

Franklin County Tourist Development Council Board Meeting  
County Commission Meeting Room  
Agenda  
Wednesday, August 9th, 2:15 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 June 14th | <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. Review & Approve Small, Large & Museum Grant Application Submissions
2. Requests for funding per new TDT Statue: Recommendations to County Commission
  - a. Franklin County Sheriff's Office
  - b. St. George Island Fire Department

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 Section 6 of the TDT Statue | <b>Comm. Jones</b> |

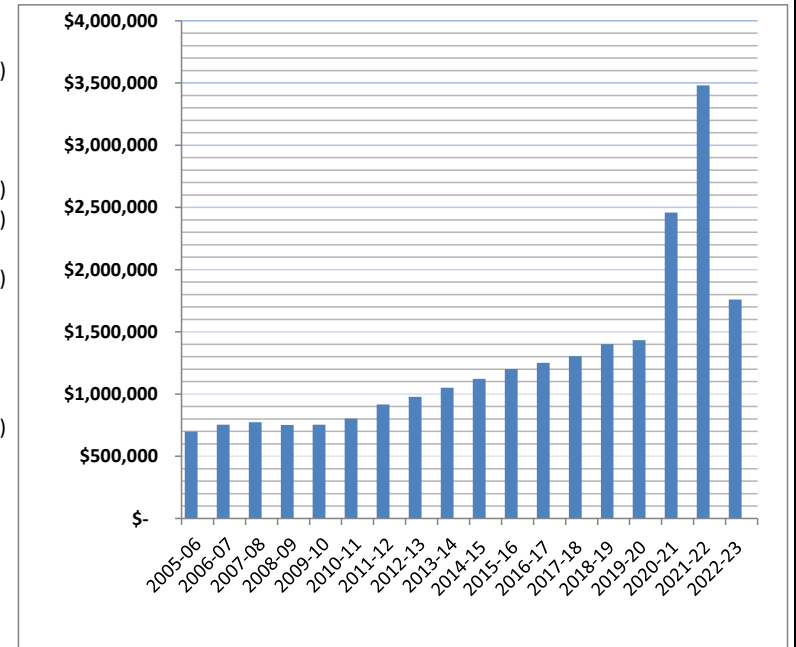
7. Reports from Member Organizations

8. Board Comments

**Meeting Announcements: TDC Board Meeting Wednesday, September 13<sup>th</sup>, 2023 at 2:00 pm at County Commission meeting room**

**FCTDC Collections Report for  
2022-23 Year-to-Date Report  
Through May 2023 (Reported 0723)**

	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	\$ (13,639)					
21	November	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 146,699	\$ 1,867					
22	December	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724	\$ 116,196	\$ 128,229	\$ 12,033					
23	January	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327	\$ 155,971	\$ 11,644					
24	February	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508	\$ 182,356	\$ 170,298	\$ (12,057)					
25	March	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238	\$ 248,693	\$ (12,545)					
26	April	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271	\$ 295,444	\$ 14,174					
27	May	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652	\$ 333,083	\$ (18,569)					
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	\$ 1,759,328	\$ (17,092)					
33													
34	YOY %	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (1,720,948)						
35		4.29%	7.46%	2.17%	71.65%	41.58%	-49.45%						
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 July 2023

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>ADMINISTRATION - 60002</b>	\$ 119,816	\$ 174,000	\$ 54,184	69%
3	<b>INFRASTRUCTURE</b>	\$ 665,707	\$ 2,081,188	\$ 1,415,481	32%
4	<b>Aid to Local Governments - 60005</b>	\$ 497,111	\$ 1,766,188	\$ 1,269,077	28%
5	Infrastructure Projects - per stature - 60006	\$ 345,810	\$ 1,450,000		
17	Beach Cleanup (Quarterly) - 60007	\$ 74,250	\$ 99,000	\$ 24,750	75%
18	Moby Mats	\$ -	\$ 30,000	\$ 30,000	0%
19	Armory Website Page Addition	\$ -	\$ 3,000	\$ 3,000	0%
20	SGL Bathroom Loan (Peoples Bank - - 60010	\$ 54,586	\$ 84,188	\$ 29,602	65%
21	Museum Infrastructure Grant Program - 60011	\$ 22,465	\$ 100,000	\$ 77,535	22%
22	<b>Aid to Non-Profits - 60012</b>	\$ 133,750	\$ 285,000	\$ 151,250	47%
23	Museum Grants - (\$15,000 ea/quarter)	\$ 11,250	\$ 105,000	\$ 93,750	11%
24	Visitor Centers (Quarterly) - 60014	\$ 122,500	\$ 180,000	\$ 57,500	68%
25	<b>TDC Maintenance and Repairs - 60015</b>	\$ 34,846	\$ 30,000	\$ (4,846)	116%
26	Repairs	\$ 3,323			
27	Insurance TDC Property Insurance	\$ 30,326			
28	SGL Lighthouse Museum Flood Insurance	\$ 1,197			
29	<b>PROMOTIONAL BUDGET - 60017</b>	\$ 538,677	\$ 1,267,812	\$ 729,135	42%
30	<b>Non-Profit Event Promotions - 60018</b>	\$ 88,054	\$ 163,000	\$ 74,946	54%
31	Non-Profit Promotion Grants - 60019	\$ 38,054	\$ 123,000	\$ 84,946	31%
32	Museum Promotional Grants -	\$ 50,000	\$ 40,000	\$ (10,000)	125%
33	<b>New Promotional Opportunities - 60021</b>	\$ 5,237	\$ 30,000	\$ 24,763	17%
34	<b>Vendor Contracted Retainers - 60023</b>	\$ 94,082	\$ 131,000	\$ 36,918	72%
35	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 32,917	\$ 40,000	\$ 7,083	82%
36	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 29,166	\$ 40,000	\$ 10,834	73%
37	Forgotten Coast TV ( \$ 3000 / Month) - 60026	\$ 21,000	\$ 36,000	\$ 15,000	58%
38	Oyster Radio ( \$ 1,250 / Month) - 60027	\$ 11,000	\$ 15,000	\$ 4,000	73%
39	<b>Internet Advertising - 60028</b>	\$ 132,666	\$ 234,600	\$ 101,934	57%
40	Social Media Campaigns - 60029	\$ 23,333	\$ 35,000	\$ 11,667	67%
41	Non-Contractual Website - 60030	\$ 396	\$ 6,000	\$ 5,604	7%
42	Search Engine Optimization - 60031	\$ 15,080	\$ 28,500	\$ 13,420	53%
43	Market Research & email marketing - 60032	\$ 6,760	\$ 6,000	\$ (760)	113%
44	Internet Marketing (Google, etc) - 60033	\$ 68,944	\$ 130,000	\$ 61,056	53%
45	14% Production - 60034	\$ 12,705	\$ 23,100	\$ 10,395	55%
46	Website Revisions - 60035	\$ 5,448	\$ 6,000	\$ 553	91%
47	<b>Print - 60036</b>	\$ 117,455	\$ 246,012	\$ 128,557	48%
48	Digital/ Banner Adds ( Bay Media) - 60037	\$ 10,890	\$ 25,800	\$ 14,910	42%
49	14% Production - 60038	\$ 10,662	\$ 23,212	\$ 12,550	46%
50	Content Production - 60039	\$ 4,150	\$ 12,000	\$ 7,850	35%
51	Print Advetising - 60040	\$ 87,306	\$ 150,000	\$ 62,694	58%
52	Printing Promotional Materials (brochures) - 60041	\$ 4,448	\$ 35,000	\$ 30,552	13%
53	<b>Photography - 60042</b>	\$ 200	\$ 13,200	\$ 13,000	2%
54	Photo Library - 60043	\$ 200	\$ 8,500	\$ 8,300	2%

## Expense to Budget Report July 2023

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
55	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
56	<b>Welcoming Tourists - 60045</b>	<b>\$ 15,344</b>	<b>\$ 90,000</b>	<b>\$ 74,656</b>	<b>17%</b>
57	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 2,655	\$ 10,000	\$ 7,345	27%
58	Interpretive Fish Signs and Cleaning Stations	\$ -	\$ 10,000	\$ 10,000	0%
59	Historical Signage - 60048	\$ 9,100	\$ 50,000	\$ 40,900	18%
60	Additional Signage (roadside, storefront, billboards) - 60049	\$ 3,589	\$ 20,000	\$ 16,411	18%
61	<b>TV and Radio Advertising - 60050</b>	<b>\$ 12,500</b>	<b>\$ 45,000</b>	<b>\$ 32,500</b>	<b>28%</b>
62	Radio (FSU, Cumulus, Out of Area, etc)	\$ -	\$ 10,000	\$ 10,000	0%
63	Television Advertising	\$ 12,500	\$ 35,000	\$ 22,500	36%
64	<b>Video Production</b>	<b>\$ 600</b>	<b>\$ 51,000</b>	<b>\$ 50,400</b>	<b>1%</b>
65	Video Library	\$ 300	\$ 10,000	\$ 9,700	3%
66	Commercials / Specials	\$ -	\$ 10,000	\$ 10,000	0%
67	Video Production- PSAs	\$ -	\$ 5,000	\$ 5,000	0%
68	Video Production -TV Shows	\$ 300	\$ 26,000	\$ 25,700	1%
69	<b>Partnerships (co-ops)</b>	<b>\$ -</b>	<b>\$ 16,500</b>	<b>\$ 16,500</b>	<b>0%</b>
70	VF State Welcome Center - Kids Corner	\$ -	\$ 6,000	\$ 6,000	0%
71	98 Corridor Mkting	\$ -	\$ 5,000	\$ 5,000	0%
72	COCA Banner		\$ 5,500	\$ 5,500	0%
73	<b>Special Events and Outreach</b>	<b>\$ 54,133</b>	<b>\$ 155,500</b>	<b>\$ 101,367</b>	<b>35%</b>
74	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0%
75	Get-a-Way Contests	\$ 3,179	\$ 20,000	\$ 16,821	16%
76	Hospitality Training	\$ -	\$ 50,000	\$ 50,000	0%
77	Journalists Visits	\$ 251	\$ 10,000	\$ 9,750	3%
78	Mentoring /Scholarships	\$ -	\$ 2,000	\$ 2,000	0%
79	Promotional Items	\$ -	\$ 5,000	\$ 5,000	0%
80	Visitor Guide, Promotion, Office Mailings (Postage)	\$ 16,453	\$ 35,000	\$ 18,547	47%
81	New Software Advancements	\$ 34,250	\$ 15,000	\$ (19,250)	228%
82	Keydata Dashboard	\$ -	\$ 8,500	\$ 8,500	0%
83	Forgotten Coast Mobile App	\$ -	\$ 8,000	\$ 8,000	0%
84	<b>Dues/Memberships/Meetings /Conferences</b>	<b>\$ 18,405</b>	<b>\$ 27,000</b>	<b>\$ 8,595</b>	<b>68%</b>
90	- Accommodations and Registrations		\$ 6,000	\$ 6,000	0%
91	- Travel (perdeim/mileage)		\$ 4,000	\$ 4,000	0%
92	- Dues and Membership		\$ 11,000	\$ 11,000	0%
93	<b>TOTAL BUDGET 2022 - 23</b>	<b>\$ 1,324,200</b>	<b>\$ 3,523,000</b>	<b>\$ 2,198,800</b>	<b>38%</b>



August 1, 2023

To: TDC Board Members

From: C. Clark

Subject: July/August 2023 marketing report

### **METRICS ANALYSIS OF AUGUST 2023 NEWSLETTER**

The August newsletter launched Tuesday, July 25 to 87,687 recipients. The reader open rate averaged 34% and the click to open rate averaged 6%. There were 30 trackable links in the newsletter. The highest number of click throughs registered as follows: Culinary Getaway (48%), Paddling (9%), Boat rental businesses (5.8%), BBQ USA (5.7%), Paddling Trail link (7.1%), heritage dinner (3%). Newsletter was opened by 91% desktop and 8.6% mobile device.

### **METRICS ANALYSIS OF JULY 2023 NEWSLETTER**

The July newsletter launched Thursday, June 15 to 85,470 recipients. The reader open rate averaged 34.7% and the click to open rate averaged 3%. There were 37 trackable links in the newsletter. The highest number of click throughs registered as follows: Eastpoint Freedom Festival (10.8%), Places to Stay, special offers (9.8%), Charter boat captains (8.8%), Apalach July 3rd celebration (7.4%), Carrabelle Fireworks (7.4%), SGI Fireworks (7.4%). Newsletter was opened by 90.8% desktop and 9.8% mobile device.

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

Total Database: June 19, 2011: 7,410

Total Database: August 1, 2023: 88,363

### **2022-23 GETAWAY MARKETING**

The 2023 Fall Culinary Getaway launched July 25 and will run through September 15, 2023. Total signups so far: 1302.

### **MARKETING/MEDIA COORDINATION**

Production: *July newsletter*

Production: *Pioneer Woman, Food Network Magazine print & digital ad*

Content: *Compass Media Culinary*

Content: *Local Palate*

Production: *Local Palate print ad*

Production: *Garden & Gun media assist*

Production/Printing: *Black History Trail signage and rack cards*

Research: *Maritime Heritage content*

### **FOR BOARD ACTION**

**PRINT/DIGITAL 2024 Waterway Guide - print ad, email, content, social media Program** National package includes print ads in ICW, Southern Northern regional waterway guides, 4 newsletter articles, custom geo-targeted social, Preferred destination classification (Discounted 20%) \$8932.

**PRINT 2024 Visit Florida Visitor Guide:** 1/2 page. 300K+ print distribution, 1 million+ eguide views, VF discount \$12,064.62



# DISCOVER *Florida's Forgotten Coast*



## ***And discover a different culinary vacation experience...***

The pleasures are simple here and nature provides the entertainment and menu.

Watch fishing boats unload their daily catch or charter a trip and land your own dinner.

Experience quiet, pet-friendly beaches, unique shopping, restaurants and local breweries.

*It's the Florida you remember ~ steeped in Southern charm and drizzled with melted butter...*

**Visit [FloridasForgottenCoast.com/yum](http://FloridasForgottenCoast.com/yum)  
for a chance to win a Vacation Getaway!**



APALACHICOLA . ST. GEORGE ISLAND . CARRABELLE . EASTPOINT . ALLIGATOR POINT





Come experience family-friendly beaches and coastal towns steeped in southern charm and melted butter ...



## Content for Compass Media Culinary – Franklin County TDC

### Florida's Forgotten Coast The Florida You Remember

Florida's Forgotten Coast is a unique oasis with sparkling beaches and coastal towns steeped in maritime heritage. Apalachicola, Eastpoint, St. George Island and Carrabelle feature fresh seafood restaurants, or you can hire a local chef to cater a special dinner at your vacation rental. Visit [floridasforgottencoast.com/fall23](https://floridasforgottencoast.com/fall23) to plan a visit and also sign up to win an adventure getaway.

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## Content for Local Palate Magazine October, 2023 – Franklin County TDC

Franklin County, along Florida's Northern Gulf Coast, is a coastal oasis with sparkling beaches and scenic rivers. Dubbed Florida's Forgotten Coast, the coastal communities include Apalachicola, Carrabelle, Eastpoint, Alligator Point and St. George Island. You can eat fresh seafood at more than 30 area eateries ranging from casual open-air cafes to upscale restaurants. Visit [Floridasforgottencoast.com/lp](https://floridasforgottencoast.com/lp) to plan a visit and sign up for the mobile app for a chance to win an adventure getaway.

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## Enter to Win A Culinary Getaway! Click Here to Enter



## Pack Your Appetite for a Culinary Getaway This Fall

You can pack your bags and your appetite and come to the coast this fall if you're the winner of the 2023 Culinary Getaway hosted by the Franklin County TDC. The getaway, which begins July 25. The getaway will feature a weekend stay in Apalachicola, meals and amenities throughout the county. [Sign up to enter by clicking here.](#)

### Apalachicola Featured on Food Network

If you're a fan of barbeque and the Food Network, you won't want to miss the upcoming episode "Smokin' in the Sunshine State" on Monday July 31 10pm EST. The episode, filmed in Apalachicola during the 12th annual Butts and Clucks BBQ competition in January, features Food Network personality Michael Symon as he dives into the BBQ extravaganza and covers nearly 50 teams from the Southeast as they vie for the ultimate BBQ glory. The episode airs on the Food Network channel on Monday, July 31, Tuesday, Aug 1 and again on Monday August 7. [Click here for schedule details.](#)



## Area Waterways Are a Favorite for Paddle Enthusiasts

The Apalachicola River and associated tributaries has long been a favorite destination for paddling enthusiasts. Kayaks and canoes are ideal ways to experience the Apalachicola's 107 miles from the Jim Woodruff Dam to its mouth under the John Gorrie Bridge in Apalachicola. The scenery is beautiful and the river, sloughs, coves, and bluffs are perfect for quiet exploration. Kayaks and canoes are ideal ways to experience the river and the area's natural habitat, and many of the best places are accessible only by paddling. Below are a couple of good resources to begin learning about local paddling trails.

**Apalachicola River Paddling Trail System** The Apalachicola River Paddling Trail System is actually broken into 11 separate smaller trail sections. Paddlers at all levels of ability will enjoy these 11 canoeing and kayaking trails - nearly 100 miles through the swamps of the Apalachicola River. Distances range from short, easy trips to multi-day river trips flowing into open bays of the Gulf of Mexico. [Click here to learn more.](#) **The Florida Circumnavigational Saltwater Paddling Trail (The CT)** The premiere Mac-daddy thru-paddling trail in Florida is the 1515 mile Florida Circumnavigational Saltwater Paddling Trail, or the "CT" for short. There are 26 segments of the CT. Franklin County's portion of the CT is located in sections 4 and 5, the Forgotten Coast and Crooked River. [Click here to learn more.](#) **The Florida Paddling Trails Association** Identifies several paddling trails within Franklin County.

The Apalachicola Bay segment winds along the coast and features several barrier islands and bay. The Ochlockonee segment features eastern Franklin County paddling opportunities including the Carrabelle River, Crooked River and Bald Point State Park. [Click here to learn more.](#)

### No Kayak? No Problem!

**Franklin County features several kayak and boat rentals.** [Click here to see a list of all kayak, canoe and boat rental businesses in the county.](#)

## Camp Gordon Johnston Museum Features Atomic Bomb Exhibit July 18 through August 26

The Camp Gordon Johnston WWII Museum in Carrabelle will present a special exhibit about the Atomic Bomb and the End of WWII. This exhibit will open Tuesday, July 18 and run through Saturday, August 26. This exhibit commemorates the anniversary of the two bombings that brought WWII to a close. It will explore what made these bombs so destructive, and how they were kept secret. In addition, the exhibit will display artifacts relevant to the surrenders and wars end like Soviet Army equipment, Nuremberg trials related documents, occupation souvenirs from Japan, photos of post-war Germany, and more. Visitors can use a Geiger counter to measure the radioactivity of samples of uraninite and trinitite, and see vintage film of the aftermath of the bombs in Japan. The Camp Gordon Johnston museum is open every Tuesday through Saturday from 11 am to 5 pm. There is no charge for admission, but donations are gladly accepted. [Click here to learn more.](#)



## Two Full Moon Climbs in August

Both historic lighthouses in the county will host two full moon climbs on Tuesday August 1 and again on Wednesday, August 30.

The **Crooked River Lighthouse** will host a Full Moon Lighthouse Climb on Tuesday, August 1 from 8-10 pm. The **Cape St. George Lighthouse** on St. George Island will also host a Full Moon Climb on Tuesday, August 1 from 8-11 pm. and again on August 30.

The August full moon is called the Sturgeon Moon because sturgeon, large fish common to the Great Lakes and other large bodies of water, are most readily caught in August. Full Moon names are attributable to native American tribes, most notably the Algonquin, who named the moons to mark the changing seasons.

## August Farmers Markets

The Apalachicola Farmers' Market will host its August events on **Saturday August 12** and August 26 from 9 am to 1pm at the Mill Pond at Scipio Creek. The Crooked River Lighthouse is hosting a **Country Farmer's Market Saturday, August 5 and again on August 19** from 9 am-1 pm at the foot of the lighthouse at 1975 Hwy 98 W, Carrabelle Beach. The Market will feature vendors from the community with locally made goods, fresh roasted coffee, veggies, plants, art, baked goods, photography, craft items, and unique maritime items in the Lighthouse Gift Shop.



## Amberjack & Triggerfish Season Opens August 1

The recreational amberjack, triggerfish and permit season opens in Gulf of Mexico state waters August 1. The gag grouper reopens September 1 as does the snook season. [Access the most current fishing season information here.](#)



**We want to see your Forgotten Coast memories! Tag us #FORGOTTENCOAST for a chance to be featured in our promotions.**

## Upcoming Events

**August 1** - [SGI Lighthouse Full Moon Lighthouse Climb](#)  
**August 1** - [Crooked River Lighthouse Full Moon Climb](#)  
**August 2, 9, 16** - [Turtle Talk Tuesdays](#)  
**Through August 26** - [Camp Gordon Johnston Museum Exhibit](#)  
**August 2, 9, 16, 23** - [Downtown Apalachicola Market](#)  
**August 12, 26** - [Apalachicola Farmers' Market](#)  
**August 5, 19**- [Carrabelle Country Farmers' Market](#)  
**September 16** - [Heritage Dinner](#)

Franklin County Tourist Development Council • 731 Hwy. 98, Eastpoint, FL 32329 • 866-914-2068

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

**FloridasForgottenCoast.com**



## Come to the Coast for Four Days of Freedom Festivities!

Have you made any plans yet to celebrate Independence Day? Come to the Forgotten Coast this July and enjoy four days of fireworks and festivities in Franklin County.

Whether you want to enjoy the fireworks from a waterfront balcony or beachfront boardwalk (or anyplace in between!) lodging providers can still hook you up with the perfect Freedom Getaway. [Click here for vacation specials.](#)

Want to be on the water to see the fireworks? How about chartering a guideboat to take you out on the river or bay to enjoy overhead fireworks from the comfort of your own front row seat?! [Click here to find charter boat captains.](#)

From Alligator Point to Apalachicola, almost every community is planning Independence Day festivities. Get a video preview of the festivities [here!](#)

### Eastpoint - July 1

Come enjoy fireworks over the Bay at the [2nd Annual Eastpoint Freedom Festival](#), hosted by the Eastpoint Civic Association. Fireworks will begin at dark-thirty on Saturday July 1.

### Carrabelle - July 2

Carrabelle will host its annual [fireworks extravaganza on Sunday, July 2](#) along the Carrabelle Waterfront at dark-thirty.

### Apalachicola - July 3

In Apalachicola, the Apalachicola Bay Chamber presents [Apalachicola's Waterfront July 3rd Celebration](#) on Monday July 3 featuring all-American food vendors, music and fireworks.

### St. George Island - July 4

On St. George Island, everyone is welcome to join in the [annual July 4th celebration](#). Stick around all day and enjoy festivities and fireworks on the beach behind the Blue Parrot Oceanfront Cafe about dark-thirty.



## Lighthouse Full Moon Climbs July 2 & 3

Two historic lighthouses in the county will host full moon climbs on Sunday, July 2 and Monday July 3. [The Cape St. George Lighthouse on St. George Island Sunset and Full Moon Climb will be held on Sunday, July 2, from 8:30 pm until 11:30 pm. The Crooked River Lighthouse will host a Full Moon Lighthouse Climb on Monday, July 3 from 8-10 pm.](#)



## Camp Gordon Johnston Museum Features Atomic Bomb Exhibit July 18 through August 25

The Camp Gordon Johnston WWII Museum in Carrabelle will present a special exhibit about the Atomic Bomb and the End of WWII. This exhibit will open Tuesday, July 18 and run through Saturday, August 25. This exhibit commemorates the anniversary of the

two bombings that brought WWII to a close. It will explore what made these bombs so destructive, and how they were kept secret. In addition, the exhibit will display artifacts relevant to the surrenders and wars end like Soviet Army equipment, Nuremberg trials related documents, occupation souvenirs from Japan, photos of post-war Germany, and more. Visitors can use a Geiger counter to measure the radioactivity of samples of uraninite and trinitite, and see vintage film of the aftermath of the bombs in Japan. The Camp Gordon Johnston museum is open every Tuesday through Saturday from 11 am to 5 pm. There is no charge for admission, but donations are gladly accepted. [Click here to learn more.](#)



## Tips For Night Beach Walks During Turtle Season

Here are simple tips for making your night beach walk fun and safe for you and the nesting sea turtles. If you take a flash light, make sure it has infrared LED bulbs that emits long wavelengths that do not disturb the sea turtles. (The SGI lighthouse gift shop and the Reserve Nature Center sell the turtle safe flashlight.) If you see a nesting female on the beach, give her plenty of room to find a place to nest. Do not shine a light at her or take photos with a flash. Remain quiet and out of her sight. If disturbed she may abandon her nest and return to sea. Also, do not disturb the tracks or the nest that she leaves. Sea turtle program volunteers use the tracks to locate the nest and protect it from predators, and to collect important information. If you are lucky enough to witness a sea turtle on land, enjoy the experience from a distance and cherish the memory for life! [Learn more about our turtles here.](#)

Staff at the Apalachicola National Estuarine Research Reserve in Eastpoint will host local "Turtle Talks" each Tuesday this summer. The July dates are 11, 18 and 25 from 2-3 pm. These weekly talks help visitors learn all about our nesting sea turtles. The talks are free and registration is not required; however seating is limited.

Please note that Franklin County has a Leave No Trace Ordinance that requires chairs, umbrellas and equipment to be removed nightly from the public beaches in order to help mama turtles more easily navigate the beaches to nest and allow hatchlings a clear path back to the water from their nests in the dunes. And, if you dig a hole on the beach during the day, fill it in!

## July Farmers and Artisans Markets

### Apalachicola

The Apalachicola Farmers' Market will host its [July events on Saturday, July 8 and 22 from 9 am to 1pm](#) at the Mill Pond at Scipio Creek. Can't wait till the weekend? The Apalachicola Growers Market features fresh vegetables, micro greens, coffee, gourmet goodies and more. [Held most Wednesdays from 9am to noon at 56 Commerce Street in Apalachicola.](#)

### Carrabelle

The Crooked River Lighthouse is hosting a Country Farmer's Market [Saturday, July 1, 15 and 29 from 9 am-1 pm](#) at the foot of the lighthouse at 1975 Hwy 98 W, Carrabelle Beach.

## AREA EVENTS

**July 3 - Crooked River Lighthouse Full Moon Climb**

**July 1, 15, 29 - Carrabelle Country Farmers' Market**

**July 2 - SGI Lighthouse Full Moon Climb**

**July 5, 12, 19, 26- Apalachicola Downtown Market**

**July 8, 22 - Apalachicola Farmers' Market**

**July 18-Aug. 25 - CGJ Exhibit**

**July 22 – C-Quarters Youth Fishing Tournament**

**July 1 - Eastpoint Freedom Festival**

**July 2 - Carrabelle Fireworks**

**July 3 - Apalachicola Fireworks**

**July 4 - SGI Fireworks**

Franklin County Tourist Development Council • 731 Hwy. 98, Eastpoint, FL 32329 • 866-914-2068

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## **August 2023 Update**

1. We created three commercials for Visit Florida for their Rural Area of Opportunity (RAO) program. Visit FL will run the commercials in State on various streaming platforms.
2. We have been working with the TDC Director and other vendors preparing our presentation for the Visit Florida Governor's Conference which is being held in Orlando September 6-8.
3. We continue to work on Season Two of "How to Forgotten Coast Like A Local."



## 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	1,796	331	993	348	3,468
July	1,724	299	994	302	3,319
August					
September					
October					
November					
December					

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**TOTAL 23,123**

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
June Visitor Guide Mailouts	564
July Visitor Guide Mailouts	575



# FRANKLIN COUNTY SHERIFF'S OFFICE

## SHERIFF A.J. SMITH

270 State Road 65 • Eastpoint, Florida 32328

Phone: 850-670-8500 • Fax: 850-670-8566

[www.franklinsheriff.com](http://www.franklinsheriff.com)

July 27, 2023

Franklin County Tourist Development Council  
c/o Mr. John Solomon, TDC Director  
731 Highway 98  
Eastpoint, FL 32328

Dear Tourist Development Council Members:

The Franklin County Sheriff's Office is requesting two (2) Deputy Sheriff positions and equipment to be funded by the TDC in accordance with House Bill 7063. This request is due to the increased traffic and patrol requests for St. George Island due to the Island's growing popularity as a tourist destination and its surge in visitors. Tourism and traffic concerns have continued to increase exponentially over the past few years.

Our request for approval and recommendation from the Tourist Development Council to approve the reimbursement for the hiring of two (2) additional deputies to be stationed full-time on St. George Island is as follows:

2 Positions - Base Salary	\$74,000
FICA 7.65%	5,661
Retirement 32.67%	24,147
Vehicle, Uniforms & Equipment	<u>\$146,000</u>
	\$249,808

The Sheriff's Office is committed to continue to provide excellent services to the citizens and tourism industry of Franklin County with the addition of these much-needed positions.

Your favorable action is requested and appreciated.

Respectfully,

A handwritten signature in green ink, appearing to read "A.J. Smith", written over a horizontal line.

Sheriff A.J. Tony Smith  
Franklin County

## Addendum to Law Enforcement Request

As an alternative to "outright purchase" of vehicle and radio equipment for vehicle (NOT handheld radio)

The Sheriff's Office has the ability to finance the vehicle and base equipment. Based on our most recent finance of a 4x4 truck, the following can be used as an average baseline for finance vs purchase:

Total Not Loan Amount (1 truck, lights, siren, radio (excludes handheld)	\$63,669.95
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Based on 5.25% interest with a four year note, the payment is \$1,475.84 per month

Using the above information, we can finance two equipped vehicles for around \$1,475 per month (rates are expected to increase)

As an Option:

2 Financed vehicles	\$35,400 (per year)
---------------------	---------------------

If this option is chosen, the new budget request would include the following:

2 Positions	\$	74,000.00	
FICA 7.65%	\$	5,661.00	
Retirement 32.67%	\$	24,147.00	
Financed vehicles	\$	35,400.00	
Uniforms/Equipment	\$	14,000.00	(handheld radio, laptop, uniforms, etc.)
<b>TOTAL</b>	<b>\$</b>	<b>153,208.00</b>	



Emergency  
911

# Saint George Island Volunteer Fire Department First Responders

P.O. Box 682  
Eastpoint, FL 32328



Business  
850-927-2753

HAND DELIVERED

August 4, 2023

Franklin County Tourist Development Council  
Mr. John Solomon, TDC Director  
731 Highway 98  
Eastpoint, Florida 32328

Dear TDC Members:

In response to the State of Florida legislative changes to the authorized uses of revenue, pursuant to House Bill 7063, the St. George Island Volunteer Fire Department (SGIVFD) respectfully requests consideration and inclusion on your Agenda, during your scheduled Board Meeting of August 9, 2023.

Prior to the Meeting, SGIVFD will provide a Request for Funding Assistance, respective of the Legislature's inclusion of emergency medical services, impacted by tourism. SGIVFD First Responders deal almost exclusively with Tourists and Visitors to the Island and our request for assistance will address those expenditures.

Thank you for this opportunity to more successfully serve our Tourists and Visitors.

Respectfully,

Ben H. Mathewson  
Chief, St. George Island Volunteer Fire Department





Emergency  
911

# Saint George Island Volunteer Fire Department First Responders

P.O. Box 682  
Eastpoint, FL 32328



Business  
850-927-2753

HAND DELIVERED

August 4, 2023

Franklin County Tourist Development Council  
Mr. John Solomon, TDC Director  
731 Highway 98  
Eastpoint, Florida 32328

Dear TDC Members:

In response to the State of Florida legislative changes to the authorized uses of revenue, pursuant to House Bill 7063, the St. George Island Volunteer Fire Department (SGIVFD) respectfully requests consideration and recommendation for equipment to provide emergency medical services for our Tourists and Visitors to St. George Island.

The SGIVFD provides a 100% local, volunteer force of fire-fighters and first-responders with funding provided by community fund-raising and the MSBU. During Calendar Year 2022, SGIVFD First Responders (FR) answered 199 emergency medical calls on the Island. These calls garnered a total response of 703 FR personnel interactions. During the last year four more volunteer FR have been added to our ranks and the need for additional emergency medical response equipment, although unfunded, is critical. Currently, emergency medical calls are almost exclusively Island Tourists and Visitors. Consequently, in order to more readily meet our growing obligation to those Tourists and Visitors' requirement for emergency medical assistance, we request funding for the following equipment:

- \* Polaris All-Terrain Vehicle (ATV) - Beach-front medical rescues require an ATV. To date, during my ten-year tenure with the SGIVFD as both an FR and Chief, only Tourists and Visitors have required ATV assistance. Currently, no ATV at the Plantation Fire Station results in a slow response for those Plantation Tourists and Visitors needing an ATV assist. A Ranger Crew SP, to be garaged at the Plantation Fire Station: \$20,518.90.
- \* ATV Medical Sled - An after-purchase addition to modify the ATV for medical rescues: \$5,100.
- \* Quick-Response Vehicle (QRV) - A fully equipped crew-cab truck with all the necessary emergency medical equipment: \$109,000. With a four-year loan at 5.9% interest, the payment would be \$2,554.87 monthly, with an annual cost of \$30,658.44.

Total Funding Request:	ATV	\$ 20,518.90
	Medical Sled	5,100.00
	QRV	30,658.44
	<b>Total Funding</b>	<b>\$ 56,277.34</b>

Thank you for considering our request for funding.

Respectfully,

A handwritten signature in black ink, appearing to read 'Ben Mathewson', with a long horizontal flourish extending to the right.

Ben H. Mathewson  
Chief, SGIVFD