

Franklin County Tourist Development Council Board Meeting  
County Commission Meeting Room  
Agenda  
Wednesday, May 10<sup>th</sup>, 2:00 P.M.

**AGENDA**

- |  |                           |
|--|---------------------------|
| 1. Welcome/Call to Order                             | <b>Commissioner Jones</b> |
| 2. Prayer and Pledge of Allegiance                   |                           |
| 3. Quorum Announcement                               |                           |
| 4. Approval of the Minutes of April 12 <sup>th</sup> | <b>Solomon Davis</b>      |
| 5. Public Comments                                   |                           |
| 6. Administrative Reports                            |                           |
| • FCTDC Collections Report                           | <b>Solomon Davis</b>      |
| • Expenditures to Budget                             |                           |

**Promotions Report**

- |                        |                 |
|------------------------|-----------------|
| • Bay Media            | <b>Clark</b>    |
| • Web Master Report    | <b>Kendrick</b> |
| • FCTV Report          | <b>Rolstad</b>  |
| • Visitor Numbers      | <b>Solomon</b>  |
| • Administrative Items | <b>Solomon</b>  |

**Continuing Business:**

**New Business:**

1. Museum Project Grant Request from Carrabelle History Museum for installation of a Wheelchair Lift at the Museum: See the attached request.
2. City of Carrabelle Request for Boat Ramp Signage
3. Visit Florida DMO Spotlight (Mid-Month Approval)
4. Franklin County Visitor Guide to: Edit, Update & Print 15,000 guides

**Reports by Local Government Representatives:**

- |   |                    |
|---|--------------------|
| A. City of Apalachicola:                                    | <b>Mayor Ash</b>   |
| B. City of Carrabelle:                                      | <b>Mayor LaPaz</b> |
| C. Franklin County – Ethics Education Class at June Meeting | <b>Comm. Jones</b> |

7. Reports from Member Organizations

8. Board Comments

**Meeting Announcements: TDC Board Meeting Wednesday, June 14<sup>th</sup>, 2023 at 2:00pm at County Commission meeting room**

## 2023 VISITOR TRACKING

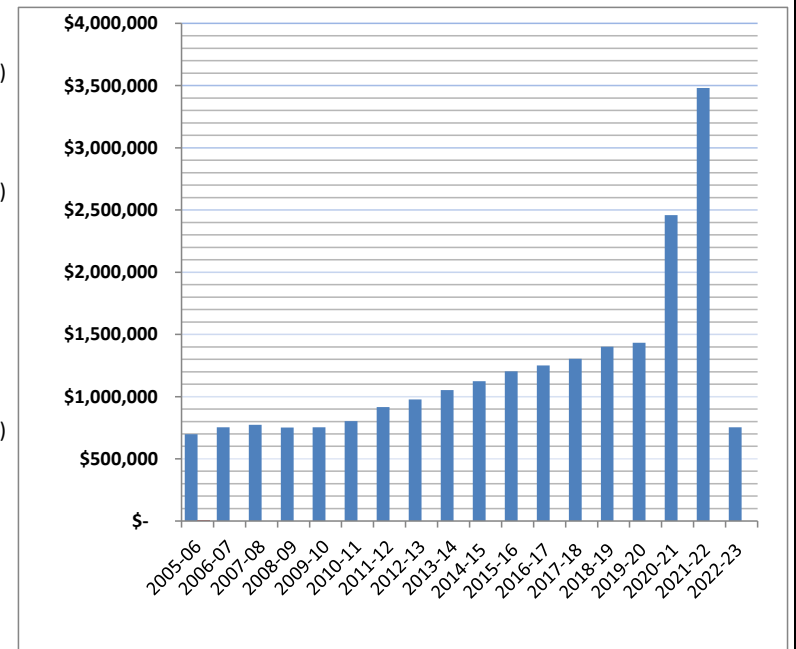
### Month

	Apalachicola	EPVC	SGI	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	1,347	379	753	316	2,795
May					
June					
July					
August					
September					
October					
November					
December					
				<b>TOTAL</b>	<b>13,305</b>

January Visitor Guide Mailouts	614
February Visitor Guide Mailouts	890
March Visitor Guide Mailouts	1,373
April Visitor Guide Mailouts	788

**FCTDC Collections Report for  
2022-23 Year-to-Date Report  
Through February, 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	\$ 170,298	\$ (12,057.24)					
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	\$ 882,107	\$ (152)					
33													
34	YOY %	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (2,598,169)						
35		4.29%	7.46%	2.17%	71.65%	41.58%	-74.65%						
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												



# Expense to Budget Report

April, 2023

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>ADMINISTRATION -3400</b>	\$ 78,005	\$ 174,000	\$ 95,995	45%
3					
4	<b>INFRASTRUCTURE</b>	\$ 662,870	\$ 2,016,188	\$ 1,353,318	33%
5	<b>Aid to Local Governments</b>	\$ 502,420	\$ 1,766,188	\$ 1,263,768	28%
6	Infrastructure Projects - per stature	\$ 363,249	\$ 1,450,000	\$ 1,086,751	25%
7	Beach Cleanup - 9100	\$ 74,250	\$ 99,000	\$ 24,750	75%
8	Moby Mats	\$ -	\$ 30,000	\$ 30,000	0%
9	Armory Website Page Addition	\$ -	\$ 3,000	\$ 3,000	0%
10	SGI Bathroom Loan (Peoples Bank)	\$ 42,456	\$ 84,188	\$ 41,732	50%
11	Museum Infrastructure Grant Program	\$ 22,465	\$ 100,000	\$ 77,535	22%
12	<b>Aid to Non-Profits</b>	\$ 160,000	\$ 220,000	\$ 60,000	73%
13	Museum Grants - 8200	\$ 37,500	\$ 40,000	\$ 2,500	94%
14	Visitor Centers - 8200	\$ 122,500	\$ 180,000	\$ 57,500	68%
15	<b>TDC Maintenance and Repairs</b>	\$ 450	\$ 30,000	\$ 29,550	2%
16	TDC Building Maintenance - Includes Insurance	\$ 750	\$ 30,000	\$ 29,250	3%
17	<b>PROMOTIONAL BUDGET</b>	\$ 400,601	\$ 1,267,812	\$ 867,211	32%
18	<b>Non-Profit Event Promotions</b>	\$ 25,427	\$ 228,000	\$ 202,573	11%
19	Non-Profit Promotion Grants	\$ 25,427	\$ 123,000	\$ 97,573	21%
20	Museum Grants - (\$15,000 ea/quarter)		\$ 105,000	\$ 105,000	0%
21	<b>New Promotional Opportunities</b>	\$ 1,737	\$ 30,000	\$ 28,263	6%
22					
23	<b>Vendor Contracted Retainers</b>	\$ 71,500	\$ 131,000	\$ 59,500	55%
24	2K Webgroup - Internet (\$ 3333.33 / Month)	\$ 22,500	\$ 40,000	\$ 17,500	56%
25	Bay Media - Web (\$ 3333.33 / Month)	\$ 22,500	\$ 40,000	\$ 17,500	56%
26	Forgotten Coast TV ( \$ 3000 / Month)	\$ 18,000	\$ 36,000	\$ 18,000	50%
27	Oystter Radio ( \$ 1,250 / Month)	\$ 8,500	\$ 15,000	\$ 6,500	57%
28	<b>Internet Advertising</b>	\$ 129,523	\$ 234,600	\$ 105,077	55%
29	Social Media Campaigns	\$ 14,583	\$ 35,000	\$ 20,417	42%
30	Non-Contractual Website	\$ 6,577	\$ 6,000	\$ (577)	110%
31	Search Engine Optimization	\$ 12,480	\$ 28,500	\$ 16,020	44%
32	Market Research & email marketing	\$ 6,000	\$ 6,000	\$ -	100%
33	Internet Marketing (Google, etc)	\$ 73,631	\$ 130,000	\$ 56,369	57%
34	14% Production	\$ 10,805	\$ 23,100	\$ 12,295	47%
35	Website Revisions	\$ 5,448	\$ 6,000	\$ 553	91%
36	<b>Print</b>	\$ 103,453	\$ 246,012	\$ 142,559	42%
37	Digital/ Banner Adds ( Bay Media)	\$ 10,890	\$ 25,800	\$ 14,910	42%
38	14% Production	\$ 10,662	\$ 23,212	\$ 12,550	46%
39	Content Production	\$ 1,398	\$ 12,000	\$ 10,602	12%
40	Print Advertising	\$ 76,056	\$ 150,000	\$ 73,944	51%
41	Printing Promotional Materials (brochures)	\$ 4,448	\$ 35,000	\$ 30,552	13%
42	<b>Photography</b>	\$ 200	\$ 13,200	\$ 13,000	2%
43	Photo Library	\$ 200	\$ 8,500	\$ 8,300	2%
44	Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700	0%



# Expense to Budget Report

April, 2023

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
45	<b>Welcoming Tourists</b>	\$ 11,755	\$ 90,000	\$ 78,245	13%
46	Airport Signage/Display - Clear Channel Tallahassee	\$ 2,655	\$ 10,000	\$ 7,345	27%
47	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000	0%
48	Historical Signage		\$ 50,000	\$ 50,000	0%
49	Additional Signage (roadside, storefront, billboards)	\$ 9,100	\$ 20,000	\$ 10,900	46%
50	<b>TV and Radio Advertising</b>	\$ 8,700	\$ 45,000	\$ 36,300	19%
51	Radio (FSU, Cumulus, Out of Area, etc)		\$ 10,000	\$ 10,000	0%
52	Television Advertising	\$ 8,700	\$ 35,000	\$ 26,300	25%
53	<b>Video Production</b>	\$ 300	\$ 51,000	\$ 50,700	1%
54	Video Library	\$ 300	\$ 10,000	\$ 9,700	3%
55	Commercials / Specials		\$ 10,000	\$ 10,000	0%
56	Video Production- PSAs		\$ 5,000	\$ 5,000	0%
57	Video Production -TV Shows		\$ 26,000	\$ 26,000	0%
58	<b>Partnerships (co-ops)</b>	\$ -	\$ 16,500	\$ 16,500	0%
59	VF State Welcome Center - Kids Corner		\$ 6,000	\$ 6,000	0%
60	98 Corridor Mkting		\$ 5,000	\$ 5,000	0%
61	COCA Banner		\$ 5,500	\$ 5,500	0%
62	<b>Special Events and Outreach</b>	\$ 39,101	\$ 155,500	\$ 116,399	25%
63	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0%
64	Get-a-Way Contests	\$ 2,143	\$ 20,000	\$ 17,857	11%
65	Hospitality Training		\$ 50,000	\$ 50,000	0%
66	Journalists Visits	\$ 251	\$ 10,000	\$ 9,750	3%
67	Mentoring /Scholarships		\$ 2,000	\$ 2,000	0%
68	Promotional Items		\$ 5,000	\$ 5,000	0%
69	Visitor Guide, Promotion, Office Mailings (Postage)	\$ 9,807	\$ 35,000	\$ 25,193	28%
70	New Software Advancements	\$ 26,900	\$ 15,000	\$ (11,900)	179%
71	Keydata Dashboard		\$ 8,500	\$ 8,500	0%
72	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000	0%
73	<b>Dues/Memberships/Meetings /Conferences</b>	\$ 8,905	\$ 27,000	\$ 18,095	33%
74	- Riverway South Membership		\$ 6,000		0%
75	- Accommodations and Registrations		\$ 6,000	\$ 6,000	0%
76	- Travel (perdeim/mileage)		\$ 4,000	\$ 4,000	0%
77	- Dues and Membership	\$ 11,905	\$ 11,000	\$ (905)	108%
78	<b>TOTAL BUDGET 2022 - 23</b>	\$ 1,141,476	\$ 3,458,000	\$ 2,316,524	33%
79					
80					



May 2, 2023

To: TDC Board Members

From: C. Clark

Subject: May 2023 marketing report

### METRICS ANALYSIS OF MAY 2023 NEWSLETTER

The May newsletter launched Thursday, April 27 to 82,073 recipients. The reader open rate averaged 32% and the click to open rate averaged 2.9%. There were 32 trackable links in the newsletter. The highest number of click throughs registered as follows: Girls Getaway (11.6%), General Fishing (11.4%), SGI Shrimp Fest(10.6%), If this house could talk (6.6%), CGJ exhibit (6.6%).

### METRICS ANALYSIS OF “EMBRACE THE PACE” SPRING GETAWAY EBLAST

A Spring lodging special newsletter launched Friday, April 21 to 81,919 recipients. The reader open rate averaged 34% and the click to open rate averaged 6.4%. There were 33 trackable links in the newsletter. The highest number of click throughs registered as follows: Girls Getaway (20.3%), Suncoast Vacation Rentals (12%), Water Street Hotel (9.3%), Best Western (8.4%), Gibson Inn (5.9%).

### EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: May 3, 2023: 83,080

### 2022-23 GETAWAY MARKETING

The Family Getaway launched on December 19 and ran through February 15, 2023. Signups totaled 1066.

The 2023 Girls Getaway launched February 24 and will run through May 15, 2023. Signups so far total 4870.

### MARKETING/MEDIA COORDINATION

Production: - *Florida Saltwater Fishing Regulations*

Production: *Spring Getaway Eblast - digital*

Production: *May newsletter*

Research: *Maritime Heritage contract coordination/exhibit space design*

### FOR BOARD ACTION

**PRINT/DIGITAL *Local Palette*:** Fall Travel Getaway/Road Trip Issue. Full page ad plus digital advertising on the website and social media. Includes a e-newsletter to their dedicated 33K plus subscriber base highlighting the destination, culinary and attractions. This issue will also feature our editorial content from editor visit in January in the worth the drive section. **\$12,255.** (Co-op with value of \$15,500)

**PRINT/DIGITAL *Explore Florida Magazine/Sun Sentinel Newspaper*:** Full page ad in Explore Florida Magazine (October 2023 issue), e-newsletter inclusion (100K+ emails) and 1/2 page ad in Travel Section of the Sun sentinel newspaper. **\$4047** (VF co-op value \$4437.50)

**DIGITAL *Bridal Guide*:** This is a four month digital ad campaign to promote Forgotten Coast as destination wedding venue. Buy includes one week flight of website banner (est. reach 25K), instagram stories takeover - up to 10 stories (est. reach 318K+), four month website position of editorial content and images (est. reach 40k+), social promotion, dedicated email to 25K opt-in subscribers **\$11,400** (VF co-op - value \$18,000)

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# Forgotten Coast Fishing

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information



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Current Fishing Conditions  
and Tournaments





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2023 Forgotten Coast  
Girls' Getaway!

**Win an Apalachicola  
Girls' Getaway!**  
lodging . adventure tours . meals  
**CLICK HERE!**



**The St. George Lighthouse Association will host the 2nd Annual SGI ShrimpFest** on May 13, 2022, from 11 am to 4 pm in the western parking area adjacent to Lighthouse Park. This family and community-oriented festival will be a one-day outdoor event offering patrons great live musical entertainment, a fairway of games for the children sponsored by the Forgotten Coast Parrothead Club, and the chance to dine on the freshest, most delicious local shrimp dishes. The SGI Shrimp Festival is a fundraiser for the St. George Lighthouse Association (SGLA). [Learn more here.](#)



## It's Turtle Time Along The Forgotten Coast

May 1 marks the beginning of sea turtle nesting season on St. George Island and other beaches throughout Franklin County and Florida. The turtles will lay their eggs from May – September, with 50-150 baby turtles hatching after 45-60 days, usually at night. One female may nest several times in a season.

May also heralds the season when local volunteer turtlers begin walking the beach in order to find, mark and protect turtle nests. When homeowners and visitors are educated about measures they can help nesting sea turtles such as turning off lights and clearing the beach of gear. Visitors interested in learning about sea turtle nesting can visit the St. George Island Visitor's Center (at the St. George Island Lighthouse Park) to pick up turtle information. [Click here to learn more about our turtles and how you can help protect them.](#)



## Area Lighthouse Full Moon Climbs May 5

The May Sunset and Full Moon Climb at the **Cape St. George Lighthouse** on St. George Island will be held on Friday, May 5 from 8-10 p.m. Visitors can enjoy this opportunity to view St. George Island, the Gulf of Mexico, and Apalachicola Bay under the evening sky. [Details.](#) **The Crooked River Lighthouse Full Moon Climb** will also be Friday, May 5 from 8-10 pm at the lighthouse located at Carrabelle Beach. [Details.](#)



## Apalachicola Home & Garden Tour May 6

[Apalachicola's annual Home and Garden Tour](#) is scheduled for May 6 and will feature a variety of homes ranging from century-old houses to charming bungalows and contemporary homes. Homes will be open only on Saturday, May 6 from 10 am - 4 pm.

## If This House Could Talk Home Tour May 6-20

What if the houses in Apalachicola could talk? What stories would they tell? The Apalachicola Area Historical Society invites you to come find out, by viewing storyboards posted in front homes and businesses. The storyboards, created by property owners, give historical facts and stories of past residents and neighborhood events. [Details.](#)



## Camp Gordon Johnston Presents Invasion of Sicily Exhibit May 2 to June 3

Camp Gordon Johnston WWII Museum in Carrabelle will present a special exhibit on Operation Husky, the invasion of Sicily from Tuesday, May 2 through Saturday, June 3.

Operation Husky was the invasion of Sicily in 1943, planned by the Allies in North Africa as they swept the Germans and Italians from that continent and prepared to move on Italy. This operation involved a set of top secret diversions, including fake units and communications and the famous ruse by British Intelligence known as Operation Mincemeat, which convinced the Germans that Sicily was not the intended landing after North Africa.

The Museum will reference a set of top secret plans that were printed just 20 days before the commencement of the operation, which involved amphibious landing of infantry and armor as well as parachute operations by the 82nd Airborne. It is also a secret as to why the museum holds this set of plans! [Learn more here.](#)

## Fishing Heats Up Along Forgotten Coast

Thanks to the unique topography of the Apalachicola River and Bay systems, combined with our area's prime location on the Gulf coast, Franklin County is home to diverse, highly productive marine habitats. Planning a fishing trip? [Click here to learn about local tides, bait and tackle, marinas and fishing](#)

[reports.](#) A map of the Atlantic and Gulf grouper fishing boundaries, is available online at [MyFWC.com/Marine](#); select "Recreational Regulations." Need a guided tour? Charter captains are booking trips now! For a list of Franklin County's fishing charter guides, [click here.](#)



## Fishing Tournneys

Here are a few of the upcoming fishing tournaments scheduled throughout the county beginning early this summer.

**June 17** – [Annual Kingfish Shootout](#)

**July 22** – [C-Quarters Youth Fishing Tournament](#)

## EVENTS

**May 5** - [SGI Full Moon Climb](#)

**May 5** - [Crooked River Lighthouse Climb](#)

**May 13** - [SGI ShrimpFest](#)

**May 6-20** - [If This House Could Talk Home Tour](#)

**May 6** - [Apalachicola Home Tour](#)

**May 2-June 3** - [CGJ Operation Husky Exhibit](#)

**May 5** - [Estuaries Day Celebration](#)

**May 6, 20** - [Carrabelle Country Market](#)

**May 1, 3, 5, 6, 8, 10, 12** - Apalach Ghost Tours

**May 8** - [Pen to Paper Writers' Series](#)

**May 2, 9, 16, 23, 30** - Mixed Media Art Class

**May 3, 10, 17, 24** - [Downtown Apalachicola Market](#)

**May 13, 27** - [Apalachicola Farmers' Market](#)

**May 20** - [AAHS Spring Speaker Series](#)

**June 3** - [Crooked River Lighthouse Full Moon Climb](#)

**June 4** - [SGI Lighthouse Full Moon Climb](#)

**June 17** - [Kingfish Shootout](#)

**July 22** - [CQuarters Youth Fishing Tournament](#)

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## Embrace the Pace this Spring and Enjoy Seasonal Getaway Specials

There's no better way to shake off winter than with a Springtime getaway to the coast. While you're here, embrace the slow easy pace along Florida's Forgotten Coast and enjoy the beach, parks, wildlife areas, museums and recreational opportunities. Many lodging providers offer Spring getaway packages.

### APALACHICOLA

The **Best Western Apalach Inn** in Apalachicola features senior, AAA, AARP and corporate discounts. The **Water Street Hotel** features up to 20% discounts for Senior and AARP, Military, Government, group and Florida resident discounts. The iconic **Gibson Inn** features a 10% military and AARP discount.

### ST. GEORGE ISLAND

Now through July 30, **Suncoast Vacation Rentals** is featuring 15% discounts on several select properties. **Collins Vacation Rentals** features specials that include individual guest house discounts, Spring savings specials, April and May specials, Stay 4 Nights and Get 5th Night Free, Monthly Stay Specials, Senior Citizen discounts, Military Specials, and Repeat Renter discounts and more. **Ficklin & Company** features several properties that offer book four nights and get fifth night free. They also offer guest thank you discounts.

### CARRABELLE

Many of the **Sandy Beach Properties** offer a mid-week special available and a 10% discount for guests returning to the same property more than once in any calendar year. Receive a Great Deal when you Stay & Play at the **St. James Bay Villas and Condos**. The Stay & Play packages include accommodations at the Residences Condominiums, plus unlimited rounds of golf on our perfectly manicured 18-hole championship course. The **Old Carrabelle Hotel** features a \$10 discount for multiple night stays.

Visit all of Franklin County's accommodations here on our relaunched website to check out individual lodging providers that often post specials that change weekly.



## Enter to Win A Girls Getaway to Florida's Forgotten Coast!

The Franklin County TDC is hosting its popular Girls Getaway contest this month. You and three friends could head to the coast and embrace the pace of Florida's Forgotten Coast during a weekend of girlfriend fun! Winners of this package will stay in Apalachicola, explore the sights and enjoy fresh seafood in our award-winning restaurants. [Click here to enter!](#)

Already entered? Can't wait to be here? [Click here to catch a glimpse of how we embrace the pace along Florida's Forgotten Coast!](#) Also, check out our newly relaunched [website page of](#) places to stay to see the wide variety of lodging options available.

Franklin County Tourist Development Council • 731 Hwy. 98, Eastpoint, FL 32329 • 850-670-3474

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## **May 2023 Update**

1. We are about to wrap up the first episode of season two of "How to Forgotten Coast Like a Local." This first episode will be finished before the end of May.
2. We have completed a script for episode two of "How to Forgotten Coast Like A Local" which we are calling "Off the Beaten Path." We will begin shooting footage for this over the next few weeks. It will feature some of our lesser known and out of the way places in the county.



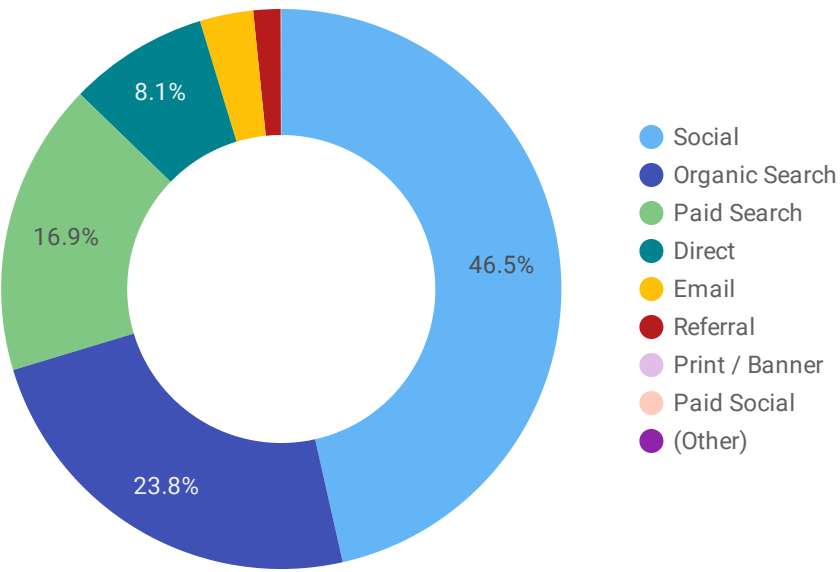
# Franklin County TDC Monthly Marketing Report

Apr 1, 2023 - Apr 30, 2023

Report Prepared by 2K Web Group



# Website Traffic Summary



Sessions  
**99,166**  
⬆ 45.99%  
Compared to previous year

Pageviews  
**170,851**  
⬆ 40.26%  
Compared to previous year

Bounce Rate  
**68.82%**  
⬆ 3.38%  
Compared to previous year

Goals Completed  
**3,663**  
⬆ 66.05%  
Compared to previous year

Channel	Sessions ▾	Pageviews	Bounce Rate	Goals Completed
Social	46,088	71,843	73.02%	2,014
Organic Search	23,651	46,076	61.82%	474
Paid Search	16,783	32,337	66.11%	400
Direct	7,993	12,119	77.88%	156
Email	3,062	5,212	53.92%	520
Referral	1,550	3,190	62.97%	91
Print / Banner	37	72	62.16%	8
Paid Social	1	1	100%	0
(Other)	1	1	100%	0

Limited to top 10



# Organic Search

Sessions  
**23,651**  
↓ -11.97%  
Compared to previous year

Pageviews  
**46,076**  
↓ -14.13%  
Compared to previous year

Goals Completed  
**474**  
↑ 45.40%  
Compared to previous year

Keyword	Clicks ▾	Impressions
st george island	1,803	35,200
st george island florida	418	6,342
st. george island	296	4,899
carrabelle riverfront festival	252	446
florida's forgotten coast	242	709
alligator point florida	238	3,640
forgotten coast	201	1,068
apalachicola	176	15,186
alligator point	158	2,383
florida forgotten coast	119	369

*Limited to top 10 keywords in Google Search*

# Paid Search Campaigns

Ad Budget Spent  
**\$9,094.31**  
↑ 182.86%  
Compared to previous year

Sessions  
**16,783**  
↑ 35.82%  
Compared to previous year

Pageviews  
**32,337**  
↑ 27.95%  
Compared to previous year

Goals Completed  
**400**  
↑ 85.19%  
Compared to previous year

Keyword	Clicks ▾	Bounce rate
st george island	6,548	65.05%
apalachicola	2,101	64.58%
st. george island florida	1,423	68.75%
bed and breakfast florida	945	77.96%
forgotten coast	807	69.47%

*Limited to top 5 keywords*

# Paid Print Campaigns

Sessions <b>37</b> ↓ -99.6% Compared to previous year	Pageviews <b>72</b> ↓ -99.3% Compared to previous year	Goals Completed <b>8</b> ↓ -63.64% Compared to previous year
--	---	---

Campaign	Sessions ▾	Pageviews	Bounce Rate
orlando-magazine / print	9	21	44.44%
living-bird-magazine / print	8	8	100%
southern-living / print	6	25	0%
fido-friendly / banner	5	6	80%
other-side-of-florida / banner	4	5	75%
girls-getaway / banner	1	1	100%
visit-florida-response-display / banner	1	1	100%
visit-florida-remarketing / banner	1	1	100%
visit-florida-visitor-guide / print	1	3	0%
local-palate / print	1	1	100%

Limited to top 10 campaigns

# Email Newsletters

Sessions <b>3,062</b> ↑ 96.2% Compared to previous year	Pageviews <b>5,212</b> ↑ 116.0% Compared to previous year	Goals Completed <b>520</b> ↑ 37.93% Compared to previous year
--	--	--

Campaign	Sessions ▾	Pageviews	Bounce Rate
Spring Vacation	1,876	3,237	48.72%
May 2023	856	1,505	61.33%
April 2023	277	405	62.09%
March 2023	32	43	62.5%
April	9	9	100%
September	4	5	75%
april newsletter 2021	2	2	100%
July 2019	1	1	100%
December 2021	1	1	100%
November 2022	1	1	100%

Limited to top 10 campaigns

# Social Media

Audience

250,766

203,921

Previous year

Impressions

1,765,935

1,288,054

Previous year

Engagements

132,122

81,359

Previous year

Link Clicks


50,370

11,063

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 4/10/2023 9:07 pm EDT

Check out this article by National Geographic highlighting Florida's Forgotten Coast 🌴 #embracethepace #forgottencoast


Florida's forgotten coast: five destina...




Impressions 22,607

 Florida's Forgotten Coast  
Tue 4/25/2023 7:29 pm EDT


"Live in the sunshine, swim the sea, drink the wild air." —Ralph Waldo Emerson  
#forgottencoast #embracethepace 🏠...




Impressions 19,262

 Florida's Forgotten Coast  
Mon 4/17/2023 3:35 pm EDT


A bad day of fishing is better than a good day of work 🎣🐟 Explore Florida's Forgotten Coast fishing -...



Impressions 12,530

 Florida's Forgotten Coast  
Thu 4/20/2023 10:50 am EDT


It's time to slow down and embrace the pace on Florida's Forgotten Coast. 🌴 Relax, unwind, and soak in the natural beauty of...




Impressions 12,041

## 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 4/26/2023 5:29 pm EDT


Finding the perfect place to stay is easy on Florida's Forgotten Coast. 🏠 From beachside cottages and cozy B&Bs to modern hotels...




Impressions 3,281

 forgottencoast  
Mon 4/17/2023 11:12 am EDT


A bad day of fishing is better than a good day of work 🎣🐟 #fish #fishing #forgottencoast #florida #lovefl...




Impressions 2,935

 forgottencoast  
Tue 4/25/2023 11:08 am EDT


"Live in the sunshine, swim the sea, drink the wild air." —Ralph Waldo Emerson  
#forgottencoast #embracethepace 🏠...



Impressions 2,852

 forgottencoast  
Mon 4/10/2023 10:49 am EDT

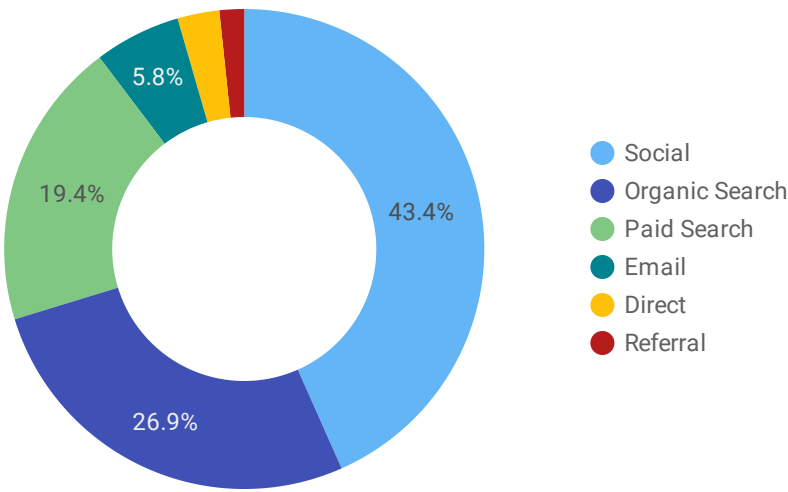
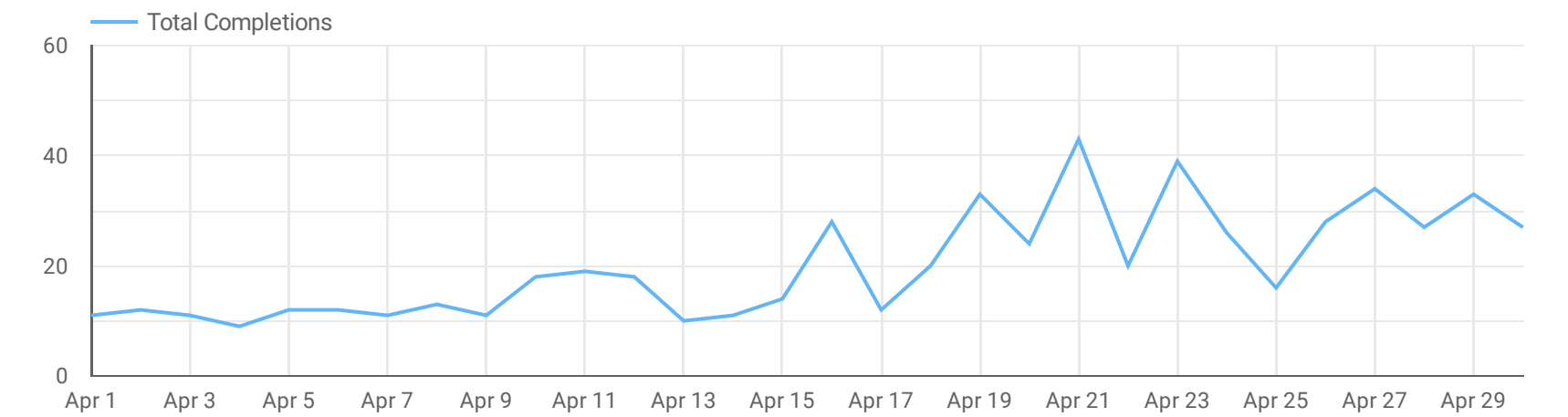
Looking for something to do while visiting Florida's Forgotten Coast? 🌴 Check out our scenic tours! 🚤 🏠 #visit #forgottencoas...



Impressions 2,583

# Goals Completed: Accommodation Requests

Total Completions  
**602**  
↑ 232.60%  
Compared to previous year

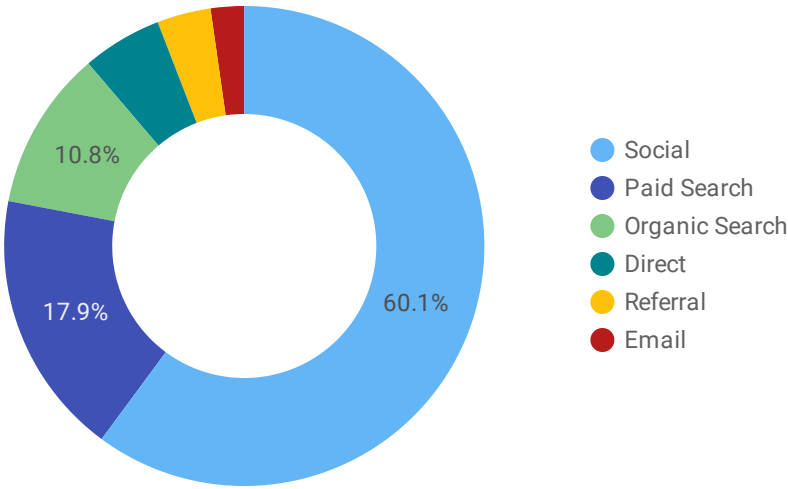
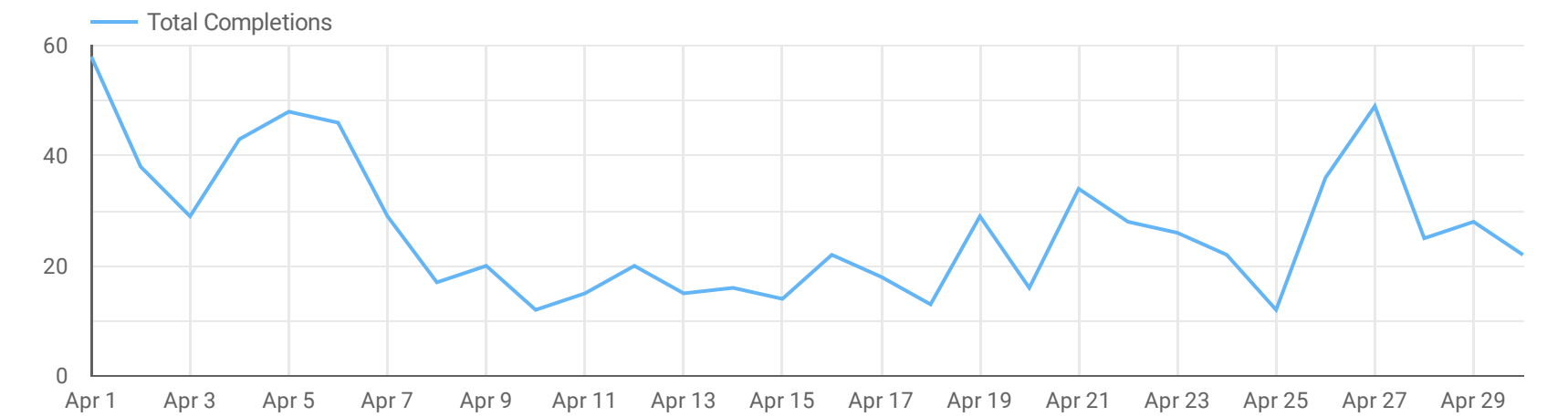


Channel	Total Completions
Social	261
Organic Search	162
Paid Search	117
Email	35
Direct	17

Limited to top 5

# Goals Completed: Visitor Guide Requests

Total Completions  
**800**  
⬆️ 139.52%  
Compared to previous year

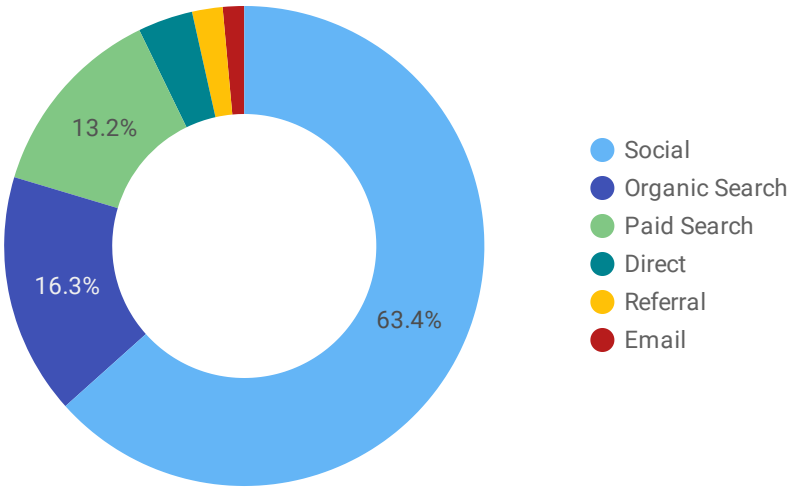
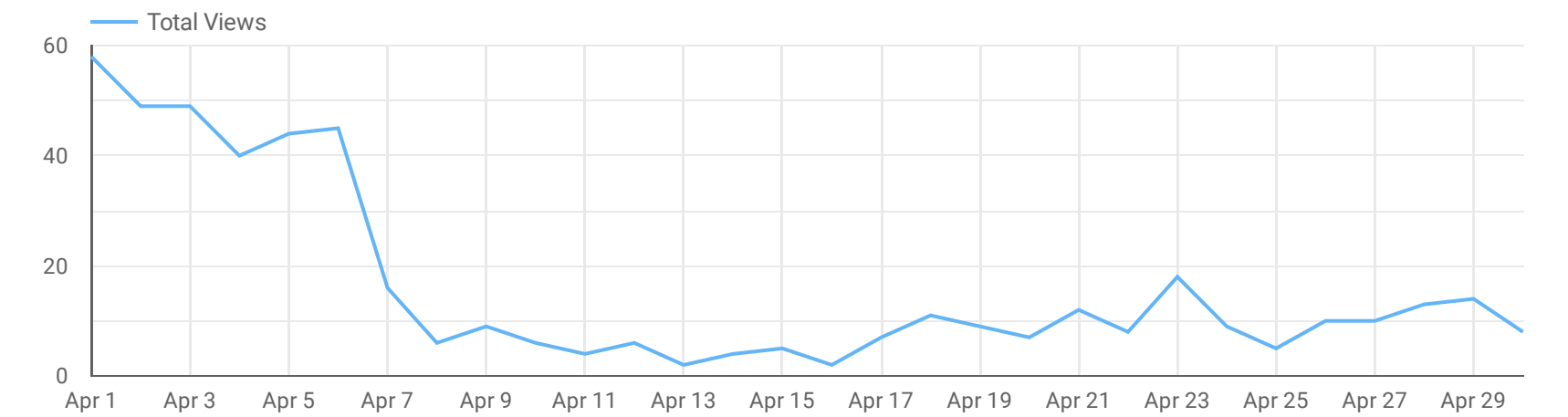


Channel	Total Completions ▾
Social	481
Paid Search	143
Organic Search	86
Direct	43
Referral	29

Limited to top 5

# Goals Completed: Visitor Guide Views

Total Views  
**486**  
⬆️ 63.09%

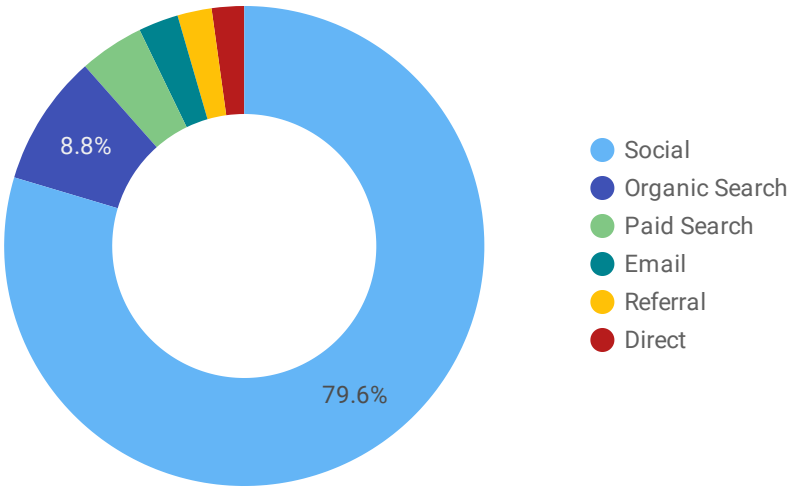
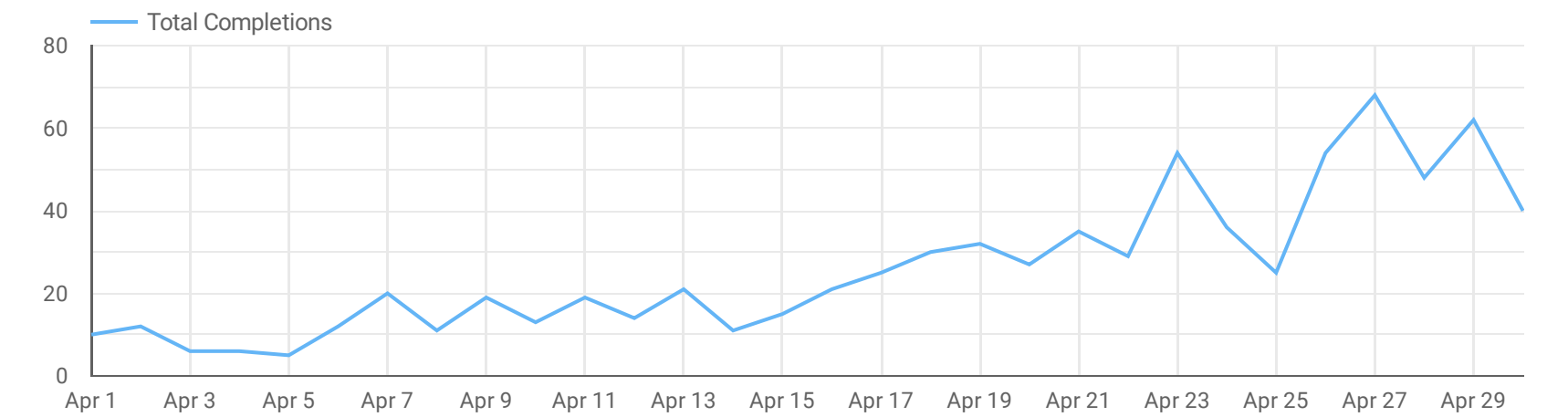


Channel	Total Views
Social	308
Organic Search	79
Paid Search	64
Direct	18
Referral	10

Limited to top 5

# Goals Completed: Newsletter Signups

Total Completions  
**780**  
⬆️ 159.14%  
Compared to previous year

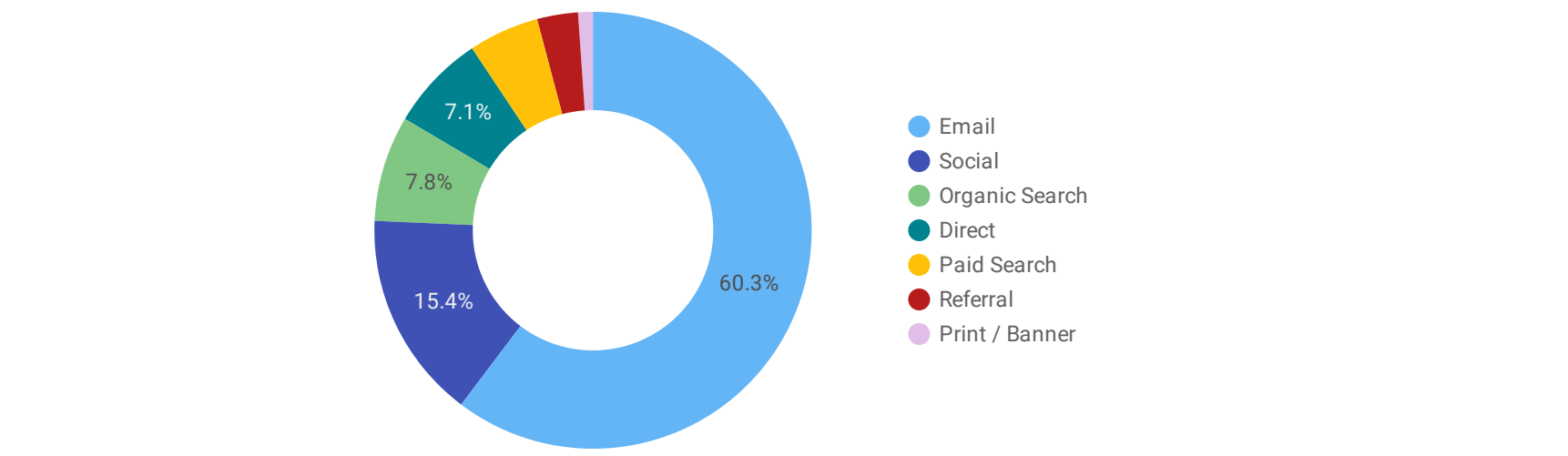
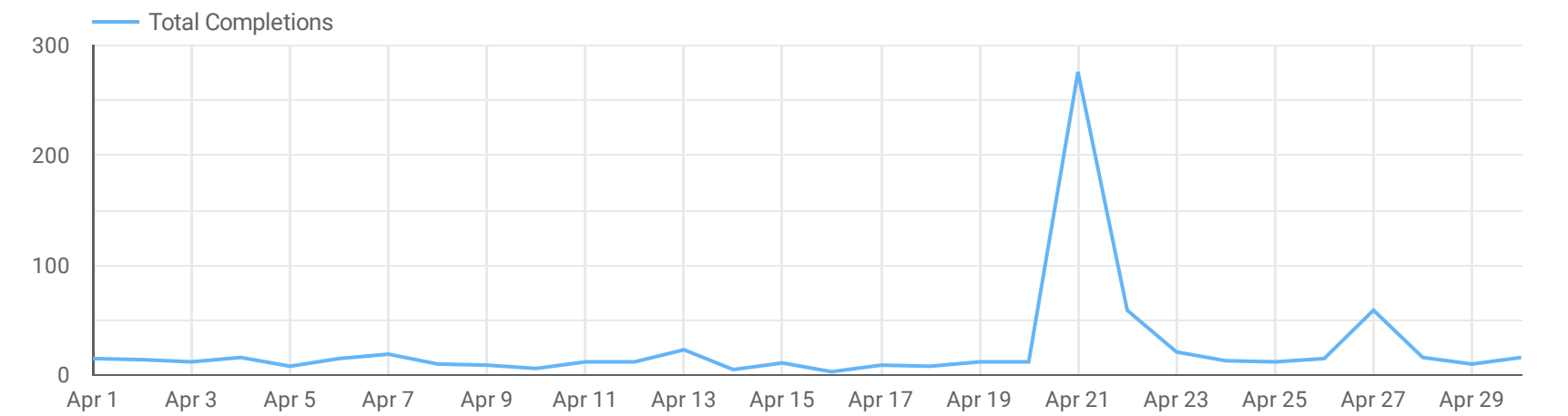


Channel	Total Completions
Social	621
Organic Search	69
Paid Search	34
Email	21
Referral	18

Limited to top 5

# Goals Completed: Getaway Signups

Total Completions  
728



Channel	Total Completions ▾
Email	439
Social	112
Organic Search	57
Direct	52
Paid Search	38

Limited to top 5



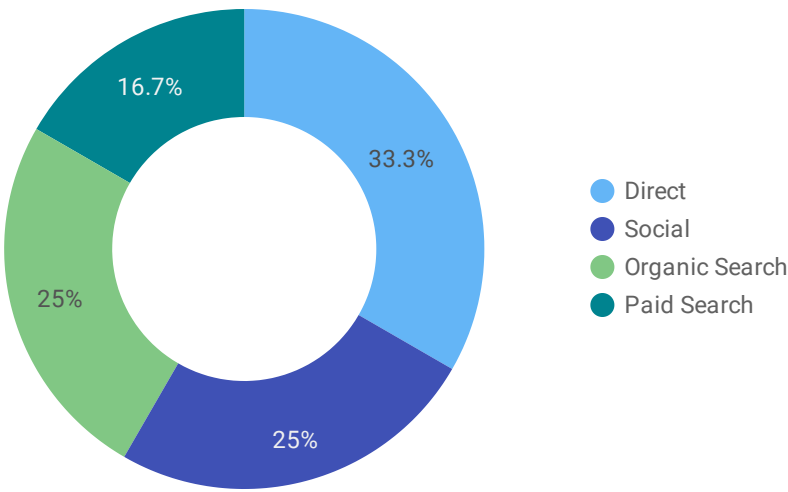
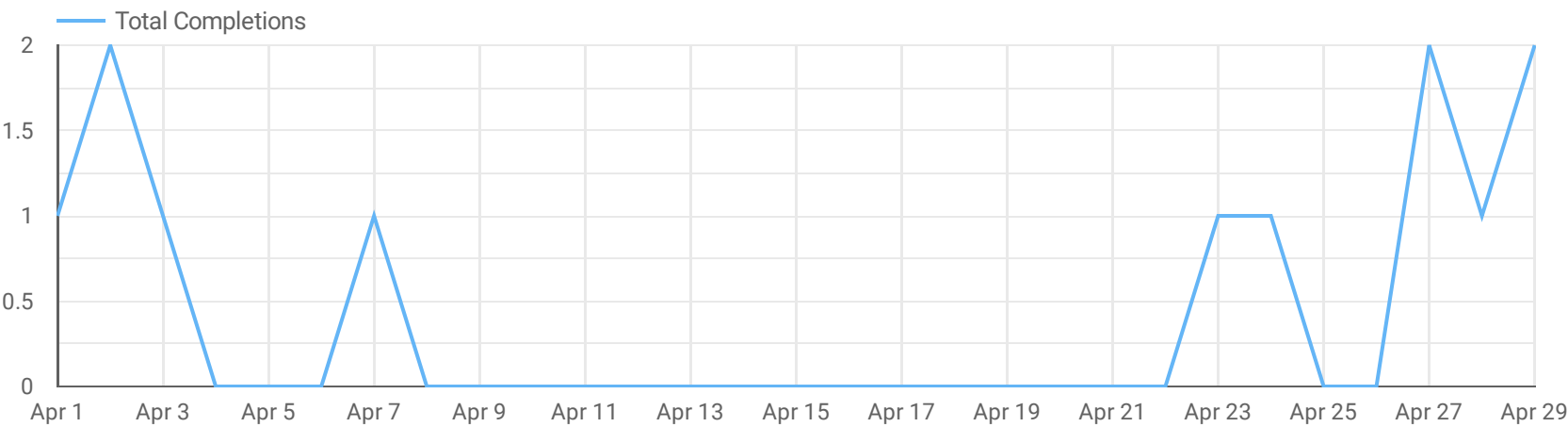
# Goals Completed: Contact Form

Total Completions

12

⬆ 20.00%

Compared to previous year



Channel	Total Completions
Direct	4
Social	3
Organic Search	3
Paid Search	2

Limited to top 5

# Most Popular Pages

Page	Sessions ▾	Pageviews	Bounce Rate
/st-george-island/	13,415	17,444	67.57%
/	6,083	8,690	68.88%
/apalachicola/	5,723	7,168	67.27%
/things-to-see-do/webcams/st-george-island-florida-webca...	1,891	2,664	80.43%
/alligator-point/	1,525	2,264	71.61%
/things-to-see-do/	1,445	2,227	60%
/places-to-stay/vacation-rentals/	1,382	3,558	31.48%
/carrabelle/	1,361	2,208	64.73%
/getaway/	1,309	2,091	53.78%
/visitors-guide/	1,114	3,296	75.67%
/places-to-stay/	934	2,707	34.9%
/event/carrabelle-riverfront-festival/	910	1,151	72.42%
/things-to-see-do/beaches/	739	1,535	66.44%
/business/suncoast-vacation-rentals-of-st-george-island/	426	868	43.66%
/business/st-george-island-state-park/	419	1,187	47.97%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	405	506	75.31%
/eastpoint/	398	676	67.59%
/business/sandy-beach-properties/	391	1,244	41.69%
/things-to-see-do/fishing/fishing-resources/seasonal-fishin...	391	482	75.45%
/events/	385	2,564	65.97%
/app/	361	763	72.58%
/things-to-see-do/food-drink/	334	1,944	65.87%
/event/apalachicola-classic-boat-car-show/	262	423	58.78%
/things-to-see-do/webcams/	235	945	20%
/things-to-see-do/beaches/beach-safety/	227	290	80.62%

**Limited to top 25**

# Top Cities

City	State	Sessions ▾	Pageviews	Bounce Rate
Atlanta	Georgia	6,706	10,941	70.62%
Nashville	Tennessee	3,222	5,496	70.64%
Orlando	Florida	2,114	3,545	66.79%
Chicago	Illinois	1,857	3,213	68.5%
(not set)	Florida	1,719	2,994	66.78%
(not set)	Georgia	1,557	2,807	66.8%
Louisville	Kentucky	1,314	2,187	69.79%
Tallahassee	Florida	1,199	2,152	61.38%
Birmingham	Alabama	1,123	2,329	64.02%
Indianapolis	Indiana	927	1,639	70.12%
(not set)	(not set)	899	1,128	94.33%
Eastpoint	Florida	858	1,574	59.21%
Jacksonville	Florida	817	1,387	67.69%
Ashburn	Virginia	774	1,243	72.87%
Miami	Florida	744	1,206	70.7%
Tampa	Florida	639	994	73.24%
Lexington	Kentucky	608	988	71.55%
Dallas	Texas	597	1,015	70.69%
New York	New York	564	875	75%
Knoxville	Tennessee	554	1,097	67.87%
Chattanooga	Tennessee	538	945	69.14%
(not set)	Kentucky	534	1,003	68.16%
(not set)	Tennessee	419	735	65.87%
Berlin	Berlin	399	402	99.5%
Philadelphia	Pennsylvania	393	622	71.25%

**Limited to top 25**

# Carrabelle History Museum

Established in 2008

April 28, 2023

TO: John Solomon  
FC TDC Director

FROM: Tamara Allen, Director

RE: CHM Application for Infrastructure Grant

The Carrabelle History Museum wishes to apply for a \$25,000 infrastructure grant from the Franklin County Tourist Development Council. In the spring of 2022, the City of Carrabelle applied for a Special Category in the amount of \$50,000 to install a wheelchair lift to the Justiss Building (Old City Hall) which houses the Carrabelle History Museum. The costs were the current cost at that time. The grant was funded by the State Division of Historical Preservation for the period of 7-1-2022 to 6-30-2024.

During the interim, the cost of the elevator went from \$48,300 to \$53,250. It was also determined by the County Building Inspector that the platform on the stair landing of the building needed to be expanded by a 10' addition to current structure at a cost of \$14,900 which will require engineering service. Since Mowrey Elevator of Marianna, FL is the only company in the panhandle that sells this lift and provides service, we believe this constitutes a sole source acquisition.

The entire \$25,000 would be applied to the addition/unexpected funds requested to complete the elevator project for the Marvin Justiss Building (Old City Hall) which has housed the Carrabelle History Museum since 2007. These funds would also bring the museum into compliance with the Americans with Disabilities Act.

Thank you so much for any consideration.

Sincerely,

*Tamara Allen*

Tamara Allen  
Museum Director

A program of Carrabelle CARES and the Carrabelle Historical Society

P. O. Box 0666, Carrabelle, FL 32322, 850-697-2141

[www.carrabellehistorymuseum.org](http://www.carrabellehistorymuseum.org)

# CITY OF CARRABELLE CARRABELLE, FLORIDA

BRENDA LAPAZ  
MAYOR-COMMISSIONER

KEITH WALDEN  
COMMISSIONER

BILL GRAY  
COMMISSIONER

SEBRINA BROWN  
COMMISSIONER

ANTHONY MILLENDER  
COMMISSIONER



DAN HARTMAN  
CITY ATTORNEY

COURTNEY DEMPSEY  
CITY ADMINISTRATOR

KEISHA MESSER  
CITY CLERK

1206 HWY 98 EAST  
CARRABELLE, FLORIDA 32322  
TELEPHONE: 850-697-3618  
FAX: 850-697-3156

May 3, 2022

Members of the Franklin County Tourist Development Council,

The City of Carrabelle is requesting that the TDC assist the City in the funding of a covered sign for the Marine Street Boat Ramp which would include TDC logo and acknowledgement of funding. This 4x8 signage would include information on where to park, launching, and other important information. The cost of the signage would not exceed \$550.00

Thank you all so much for consideration of this request and we appreciate any assistance that you can provide.

Regards,

*Courtney Dempsey*

Courtney Dempsey  
City Administrator



## **Visit Florida Governors Conference: DMO Spotlight & Silver Advertising Package**

- 1- 30- Minute Session during the Thursday afternoon Refreshment break session. The session will include the entire marketing team showing the entire steps involving how we came up with and produced, and promoted the Flagler award-winning "How to Forgotten Coast Like a Local" Series. As well as debut episode 1 of season 2.
- 2- 5- Full Governors Conference Registrations - \$2,500 Value.
- 3- :30-second video sent via email with all Governor's Conference Coresepopnence to media and potential attendees.
- 4- Booth space in media and vendor area to advertise the Forgotten Coast During the conference.
- 5- Title Sponsor of the Thursday Refreshment Break.
- 6- Website presence on Visit Florida Website
- 7- Signage of Florida's Forgotten Coast during the conference
- 8- Attendees list of the conference

Total Cost - \$6,000