

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday, January 10th, 2:00 P.M.

AGENDA

- | | | |
|--|--------------------|---------------------------|
| 1. Welcome/Call to Order | | Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | | |
| 3. Quorum Announcement | | Solomon |
| 4. Approval of the Minutes of October 11th | Action Item | Davis |
| 5. Public Comments | | |
| 6. Administrative Reports | | |
| • FCTDC Collections Report | | Davis/Solomon |
| • Expenditures to Budget | | Davis |

Promotions Report

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

Continuing Business:

New Business:

- a. Review County Spending Plan
- b. Request to Purchase "Owl" Zoom Camera System for TDC Meetings

Reports by Local Government Representatives:

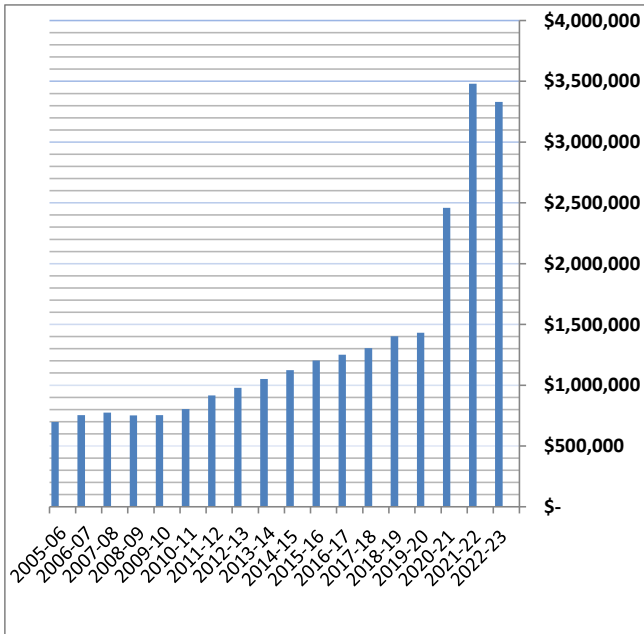
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|--------------------------|--------------------|
| A. City of Apalachicola: | Mayor Ash |
| B. City of Carrabelle: | Mayor LaPaz |
| C. Franklin County | Comm. Jones |

7. Reports from Member Organizations

8. Board Comments

Meeting Announcements: TDC Board Meeting Wednesday, February 14th , 2023 at 2:00 pm at TDC Office meeting room

**FCTDC Collections Report for
2005 - 2024 Year-to-Date Report
Through October 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	2023-24	Increase / Decrease				
20	October	\$ 85,823	\$ 38,417	\$ 89,660	\$ 147,542	\$ 294,549	\$ 280,910	\$ 235,669	\$ (45,241)				
21	November	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 146,699	\$ -					
22	December	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724	\$ 116,196	\$ 128,229	\$ -					
23	January	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327	\$ 155,971	\$ -					
24	February	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508	\$ 182,356	\$ 170,298	\$ -					
25	March	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238	\$ 248,693	\$ -					
26	April	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271	\$ 295,444	\$ -					
27	May	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652	\$ 333,083	\$ -					
28	June	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038	\$ 569,447	\$ 502,792	\$ -					
29	July	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474	\$ 651,425	\$ 601,106	\$ -					
30	August	\$ 111,323	\$ 134,239	\$ 190,136	\$ 306,565	\$ 246,874	\$ 217,277	\$ -					
31	September	\$ 70,419	\$ 90,052	\$ 140,186	\$ 164,076	\$ 236,109	\$ 249,963	\$ -					
32	Totals	\$ 1,304,398	\$ 1,401,732	\$ 1,432,091	\$ 2,458,249	\$ 3,480,276	\$ 3,330,466	\$ 235,669	\$ (3,094,797)				
33													
34	YOY %	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (149,810)	\$ (3,094,797)					
35		4.29%	7.46%	2.17%	71.65%	41.58%	-4.30%	-92.92%					
36	* October and November 2018 due to Hurricane Michael statistically are outliers.												
37	October and November 2019 compared with 2017-18 amounts are more representative,												
38	thus, these months show increases of 10% and 9% respectively, or YTD increase of 31%.												
39	* Coronoviris-19 March 1 - May 18 2020												
40	* July 1, 2021 Increase in tax rate to 3%												
41	* 2020-21 increase if rate had stayed at 2% > \$685,452.64 or 47.86% increase												
42													

**2023-24 Budget
December 2023**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	ADMINISTRATION - 60002	\$ 26,481	\$ 174,000	\$ 147,519	15%
3	INFRASTRUCTURE - 60004	\$ 85,933	\$ 3,531,188	\$ 3,445,255	2%
4	Aid to Local Governments - 60005	\$ 40,706	\$ 3,216,188	\$ 3,175,482	1%
5	Infrastructure Projects - per statue - 60006	\$ 15,169	\$ 1,450,000	\$ 1,434,831	1%
6	6300 - Infrastructure	\$ -	\$ 631,093	\$ 631,093	0%
7	4601 - Maintenance Dredging Channels	\$ -	\$ 375,950	\$ 375,950	0%
8	6200 - Land Acquisition/ EP Nature Center	\$ -	\$ 146,545	\$ 146,545	0%
9	6200 - Buildings/ Armory Convention Center	\$ -	\$ 115,771	\$ 115,771	0%
10	6201 - Buildings/ Carrabelle Beach Park Reno	\$ -	\$ 180,641	\$ 180,641	0%
11	Beach Cleanup (Quarterly) - 60007	\$ 24,750	\$ 99,000	\$ 74,250	25%
12	Moby Mats - 60008	\$ -	\$ 30,000	\$ 30,000	0%
13	Armory Website Page Addition - 60009	\$ -	\$ 3,000	\$ 3,000	0%
14	SGL Bathroom (Peoples Bank - Line of Credit Interest Only)	\$ 788	\$ 84,188	\$ 83,401	1%
15	Museum Infrastructure Grant Program - 60011	\$ -	\$ 100,000	\$ 100,000	0%
16	Aid to Non-Profits - 60012	\$ 45,000	\$ 285,000	\$ 240,000	16%
17	Museum Grants - (\$3,7500 each per quarterly) - 60013	\$ -	\$ 105,000	\$ 105,000	0%
18	Visitor Centers (Quarterly) - 60014	\$ 45,000	\$ 180,000	\$ 135,000	25%
19	TDC Maintenance and Repairs - 60015	\$ 227	\$ 30,000	\$ 29,773	1%
20	TDC Building Maintenance /Repairs - 60016	\$ 227			
21	Insurance TDC Property Insurance	\$ -			
22	SGL Lighthouse Museum Flood Insurance	\$ -			
23	PROMOTIONAL BUDGET - 60017	\$ 172,475	\$ 1,267,812	\$ 1,095,337	14%
24	Non-Profit Event Promotions - 60018	\$ -	\$ 163,000	\$ 163,000	0%
25	Non-Profit Promotion Grants - 60019	\$ -	\$ 123,000	\$ 123,000	0%
26	Museum Promotional Grants (Events by Museums) 60020	\$ -	\$ 40,000	\$ 40,000	0%
27	New Promotional Opportunities - 60021	\$ 18,540	\$ 30,000	\$ 11,460	62%
28	Vendor Contracted Retainers - 60023	\$ 25,166	\$ 131,000	\$ 105,834	19%
29	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 10,000	\$ 40,000	\$ 30,000	25%
30	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 6,666	\$ 40,000	\$ 33,334	17%
31	Forgotten Coast TV (\$ 3000 / Month) - 60026	\$ 6,000	\$ 36,000	\$ 30,000	17%
32	Oyster Radio (\$ 1,250 / Month) - 60027	\$ 2,500	\$ 15,000	\$ 12,500	17%
33	Internet Advertising - 60028	\$ 42,201	\$ 238,600	\$ 196,399	18%
34	2K Social Media Campaigns - 60029	\$ 8,750	\$ 35,000	\$ 26,250	25%
35	Non-Contractual Website - 60030	\$ 15	\$ 10,000	\$ 9,985	0%
36	Search Engine Optimization - 60031	\$ 3,640	\$ 28,500	\$ 24,860	13%
37	Market Research & email marketing - 60032	\$ 7,200	\$ 6,000	\$ (1,200)	120%
38	Internet Marketing (Google, etc) - 60033	\$ 19,816	\$ 130,000	\$ 110,184	15%
39	14% Production - 60034	\$ 2,779	\$ 23,100	\$ 20,321	12%
40	Website Revisions - 60035	\$ -	\$ 6,000	\$ 6,000	0%
41	Print - 60036	\$ 55,671	\$ 246,012	\$ 190,342	23%
42	Digital/ Banner Adds (Bay Media) - 60037	\$ 2,750	\$ 25,800	\$ 23,050	11%
43	Banner Ads- 14% Production - 60038 *	\$ 630	\$ 3,612	\$ 2,982	17%
44	Content Production - 60039	\$ 553	\$ 12,000	\$ 11,448	5%

**2023-24 Budget
December 2023**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
45	Print Advetising - 60040	\$ 51,738	\$ 150,000	\$ 98,262	34%
46	14% Production (Print Advertising) - 60038 *	\$ -	\$ 19,300	\$ 19,300	0%
47	Printing Promotional Materials (brochures) - 60041	\$ -	\$ 35,000	\$ 35,000	0%
48	Photography - 60042	\$ -	\$ 13,200	\$ 13,200	0%
49	Photo Library - 60043	\$ -	\$ 8,500	\$ 8,500	0%
50	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
51	Welcoming Tourists - 60045	\$ 885	\$ 55,000	\$ 54,115	2%
52	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 885	\$ 10,000	\$ 9,115	9%
53	Historical Signage - 60048	\$ -	\$ 25,000	\$ 25,000	0%
54	Additional Signage (roadside, storefront, billboards) - 60049	\$ -	\$ 20,000	\$ 20,000	0%
55	TV and Radio Advertising - 60050	\$ -	\$ 45,000	\$ 45,000	0%
56	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
57	Television Advertising - 60052	\$ -	\$ 35,000	\$ 35,000	0%
58	Video Production - 60053	\$ -	\$ 51,000	\$ 51,000	0%
59	Video Library - 60054	\$ -	\$ 10,000	\$ 10,000	0%
60	Commercials / Specials - 60055	\$ -	\$ 10,000	\$ 10,000	0%
61	Video Production- PSAs - 60056	\$ -	\$ 5,000	\$ 5,000	0%
62	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
63	Partnerships (co-ops) - 60058	\$ -	\$ 30,500	\$ 30,500	0%
64	VF State Welcome Center - Kids Corner - 60059	\$ -	\$ 4,000	\$ 4,000	0%
65	Explore NW Florida Beaches/ Visit Florida Grant - 60062	\$ -	\$ 16,000	\$ 16,000	0%
66	98 Corridor Mkting - 60060	\$ -	\$ 5,000	\$ 5,000	0%
67	COCA Banner - 60061	\$ -	\$ 5,500	\$ 5,500	0%
68	Special Events and Outreach - 60070	\$ 23,962	\$ 170,500	\$ 146,538	14%
69	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
70	Get-a-Way Contests - 60072	\$ 1,438	\$ 20,000	\$ 18,562	7%
71	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
72	Journalists Visits - 60074	\$ -	\$ 10,000	\$ 10,000	0%
73	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
74	Promotional Items - 60076	\$ -	\$ 5,000	\$ 5,000	0%
75	Visitor Guide Production - 60077	\$ -	\$ 25,000	\$ 25,000	0%
76	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 1,624	\$ 35,000	\$ 33,376	5%
77	New Software Advancements - 60081	\$ 6,500	\$ 13,000	\$ 6,500	50%
78	CrowRiff - 60082	\$ -	\$ 7,000	\$ 7,000	0%
79	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
80	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
81	Forgotten Coast Mobile App - 60085	\$ -	\$ 8,000	\$ 8,000	0%
82	Dues/Memberships/Meetings /Conferences - 60090	\$ 6,051	\$ 29,000	\$ 22,949	21%
88	VF, STS, FOWA, NOWA,COCA,DMO Assn, NWTDC - 60093	\$ 6,051	\$ 13,000	\$ 6,949	47%
89	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ -	\$ 6,000	\$ 6,000	0%
90	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ -	\$ 4,000	\$ 4,000	0%
91	Explore NW Florida (Riverway South) Membership - 60094	\$ -	\$ 6,000	\$ 6,000	0%
92	TOTAL BUDGET2023-24	\$ 284,890	\$ 4,973,000	\$ 4,688,110	6%



January 3, 2024

To: TDC Board Members

From: C. Clark

Subject: January 2024 marketing report

METRICS ANALYSIS OF SPECIAL JANUARY SEASONAL GETAWAY EBLAST launched Tuesday, January 2 to 106,159 recipients. The reader open rate averaged 31.2% and the click to open rate averaged 5.7%. There were 16 trackable links in the getaway eblast collected through website research and calls to lodging providers. The highest number of click throughs registered as follows: St. George Inn (16.7% - 845 clicks), Water Street Hotel (10.5% - 532 clicks), Gibson Inn (9.7% - 494 clicks), Suncoast Vacation Rentals (8.4% - 426 clicks), Collins Vacation Rentals (7.7% - 390 clicks), Cape & Coast (6.9% 348 clicks), Sandy Beach Properties (4.8% - 314 clicks), Robinson Real Estate (4.8% - 241 clicks), St. James Bay (4.8%). This is a consistent outcome for these lodging special eblasts in that it reflects important demographic information about our audience - they connect strongly to affordable lodging deals.

METRICS ANALYSIS OF JANUARY NEWSLETTER launched Friday, December 22 to 57,063 recipients (database glitch). The reader open rate averaged 24.3% and the click to open rate averaged 5.9%. There were 28 trackable links in the newsletter. The highest number of click throughs registered as follows: Butts & Clucks (13.2%), Crooked River Lighthouse River Park Day (6.6%), Dog Island Historical talk (6.2%), Crooked River Lighthouse Full Moon Climb (11.8%), Eastpoint Library Souper Celebration (5.3%).

METRICS ANALYSIS OF DECEMBER NEWSLETTER launched Tuesday to 90,175 recipients. The reader open rate averaged 34.8% and the click to open rate averaged 2.8%. There were 22 trackable links in the newsletter. The highest number of click throughs registered as follows: SGI Island Palm Lighting (19.5%), Holiday Fresh Market (10%), Eastpoint Christmas Celebration (7%), Carrabelle Christmas (6.8%).

METRICS ANALYSIS OF NOVEMBER NEWSLETTER launched Thursday, October 26 to 89,993 recipients. The reader open rate averaged 34% and the click to open rate averaged 2.4%. There were 48 trackable links in the newsletter. The highest number of click throughs registered as follows: Florida Seafood Festival (19.1%), Lantern Fest (7.3%), Bald Point State Park (5.3%), St. Vincent Island (5.2%), Birding Feature (3.7%).

Note: Over the last four eblasts (November through January) the emails were opened by 92.5% desktop and 7.5% mobile.

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: January 3, 2024: 93,922

MARKETING/MEDIA COORDINATION

Production: *November, December, January and January Lodging Special Newsletter*

Content: *Atlanta Journal-Constitution Travel Guide*

Content: *Local Palette*

Production: *Bridal Guide Magazine*

Production: *Carvetize*

Production: *ROVA Magazine*

AD BUY REQUESTS

PRINT/DIGITAL *Florida Sport Fishing* March/April 2024. (40K print; 800k digital) Full page ad/digital: **\$3703.86**

PRINT/DIGITAL *Nashville Magazine* March 2024 - Full page plus digital: **\$3284.00**

PRINT *Atlanta Magazine* (VF Co-op) Full page in March issue. (62k circulation) **\$6070.50**

PRINT/EMAIL/DIGITAL *Undiscovered Florida/Smithsonian Magazine* (VF Co-op) (387k circ.) 1/2 page ad, 2 enews-letters (50k distribution) and banner ads **\$12,420.30**

ROVA MAG.

embrace The pace...

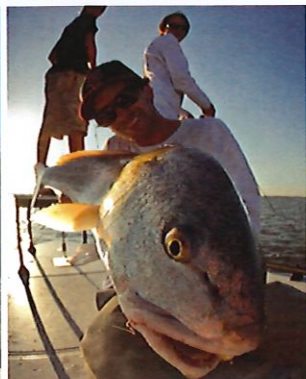
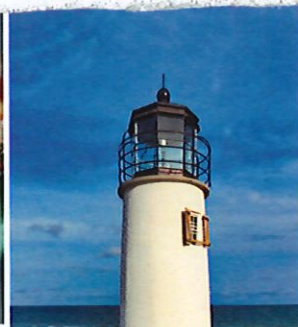
Florida's Forgotten Coast
is calling you back to the Florida
you remember...

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

Plan your next trip
to Franklin County's Forgotten Coast at
Floridasforgottencoast.com/rv



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



10/2023

Franklin County Native Content Feature

Say "I Do" along Florida's Forgotten Coast

Franklin County is the perfect place to say "I Do." Whether it's a picturesque beach wedding, a scenic riverfront park wedding or a traditional church wedding in one of Apalachicola's historic churches, there are many options from which to choose. Service providers in one of the coastal communities of Apalachicola, Carrabelle or St. George Island can supply everything needed from flowers, catering, photography, personal services, music and wedding rentals.

North Florida's Forgotten Coast is a protected oasis with quiet beaches, wooded trails and scenic paddling sloughs. Your honeymoon activities can include fishing, kayaking, swimming, hiking, discovering heritage sites and, of course, eating fresh local seafood served in quaint open-air cafes, breweries or in one of the area's more upscale restaurants.

Love water? You can rent a kayak or paddleboard to explore the many river sloughs, sandy coves and salt marshes and bay shallows of the area. The fishing is great here – book a charter or bring your own boat.

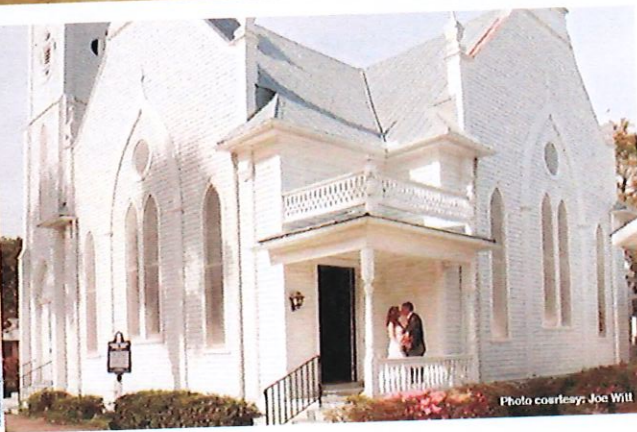
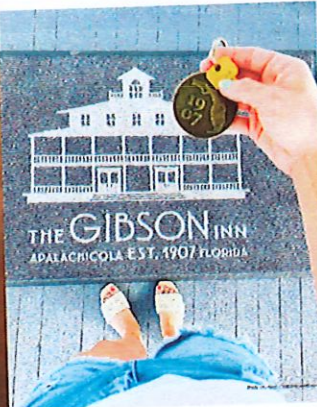
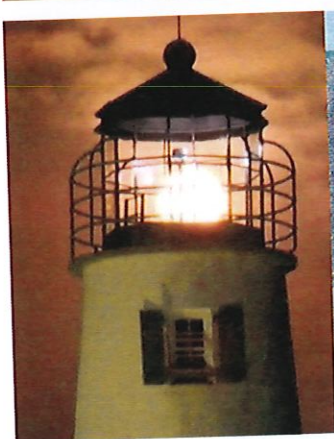
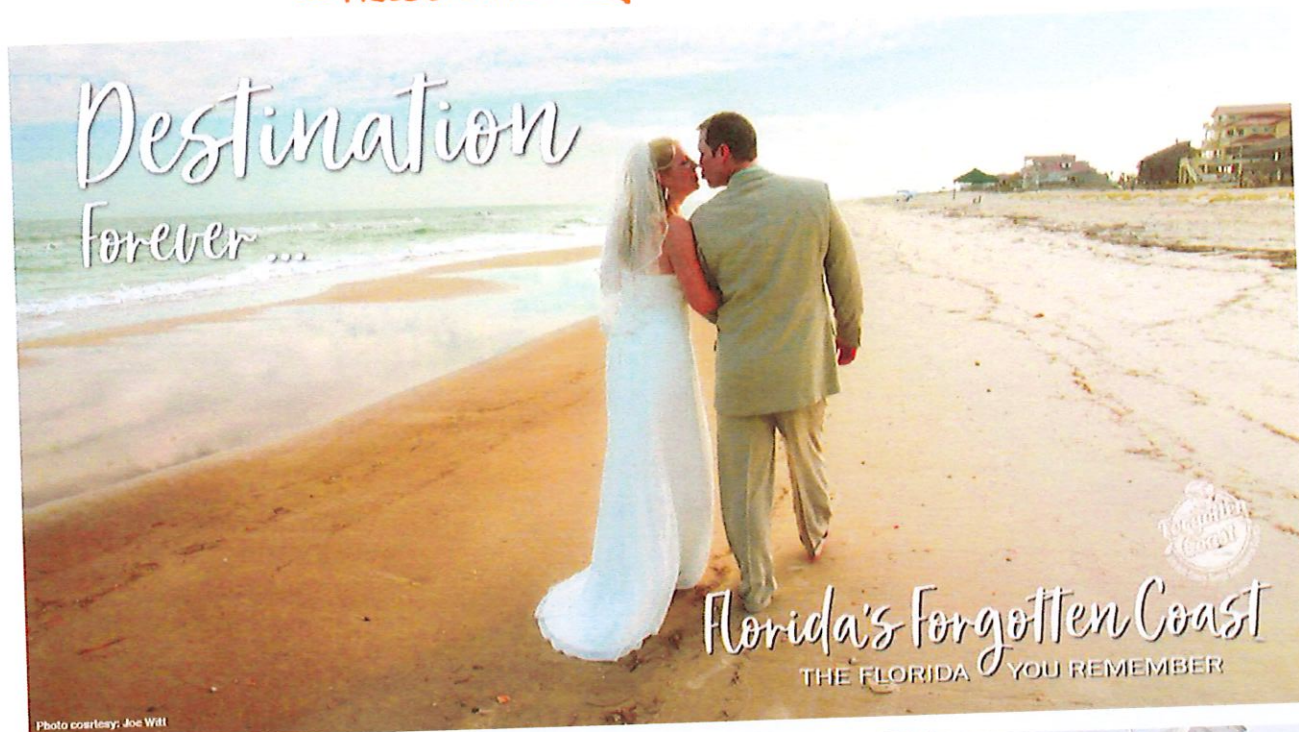
Wildlife abounds - The area is part of a seasonal fly-over for several migrating birds and butterflies. The Apalachicola National Estuarine Research Reserve and Visitor Center in Eastpoint features a wooded boardwalk trail and touch tanks and displays to get up close and personal to marine life.

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

Art Galleries and Boutiques can be found in Apalachicola, Carrabelle and on St. George Island. The area's beauty has inspired a thriving artist community and a blossoming of art galleries.

Lodging There are no high rises along Florida's Forgotten Coast – just family-friendly vacation fare. [Accommodations](#) range from quaint beach cottages, luxurious gulf-front villas, historic inns, riverfront suites and more.

Learn more at FloridasForgottenCoast.com.



Host Your Wedding in a North Florida Paradise!

Enjoy your Perfect Day in a coastal oasis surrounded by nature and good vibes! Franklin County is the perfect place to say "I Do." Whether it's a picturesque beach wedding, a scenic riverfront park wedding or a traditional church wedding in one of Apalachicola's historic churches, there are many options from which to choose. Service providers in one of the coastal communities of Apalachicola, Carrabelle or St. George Island can supply everything needed from flowers, catering, photography, personal services, music and wedding rentals.

[Click here to learn more about Florida's Forgotten Coast for your Wedding!](#)





Because You Gotta Come up for Air Sometime!

Adventure seekers enjoy fishing, kayaking, swimming, hiking, camping and exploring historic lighthouses on St. George Island and Carrabelle Beach. Eat fresh local-caught seafood in quaint open-air cafes, breweries or in one of the area's more upscale restaurants.

[Learn More](#)

Eat, Drink and Be Merry!

Venues, restaurants and top-notch caterers can help make your day perfect! Eat fresh local-caught seafood in quaint open-air cafes, breweries or in one of the area's more upscale restaurants.

[Learn More](#)

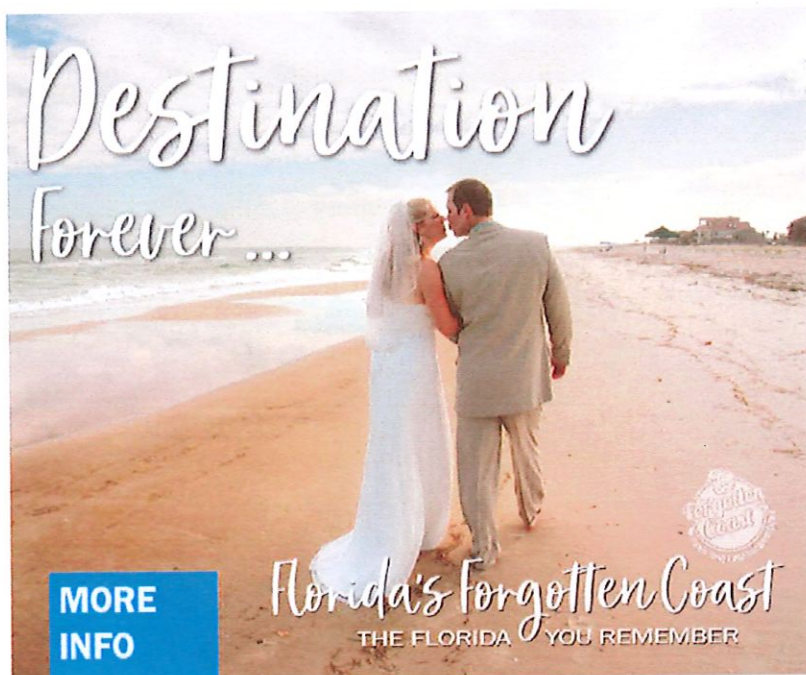
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Destination Forever ...

**MORE
INFO**

Florida's Forgotten Coast
THE FLORIDA YOU REMEMBER



Forever Memories

In an unforgettable setting

APALACHICOLA
EASTPOINT
CARRABELLE
ST. GEORGE ISLAND
ALLIGATOR POINT

MORE INFO

Florida's Forgotten Coast
THE FLORIDA YOU REMEMBER





Florida's Forgotten Coast provides tranquil stretches of sand and mesmerizing sunsets as the backdrop to your perfect day. Discover more at @forgottencoast.

#ForgottenCoast #Florida #EmbraceThePace
#destinationwedding #perfectday



Apalachicola's historic churches and venues provide the perfect venue for your traditional destination wedding. Discover more at @forgottencoast.

#ForgottenCoast #Florida #EmbraceThePace
#destinationwedding #perfectday

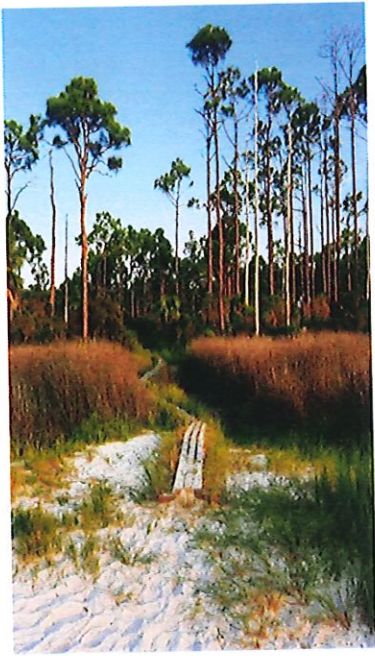


Photo: Franklin County Tourist Development Council

Beach hiking along Florida's Forgotten Coast

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday



Photo: Franklin County Tourist Development Council

Beachfront perfect

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday

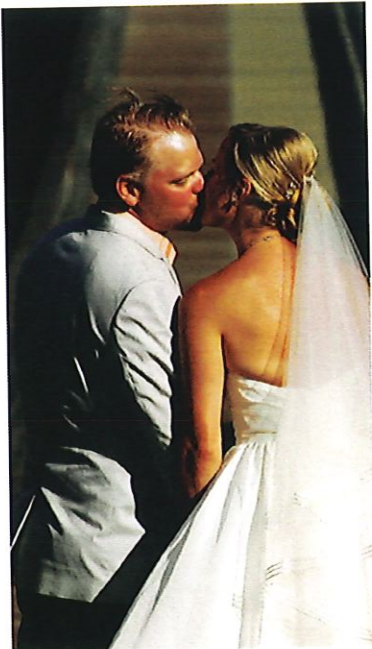


Photo: Franklin County Tourist Development Council

I do's are better along the Forgotten Coast

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday

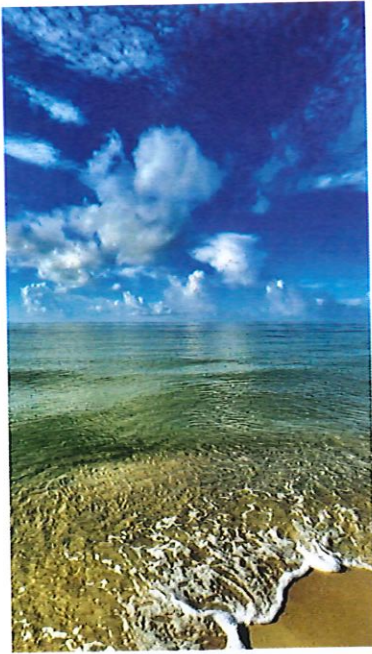


Photo: Franklin County Tourist Development Council

Pristine beaches and crystal clear water

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday



Photo: Franklin County Tourist Development Council

The perfect day along Florida's Forgotten Coast.

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday



Photo: Franklin County Tourist Development Council

Quaint shops and bistros along Florida's Forgotten Coast

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday

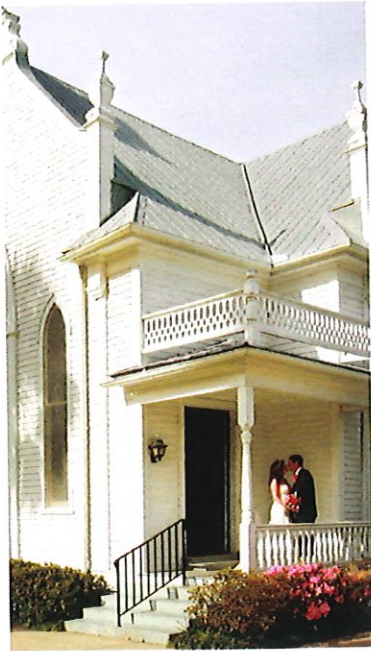


Photo: Joe Witt

Historic churches make the perfect wedding backdrop

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday

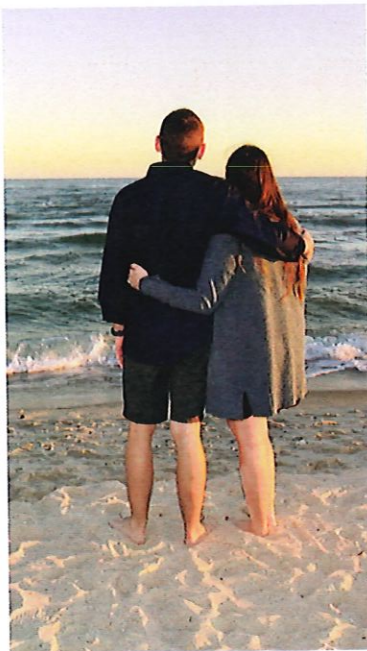


Photo: Franklin County Tourist Development Council

Dreaming of a future together along the Forgotten Coast

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday

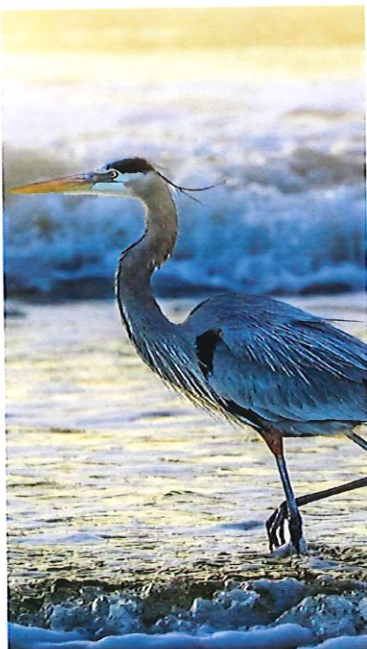


Photo: Franklin County Tourist Development Council

Beach solitude

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday



Photo: Royce Rolstad

Enjoy a beautiful beach wedding along Florida's Forgotten Coast.

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday

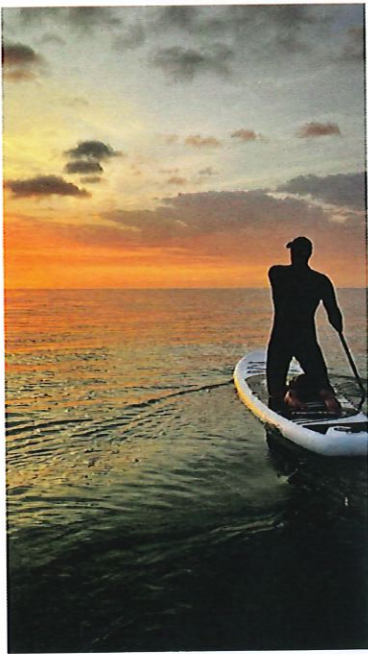


Photo: Andy Kilkenny/Instagram
 Countless Activities to Enjoy along Florida's Forgotten Coast

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday

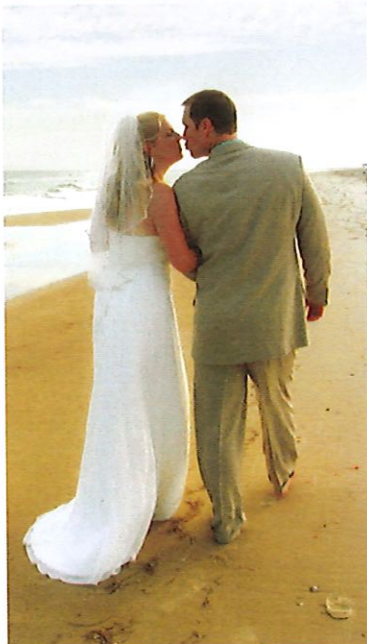


Photo: Joe Witt

Enjoy a beautiful beach wedding along Florida's Forgotten Coast.

Discover more at @forgottencoast.
 #ForgottenCoast #Florida #EmbraceThePace
 #destinationwedding
 #perfectday

Franklin County – the Florida You Remember

You can still find the Florida you remember in the quiet coastal communities of Apalachicola, St. George Island, Carrabelle, and Eastpoint. Tucked like pearls strung along the northern gulf coast, Franklin County is known as Florida's Forgotten Coast. Located about an hour south of Tallahassee, the area is a protected oasis with quiet beaches, vast wooded trails and scenic paddling sloughs and flowing rivers.

This is where you come to slow down and embrace the pace of a simpler time and place.

Anglers come here to enjoy freshwater fishing from a quiet stream or venture offshore for deepwater challenges. Adventure seekers enjoy kayaking, swimming, hiking, camping and exploring unique maritime heritage sites like the two historic lighthouses on St. George Island and Carrabelle Beach. Folks here eat fresh local-caught seafood in quaint open-air cafes, breweries or in one of the area's more upscale restaurants.

Pick your Pace – There's Lots to Do Here

Love water? You can rent a kayak or paddleboard to explore the many river sloughs, sandy coves and salt marshes and bay shallows of the area. The fishing is great here – book a charter or bring your own boat.

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

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

Art Galleries and Boutiques can be found in Apalachicola, Carrabelle and on St. George Island. The area's beauty has inspired a thriving artist community and a blossoming of art galleries.

Beer and food is event-worthy here. The Forgotten Coast hosts several annual culinary events including the State's oldest maritime event – the Florida Seafood Festival. In addition, you'll find a Brewfest and Shrimp Fest on St. George Island, an Oyster Cook-off and a BBQ Rib cookoff in Apalachicola and the region's largest chili cookoff each spring on St. George Island. There are accommodations throughout the county to suite every taste but you better book early – they fill up early for these annual festivities.

Embrace the Pace along Florida's Forgotten Coast

Come embrace the pace this winter on Florida's Forgotten Coast. Getaway to warm quiet beaches, tranquil rivers and peaceful wooded trails. Plan an outdoor adventure to hike, fish or relax on pet and family-friendly beaches. Discover towns steeped in maritime history and blended into a laid-back scene of local art, shopping, music and world-class restaurants.

APALACHICOLA

The downtown historic district of Apalachicola stretches three blocks deep from where the historic Apalachicola River meets the oyster-famous Apalachicola Bay. Everything is walkable here - stroll along the wide tree-lined streets with historic Victorian homes or hole up along the waterfront and enjoy the music scene in pubs and local eateries just blocks from the waterfront.

EASTPOINT

Across the bay from Apalachicola, Eastpoint features rustic seafood houses, weather-worn docks and fresh seafood markets run by families four generations deep. There are RV parks here, two boat ramps, a full-service bait and tackle shop, fresh seafood restaurants and a waterfront brewery that you can tie up to and enjoy casual fare.

ST. GEORGE ISLAND

Just offshore, St. George Island is a 22-mile barrier island that hosts some of Florida's most beautiful and serene beaches. The island is home to the Julian G. Bruce St. George Island State Park which boasts some of the best camping facilities in the region. Elsewhere on the island, accommodations range from quaint beach cottages to luxurious beach homes and can be reserved with any of the island's vacation rental companies. The historic St. George Island Lighthouse is located at the St. George Island public beach park.

CARRABELLE

Carrabelle is about 30 miles east of Apalachicola on coastal U.S. Highway 98 and it's a must stop spot for boaters and fishermen. Carrabelle is a walkable town that features three public commercial marinas along the Carrabelle River all located within walking distance of restaurants, shopping and a grocery. Carrabelle is considered ground zero for fishing enthusiasts because of its easy access to offshore fishing and boating. The town features a natural deep-water harbor plus a nearby renowned golf resort. The nearby Crooked River Lighthouse features monthly full moon climbs.

Beer and food is event-worthy here. The Forgotten Coast hosts several annual culinary events including the State's oldest maritime event – the Florida Seafood Festival. In addition, you'll find a Brewfest and Shrimp Fest on St. George Island, an Oyster Cook-off and a BBQ Rib cookoff in Apalachicola and the region's largest chili cookoff each spring on St. George Island. There are accommodations throughout the county to suite every taste but you better book early – they fill up early for these annual festivities.

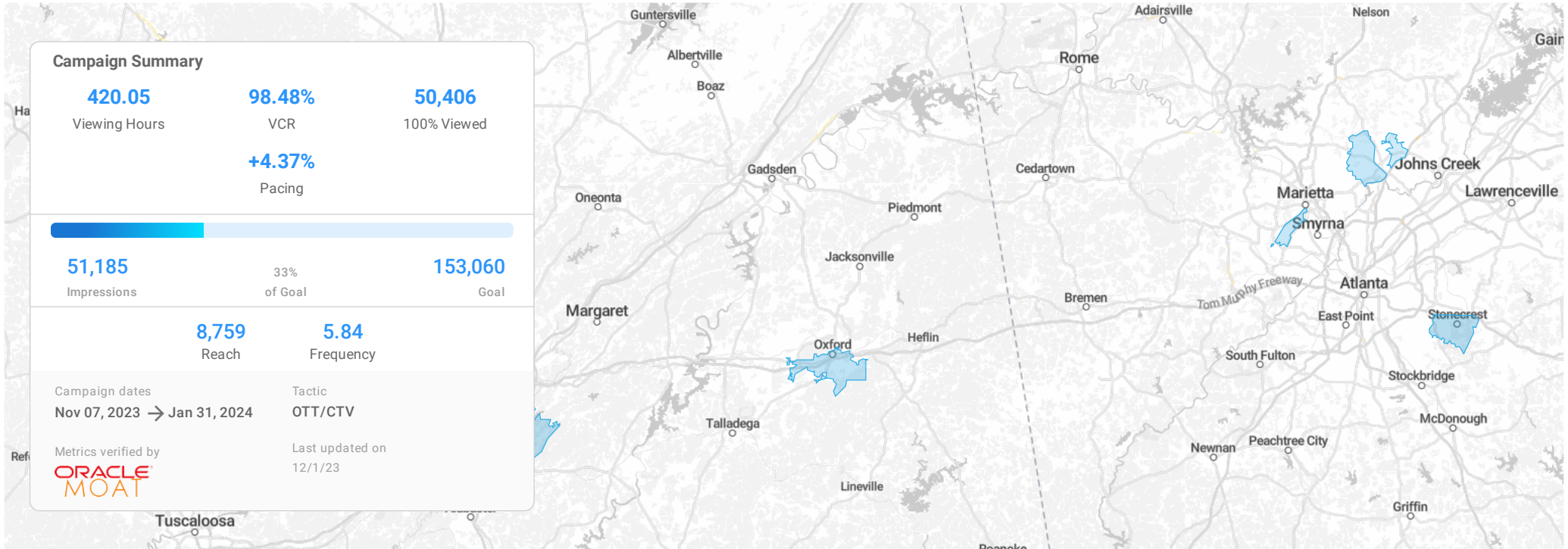
Want to learn more? Visit FloridasForgottenCoast.com.

Franklin County TDC
Content for Atlanta

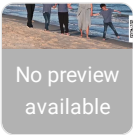
Franklin County, along Florida's Northern Gulf Coast, is a coastal oasis with sparkling beaches, tranquil bay shallows and scenic rivers. Journey here to explore the Florida you remember ... a quiet coast with abundant fishing, hiking and of course, famous Apalachicola Bay seafood.

The small coastal communities of Apalachicola, Carrabelle, Eastpoint, Alligator Point and St. George Island are the heart of Florida's Forgotten Coast. Take a sunset tour of Apalachicola's historic waterfront or charter an offshore trip in Carrabelle. Enjoy birdwatching and pet-friendly beaches on St. George Island. Explore boutiques and galleries in each community and enjoy a local brew in quaint pubs with live music or a casual dinner in one of the area's world-class restaurants.

Accommodations range from beachfront vacation rental homes and hotels to campgrounds. Download the Florida's Forgotten Coast app and stay up to date on events and specials at [Floridasforgottencoast.com/atl23](https://floridasforgottencoast.com/atl23)



Performance By Creative

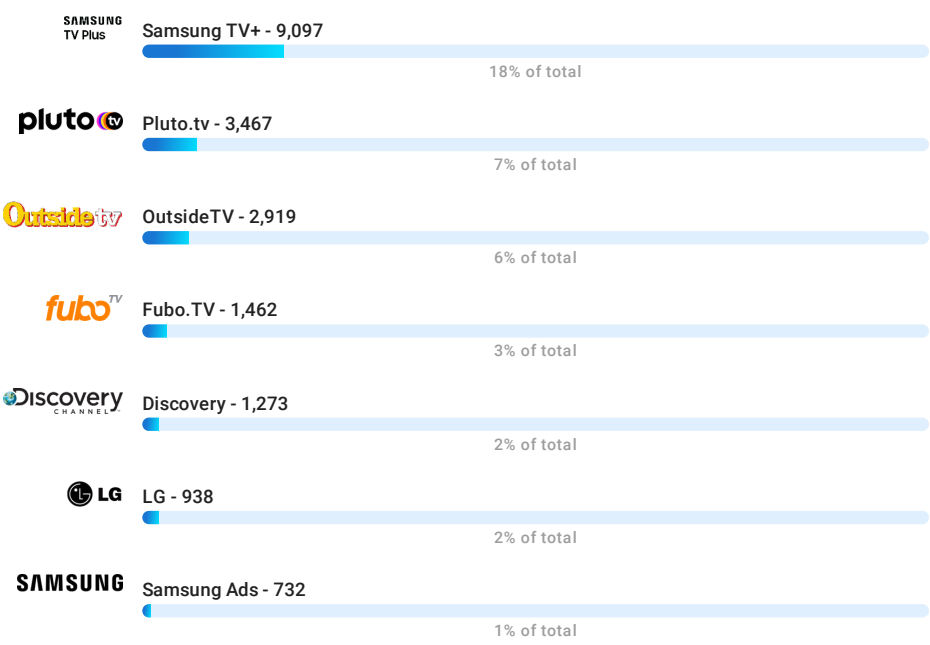
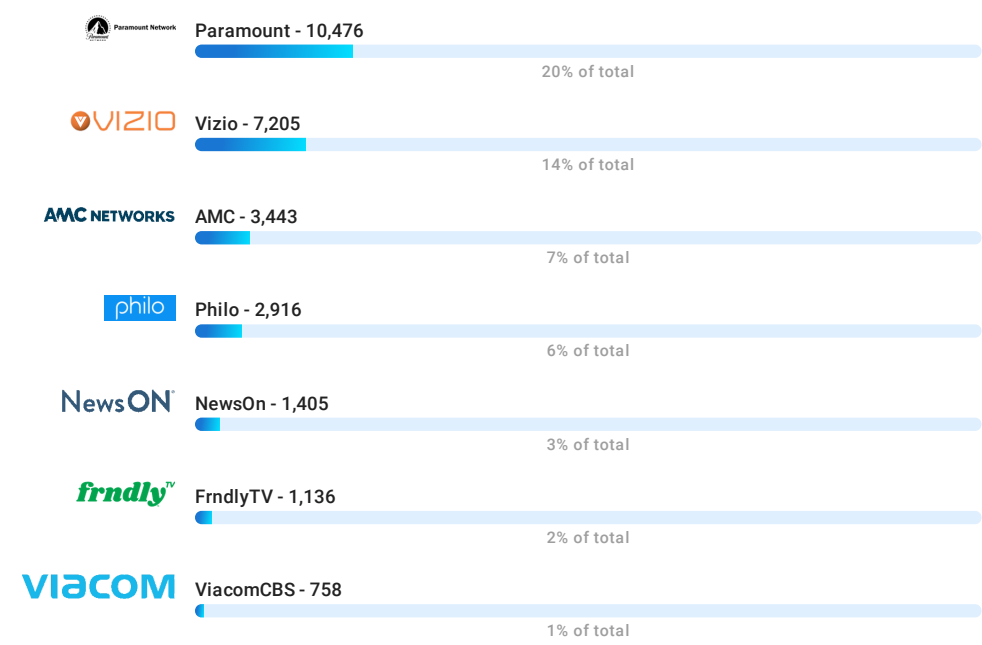


EmbracePaceAlabama30.mp4 - 51,185
ID: 476220079



51,185	98.48%	50,406
Imps	VCR	100% Viewed

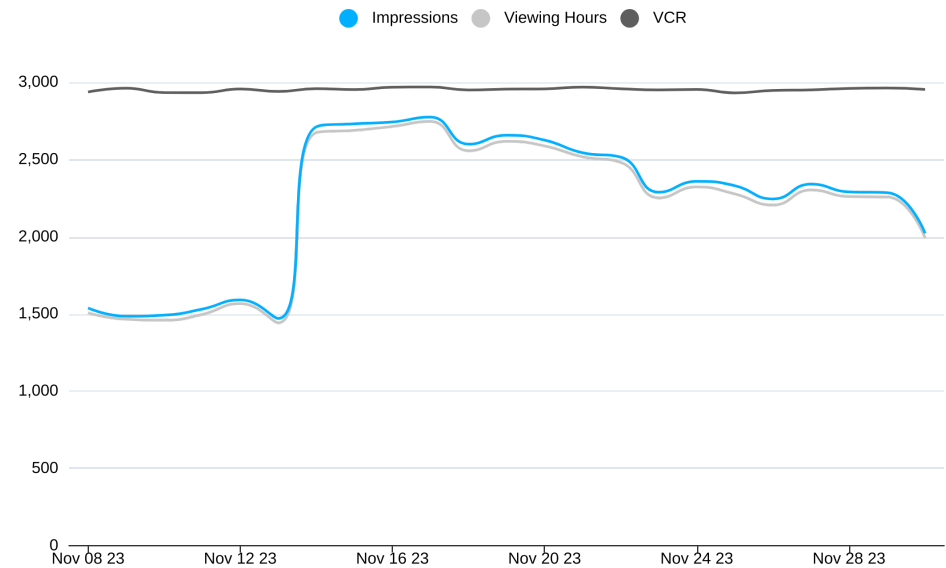
Performance By Publisher



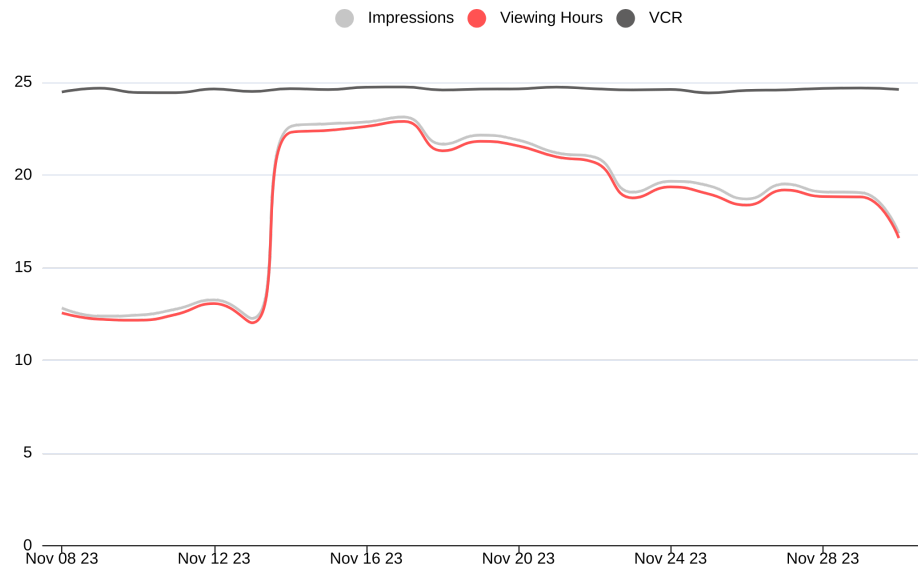
Frequently Viewed Networks



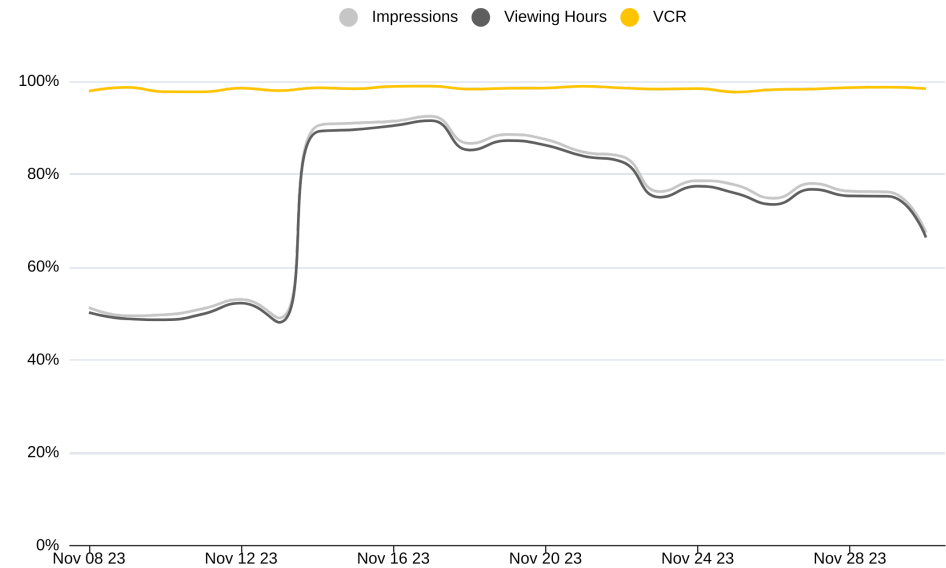
Daily Performance - Impressions



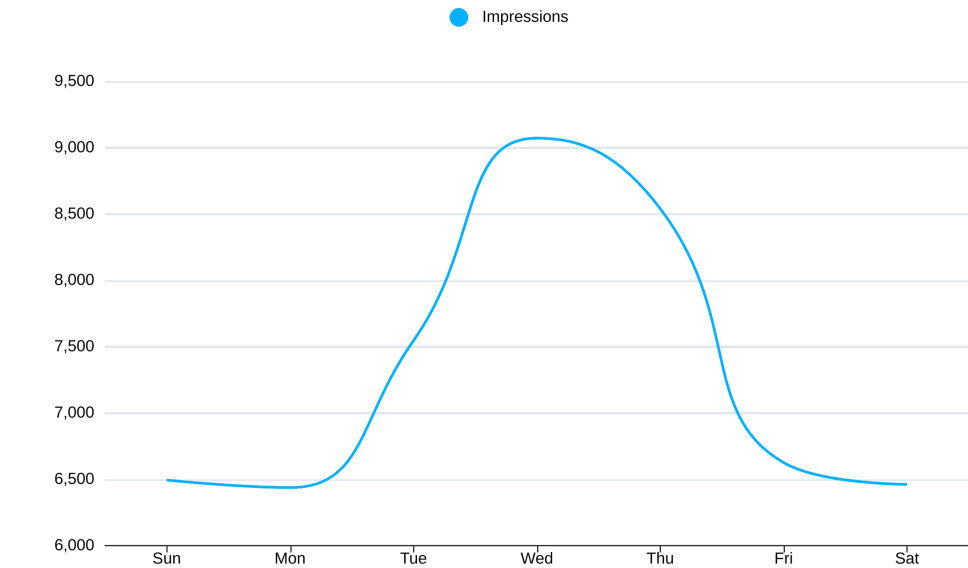
Daily Performance - Viewing Hours



Daily Performance - VCR



Performance By Day Of Week

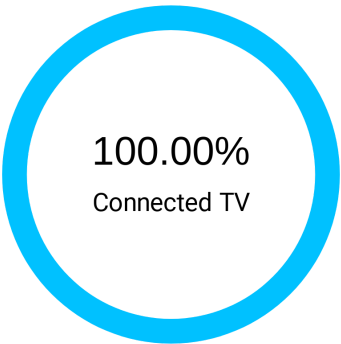


Performance By Device Type

● Impressions



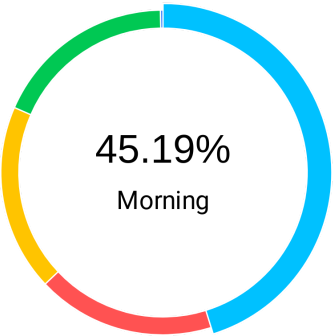
Connected TV
51,185



Performance By Daypart

●●●●● Impressions

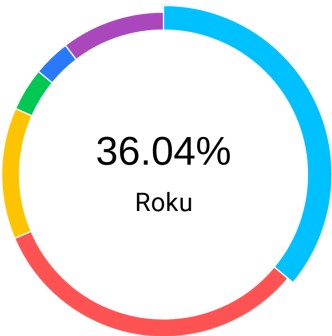
- Morning
23,133
- MidDay
9,089
- Afternoon
9,523
- Night
9,313
- Overnight
127



Performance By Platform

●●●●● Impressions

- Roku TV
Roku
18,449
- SAMSUNG
Samsung
16,650
- amazon
Amazon
6,700
- LG
LG
2,193
- VIZIO
Vizio
1,892
- Other
5,301




Performance By Geo

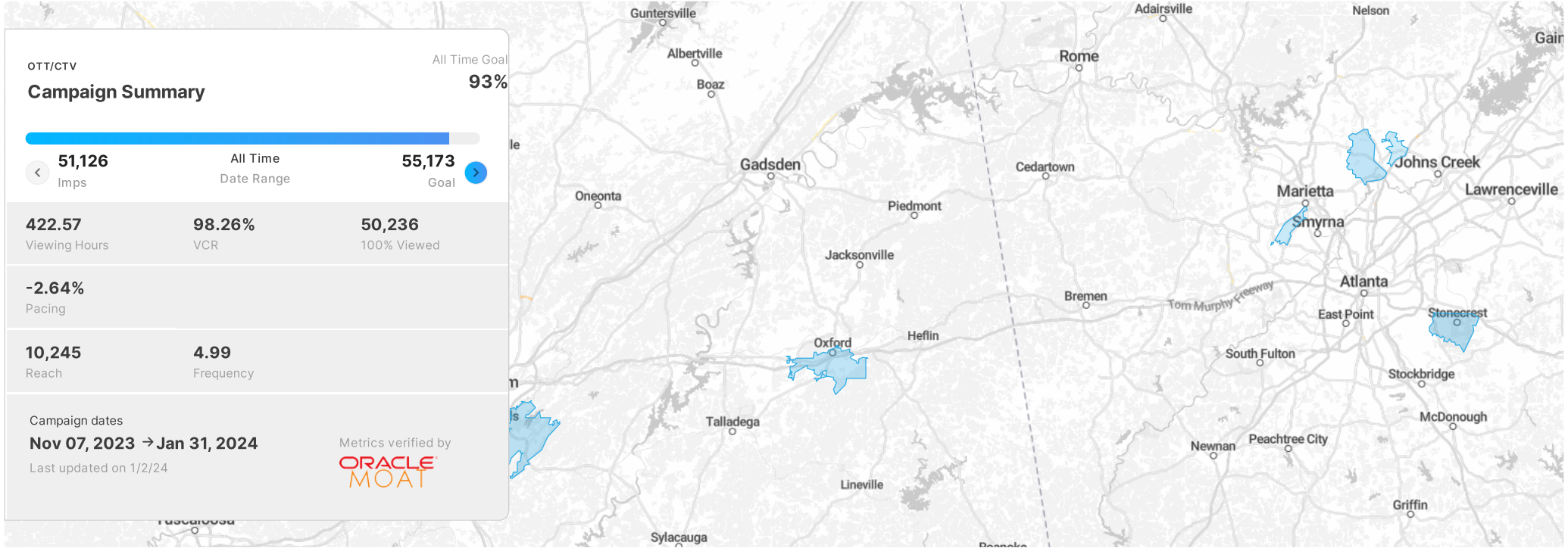
City	Imps
Birmingham, AL	19,049
Lithonia, GA	11,018
Oxford, AL	7,661
Marietta, GA	5,338
Roswell, GA	5,119
Alpharetta, GA	2,457
Buckhead, GA	543

Performance By Zip/Postal Code

Zip Code	Imps	100% Viewed	VCR
35242	11,726	11,554	98.53%
30038	11,018	10,854	98.51%
36203	7,661	7,549	98.54%
35216	7,323	7,201	98.33%
30008	5,338	5,251	98.37%
30075	5,119	5,048	98.61%
30009	2,457	2,426	98.74%

Targeting Information

-  AUDIENCE TARGET
Segment type: **Demographics** , Segment: **TruAudience > Epsilon > Travel > Leisure Travelers**
Segment type: **Demographics** , Segment: **TruAudience_Vendigi_Homeowners_Homeowners**
-  ZIP CODES
30008, 30009, 30038, 30075, 30625, 35216, 35242, 36203



Performance By Creative



EmbracePaceAlabama30.mp4 - 51,126

ID: 476220079

51,126

98.26%

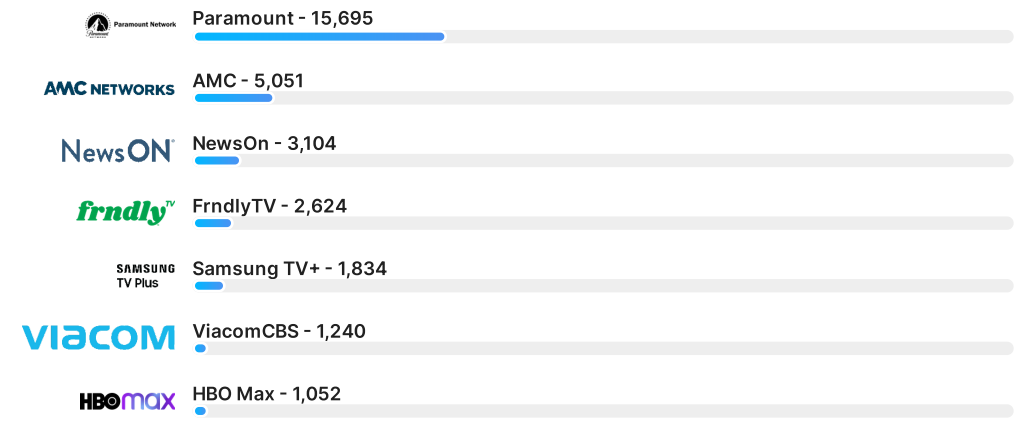
50,236

Imps

VCR

100% Viewed

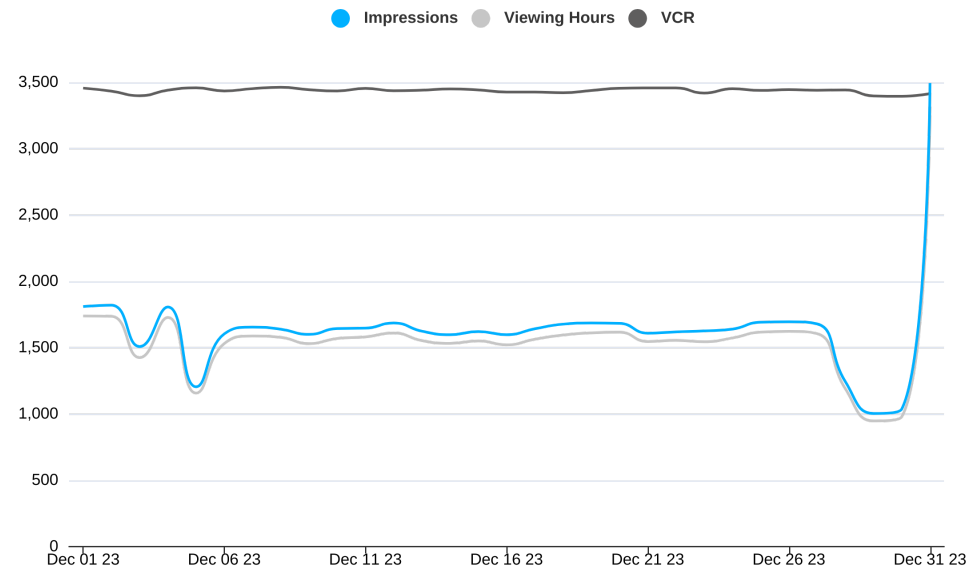
Performance By Publisher



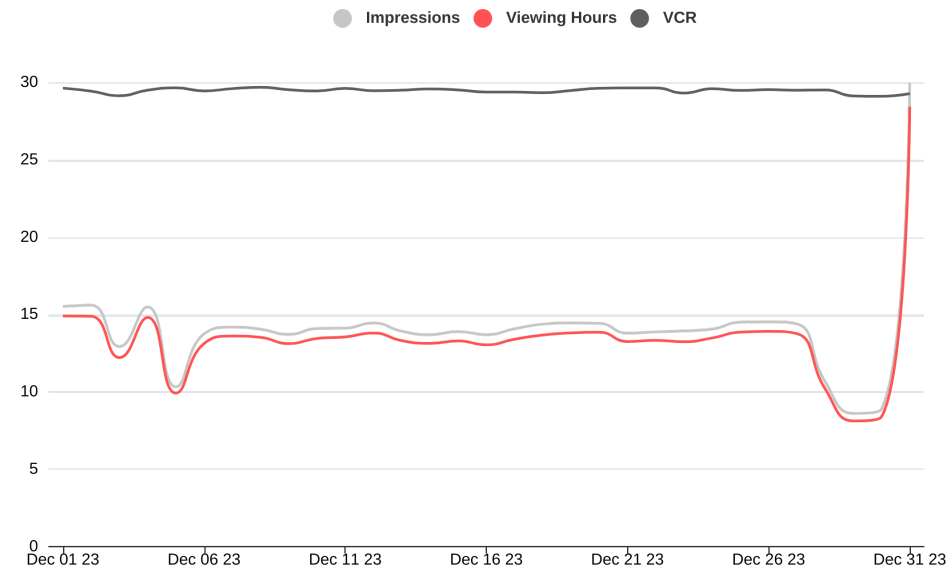
Frequently Viewed Networks



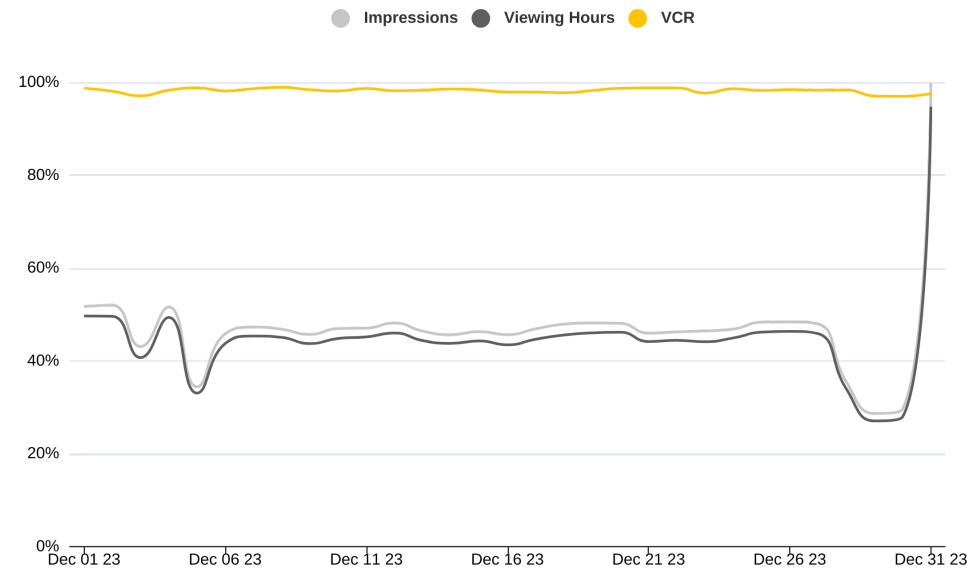
Daily Performance - Impressions



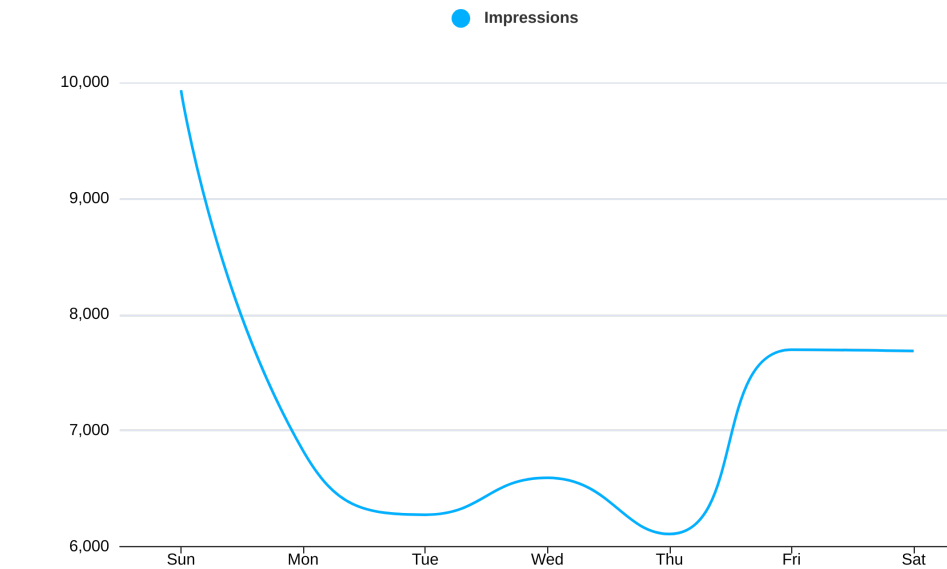
Daily Performance - Viewing Hours



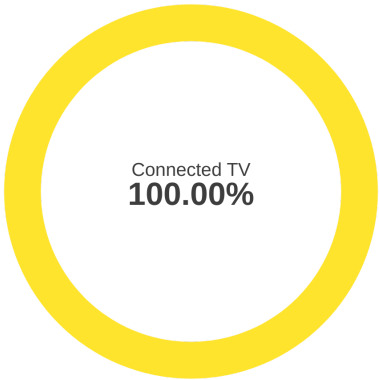
Daily Performance - VCR



Performance By Day Of Week



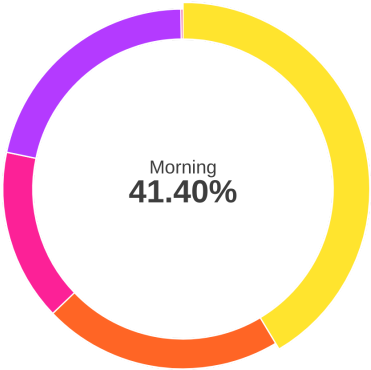
Performance By Device Type



Connected TV
51,126

● IMPRESSIONS

Performance By Daypart



Morning
21,166

MidDay
10,969

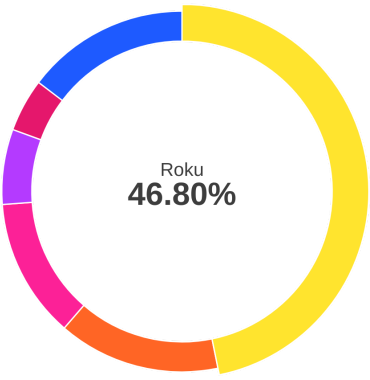
Afternoon
7,885

Night
11,012

Overnight
94

● ● ● ● ● IMPRESSIONS

Performance By Platform



Roku TV
Roku
23,926

amazon
Amazon
7,432

SAMSUNG
Samsung
6,400

LG
LG
3,440

DirectTV
DirectTV
2,432

Other
Other
7,496

● ● ● ● ● IMPRESSIONS

Performance By Geo

City	Imps
📍 Birmingham, AL	16,555
📍 Lithonia, GA	12,230
📍 Oxford, AL	7,437
📍 Roswell, GA	6,622
📍 Marietta, GA	4,460
📍 Alpharetta, GA	2,919
📍 Buckhead, GA	535

Performance By Zip/Postal Code

Zip Code	Imps	100% Viewed	VCR
30038	12,230	11,995	98.08%
35242	9,832	9,648	98.13%
36203	7,437	7,340	98.70%
35216	6,723	6,611	98.33%
30075	6,622	6,514	98.37%
30008	4,460	4,377	98.14%
30009	2,919	2,865	98.15%

Campaign Targeting

Zip Codes

30008, 30009, 30038, 30075, 30625, 35216, 35242, 36203

Dashboard

FILTERS Media Type: Video Media Type: Display Station: WSFL Product: Regular Advertiser: Franklin County - Direct

IMPRESSIONS

147,662

ESTIMATED UNIQUES

47,788

FREQUENCY

3.1

VCR

99.63%

CTR

0

Video Quartiles

IMPRESSIONS

147,662

START

147,598

FIRST

147,451

MIDPOINT

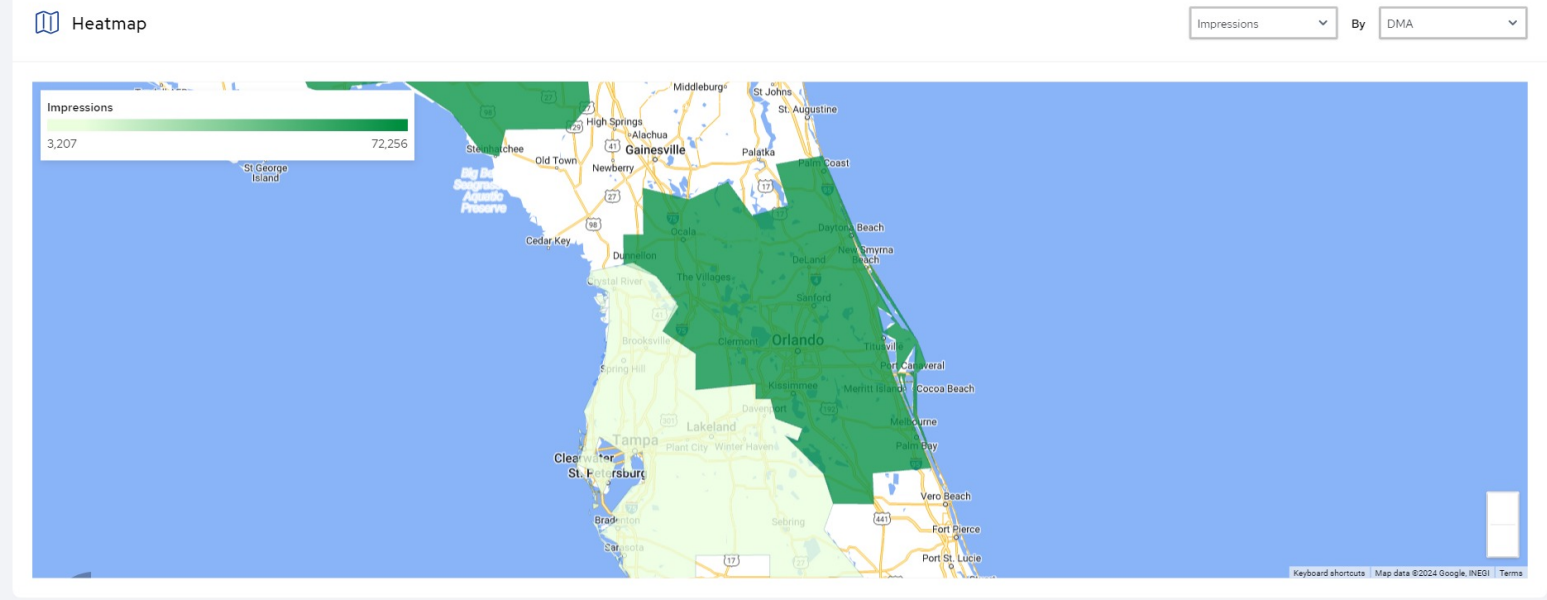
147,348

THIRD

147,238

COMPLETE

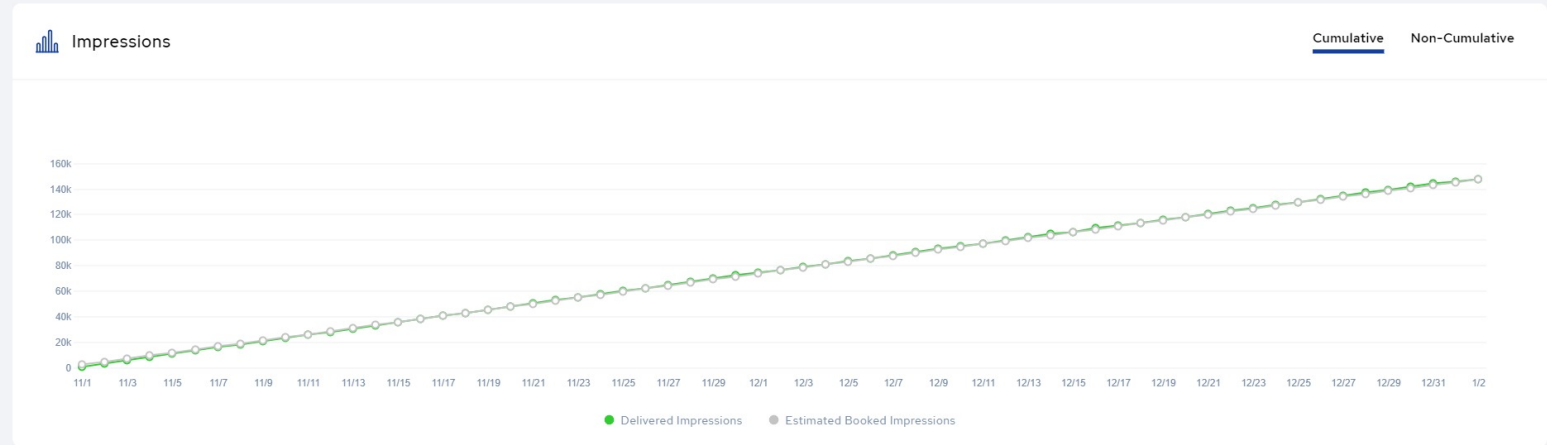
147,123



Media Market (3)


DMA

DMA	TOTAL IMPRESSIONS	% DISTRIBUTION	ESTIMATED REACH
Orlando - Daytona Beach - Melbourne	72,256	48.93%	26,913
Tallahassee - Thomasville	72,199	48.89%	18,999
Tampa - Saint Petersburg (Sarasota)	3,207	2.17%	1,719




Campaigns (1)

NAME	START	END	BOOKED	DELIVERED	REMAINING	PACING TARGET (IN FILTER)	DELIVERED (IN FILTER)	VIDEO COMPLETES	VCR	FEATURES
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 Creatives (1)

Video

NAME	IMPRESSIONS (TOTAL)	IMPRESSIONS (IN FILTER)	VCR (TOTAL)	VCR (IN FILTER)
<div><div>▶</div><div>23Nov_TallahasseeOrlando</div><div>232MnaAppSerialMobileGroupM8MB</div></div>	147,662	147,662	99.63%	99.63%


 Traffic Sources (119)

NAME	TOTAL	% DISTRIBUTION
Pluto	30,157	20.42%
Samsung TV Plus	20,651	13.99%
Fubo	11,639	7.88%
ABC News	11,445	7.75%
NewsON	10,874	7.36%
Xumo	9,802	6.64%
Roku Audience Network	7,775	5.27%
LG Channels	7,615	5.16%
Philo	6,216	4.21%
VIZIO WatchFree+	4,650	3.15%
Tubi	3,059	2.07%
Local Now	3,058	2.07%
FilmRise	2,017	1.37%
Plex TV	2,013	1.36%
Scripps Florida 24 Network	1,541	1.04%
FOX News	1,520	1.03%
The Roku Channel	1,383	0.94%
CBS News	918	0.62%
Free Movies Plus	887	0.60%
Fawesome TV	852	0.58%


1 - 20 of 119

Actual Measurement

Impressions measured by the platform.

 Device Distribution

CONNECTED TV	100.00%
MOBILE	0.00%
DESKTOP	0.00%
TABLET	0.00%
UNKNOWN	0.00%

 Daypart Distribution (ET)

MID TO 2AM	9.80%
2AM TO 6AM	0.00%
6AM TO 9AM	25.65%
9AM TO 4PM	25.83%
4PM TO 7PM	14.22%
7PM TO MID	24.50%

TDC Internet Report December 2023

Sessions 50,798 vs. 37,701

Goals Completed 1,300 vs. 1,389

Social

Social Audience 262,882 vs. 238,764

Impressions 1,752,137 vs. 1,572,845

Engagements 77,418 vs. 130,657

Link Clicks 24,279 vs. 8,119

Goals

Accommodation Requests 275 vs. 263

Visitor Guide Requests 286 vs. 248

Visitor Guide Views 126 vs. 113

Newsletter Signups 434 vs. 441

Newsletter Views 179 vs. 113



January 2024 Update

We just completed producing two commercials that will air on various streaming platforms. One commercial will air in the Alabama market and the other in Orlando, Tampa, and Tallahassee.

Our “Embrace the Pace” commercial will air in the Birmingham market and the other called “Don’t Take Our Word for It” will air in the Orlando, Tampa, and Tallahassee markets.

Finishing the script on episode 3 of Capt. Finn. Based on the success of our other “How To” videos from the past we will utilize Capt. Finn to boost our YouTube presence and create a series of short videos showing visitors how to do various things on the Forgotten Coast.

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	986	202	764	274	2,226
September	876	201	610	151	1,838
October	1,542	258	924	189	2,913
November	741	172	501	202	1,606
December	826	187	453	242	1,708
	TOTAL				33,414

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
August Visitor Guide Mailouts	526
September Visitor Guide Mailouts	378
October Visitor Guide Mailouts	311
November Visitor Guide Mailouts	233
December Visitor Guide Mailouts	247



DRAFT DATED: 01/02/24

FRANKLIN COUNTY TOURIST DEVELOPMENT PLAN
2023-24 to 2024-25



Approved by FCTDC – TBD
Approved by FCBOCC - TBD

2023-2024

FCTDC Board and Current Term End Dates:

Designation	Director Name	Term End Date
Franklin County BOCC	Commissioner Ricky D. Jones, Chair	November 20, 2024, Annual
City of Apalachicola	Mayor Brenda Ash	December 1, 2024, Annual
City of Carrabelle	Mayor Brenda LaPaz	December 1, 2024, Annual
Apalachicola Bay Chamber	Andrea Pendleton	April 1, 2024, Annual
Carrabelle Area Chamber	Clark Klinkenberg	March 8, 2024, Annual
Tourist-Related At Large	Rex Pennycuff, Vice Chair	December 31, 2024
Collector of Tourist Development Tax	Janalyn Dowden	March 1, 2025
Collector of Tourist Development Tax	William 'Buck' Bolden	November 1, 2026
Collector of Tourist Development Tax	Kathy Robinson	November 1, 2027

Administration:

John Solomon, Administrator

Deborah Davis, Finance Director

Jean Lane, Head Information Specialist

TOURIST DEVELOPMENT PLAN 2023-24

I. Tourist Development Plan

The Tourist Development Plan is a two-year strategy for meeting the tourist-related promotional needs of the county. Every two years the TDC will review the plan, reassess the rental history of transient facilities and revise the projections and goals of the program, if necessary. Plan revisions will be subject to public hearings and adoption process as required by Florida Statutes Section 125.0104(4).

A. Budget

The Tourist Development Plan Budget will be the guiding policy for the expenditure of tourist development funds. Allocations will be made in broad program categories consistent with the policies identified in the Plan. Specific programmatic expenditures will be determined by the TDC and subject either to a public process for bidding, proposal submission or the grants allocation process described in TDC procedures and through application of FC BOCC policies and direction.

B. Amendments

Plan changes will focus on evolving needs that have been identified during the operation of the TDC during its current year. Line-item budget request changes and the incorporation of unanticipated revenues must be approved by the Board of County Commissioners.

C. Expenditures

Expenditures made from TDC funds will be authorized through contract or administrative decision by the TDC, if approved by the County. Subcontractors and vendors will submit invoices detailing the expenditure. After review by the TDC, to determine compliance with TDC policies and guidelines, TDC administration will forward a payment request to the County's Fiscal Manager for review and advancement of the request to the Clerk's Finance Office. All expenditures processed by the County Clerk's office will require County Commission approval. Tourist Development sales tax proceeds may only be expended for purposes authorized by Florida Statute 125.

II. Mission/Goal Statement

The Mission of the FCTDC is to promote tourism through a combination of out of area promotion, enhancement of county tourism infrastructure, support for value-added local events which draw and provide entertainment, and marketing agreements/co-ops with other similar promotional organizations to draw attention and awareness to the local area as a desirable destination.

In accordance with Florida Statutes, the primary criteria for measuring the success of TDC programmatic activities will be increasing "heads in beds" as reflected in periodic review of tourist tax revenues.

III. Objectives

Objectives are an identification of general programmatic areas needed to accomplish the program's mission and goal.

a. Administration

Up to 9% of net sales tax revenues budgeted in a fiscal year shall be made available for all administrative purposes (contractual and in-house services provided by county staff). Administration efforts ensure the tax proceeds are expended in a manner that is consistent with Florida Statutes and County fiscal policy. Administration will:

1. Provide for staffing sufficient to meet administrative requirements and recruit necessary personnel.
2. Ensure conformance with statutory requirements through coordination with Franklin County's Fiscal Management Department and Franklin County Clerk's Office.
3. Perform periodic monitoring of expenditures from TDC funds, prepare reports, and manage administrative functions.
4. Coordinate TDC Marketing activities with vendors.
5. Monitor collections reports and follow news, events and legislation which may impact lodging providers and/or collections.
6. Leverage marketing efforts by developing coalitions with other regional and statewide organizations with a compatible marketing and product agenda. The efforts include formal relations with Visit Florida, Big Bend Scenic By-ways, the NW Florida Tourism Coalition, Riverway South, and STS Marketing.
7. Take minutes of all TDC Council meetings, prepare reports, and provide information to the commission and public as needed, respond to requests for public information.
8. In addition to contractual administration for marketing efforts and council activities, the TDC can approve reimbursement to the County's general fund for the direct expenses relative to the county's administration of the TDC program. County staff will maintain a detailed activity log with hours spent on the administration of TDC programs and projects.

- b. Promotion-** To develop a coordinated marketing brand, promotional activities in all areas will emphasize the community's rich maritime and seafood industries, pristine natural environment, and plentiful outdoor recreational activities (hunting, fishing, birding, hiking, kayaking, boating, sports facilities, and tournaments). This market coordination will serve to increase the occupancy rates of local lodging providers. Approximately 40% of sales tax proceeds will be budgeted for promotion and advertisement. Historical data and tracking reports have identified a strategy of out of area promotion that is driven by performance matrixes with proven results. The TDC will continue out of area promotional efforts with a major emphasis on internet marketing and networking activities coupled with a presence in TV, print, and high performing radio markets. Promotional activities also include In-County Non-profit Events Marketing. Franklin County's non-profit organizations provide a significant value-added service for the visiting tourist. The TDC has incorporated the non-profit marketing needs into a

coordinated program that builds on traditional TDC promotion markets by adding a regional and local advertising strategy. This effort will be expanded as funds allow. The TDC will provide eligible non-profit organizations with funds to assist in the promotion of local events if tax revenues are expended for an activity, service, venue, or event, the activity, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists (per FS 125.0104).

c. Visitor Centers

The TDC provides services to visitors through relationships developed between the TDC and its Visitor Centers. These Centers provide the focus for coordinating events and services tailored to each local community and develop new opportunities in the returning visitor's market. In addition, Visitor Centers have been an important local participant in TDC efforts to attract and cultivate a network of travel writers. It is envisioned that these services will continue through the four visitor centers located within the county. The visitor centers are operated by independent contractors, however, if the visitor centers are in county-owned locations, there are some operational expenses that are paid directly by the county such as insurance costs, building repairs and site upkeep.

d. Operational Grant Programs for Museums and Nature Centers

Franklin County museums provide an invaluable enhancement to the community and serve as primary attractions and activity sites within the county for visitors. Museum facilities and nature centers also serve as additional tourism information outlets. Pursuant to FS 125.0104, museums, and nature centers which are eligible for support must be publicly owned and operated or owned and operated by non-profit organizations and open to the public within the county.

e. Construction, Renovation, Operation, and Improvements of facilities authorized by FS 125.0104(5)1 and subparagraph 1 addition (b).

Expenditures on eligible tourism elements are needed to better serve the increasing numbers of visitors to the area. The Tourist Development Council reviews capital needs and assists with the development of eligible projects as authorized by statute. The provision of activities and attractions add to the appeal of Franklin County as a tourist destination. For county owned museums and other facilities authorized by statute, the maintenance, and operational expenses (including property insurance and repairs) will be paid by tourist development sales tax proceeds.

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:

a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;

b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or

- c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;
- (b) Tax revenues received pursuant to this section by a county of less than 950,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public.

f. Beach Park Facilities, Maintenance Dredging, Erosion Control Efforts

Enhancement, erosion control and maintenance efforts for the county's beach parks, estuaries, and navigational channels are necessary to protect, provide access and preserve pristine natural resources which serve as the county's primary draw for tourists.

g. Lodging Company Partnerships

The TDC has initiated efforts to cement partnerships in promotion with local lodging providers and Visit Florida. These relationships provide opportunities to leverage lodging company marketing efforts in targeted markets.

h. Public Safety Services

The safety and security of visitors to Franklin County is of the utmost importance to county leadership. Investment of up to 10% of the county's tourist development sales tax proceeds toward eligible public safety services will ensure that the county remains a 'positive' and 'safe' environment for visitors and residents alike and addresses the needs from agencies that are impacted from additional tourist traffic. As outlined in statute: the governing board of a county or municipality may not use such taxes to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff's office, or a police department. Funding shall be provided in the form of a reimbursement for eligible tourism related activities upon the receipt of acceptable supporting documentation for the expense, recommendation to approve by the TDC and a majority vote to approve the reimbursement by the Board of County Commissioners.

IV. Reserves

A reserve for contingency line item will be budgeted at a maximum of 10% of net budgeted sales tax proceeds. This reserve amount will ensure that programs, advertising, projects, and operations can continue even if the county is faced with unforeseen reductions in sales tax proceeds in the event of natural disasters and/or changes in external economic conditions.

V. Revenue Projections

Revenue projections for the Tourist Development Council are based upon the realized tax revenues as outlined by the Florida Department of Economic and Demographic Research's Local Option Tourist Tax Levies in Florida's Counties Estimation of Realized and Unrealized Tax Revenues Report for the State Fiscal Year ending on June 30th. The county budgets total revenues at 95% by maintaining a less 5% of revenues line item to account for variances in collection and estimates.

With travel restrictions lifted and inflationary pressures, the TDC feels that the growth in sales tax proceeds for year two planning will be a small but sustainable increase of 1.5%.

Interest earnings are budgeted each year based upon the prior year's performance. Interest earnings are not restricted by statute and can be used to fund tourism-related project expenses not specifically authorized by statute and/or project match requirements. Residual interest revenues from one budget year to the next shall roll forward and will be accounted for by budgeting the interest earnings and carry forward interest earnings in a separate expenditure line item for use towards the engineering and design costs of eligible TDC projects.

VI. Residual Funds

The balance of any tourist development revenues remaining after expenditures for specific purposes or projects remaining at the end of a fiscal year may be allocated at the direction of the Board for any use consistent with provisions of section 125.0104, F.S. on funding objectives outlined in sections e. and f. above.

VII. Allocations

Florida Statutes require a bi-annual revision to the Tourist Development Plan. This plan is required to provide income and expense projections for a two-year period. Expenditure allocations for the bi-annual plan are presented for use of tourist tax revenues only. Additional funds available through granting sources will be the subject of addendums to this plan. The 2023/2024 estimated sales tax revenues are \$3,313,344 and the 2024/2025 estimated sales tax revenues are \$3,363,044. Adjustments to second year allocations will be addressed during the annual BOCC budget process.

VIII. Availability of funds

Expenditures for specific projects or special uses provided in the plan, and as authorized under applicable provisions of Section 125.0104, F.S. shall be subject to the availability of revenue funds.

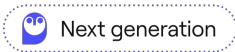
IX. Amendment of the Plan

In accordance with Section 125.0104, F. S., this Plan may not be substantially amended except by ordinance, enacted by an affirmative vote of a majority plus one additional member if the Board of County Commissioners.

TOURIST DEVELOPMENT 2023 - 2024 PLAN BUDGET					
ESTIMATED REVENUES / RECEIPTS					
Description		GL Number	100% Revenues	Net Revenues (95%) - Carry Forward at 100%	
Tourist Development Tax		130.312.100	3,313,344.00	3,147,677.00	
Tourist Development Tax - Interest Earned Local B		130.361.100	90,000.00	85,500.00	
Less 5%		130.397.980	(170,167.00)	N/A	
Cash Carried Forward		130.398.990	700,150.00	700,150.00	
Cash Carried Forward 1% Reconciliation		130.398.991	3,422,449.00	3,422,449.00	
TOTAL ESTIMATED RECEIPTS AND BALANCES			7,355,776.00	7,355,776.00	
ESTIMATED EXPENDITURES					
Category	Sales Tax	Amount Total	GL Number	Description	Amount
a.	9%	\$283,291	130.33.552.3400	TDC Administration Contract	174,000.00
			130.33.552.4000	TDC Administration Travel (Conferences, Meetings, Events)	10,000.00
			130.33.552.5400	TDC Administration Memberships - Visit Florida, COCA, NOWA, STS, Riverway South	19,000.00
			130.33.552.4900	TDC Administration - Other	62,954.00
b.	40%	\$1,259,071	130.33.581.9100	TDC Administration - Reimb Direct County Administration of Projects	17,337.00
c.			130.33.552.4800	Tourist Development - Promotional Activities	1,259,071.00
c.			130.33.552.8200	Tourist Developent-Aid to Other Organizations - Visitor Centers	180,000.00
c.			130.33.552.4500	Tourist Development - Insurance Costs on County Owned Visitor Center Buildings	10,000.00
d.			130.33.552.4600	Tourist Development - Maintenance Costs on County Owned Visitor Center Buildings	30,000.00
e.			130.33.552.8200	Tourist Development - Aid to Other Organizations - Museum Operating Grants	40,000.00
e.			130.33.552.8201	Tourist Development - Promotional Aid to Private Organizations	125,000.00
f.			130.33.552.4500	Tourist Development - Insurance Costs on County Owned Museums, Auditoriums, Nature Centers, Convention Center	25,000.00
f.			130.33.552.6300	Tourist Development - Erosion Control Efforts - Dune Walkovers - 8th, 9th, 10th Street, SGI	225,000.00
f.	21%	\$661,011	130.33.552.4601	Tourist Development - Maintenance Dredging - 2 Mile Dredging, Indian Creek Permitting, Ochlockonee Bay Permitting	26,011.00
			130.33.552.6300	Tourist Development - Beach Park Facilities - Security Lighting & Picnic Tables, Benches at Park, Mobi-Mat ADA Access Replacement	70,000.00
			130.33.552.7100	Tourist Development - Beach Park Facilities Principal Payment LOC	140,000.00
			130.33.552.7200	Tourist Development - Beach Park Facilities Interest Payment LOC	5,768.00
g.	10%	\$314,768	130.33.581.9100	Tourist Development - Transfer to General Fund for Beach Cleanup Activities	99,000.00
h.	10%	\$314,768	130.33.552.3400	Tourist Development - Contract Services Law Enforcement / EMS Service	314,768.00
			130.99.584.9600	Tourist Development - Reserve for Contingency	314,768.00
CURRENT YEAR INTEREST REVENUE ALLOCATION					3,147,677.00
g.	100%	\$85,500	130.33.552.3100	Tourist Development - Professional Services - Design and Engineering - Beach Park Facility Upgrade Design & Eng. Svcs. Basketball Court & Pickleball Court, Preliminary Site	85,500.00
CARRY FORWARD ALLOCATION					85,500.00
e.	n/a	\$4,122,599	130.33.552.4602	Tourist Development - Replace Decking SGI Fishing Pier Access Ramp	27,000.00
e.			130.33.552.6302	Tourist Development - County Match Resurface SGI Multi-Use Path Ph I (*Pending Appropriate Leg. Finding - Ext. Nature Center)	100,000.00
e.			130.33.552.6202	Tourist Development - Replace Custom Curtains (fixture of building) Chapman Auditorium	25,000.00
e.			130.33.552.6202	Tourist Development - Construction/Improve Press Box and Concession at Kendrick Sports Arena	100,000.00
e.			130.33.552.6302	Tourist Development - Eastpoint Waterfront Nature Center/and/or Welcome Visitor Center Paths, Piers, Boardwalk, Landscaping, Parking *	500,000.00
e.			130.33.552.6202	Tourist Development - Eastpoint Waterfront Nature Center/and/or Welcome Visitor Center Building *	270,599.00
e.			130.33.552.6202	Tourist Development - SGI Convention Center *	2,000,000.00
e.			130.33.552.6302	Tourist Development - Armory Convention Center Floor Refinishing & Window Replacement *	1,000,000.00
e.			130.33.552.6302	Tourist Development - Covered Batting Cages, Concession Area Improvements, Scoreboard Upgrade D.W. Wilson Sports Arena	100,000.00
					4,122,599.00
TOTAL EXPENDITURES					7,355,776.00
*Denotes projects anticipated to span multiple fiscal years for completion - will be part of carry forward funds					
** Spending plan conceptual projects are subject to the governing board making the appropriate legislative findings for the use of proceeds and/or some concepts may necessitate clarification on legality by attorney general					

TOURIST DEVELOPMENT 2024 - 2025 PLAN BUDGET

ESTIMATED REVENUES / RECEIPTS			Est. 1.5% Rev Growth, Subject to Change during budget process		
Description	GL Number	100% Revenues	Net Revenues (95%) - Carry Forward at 100%		
Tourist Development Tax	130.312.100	3,363,044	3,194,891.00		
Tourist Development Tax - Interest Earned Local B	130.361.100	91,350	86,783		
Less 5%	130.397.980	-172,720	N/A		
Cash Carried Forward Prior Year	130.398.990	700,150	700,150.00		
Cash Carried Forward 1% Reconciliation Proj Forw	130.398.991	3,770,559	3,770,559.00		
TOTAL ESTIMATED RECEIPTS AND BALANCES		7,752,383	7,752,383.00		
ESTIMATED EXPENDITURES					
Category	Sales Tax	Amount Total	GL Number	Description	Amount
a.	9%	\$287,540	130.33.552.3400	TDC Administration Contract	174,000.00
			130.33.552.4000	TDC Administration Travel (Conferences, Meetings, Events)	14,249.00
			130.33.552.5400	TDC Administration Memberships - Visit Florida, COCA, NOWA, STS, Riverway South	19,000.00
			130.33.552.4900	TDC Administration - Other	62,954.00
			130.33.581.9100	TDC Administration - Reimb Direct County Administration of Projects	17,337.00
b.	40%	\$1,277,957	130.33.552.4800	Tourist Development - Promotional Activities	1,277,957.00
c.			130.33.552.8200	Tourist Developent-Aid to Other Organizations - Visitor Centers	180,000.00
c.			130.33.552.4500	Tourist Development - Insurance Costs on County Owned Visitor Center Buildings	15,000.00
c.			130.33.552.4600	Tourist Development - Maintenance Costs on County Owned Visitor Center Buildings	35,000.00
d.			130.33.552.8200	Tourist Development - Aid to Other Organizations - Museum Operating Grants	40,000.00
e.			130.33.552.8201	Tourist Development - Promotional Aid to Private Organizations	150,000.00
e.			130.33.552.4500	Tourist Development - Insurance Costs on County Owned Museums, Auditoriums, Nature Centers, Convention Center	35,000.00
f.			130.33.552.6300	Tourist Development - Erosion Control Efforts - Dune Walkovers - replacement or new construction of up to three dune walkovers, SGI	200,000.00
f.			21%	\$670,927	130.33.552.4601
f.	10%	\$319,489	130.33.552.6300	Tourist Development - Beach Park Facilities - New Basketball Court and Pickleball Court SGI Beach Park	150,000.00
			130.33.552.7100	Tourist Development - Beach Park Facilities Principal Payment LOC - New Facility Enhancement - Additional Land Carrabelle Beach Parking	68,489.00
			130.33.552.7200	Tourist Development - Beach Park Facilities Interest Payment LOC - Additional Land Carrabelle Beach Parking	2,000.00
			130.33.581.9100	Tourist Development - Transfer to General Fund for Beach Cleanup Activities	99,000.00
			g.	10%	\$319,489
h.	10%	\$319,489	130.99.584.9600	Tourist Development - Reserve for Contingency	319,489.00
CURRENT YEAR INTEREST REVENUE ALLOCATION					3,194,891.00
g.	100%	86,783	130.33.552.3100	Tourist Development - Professional Services - Design and Engineering - Preliminary Site Analysis Eastpoint Nature Center, SGI Convention Center	86,783.00
CARRY FORWARD ALLOCATION					86,783.00
e.	n/a	\$4,470,709	130.33.552.6302	Tourist Development - Eastpoint Waterfront Nature Center/and/or Welcome Vistor Center Paths, Piers, Boardwalk, Landscaping, Interpretive Signage, Parking *	500,000.00
e.			130.33.552.6202	Tourist Development - Eastpoint Waterfront Nature Center Building/and/or Welcome Visitor Center *	270,599.00
e.			130.33.552.6202	Tourist Development - SGI Convention Center *	2,000,000.00
e.			130.33.552.6302	Tourist Development - Armory Convention Center Floor Refinishing & Window Replacement *	1,000,000.00
f.			130.33.552.4602	Tourist Development - Maintenance Dredging - Indian Creek Channel Dredging, Ochlockonee Bay Ramp Channel Dredging *	200,000.00
e.			130.33.552.6302	Tourist Development - Sports Arena Improvements	500,110.00
					4,470,709.00
TOTAL EXPENDITURES					7,752,383.00
*Denotes projects anticipated to span multiple fiscal years for completion - will be part of carry forward funds					
** Spending plan conceptual projects are subject to the governing board making the appropriate legislative findings for the use of proceeds and/or some concepts may necessitate clarification on legality by attorney general					



MEETING OWL 3

Meet the Meeting Owl® 3 device, our premium 360° camera, mic, and speaker that creates the most immersive meeting experience for hybrid teams.

KEY BENEFITS

- See and hear everything with 360° in-room video and audio and the upgraded Owl Intelligence System (OIS™) that uses computer vision to automatically focus on whoever is speaking
- Eliminates friction with a plug and play meeting setup and start to support most video conferencing platforms including, including Zoom, Microsoft Teams and Google Meet
- WiFi-enabled to get smarter over time through continuous software innovations and feature launches to the Owl Intelligence System
- Connect to a second Meeting Owl through Owl Connect or to an Expansion Mic to support meetings in larger spaces
- Pairs with our [collaborative room solutions](#): the [Whiteboard Owl](#), the [Meeting HQ](#).

DIFFERENTIATORS

- Meet faster: From unboxing to your first meeting in 6+ minutes
- Effortless updates: Gets smarter with OTA updates in 2 minutes flat
- Adaptable tech: Expands to spaces up to 28 ft with two Meeting Owls
- Better meetings: Quicker and smoother speaker transitions with speaker detection in 3 seconds or less

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100K+ organizations globally

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84 out of 100 of the Fortune 100

HOOTS AND HOLLERS



reddot winner 2020

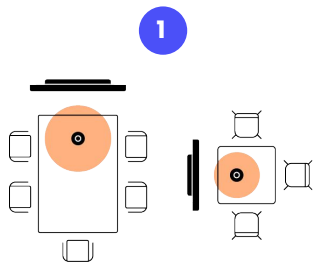


Meeting Owl experience

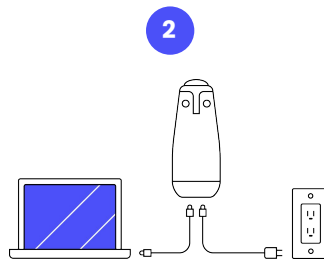


Typical front-of-room camera experience

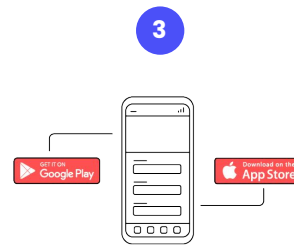
Meeting room setup made simple



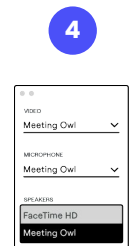
1
Place your Owl on a table or desk.



2
Plug in power. Connect USB-C to an in-room computer or laptop.



3
Download the Meeting Owl App for desktop, mobile, or tablet and set up your Owl.



4
In your video conferencing platform, choose Meeting Owl for audio and video.

FEATURED IN

The New York Times

WIRED

FAST COMPANY

Forbes

INSIDER

WSJ

The Boston Globe

TC TechCrunch

USA TODAY

“

The Meeting Owl has completely transformed our ability to work well across our team and our organization.

— RORY SUTHERLAND,
VICE CHAIRMAN, OGILVY

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Meeting Owl® 3 Specifications

MEETING OWL 3

OWL LABS®

Camera	Microphone	Speaker	Connection
<p>Single custom-designed 360° panoramic fisheye camera to eliminate image distortion</p> <p>Camera view shows optional 360° panoramic view of the room and face-to-face view that auto-focuses on whoever is speaking</p> <p>Output Resolution: 1080p HD Video Pickup Radius: 10' (3m) Field of View: 360°</p>	<p>8 omni-directional beamforming Smart Mics</p> <p>Smart Mics equalize speaker volume to amplify quiet voices</p> <p>Audio Pickup Radius: 18' (5.5m)</p> <p>Ability to pair two Meeting Owls with Owl Connect to expand video and audio range by 8' (2.5m) in any direction</p>	<p>Three built-in speakers for 360° coverage and clear in-room sound</p> <p>Speaker Output Level: 80 db SPL</p>	<p>Plug and play connection to host computer via USB-C</p> <p>Option to connect to the Meeting HQ for one-touch meeting start (with adapter)</p> <p>Option to connect to the Whiteboard Owl via Bluetooth</p> <p>Option to connect to the Expansion Mic via micro-HDMI</p>
Processing Power	Dimensions	Power Supply	Warranty
<p>Qualcomm® Snapdragon™ 605 processor</p>	<p>Dimensions: 4.4" W x 4.4" D x 10.72" H (111mm W x 111mm D x 272mm H)</p> <p>Weight: 2.61lb (1.2kg)</p>	<p>AC Input: 100–240V</p> <p>Line cord: Specific to region</p>	<p>2-year warranty (Option to extend warranty to 3 years with Owl Care)</p>

USAGE

Software	Compatibility	Management	Security
<p>AI-powered Owl Intelligence System™ to intelligently focus on whoever is speaking</p> <p>Intelligently autofocuses on the active speaker using vision, voice, and motion</p> <p>Options for presenter enhancement, digital whiteboarding capabilities, and different camera controls to customize your meeting experience</p> <p>Ability to pair two Meeting Owl 3s or Pros using Owl Connect to expand video and audio coverage in larger rooms</p>	<p>Plug and play connection to host computer via USB-C</p> <p>Works with Zoom, Microsoft Teams, Skype for Business, Slack, Webex, and many more</p> <p>Compatible with virtually all web-based video conferencing platforms</p> <p>Extend range by pairing with another Meeting Owl (Pro or 3) or add on Expansion Mic</p> <p>Works with the Meeting HQ* and the Whiteboard Owl</p>	<p>Meeting Owl App:</p> <ul style="list-style-type: none"> Mobile: iOS and Android Tablet: iPad Desktop: Mac and Windows <p>Required for first-time setup and adjusting settings during meetings</p> <p>The Nest: Manage your fleet of Owls through our web-based portal</p>	<p>Meeting Owl 3 does not record any video or audio content</p> <p>Video and audio are streamed to the host computer via USB-C connection</p> <p>Option to secure the Meeting Owl 3 with Lock Adapter</p> <p>Full security and privacy details</p>

SETUP

*Adapter required

What's Included	Setup
<p>Meeting Owl 3</p> <p>Power adapter and line cord</p> <p>USB-C to USB-C cable</p> <p>Setup Guide</p> <p>Table Card + Owl holder</p>	<p>Placement: 3' (1m) from the in-room TV or monitor and within 18' (5.5m) of in-room participants</p> <p>Setup Options: Center of the table, tripod-mounted, or ceiling-mounted</p>

