

Franklin County Tourist Development Council Board Meeting  
County Commission Meeting Room  
Agenda  
Wednesday, June 14th, 2:00 P.M.

**AGENDA**

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

**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. Brochure Request- Apalachicola's African American Heritage Trail Rack Cards
2. Review & Approve Draft Budget
3. Increase MyEmma Software 2023 budget.
4. Review & Approve Small, Large & Museum Grant Applications

**Reports by Local Government Representatives:**

- |  |                    |
|--|--------------------|
| A. City of Apalachicola:                                       | <b>Mayor Ash</b>   |
| B. City of Carrabelle:   | <b>Mayor LaPaz</b> |
| C. Franklin County – Discuss Franklin County Sports Facilities | <b>Comm. Jones</b> |

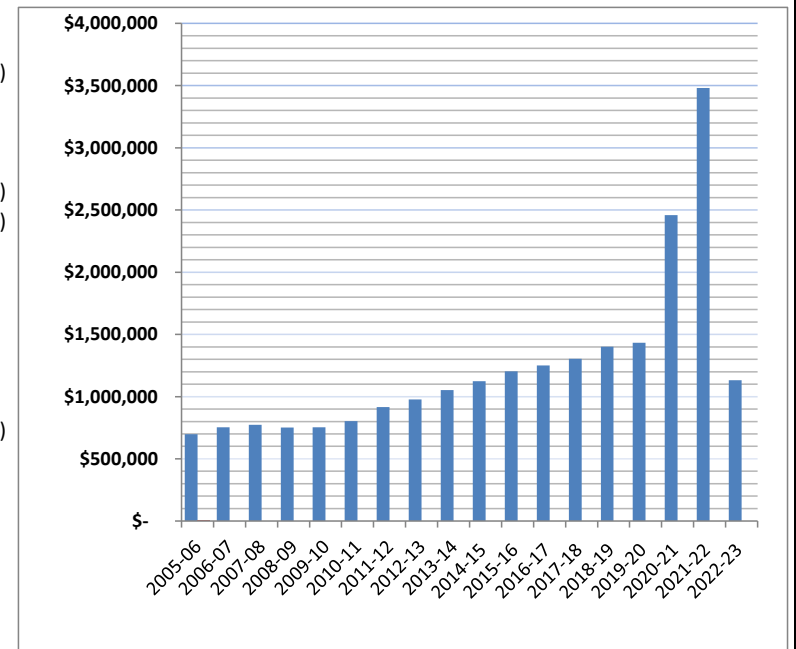
7. Reports from Member Organizations

8. Board Comments

**Meeting Announcements: TDC Board Meeting Wednesday, August 9<sup>th</sup> , 2023 at 2:00pm at County Commission meeting room**

**FCTDC Collections Report for  
2022-23 Year-to-Date Report  
Through March, 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	\$ 248,693	\$ (12,545.13)					
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	\$ 1,130,801	\$ (12,697)					
33													
34	YOY %	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (2,349,475)						
35		4.29%	7.46%	2.17%	71.65%	41.58%	-67.51%						
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
		Expensed YTD	Budget	Balance
1				
2	<b>ADMINISTRATION -3400</b>	\$ 78,005	\$ 174,000	\$ 95,995
3				
4	<b>INFRASTRUCTURE</b>	\$ 662,870	\$ 2,016,188	\$ 1,353,318
5	<b>Aid to Local Governments</b>	\$ 502,420	\$ 1,766,188	\$ 1,263,768
6	Infrastructure Projects - per stature	\$ 363,249	\$ 1,450,000	\$ 1,086,751
7	Beach Cleanup - 9100	\$ 74,250	\$ 99,000	\$ 24,750
8	Moby Mats	\$ -	\$ 30,000	\$ 30,000
9	Armory Website Page Addition	\$ -	\$ 3,000	\$ 3,000
10	SGI Bathroom Loan (Peoples Bank)	\$ 42,456	\$ 84,188	\$ 41,732
11	Museum Infrastructure Grant Program	\$ 22,465	\$ 100,000	\$ 77,535
12	<b>Aid to Non-Profits</b>	\$ 160,000	\$ 220,000	\$ 60,000
13	Museum Grants - 8200	\$ 37,500	\$ 40,000	\$ 2,500
14	Visitor Centers - 8200	\$ 122,500	\$ 180,000	\$ 57,500
15	<b>TDC Maintenance and Repairs</b>	\$ 450	\$ 30,000	\$ 29,550
16	TDC Building Maintenance - Includes Insurance	\$ 750	\$ 30,000	\$ 29,250
17	<b>PROMOTIONAL BUDGET</b>	\$ 400,601	\$ 1,267,812	\$ 867,211
18	<b>Non-Profit Event Promotions</b>	\$ 25,427	\$ 228,000	\$ 202,573
19	Non-Profit Promotion Grants	\$ 25,427	\$ 123,000	\$ 97,573
20	Museum Grants - (\$15,000 ea/quarter)		\$ 105,000	\$ 105,000
21	<b>New Promotional Opportunities</b>	\$ 1,737	\$ 30,000	\$ 28,263
22				
23	<b>Vendor Contracted Retainers</b>	\$ 71,500	\$ 131,000	\$ 59,500
24	2K Webgroup - Internet (\$ 3333.33 / Month)	\$ 22,500	\$ 40,000	\$ 17,500
25	Bay Media - Web (\$ 3333.33 / Month)	\$ 22,500	\$ 40,000	\$ 17,500
26	Forgotten Coast TV ( \$ 3000 / Month)	\$ 18,000	\$ 36,000	\$ 18,000
27	Oyster Radio ( \$ 1,250 / Month)	\$ 8,500	\$ 15,000	\$ 6,500
28	<b>Internet Advertising</b>	\$ 129,523	\$ 234,600	\$ 105,077
29	Social Media Campaigns	\$ 14,583	\$ 35,000	\$ 20,417
30	Non-Contractual Website	\$ 6,577	\$ 6,000	\$ (577)
31	Search Engine Optimization	\$ 12,480	\$ 28,500	\$ 16,020
32	Market Research & email marketing	\$ 6,000	\$ 6,000	\$ -
33	Internet Marketing (Google, etc)	\$ 73,631	\$ 130,000	\$ 56,369
34	14% Production	\$ 10,805	\$ 23,100	\$ 12,295
35	Website Revisions	\$ 5,448	\$ 6,000	\$ 553
36	<b>Print</b>	\$ 103,453	\$ 246,012	\$ 142,559
37	Digital/ Banner Adds ( Bay Media)	\$ 10,890	\$ 25,800	\$ 14,910
38	14% Production	\$ 10,662	\$ 23,212	\$ 12,550
39	Content Production	\$ 1,398	\$ 12,000	\$ 10,602
40	Print Advertising	\$ 76,056	\$ 150,000	\$ 73,944
41	Printing Promotional Materials (brochures)	\$ 4,448	\$ 35,000	\$ 30,552
42	<b>Photography</b>	\$ 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**  
**April, 2023**

	A	B	C	D
1		Expensed YTD	Budget	Balance
45	<b>Welcoming Tourists</b>	\$ 11,755	\$ 90,000	\$ 78,245
46	Airport Signage/Display - Clear Channel Tallahassee	\$ 2,655	\$ 10,000	\$ 7,345
47	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000
48	Historical Signage		\$ 50,000	\$ 50,000
49	Additional Signage (roadside, storefront, billboards)	\$ 9,100	\$ 20,000	\$ 10,900
50	<b>TV and Radio Advertising</b>	\$ 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	<b>Video Production</b>	\$ 300	\$ 51,000	\$ 50,700
54	Video Library	\$ 300	\$ 10,000	\$ 9,700
55	Commercials / Specials		\$ 10,000	\$ 10,000
56	Video Production- PSAs		\$ 5,000	\$ 5,000
57	Video Production -TV Shows		\$ 26,000	\$ 26,000
58	<b>Partnerships (co-ops)</b>	\$ -	\$ 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	<b>Special Events and Outreach</b>	\$ 39,101	\$ 155,500	\$ 116,399
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)	\$ 9,807	\$ 35,000	\$ 25,193
70	New Software Advancements	\$ 26,900	\$ 15,000	\$ (11,900)
71	Keydata Dashboard		\$ 8,500	\$ 8,500
72	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000
73	<b>Dues/Memberships/Meetings /Conferences</b>	\$ 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	\$ 11,905	\$ 11,000	\$ (905)
78	<b>TOTAL BUDGET 2022 - 23</b>	\$ 1,141,476	\$ 3,458,000	\$ 2,316,524
79				
80				
81				
82				
83				
84				
85				
86				
87				





June 6, 2023

To: TDC Board Members

From: C. Clark

Subject: June 2023 marketing report

## METRICS ANALYSIS OF JUNE 2023 NEWSLETTER

The June newsletter launched Wednesday, May 24 to 83,904 recipients. The reader open rate averaged 35.7% and the click to open rate averaged 1%. There were 25 trackable links in the newsletter. The highest number of click throughs registered as follows: Beaches (14%), General Fishing (11.2%), Kingfish Tourney (7.9%), Turtles (7.9%).

## EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: June 6, 2023: 85,078

## 2022-23 GETAWAY MARKETING

The 2023 Girls Getaway launched February 24 and will run through May 15, 2023. Total signups: 4870.

## MARKETING/MEDIA COORDINATION

Content: - *USA Today* - nature-based amenities

Content: Travelin' Girl Blog: oyster update

Content: photo assist - Canadian journalist with *Le Journal de Montreal*

Production: *June newsletter*

Research: *Maritime Heritage content*

## FOR BOARD ACTION

**PRINT/DIGITAL *Food Network Magazine* & *The Pioneer Woman Magazine*: *Florida is For Foodies Culinary Travel Program*** October 1- November 30. Circulation 250,000. 1/3 page ad plus small advertorial (1/6 pg) Package \$9,575.00 Package includes print ad, advertorial, custom geo-targeted social targeted to foodies, custom email campaign to 200K targeted emails. (VF co-op 25% discount from \$12,765.00)

**DIGITAL *Lonely Planet*:** Display ad campaign 555,000 impressions over a four week period. \$7,500. (VF co-op 25% discount from \$10,000).



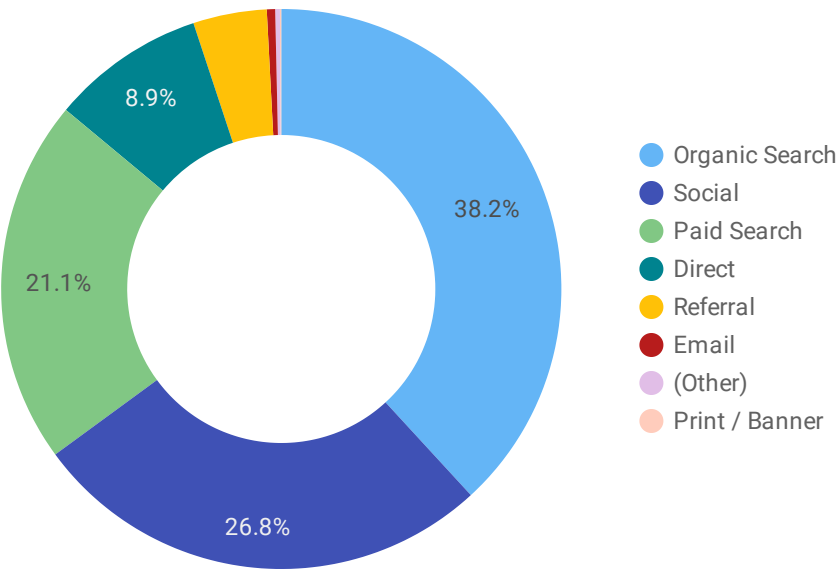
# Franklin County TDC Monthly Marketing Report

May 1, 2023 - May 31, 2023

Report Prepared by 2K Web Group



# Website Traffic Summary



Sessions  
**107,505**  
⬆ 81.20%  
Compared to previous year

Pageviews  
**195,141**  
⬆ 74.50%  
Compared to previous year

Bounce Rate  
**67.53%**  
⬆ 2.73%  
Compared to previous year

Goals Completed  
**3,151**  
⬆ 195.87%  
Compared to previous year

Channel	Sessions ▾	Pageviews	Bounce Rate	Goals Completed
Organic Search	41,032	79,481	62.83%	971
Social	28,777	48,274	70.81%	1,264
Paid Search	22,691	43,022	66.41%	602
Direct	9,545	14,668	78.83%	164
Referral	4,571	7,887	73.84%	117
Email	515	1,051	60.19%	21
(Other)	292	598	38.01%	6
Print / Banner	82	160	63.41%	6

Limited to top 10

# Organic Search

Sessions  
**41,032**  
⬆ 46.31%  
Compared to previous year

Pageviews  
**79,481**  
⬆ 40.80%  
Compared to previous year

Goals Completed  
**971**  
⬆ 158.24%  
Compared to previous year

Keyword	Clicks ▾	Impressions
st george island	6,055	92,733
st george island florida	1,536	20,490
st. george island	1,002	13,776
st george island state park	389	21,571
st george island beach	377	4,327
st. george island florida	276	3,570
alligator point florida	263	3,681
st george beach florida	261	3,055
st george island fl	247	3,889
st george beach	242	2,296

Limited to top 10 keywords in Google Search

# Paid Search Campaigns

Ad Budget Spent  
**\$7,806.99**  
⬆ 140.57%  
Compared to previous year

Sessions  
**22,691**  
⬆ 74.09%  
Compared to previous year

Pageviews  
**43,022**  
⬆ 56.36%  
Compared to previous year

Goals Completed  
**602**  
⬆ 143.72%  
Compared to previous year

Keyword	Clicks ▾	Bounce rate
st george island	9,660	66.28%
st. george island florida	2,566	64.43%
apalachicola	1,813	62.6%
bed and breakfast florida	1,267	77.43%
saint george florida	1,177	70.46%

Limited to top 5 keywords

# Paid Print Campaigns

Sessions <b>82</b> ↓ -98.9% Compared to previous year	Pageviews <b>160</b> ↓ -98.3% Compared to previous year	Goals Completed <b>6</b> ↑ 50.00% Compared to previous year
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Campaign	Sessions ▾	Pageviews	Bounce Rate
orlando-magazine / print	38	69	65.79%
southern-living / print	7	36	14.29%
spring-travel-planner / banner	7	7	100%
saltwater-fishing-guide / print	6	8	83.33%
waterway-guide / print	6	9	66.67%
fido-friendly / banner	5	5	60%
other-side-of-florida / banner	2	2	100%
national-geographic / banner	2	2	100%
visit-florida-visitor-map / print	2	8	0%
pensacola-visitor-center-kids-corner / banner	2	2	100%

Limited to top 10 campaigns

# Email Newsletters

Sessions <b>515</b> ↓ -25.0% Compared to previous year	Pageviews <b>1,051</b> ↓ -16.9% Compared to previous year	Goals Completed <b>21</b> ↓ -36.36% Compared to previous year
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Campaign	Sessions ▾	Pageviews	Bounce Rate
June newsletter 2021	281	610	61.21%
May 2023	113	256	57.52%
Spring Vacation	79	132	53.16%
April 2023	16	25	62.5%
March 2023	15	17	80%
December 2021	4	4	100%
April	2	2	100%
august	2	2	0%
February 2023	1	1	100%
October newsletter	1	1	100%

Limited to top 10 campaigns

# Social Media

Audience  
**252,302**  
218,906  
Previous year


Impressions  
**1,569,088**  
973,218  
Previous year

Engagements  
**97,775**  
60,708  
Previous year

Link Clicks  
**32,656**  
1,110  
Previous year

## Top Facebook Posts

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




Florida's Forgotten Coast

Thu 5/18/2023 8:05 am EDT

St. George Island tops the list of the nation's best beaches! 🌴🌊 #ForgottenCoast #EmbraceThePace #LoveFL #StGeorgelsla...


Florida's St. George Island tops list o...



Impressions

29,620


...



Florida's Forgotten Coast

Tue 5/16/2023 7:47 pm EDT

Craving an authentic taste of coastal living? 🍷🍤 Come to Franklin County, Florida, and indulge in the freshest seafood around! 😊...



Impressions

18,696

...



Florida's Forgotten Coast

Wed 5/24/2023 11:49 pm EDT

Planning your dream getaway? Look no further than the Forgotten Coast! 🌴🌊 With its pristine beaches, charming towns, and...



Impressions

15,693

...



Florida's Forgotten Coast

Fri 5/19/2023 9:28 pm EDT

Crabby but oh-so-cute! 🦀🌈 This little beach dweller knows how to steal the show. Just one glimpse of these fascinating...




Impressions

13,661

...

## Instagram Top Posts & Stories


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



forgettencoast

Thu 5/18/2023 8:07 am EDT

St. George Island tops the list of the nation's best beaches by @the.dr.beach 🌴🌊 #ForgottenCoast #EmbraceThePace #Love...



Impressions

3,886

...



forgettencoast

Tue 5/9/2023 9:20 am EDT

Looking for a picture-perfect beach vacation destination? 🌴🌊 With crystal-clear waters, sugar-white sand beaches, and...



Impressions

2,852

...



forgettencoast

Tue 5/2/2023 11:21 am EDT

Ready for your next adventure? Come embrace the pace and explore the natural beauty and charming towns of Franklin...



Impressions

2,727

...



forgettencoast

Tue 5/16/2023 7:10 pm EDT

Craving an authentic taste of coastal living? Come to Franklin County, Florida, and indulge in the freshest seafood around! 😊...



Impressions

2,721

...



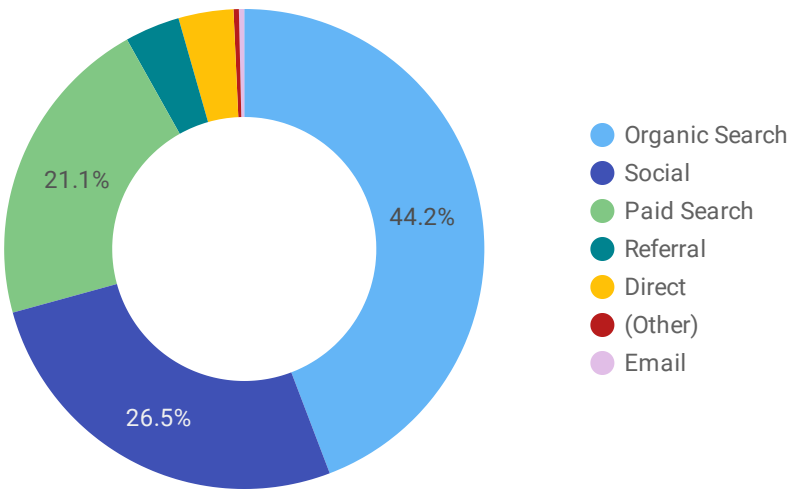
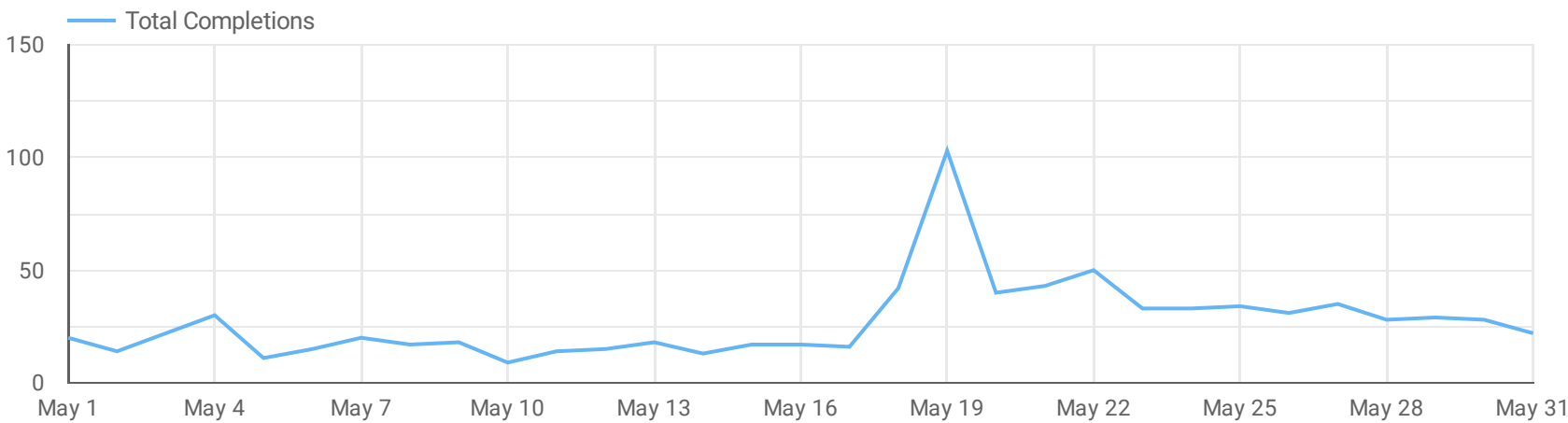
# Goals Completed: Accommodation Requests

Total Completions

837

↑ 310.29%

Compared to previous year



Channel	Total Completions ▾
Organic Search	370
Social	222
Paid Search	177
Referral	31
Direct	31

Limited to top 5

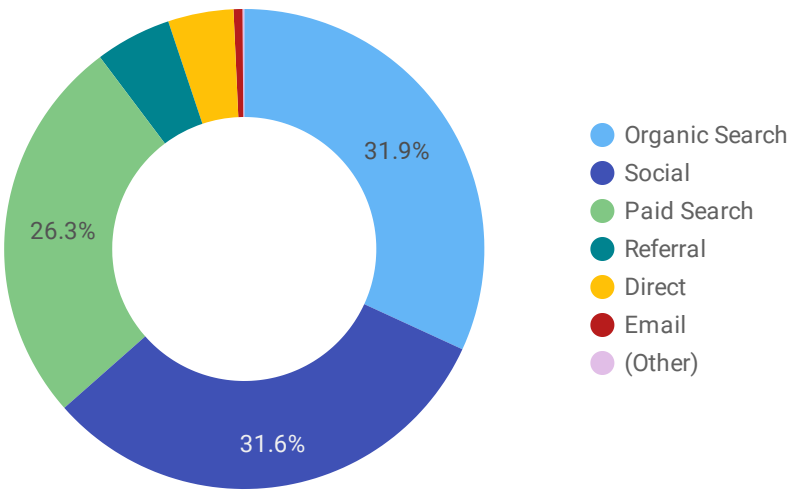
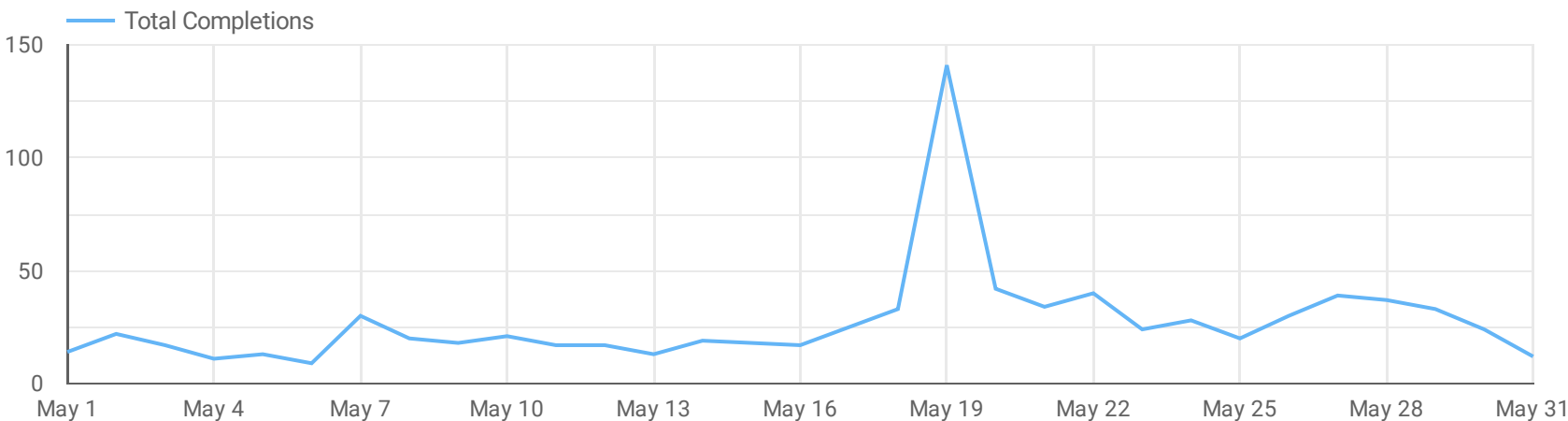
# Goals Completed: Visitor Guide Requests

Total Completions

838

⬆ 233.86%

Compared to previous year



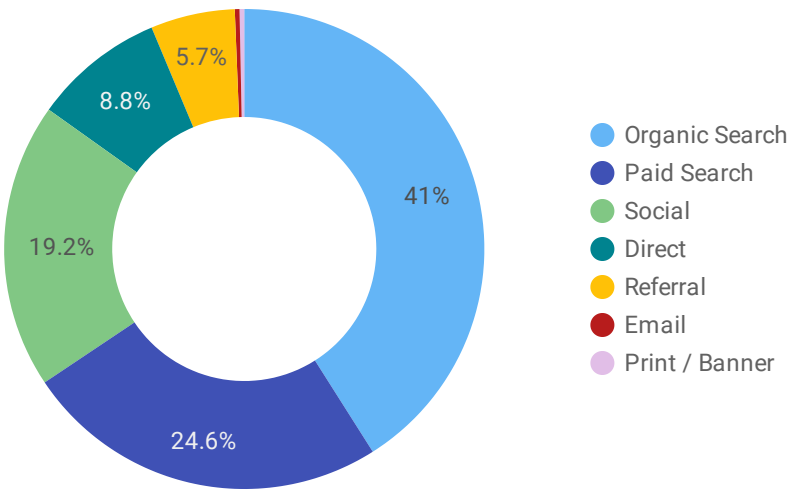
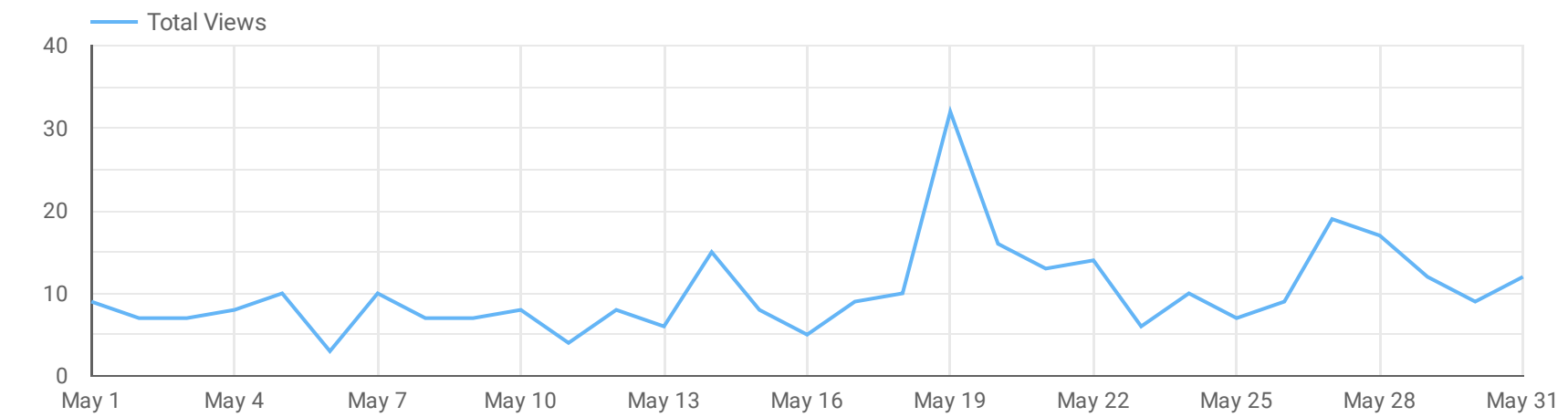
Channel	Total Completions ▾
Organic Search	267
Social	265
Paid Search	220
Referral	43
Direct	37

Limited to top 5



# Goals Completed: Visitor Guide Views

Total Views  
**317**  
↑ 44.09%

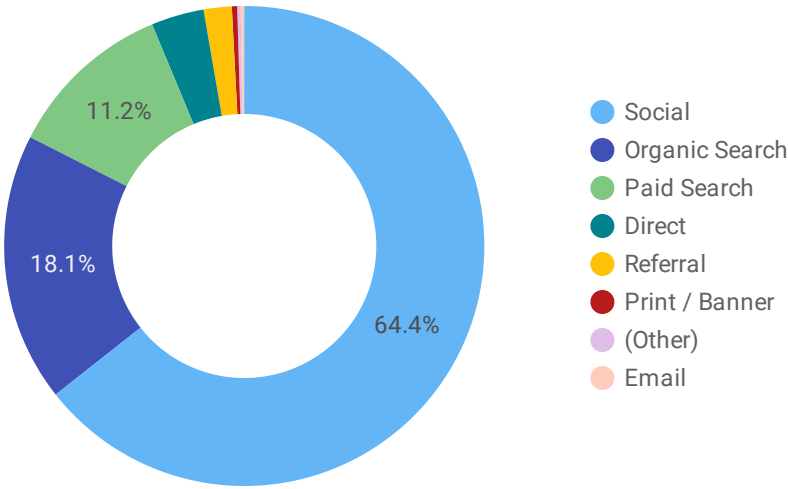


Channel	Total Views ▾
Organic Search	130
Paid Search	78
Social	61
Direct	28
Referral	18

Limited to top 5

# Goals Completed: Newsletter Signups

Total Completions  
**845**  
⬆ 253.56%  
Compared to previous year

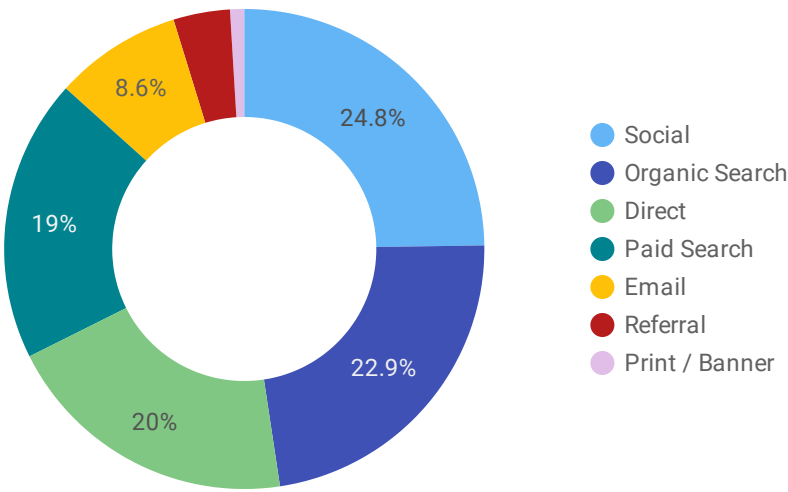
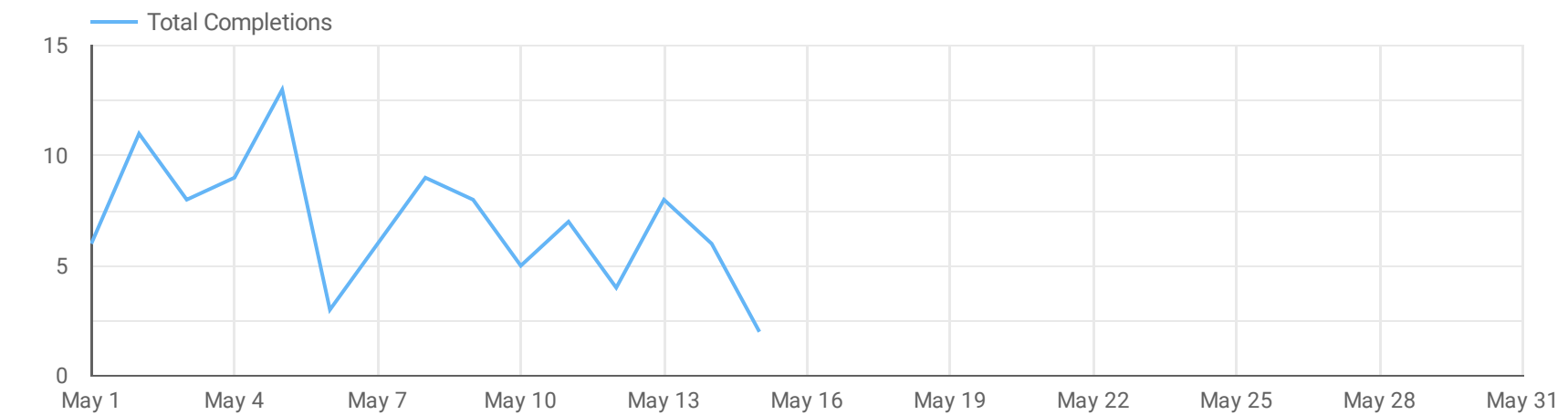


Channel	Total Completions
Social	544
Organic Search	153
Paid Search	95
Direct	30
Referral	16

Limited to top 5

# Goals Completed: Getaway Signups

Total Completions  
105



Channel	Total Completions ▾
Social	26
Organic Search	24
Direct	21
Paid Search	20
Email	9

Limited to top 5

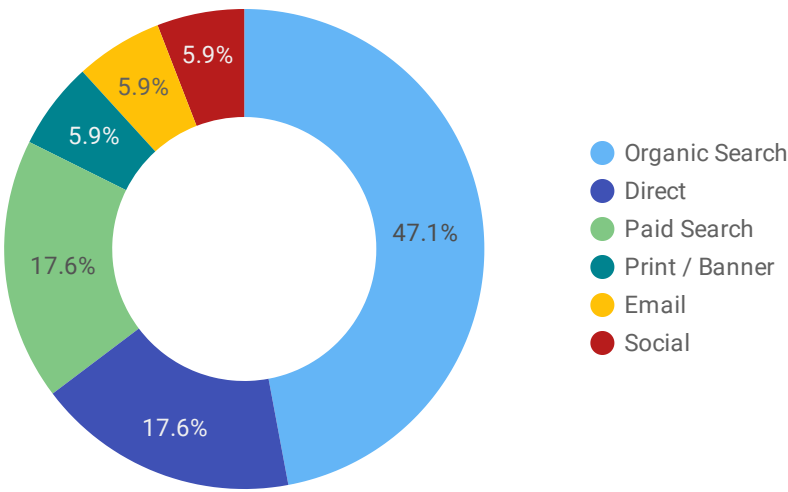
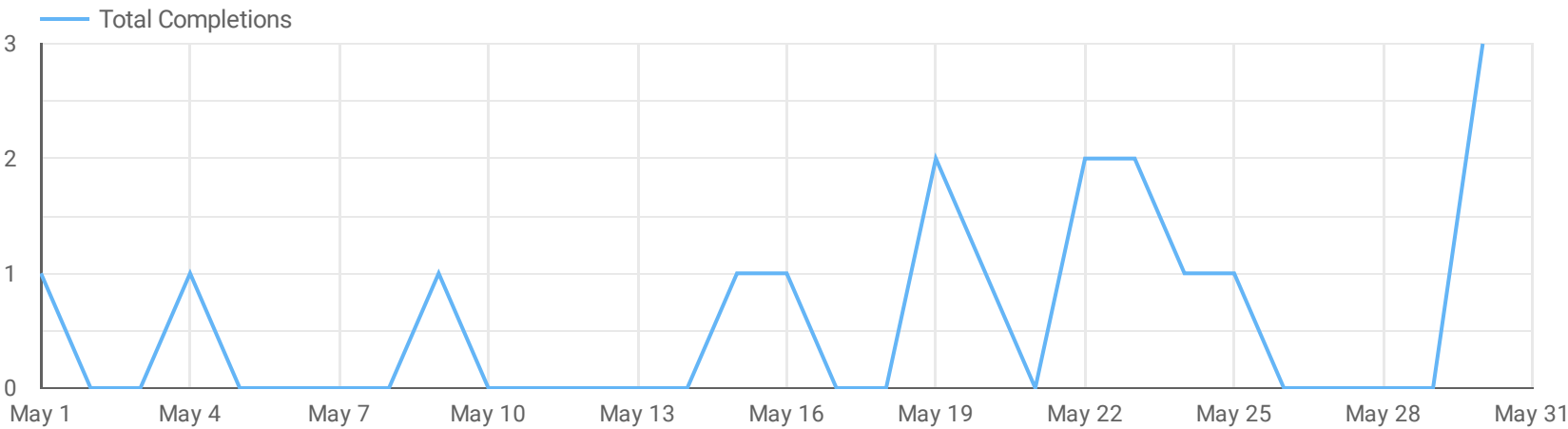
# Goals Completed: Contact Form

Total Completions

17

⬆ 41.67%

Compared to previous year



Channel	Total Completions
Organic Search	8
Direct	3
Paid Search	3
Email	1
Print / Banner	1

Limited to top 5

# Most Popular Pages

Page	Sessions ▾	Pageviews	Bounce Rate
/st-george-island/	33,419	39,887	69.4%
/	7,168	10,154	73.27%
/apalachicola/	5,677	7,021	68.26%
/things-to-see-do/webcams/st-george-island-florida-webca...	2,663	3,679	83.06%
/places-to-stay/	2,222	4,776	31.28%
/places-to-stay/vacation-rentals/	2,165	5,025	29.65%
/alligator-point/	1,746	2,405	69.59%
/business/st-george-island-state-park/	1,726	3,049	54%
/things-to-see-do/	1,719	2,808	58.58%
/carrabelle/	1,360	2,121	63.38%
/things-to-see-do/beaches/	1,109	1,992	70.96%
/2020/07/tips-for-night-beach-walks-during-sea-turtle-nesti...	560	592	90.89%
/things-to-see-do/food-drink/	504	2,575	67.26%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	464	579	77.59%
/business/cape-st-george-light/	460	714	88.04%
/eastpoint/	443	649	69.53%
/events/	413	3,017	65.86%
/things-to-see-do/fishing/fishing-resources/seasonal-fishin...	374	439	77.27%
/things-to-see-do/beaches/beach-safety/	373	460	83.38%
/visitors-guide/	371	2,903	59.03%
/business/the-jetski-hut/	343	474	63.85%
/things-to-see-do/boating/	318	598	29.87%
/places-to-stay/special-offers-packages/	300	2,869	48%
/places-to-stay/campgrounds/	298	1,091	27.18%
/business/sandy-beach-properties/	291	1,167	43.64%

**Limited to top 25**

# Top Cities

City	State	Sessions ▾	Pageviews	Bounce Rate
Atlanta	Georgia	7,497	13,129	67.93%
Nashville	Tennessee	2,691	4,844	68.04%
Chicago	Illinois	2,265	4,121	65.92%
Orlando	Florida	2,224	3,755	67.22%
(not set)	Florida	1,897	3,442	65.95%
(not set)	Georgia	1,589	3,124	64.95%
Miami	Florida	1,583	2,494	71.26%
Birmingham	Alabama	1,245	2,285	69.4%
Dallas	Texas	1,215	2,196	67.74%
Ashburn	Virginia	1,203	1,967	75.23%
Tallahassee	Florida	1,196	2,317	61.45%
New York	New York	994	1,628	70.52%
Louisville	Kentucky	981	1,662	70.85%
Jacksonville	Florida	941	1,789	63.76%
Indianapolis	Indiana	803	1,453	68.62%
(not set)	(not set)	739	1,177	89.04%
Eastpoint	Florida	733	1,321	61.26%
Tampa	Florida	647	1,049	70.02%
Charlotte	North Carolina	531	1,098	65.16%
Knoxville	Tennessee	494	864	65.18%
(not set)	Kentucky	469	861	67.16%
Chattanooga	Tennessee	457	859	65.21%
Lexington	Kentucky	431	807	66.36%
New Orleans	Louisiana	427	810	68.62%
Columbus	Ohio	410	761	66.83%

**Limited to top 25**



## **June 2023 Update**

1. We have completed shooting and editing the first two episodes of season two of “How to Forgotten Coast Like A Local.” The first episode is anticipated to premier in September.
2. We are currently working on the script for the third episode of the show.

## 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	1,501	322	967	241	3,031
June					
July					
August					
September					
October					
November					
December					
				<b>TOTAL</b>	<b>16,336</b>

January Visitor Guide Mailouts	614
February Visitor Guide Mailouts	890
March Visitor Guide Mailouts	1,373
April Visitor Guide Mailouts	788
May Visitor Guide Mailouts	881



APALACHICOLA



# BLACK HISTORY TRAIL

A series of  
interpretative  
displays in  
Apalachicola's  
historic black  
neighborhoods



To access the online walking  
tour, scan the QR code or visit  
[cityofapalachicola.com](http://cityofapalachicola.com).

*Businesses of the Hill*

*Quinn High School*

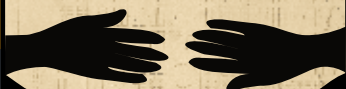
*Dunbar School*

*Holy Family*

*Minnie Barfield Mansion*

*Odd Fellows Hall*

APALACHICOLA



# BLACK HISTORY TRAIL

A series of  
interpretative  
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To access the online walking  
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*Friendship Missionary Baptist*



*St. Paul AME*



*First Born Church*



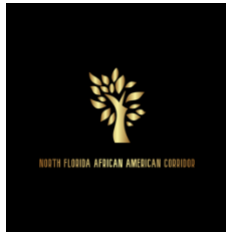
*Mt. Zion Baptist*



*Snow Hill Cemetery*



*Magnolia Cemetery*



North Florida African American Corridor (NFAAC)  
Franklin County Tourist Development Corporation Request

**Apalachicola's African American Heritage Trail Rack Cards**

NFAAC is requesting the following:

10,000 2 sided 4x9 Rack cards	\$882.60 plus \$124 shipping
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The Rack cards will be distributed through the chamber and other visitor centers throughout the county and businesses in downtown Apalachicola.

Production Cost:	\$250.
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<b>Total Request:</b>	<b>\$1256.60.</b>
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Submitted by: Willie Tolliver, Secretary/Treasurer  
**North Florida African American Corridor**