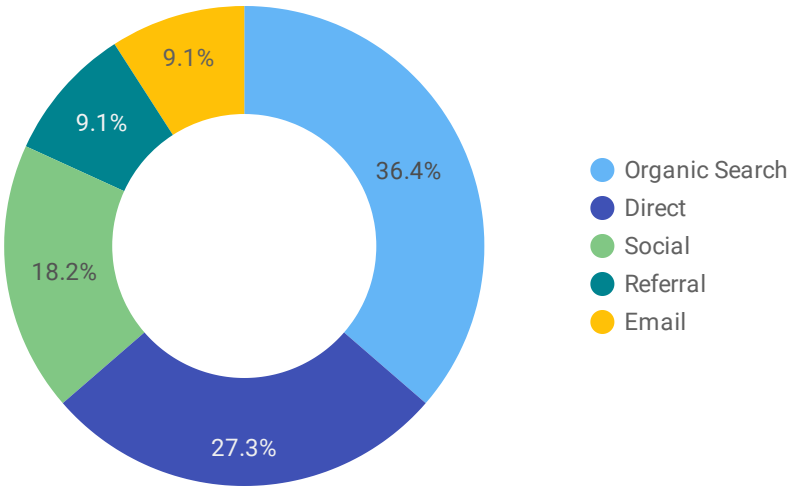
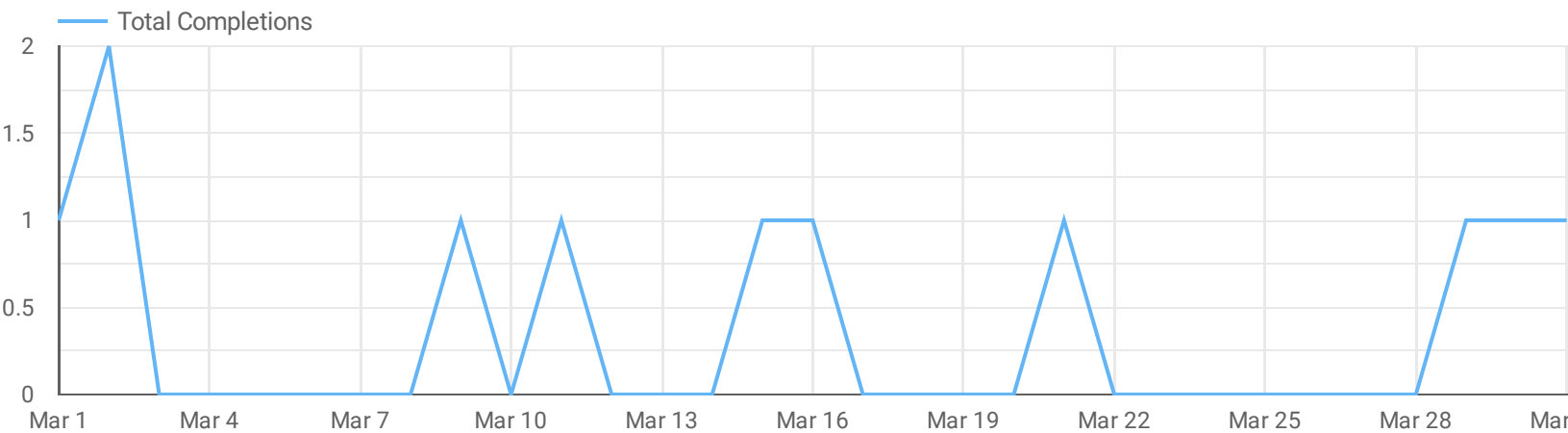
Goals Completed: Contact Form

Total Completions

11

↓ -31.25%

Compared to previous year



Channel	Total Completions
Organic Search	4
Direct	3
Social	2
Email	1
Referral	1

Limited to top 5

Most Popular Pages

Page	Sessions ▾	Pageviews	Bounce Rate
/st-george-island/	15,523	20,179	68.9%
/apalachicola/	6,992	8,863	66.92%
/	6,050	9,292	67.69%
/visitors-guide/	4,703	7,687	73.1%
/alligator-point/	1,846	2,928	69.61%
/carrabelle/	1,792	2,698	66.96%
/things-to-see-do/webcams/st-george-island-florida-webca...	1,776	2,595	78.49%
/getaway/	1,740	3,098	46.49%
/app/	1,679	2,441	70.7%
/places-to-stay/vacation-rentals/	1,673	4,136	30.66%
/things-to-see-do/	1,624	2,619	59.67%
/event/forgotten-coast-plein-air/	1,083	1,442	34.9%
/places-to-stay/	871	2,267	35.13%
/things-to-see-do/beaches/	850	2,233	73.65%
/event/chili-cook-off/	750	901	61.07%
/business/st-george-island-state-park/	557	1,457	46.14%
/events/	532	3,273	59.21%
/eastpoint/	498	809	64.26%
/things-to-see-do/fishing/fishing-resources/seasonal-fishin...	460	559	80.87%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	423	519	77.07%
/things-to-see-do/food-drink/	368	2,061	61.96%
/event/carrabelle-riverfront-festival/	346	432	56.94%
/places-to-stay/campgrounds/	259	977	35.52%
/business/sandy-beach-properties/	251	943	40.64%
/e-newsletter/	250	488	48.4%

Limited to top 25

Top Cities

City	State	Sessions ▾	Pageviews	Bounce Rate
Atlanta	Georgia	6,236	10,093	67.91%
Chicago	Illinois	3,563	5,780	67.89%
Orlando	Florida	3,195	4,769	69.67%
(not set)	Florida	2,250	3,756	67.33%
Tampa	Florida	1,471	2,208	73.96%
Ashburn	Virginia	1,465	2,151	73.92%
Miami	Florida	1,454	2,158	70.22%
Dallas	Texas	1,443	2,318	70.41%
Tallahassee	Florida	1,435	2,616	59.58%
New York	New York	1,431	2,031	75.26%
Nashville	Tennessee	1,400	2,244	69.71%
Indianapolis	Indiana	1,136	1,888	66.55%
Eastpoint	Florida	1,081	1,907	58.28%
(not set)	Georgia	1,061	1,857	65.69%
Birmingham	Alabama	1,034	1,926	66.34%
Jacksonville	Florida	1,028	1,750	68.09%
Columbus	Ohio	758	1,135	72.56%
(not set)	Pennsylvania	658	945	75.08%
St. Louis	Missouri	641	1,024	69.27%
(not set)	Ohio	619	954	69.31%
New Orleans	Louisiana	605	947	70.08%
(not set)	Michigan	572	847	73.08%
Philadelphia	Pennsylvania	563	867	74.6%
Louisville	Kentucky	519	949	63.39%
Minneapolis	Minnesota	516	835	70.54%

Limited to top 25

**Franklin County Tourist Development Council
501(c)(3) Museum Projects Grant Application
2022-23**

Section 1. Organizational Information:

Organization Corporate or Government Name:

North Florida African American Corridor Project (NFAACP)

Address: **179 10th Street**

Apalachicola FL 32320

Contact Person: **Myrtis Wynn, President**

Phone Number: **(850)774.8844**

Email Address: **wynn45@gmail.com**

FEIN#: **85-0926747**

Have you previously received TDC funding for this program? **No**

Section 2. Museum Information:

Name: **Apalachicola Center for History, Culture & Arts (HCA)**

Location: **86 Water Street**

Hours of Operation: **TUES – SAT, 11 am – 5 pm**

Manager: **Valentina Webb**

Manager email: **webbv1962@gmail.com**

Web Site: **https://www.apalachicolahca.com/**

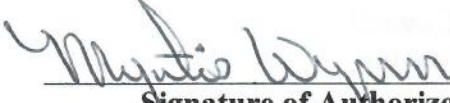
Section 3: Supporting Information to be Provided:

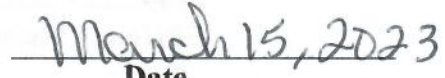
- A brief description of the project and how it will improve in promoting tourism and preserving the heritage of the community, to attract tourists and improve the property to the public.

The project is to replace two heating & air conditioning units in the HCA – one on the first floor and one on the second floor. The current heating & air conditioning units are no longer functioning. An adequately cooled and heated public facility is essential for the comfort of the guests who visit the HCA.

- Project budget and bids:
 - Bid One – Gunn Heating & Air Conditioning \$11,800.00**
 - Bid Two – Weston Heating & Air \$12,800.00**
 - Bid Three – R, Gray & Associates \$14,044.36**
- Corporate filing or Government Resolution:
Attached

- Documentation of Participation with Accrediting or Funding organization:
We haven't applied for this document yet.


Signature of Authorized Agent


Date



R. Gray & Associates Inc.
License # RA-0051447 ER-0013441
P.O. Box 755
Carrabelle, FL 32322
850-653-7186 Fax 850-697-9596

PROPOSAL SUBMITTED TO HCA	PHONE	DATE 1/6/23
STREET Water St.	JOB NAME	
CITY, STATE and ZIP CODE Apalachicola, Fl. 32320	JOB LOCATION	
ARCHITECT	DATE OF PLANS	JOB PHONE

We hereby submit specifications and estimates for:

1- 5ton 14SEER heat pump with a 10 KW
Strip heater for the upstairs

1- 5ton 14SEER heat pump with a 10 KW
Strip heater for the down stairs

We will pull the old equipment out
and replace with the new equipment

We Propose hereby to furnish material and labor — complete in accordance with above specifications, for the sum of:
Fourteen Thousand Forty Four & 36/100 ————— dollars (\$ **14044³⁶**)
upon completion of job.

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be corrected only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, lockouts or delays beyond our control. Owner to carry fire, theft and other necessary insurances. Our workers are fully covered by Workman's Compensation insurance.

Authorized Signature

Ronald Gray 10 days.

Note: This proposal may be withdrawn by us if not accepted within

Acceptance of Proposal

The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized

Signature

Date of Acceptance:

Signature



Gunn Heating & Air Conditioning, Inc.

192 Coach Wagoner St.
Apalachicola, 32320

(850) 653-9319
ap@cityofapalachicola.com

ESTIMATE	#1644
ESTIMATE DATE	Jan 26, 2023
TOTAL	\$11,800.00

SERVICE ADDRESS

Center of History, Culture and Art, Water Street
Apalachicola, FL 32320

CONTACT US

135 US Highway 98, Suite 2
Eastpoint, FL 32328

(850) 653-9771
gunnhvac@yahoo.com

ESTIMATE

Services	qty	unit price	amount
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Rheem Heat pump 14.3 SEER - 5 ton Rheem 14.3 SEER heat pump system.	2.0	\$5,900.00	\$11,800.00
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Labor and materials to furnish and install a new condenser, air handler with heat strips and thermostat. Includes removal of existing units.

Warranty - Warranty (Commercial)

1 year on labor and materials, 1 year on parts and coil, 5 on compressor.

Warranty: One-year labor and materials, 1 year limited manufacturer warranty on parts and 5 years on compressor with online registration. Excludes any and all pre-existing items such as duct work, thermostat wire, drain lines, etc. that we did not install at this time. Warranty is void if system is neglected and routine maintenance is not performed. Does not cover damage from clogged drain lines, fire, flooding or any water discharge from HVAC system. Warranty does not include damage from theft, debris, storms, or acts of God.

Services subtotal: \$11,800.00

Subtotal	\$11,800.00
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Total	\$11,800.00
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Weston heating and air

HCA Building

Invoice

Weston heating and air

847 US highway 98 eastpoint Florida 32328

Send payment to 847 US highway 98 eastpoint

Florida 32328

8503232586

jeredj59@yahoo.com

BILL TO

Mr Osborne

rosburn@cityofapalachicola.com

Invoice

77

Date

Jan 5, 2023

Due date

Jan 12, 2023

Item	Quantity	Price	Amount
5 ton rude heat pump system with 10-year warranty	2	\$6,400.00	\$12,800.00

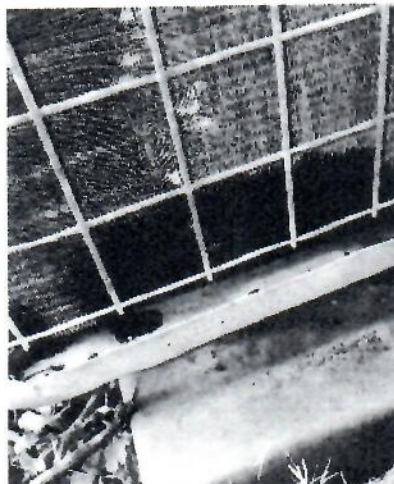
Subtotal \$12,800.00

Total \$12,800.00

Amount Due

\$12,800.00

I can tell hurricane Michael water level on the units outside their corroded and look like they've been beat up by a lawn mower. both units are low on freon. I would advise replacing both systems but we could try replacing one system and putting stop leak and Freon and one and see how it goes. adding stop leaking freon would be roughly \$900 and replacing one system would be \$6,400





State of Florida



Department of State

I certify the attached is a true and correct copy of the Articles of Incorporation of NORTH FLORIDA AFRICAN AMERICAN CORRIDOR PROJECT, INC., a Florida corporation, filed on April 30, 2020, as shown by the records of this office.

I further certify the document was electronically received under FAX audit number H20000126909. This certificate is issued in accordance with section 15.16, Florida Statutes, and authenticated by the code noted below

The document number of this corporation is N20000004722.

Authentication Code: 020A00009048-050120-N20000004722-1/1

Given under my hand and the
Great Seal of the State of Florida,
at Tallahassee, the Capital, this the
First day of May, 2020



Ronald R. R.
Secretary of State



Receipt from FAM

Receipt #1788-0016

AMOUNT PAID	DATE PAID	PAYMENT METHOD
\$130	August 9, 2019	– 1007

SUMMARY

FAM Membership Renewal Fee	\$130.00
Amount paid	\$130.00

If you have any questions, contact us at fam@flamuseums.org or call at [+1 850-222-6028](tel:+18502226028).

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Welcome to

Sit back
and relax

Franklin County



Welcome to

Sit back
and relax

Franklin County

