

Franklin County Tourist Development Council Board Meeting  
TDC Office Meeting Room  
Agenda  
Wednesday, February 14th, 2:00 P.M.

**AGENDA**

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

**Promotions Report**

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

**New business**

- a. Approve the reimbursement of \$140,000 spent to assist with Carrabelle Beach Park renovation.

**Reports by Local Government Representatives:**

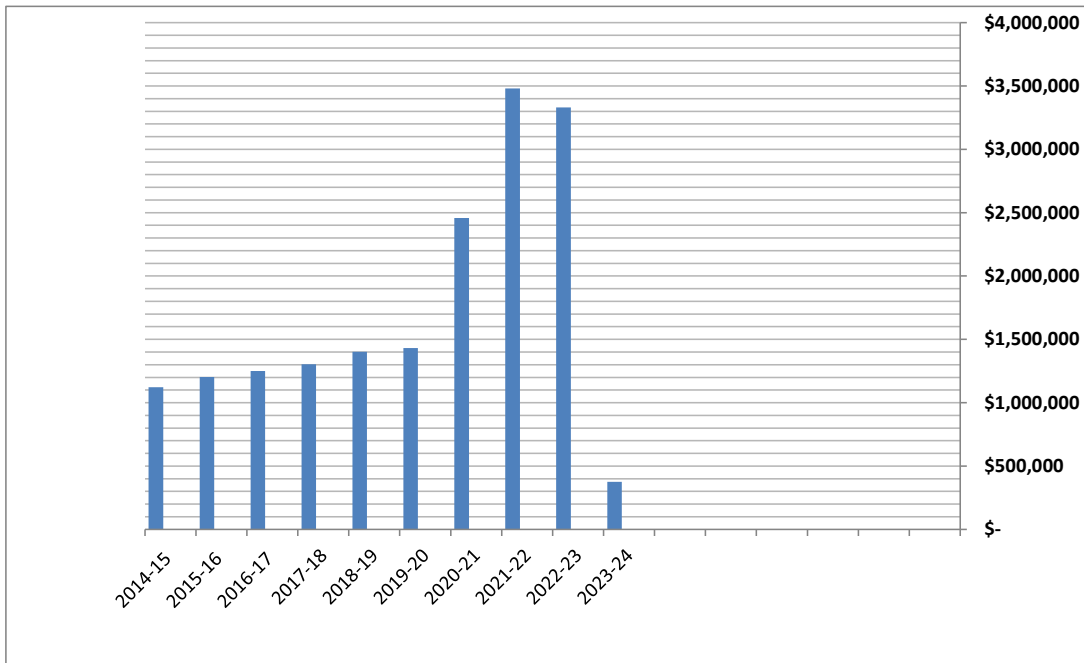
- |                          |                    |
|--------------------------|--------------------|
| A. City of Apalachicola: | <b>Mayor Ash</b>   |
| B. City of Carrabelle:   | <b>Mayor LaPaz</b> |
| C. Franklin County       | <b>Comm. Jones</b> |

7. Reports from Member Organizations
8. Board Comments

**Meeting Announcements: TDC Board Meeting Wednesday, March the 13th, 2023 at 2:00 pm at TDC Office meeting room**

**FCTDC Collections Report for 2012-2024 Year-to-Date Report  
Through November 2024**

	A	B	C	D	E	F	G	H	I	J	K
1	Month	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
2	October	\$ 58,876	\$ 75,085	\$ 95,108	\$ 85,823	\$ 38,417	\$ 89,660	\$ 147,542	\$ 294,549	\$ 280,910	\$ 235,669
3	November	\$ 40,066	\$ 44,449	\$ 46,044	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 146,699	\$ 139,188
4	December	\$ 30,979	\$ 24,693	\$ 41,580	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724	\$ 116,196	\$ 128,229	\$ -
5	January	\$ 38,805	\$ 47,002	\$ 41,669	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327	\$ 155,971	\$ -
6	February	\$ 42,755	\$ 64,494	\$ 60,423	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508	\$ 182,356	\$ 170,298	\$ -
7	March	\$ 83,626	\$ 80,018	\$ 84,583	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238	\$ 248,693	\$ -
8	April	\$ 101,310	\$ 103,120	\$ 89,950	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271	\$ 295,444	\$ -
9	May	\$ 143,700	\$ 131,348	\$ 110,485	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652	\$ 333,083	\$ -
10	June	\$ 195,093	\$ 213,949	\$ 226,795	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038	\$ 569,447	\$ 502,792	\$ -
11	July	\$ 182,236	\$ 253,603	\$ 242,037	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474	\$ 651,425	\$ 601,106	\$ -
12	August	\$ 129,880	\$ 82,664	\$ 121,809	\$ 111,323	\$ 134,239	\$ 190,136	\$ 306,565	\$ 246,874	\$ 217,277	\$ -
13	September	\$ 75,778	\$ 81,869	\$ 90,214	\$ 70,419	\$ 90,052	\$ 140,186	\$ 164,076	\$ 236,109	\$ 249,963	\$ -
14	Totals	\$1,123,104	\$1,202,294	\$1,250,696	\$ 1,304,398	\$ 1,401,732	\$ 1,432,091	\$2,458,249	\$3,480,276	\$3,330,466	\$ 374,857
15											
16	YOY %	\$ 73,539	\$ 79,190	\$ 48,401	#REF!	\$ 97,334	\$ 30,360	\$1,026,157	\$1,022,027	\$ (149,810)	\$ (2,955,608)
17		7.5%	7.1%	4.0%	#REF!	7.46%	2.17%	71.65%	41.58%	-4.30%	-88.74%



\* October and November 2018 due to Hurricane Michael statistically are outliers.  
 October and November 2019 compared with 2017-18 amounts are more representative,  
 thus, these months show increases of 10% and 9% respectively, or YTD increase of 31%.  
 \* Coronavirus-19 March 1 - May 18 2020  
 \* July 1, 2021 Increase in tax rate to 3%  
 \* 2020-21 increase if rate had stayed at 2% > \$685,452.64 or 47.86% increase

**2023-24 Budget**  
**January 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>ADMINISTRATION - 60002</b>	\$ 40,026	\$ 174,000	\$ 133,974	23%
3	<b>INFRASTRUCTURE - 60004</b>	\$ 429,537	\$ 3,645,376	\$ 3,215,839	12%
4	<b>Aid to Local Governments - 60005</b>	\$ 194,330	\$ 3,330,376	\$ 3,136,046	6%
5	Infrastructure Projects - per statue - 60006	\$ 144,830	\$ 1,564,188	\$ 1,419,358	9%
6	6300 - Infrastructure	\$ -	\$ 631,093	\$ 631,093	0%
7	Dune Walkovers	\$ 133,019			
8	4601 - Coastal Dredging Channels	\$ 10,000	\$ 375,950	\$ 365,950	3%
9	6200 - Land Acquisition/ EP Nature Center	\$ -	\$ 146,545	\$ 146,545	0%
10	Moby Mats - 60008	\$ -	\$ 30,000	\$ 30,000	0%
11	6200 - Buildings/ Armory Convention Center	\$ -	\$ 115,771	\$ 115,771	0%
12	Beach Park Carrabelle - Peoples Bank Interest	\$ 1,811	\$ 84,188	\$ 82,377	
13	6201 - Buildings/ Carrabelle Beach Park Reno		\$ 180,641	\$ 180,641	0%
14	Beach Cleanup (Quarterly) - 60007	\$ 49,500	\$ 99,000	\$ 49,500	50%
15	Armory Website Page Addition - 60009	\$ -	\$ 3,000	\$ 3,000	0%
16	Museum Infrastructure Grant Program - 60011	\$ -	\$ 100,000	\$ 100,000	0%
17	<b>Aid to Non-Profits - 60012</b>	\$ 90,000	\$ 285,000	\$ 195,000	32%
18	Museum Grants - (\$3,7500 each per quarterly) - 60013	\$ -	\$ 105,000	\$ 105,000	0%
19	Visitor Centers (Quarterly) - 60014	\$ 90,000	\$ 180,000	\$ 90,000	50%
20	<b>TDC Maintenance and Repairs - 60015</b>	\$ 377	\$ 30,000	\$ 29,623	1%
21	TDC Building Maintenance /Repairs - 60016	\$ 377			
22	Insurance TDC Property Insurance	\$ -			
23	SGL Lighthouse Museum Flood Insurance	\$ -			
24	<b>PROMOTIONAL BUDGET - 60017</b>	\$ 233,441	\$ 1,267,812	\$ 1,034,371	18%
25	<b>Non-Profit Event Promotions - 60018</b>	\$ 267	\$ 163,000	\$ 162,733	0%
26	Non-Profit Promotion Grants - 60019	\$ 267	\$ 123,000	\$ 122,733	0%
27	Museum Promotional Grants (Events by Museums) 60020	\$ -	\$ 40,000	\$ 39,733	1%
28	<b>New Promotional Opportunities - 60021</b>	\$ 24,720	\$ 30,000	\$ 5,280	82%
29	<b>Vendor Contracted Retainers - 60023</b>	\$ 36,082	\$ 131,000	\$ 94,918	28%
30	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 13,333	\$ 40,000	\$ 26,667	33%
31	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 9,999	\$ 40,000	\$ 30,001	25%
32	Forgotten Coast TV ( \$ 3000 / Month) - 60026	\$ 9,000	\$ 36,000	\$ 27,000	25%
33	Oystter Radio ( \$ 1,250 / Month) - 60027	\$ 3,750	\$ 15,000	\$ 11,250	25%
34	<b>Internet Advertising - 60028</b>	\$ 68,748	\$ 238,600	\$ 169,852	29%
35	2K Social Media Campaigns - 60029	\$ 11,667	\$ 35,000	\$ 23,333	33%
36	Non-Contractual Website - 60030	\$ 15	\$ 10,000	\$ 9,985	0%
37	Search Engine Optimization - 60031	\$ 6,240	\$ 28,500	\$ 22,260	22%
38	Market Research & email marketing - 60032	\$ 7,200	\$ 6,000	\$ (1,200)	120%
39	Internet Marketing (Google, etc) - 60033	\$ 39,153	\$ 130,000	\$ 90,847	30%
40	14% Production - 60034	\$ 4,473	\$ 23,100	\$ 18,627	19%
41	Website Revisions - 60035	\$ -	\$ 6,000	\$ 6,000	0%
42	<b>Print - 60036</b>	\$ 61,671	\$ 246,012	\$ 184,342	25%
43	Digital/ Banner Adds ( Bay Media) - 60037	\$ 3,750	\$ 25,800	\$ 22,050	15%
44	Banner Ads- 14% Production - 60038 *	\$ 630	\$ 3,612	\$ 2,982	17%

**2023-24 Budget**  
**January 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
45	Content Production - 60039	\$ 553	\$ 12,000	\$ 11,448	5%
46	Print Advetising - 60040	\$ 56,738	\$ 150,000	\$ 93,262	38%
47	14% Production ( Print Advertising) - 60038 *	\$ -	\$ 19,300	\$ 19,300	0%
48	Printing Promotional Materials (brochures) - 60041	\$ -	\$ 35,000	\$ 35,000	0%
49	<b>Photography - 60042</b>	<b>\$ -</b>	<b>\$ 13,200</b>	<b>\$ 13,200</b>	<b>0%</b>
50	Photo Library - 60043	\$ -	\$ 8,500	\$ 8,500	0%
51	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
52	<b>Welcoming Tourists - 60045</b>	<b>\$ 1,770</b>	<b>\$ 55,000</b>	<b>\$ 53,230</b>	<b>3%</b>
53	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 1,770	\$ 10,000	\$ 8,230	18%
54	Historical Signage - 60048	\$ -	\$ 25,000	\$ 25,000	0%
55	Additional Signage (roadside, storefront, billboards) - 60049	\$ -	\$ 20,000	\$ 20,000	0%
56	<b>TV and Radio Advertising - 60050</b>	<b>\$ -</b>	<b>\$ 45,000</b>	<b>\$ 45,000</b>	<b>0%</b>
57	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
58	Television Advertising - 60052	\$ -	\$ 35,000	\$ 35,000	0%
59	<b>Video Production - 60053</b>	<b>\$ 9,750</b>	<b>\$ 51,000</b>	<b>\$ 41,250</b>	<b>19%</b>
60	Video Library - 60054	\$ -	\$ 10,000	\$ 10,000	0%
61	Commercials / Specials - 60055	\$ 9,750	\$ 10,000	\$ 250	98%
62	Video Production- PSAs - 60056	\$ -	\$ 5,000	\$ 5,000	0%
63	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
64	<b>Partnerships (co-ops) - 60058</b>	<b>\$ -</b>	<b>\$ 30,500</b>	<b>\$ 30,500</b>	<b>0%</b>
65	VF State Welcome Center - Kids Corner - 60059	\$ -	\$ 4,000	\$ 4,000	0%
66	Explore NW Florida Beaches/ Visit Florida Grant - 60062	\$ -	\$ 16,000	\$ 16,000	0%
67	98 Corridor Mkting - 60060	\$ -	\$ 5,000	\$ 5,000	0%
68	COCA Banner - 60061	\$ -	\$ 5,500	\$ 5,500	0%
69	<b>Special Events and Outreach - 60070</b>	<b>\$ 24,382</b>	<b>\$ 170,500</b>	<b>\$ 146,118</b>	<b>14%</b>
70	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
71	Get-a-Way Contests - 60072	\$ 1,438	\$ 20,000	\$ 18,562	7%
72	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
73	Journalists Visits - 60074	\$ -	\$ 10,000	\$ 10,000	0%
74	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
75	Promotional Items - 60076	\$ -	\$ 5,000	\$ 5,000	0%
76	Visitor Guide Production - 60077	\$ -	\$ 25,000	\$ 25,000	0%
77	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 2,044	\$ 35,000	\$ 32,956	6%
78	New Software Advancements - 60081	\$ 6,500	\$ 13,000	\$ 6,500	50%
79	CrowRiff - 60082	\$ -	\$ 7,000	\$ 7,000	0%
80	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
81	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
82	Forgotten Coast Mobile App - 60085	\$ -	\$ 8,000	\$ 8,000	0%
83	<b>Dues/Memberships/Meetings /Conferences - 60090</b>	<b>\$ 6,051</b>	<b>\$ 29,000</b>	<b>\$ 22,949</b>	<b>21%</b>
89	VF, STS, FOWA, NOWA,COCA,DMO Assn, NWTDC - 60093	\$ 6,051	\$ 13,000	\$ 6,949	47%
90	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ -	\$ 6,000	\$ 6,000	0%
91	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ -	\$ 4,000	\$ 4,000	0%
92	Explore NW Florida (Riverway South) Membership - 60094	\$ -	\$ 6,000	\$ 6,000	0%

**2023-24 Budget**  
**January 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
93	<b>TOTAL BUDGET2023-24</b>	<b>\$ 703,004</b>	<b>\$ 5,087,188</b>	<b>\$ 4,384,184</b>	<b>14%</b>



February 9, 2024  
To: TDC Board Members  
From: C. Clark  
Subject: February 2024 marketing report

**METRICS ANALYSIS OF FEBRUARY NEWSLETTER** launched Thursday, January 25 to 107,110 recipients. The reader open rate averaged 32.7% and the click to open rate averaged 3.2%. There were 55 trackable links in the newsletter. The highest number of click throughs registered as follows: ShrimpFest (6.6%), Barkus Event (4.5%), Ilse Newell Concert (3.8%), Crooked River Lighthouse Full Moon Climb (3.5%), SGI Chili Cookoff (3.0%).

### EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410  
Total Database: January 3, 2024: 108,269

### MARKETING/MEDIA COORDINATION

Production: *February Newsletter*  
Content: *New Orleans Magazine*  
Production: *Southern Living*  
Production: *Florida Sport Fishing*  
Production: *Nashville Magazine*  
Production: *Atlanta Magazine*  
Production: *New Orleans Magazine*  
Production: *Spring Travel Planner*

### AD BUY REQUESTS

**MID-MONTH CONFIRMATION - PRINT/DIGITAL** *New Orleans Magazine* March. Full page ad/digital: **\$3534.10**  
**MID-MONTH CONFIRMATION - PRINT/DIGITAL** *Saltwater Guide*: semi-annual. 1/2 page **\$6820.00**  
**DIGITAL: Fido Friendly Magazine** - Annual Digital banner placement: **\$2508**



## SGI ShrimpFest February 10

The St. George Lighthouse Association will host the 3rd Annual SGI ShrimpFest on February 10th, from 11:00 am – 4:00 pm in the western parking area adjacent to Lighthouse Park. This year's festival will be a one-day outdoor event offering patrons the opportunity to dine on the freshest, most exquisite local shrimp dishes while enjoying great live musical entertainment and shopping with many unique vendors.



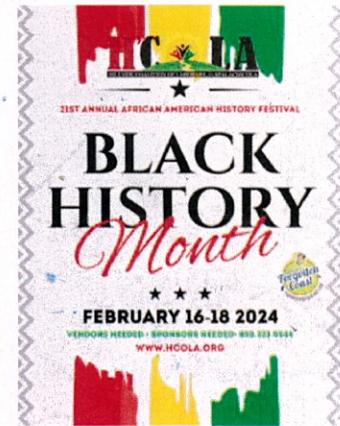
Adding to the festivities this year, there will be a curated group of arts and crafts vendors showcasing unique products, local nonprofit exhibitors, raffle items, a beer and wine station, hot cocoa and coffee, and a live musical performance by The Blues Factor Band that will keep the energy high and the good times rolling throughout the event. [For details, click here.](#)

## MardiGras Barkus Festival February 24

Dust off your boots, grab your cowboy hat and bring your canine companions. Come and celebrate Mardi Gras Apalachicola style with a street festival and parade of costumed dog and their people! The theme for the 2024 event is "Git Along Li'l Doggies" so dust off your boots, grab your cowboy hat and bring your canine companions for a day of fun and excitement. Saddle up and join us on Saturday, February 24, 2024! This is going to be one fun-filled day that y'all won't want to miss. [Details.](#)



## Crooked River Park Day February 3



## HCOLA 21st Annual History Festival February 16-18

H'COLA's Annual African-American History Festival will be held February 16-18. This event is a celebration of African-American history, life, music, and culture. This outdoor, family-oriented event is filled with varied artists and entertainers, children's activities, arts, history, education, health & wellness, and more. There will be live entertainment throughout the two-day event. [Click here for details.](#)



Camp Gordon Johnston  
Presents African

# Visit Florida's Forgotten Coast

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

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

Plan your next trip to Franklin County's Forgotten Coast at [Floridasforgottencoast.com/SP24](http://Floridasforgottencoast.com/SP24)



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



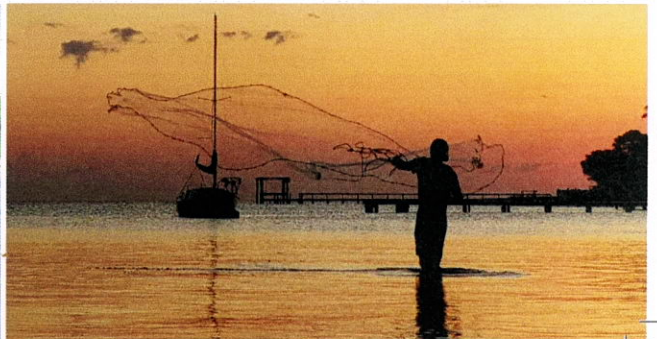
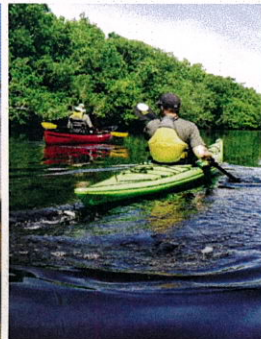
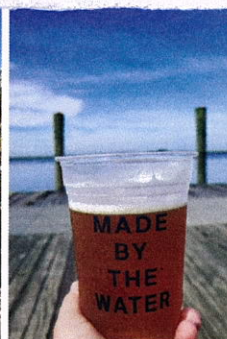
let's go fishing!  
*along Florida's Forgotten Coast*

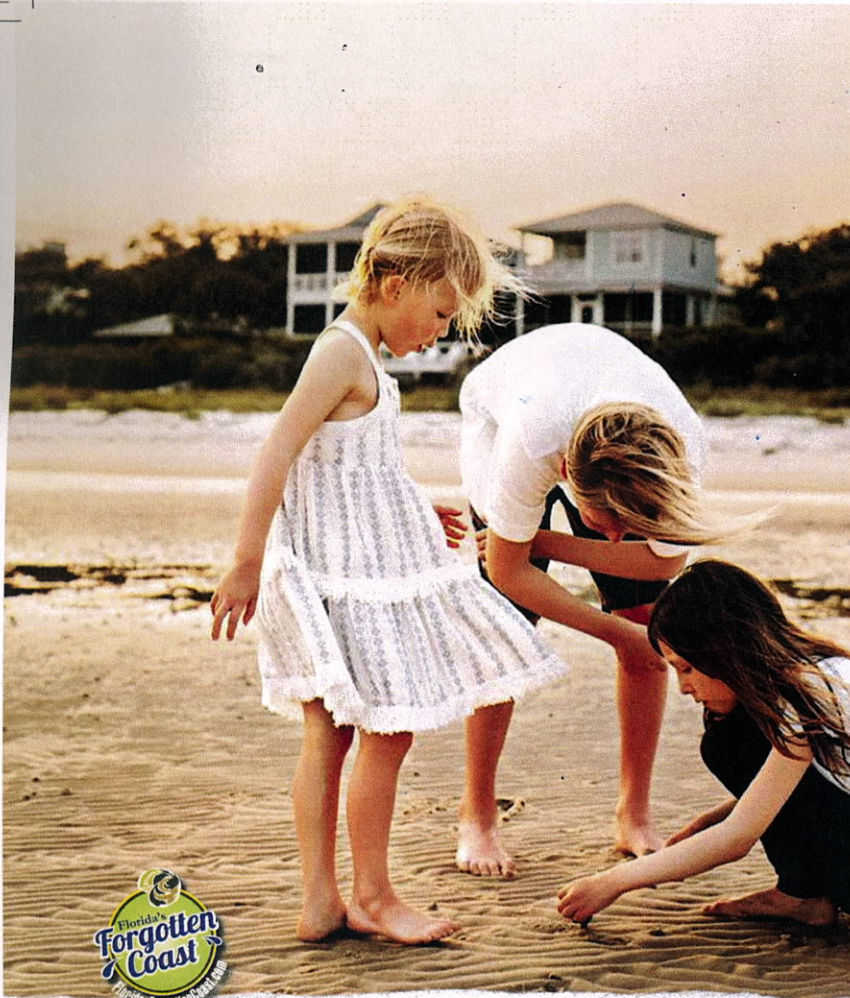
full service marinas . guide services  
bait, tackle and outfitters  
pet-friendly beaches . fresh local seafood  
kayaking . history . hiking . golf  
restaurants . breweries



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

Plan your next trip at [FloridasForgottenCoast.com/fish24](http://FloridasForgottenCoast.com/fish24)





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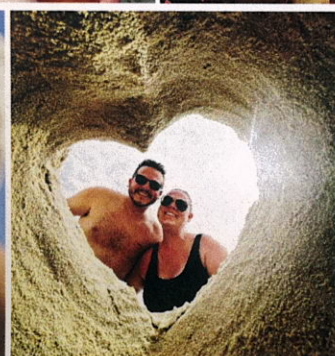
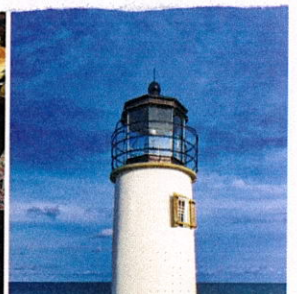
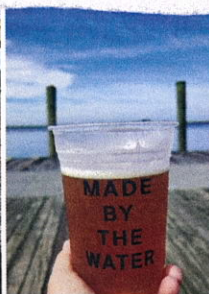
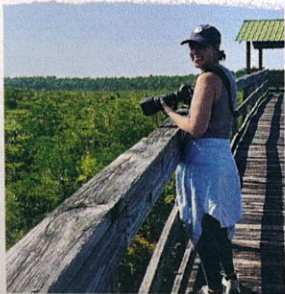
Explore a quiet shoreline or plan an outdoor adventure to hike, fish or relax on family-friendly beaches. Discover coastal towns steeped in maritime history and blended with a laid-back scene of local art, shopping, music and restaurants serving fresh local seafood.

Check out local insider tips and download the app to stay current on events and specials.

**Plan a visit soon!**

[Floridasforgottencoast.com/embrace24](http://Floridasforgottencoast.com/embrace24)

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



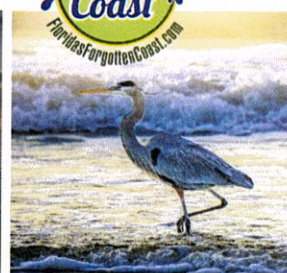
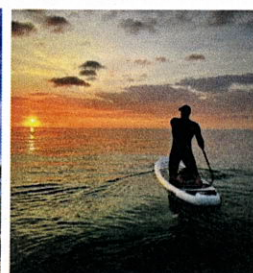
# Visit Florida's Forgotten Coast

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 family-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 Apalachicola Bay Seafood.

Plan your next trip to Franklin County's Forgotten Coast at [Floridasforgottencoast.com/SL24](http://Floridasforgottencoast.com/SL24)



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



Spring Break Planner

# Visit Florida's Forgotten Coast

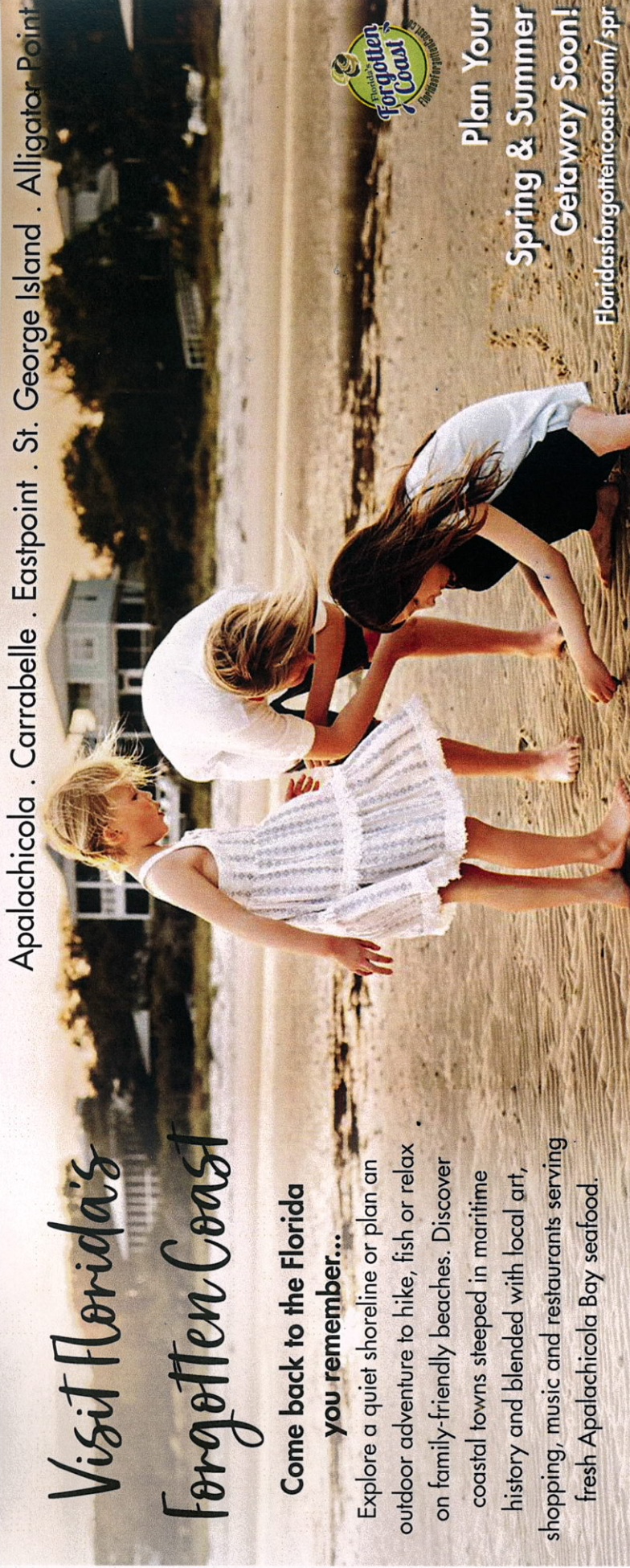
**Come back to the Florida  
you remember...**

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



**Plan Your  
Spring & Summer  
Getaway Soon!**

[Floridasforgottencoast.com/spr](http://Floridasforgottencoast.com/spr)



Franklin County TDC  
Content for New Orleans

Franklin County, along Florida's Northern Gulf Coast, is a coastal oasis with sparkling beaches, tranquil bay shallows and scenic rivers. Discover towns here steeped in maritime history and blended with laid-back scene of local art, shopping, music and world-class restaurants featuring local seafood.

The coastal communities of Apalachicola, Carrabelle, Eastpoint, Alligator Point and St. George Island are the heart of Florida's Forgotten Coast.

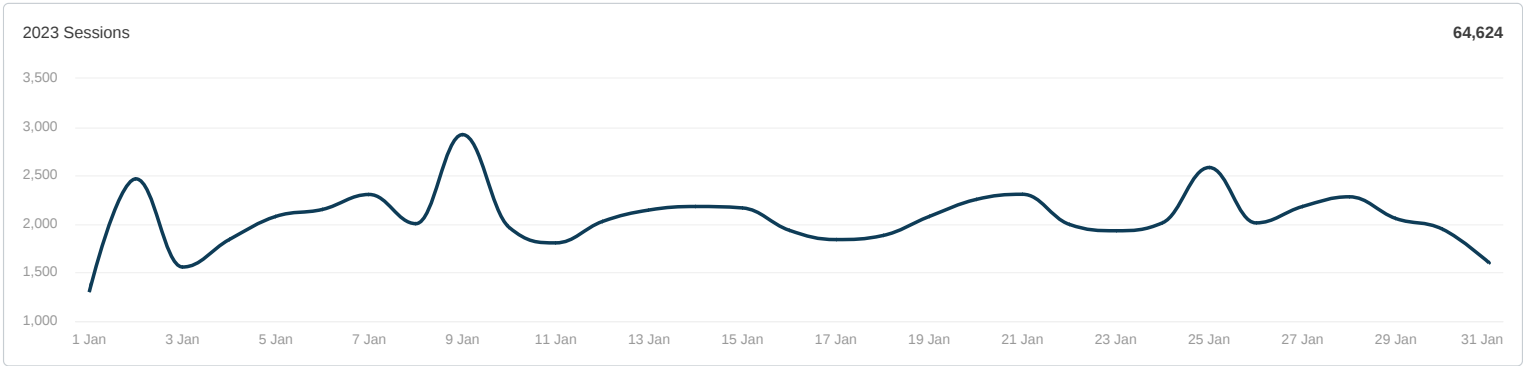
**Apalachicola** begins where the historic Apalachicola River meets the oyster-famous Apalachicola Bay. Everything is walkable here - stroll the historic district or meander the waterfront and enjoy the music scene in pubs and eateries. **Eastpoint** features fresh seafood markets run by families four generations deep, two RV parks, restaurants and a waterfront brewery. **St. George Island** is home to the Julian G. Bruce St. George Island State Park ranked as a Top 10 U.S. beach and an historic lighthouse. **Carrabelle** is a must stop spot for outdoor enthusiasts, featuring marinas with easy access to offshore fishing, hiking trails, a nearby golf resort and lighthouse offering full moon climbs.

Accommodations range from beachfront vacation homes, hotels, B&Bs and campgrounds. Download the Florida's Forgotten Coast app and stay up to date on events and specials at [Floridasforgottencoast.com/spring24](https://www.floridasforgottencoast.com/spring24)



# Franklin County TDC Monthly Marketing Report

January 2024



2024 Sessions <b>64,624</b>	2024 Bounce Rate <b>42.95%</b>	2024 Goals Completed <b>1,988</b>
2023 Sessions (Jan 1, 2023 - Jan 31, 2023) <b>61,209</b>	2023 Bounce Rate (Jan 1, 2023 - Jan 31, 2023) <b>65.70%</b>	2023 Goals Completed (Jan 1, 2023 - Jan 31, 2023) <b>2,379</b>

## Goals Completed

### Accommodation Requests

2024 Goals Completed <b>534</b>	2023 Goals Completed (Jan 1, 2023 - Jan 31, 2023) <b>466</b>
2024 Goals Completed <b>0</b>	2023 Goals Completed (Jan 1, 2023 - Jan 31, 2023) <b>434</b>

### Getaway Signups

### Visitor Guide Requests

2024 Goals Completed <b>520</b>	2023 Goals Completed (Jan 1, 2023 - Jan 31, 2023) <b>651</b>
2024 Goals Completed <b>223</b>	2023 Goals Completed (Jan 1, 2023 - Jan 31, 2023) <b>440</b>

### Visitor Guide Views

### Newsletter Signups

2024 Goals Completed <b>538</b>	2023 Goals Completed (Jan 1, 2023 - Jan 31, 2023) <b>320</b>
2024 Goals Completed <b>163</b>	2023 Goals Completed (Jan 1, 2023 - Jan 31, 2023) <b>50</b>

### Newsletter Views

## Top Cities

Top 10 Cities			
CITY	SESSIONS	VIEWS	BOUNCE RATE
(not set)	5,215	11,115	41.67%
Atlanta	4,711	10,644	43.37%
Chicago	1,970	4,088	39.19%
Nashville	1,845	3,993	53.39%
Orlando	1,063	1,884	39.13%
Louisville	920	1,796	51.52%
Ashburn	874	1,855	46.80%
Birmingham	787	1,728	46.63%
Dallas	785	1,577	38.09%
Miami	747	1,365	39.22%

## Most Popular Pages

Top 10 Pages			
LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
/	21,828	52,261	53.51%
/st-george-island	10,371	23,392	30.75%
/e-newsletter	4,090	5,723	65.06%
/apalachicola	3,609	10,042	28.46%
(not set)	1,485	0	95.15%
/things-to-see-do	1,231	3,258	26.40%
/things-to-see-do/webcams/st-george-island-florida-webcam	1,146	1,812	37.96%
/alligator-point	1,064	2,361	22.93%
/carrabelle	1,009	2,312	26.56%
/places-to-stay/vacation-rentals	884	2,932	13.91%

## Organic Search

2024 Organic Sessions

**18,986**

2024 Organic Pageviews

**39,715**

2024 Goals Completed

**390**

2023 Organic Sessions  
(Jan 1, 2023 - Jan 31, 2023)

**23,441**

2023 Organic Pageviews  
(Jan 1, 2023 - Jan 31, 2023)

**46,879**

2023 Goals Completed  
(Jan 1, 2023 - Jan 31, 2023)

**633**

## Paid Search

2024 Sessions

**11,227**

2024 Pageviews

**27,071**

2024 Goals Completed

**328**

2023 Sessions  
(Jan 1, 2023 - Jan 31, 2023)

**15,221**

2023 Pageviews  
(Jan 1, 2023 - Jan 31, 2023)

**29,829**

2023 Goals Completed  
(Jan 1, 2023 - Jan 31, 2023)

**477**

## Social Media Overview

2024 Social Audience

**261 K**

2024 Social Impressions

**3.62 M**

2024 Social Link Clicks

**25,815**

2023 Social Audience  
(Jan 1, 2023 - Jan 31, 2023)

**240 K**

2023 Social Impressions  
(Jan 1, 2023 - Jan 31, 2023)











**1.76 M**

2023 Social Link Clicks  
(Jan 1, 2023 - Jan 31, 2023)


**13,460**








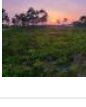
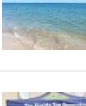

## Most Popular Facebook Posts

 Top 10 Facebook Posts

DATE	POST	POST IMPRESSIONS▼	LIKES	CLICKS
Jan 30, 2024	 Plan your seafood escape now and savor ...	14,605	272	406
Jan 15, 2024	 Florida's Forgotten Coast... the Florida yo...	11,792	267	125
Jan 1, 2024	 Ready for a spring break that rejuvenat...	8,140	133	76
Jan 29, 2024	 Say "I Do" to a truly magical wedding exp...	7,205	22	39
Jan 24, 2024	 Embrace The Pace of Florida's Forgotten ...	6,565	111	54
Jan 17, 2024	 Where the sky meets the sea 🌅 📍 Fr... Franklin County, Florida	6,418	112	77
Jan 11, 2024	 Are you planning a trip to Florida's Forgott...	6,260	98	139
Jan 22, 2024	 Immerse yourself in the serene beauty ...	6,170	115	46
Jan 10, 2024	 Share your vacation photos on Florida's F...	5,735	43	70
Jan 18, 2024	 Embrace the Pace of life that rejuvenates ...	5,601	59	26

## Most Popular Instagram Posts

 Top 10 Instagram Posts & Stories

DATE	POST	REACH▼	POST ENGAGEMENT
Jan 30, 2024	 Plan your seafood escape now and savor th...	3,455	395
Jan 11, 2024	 Are you planning a trip to Florida's Forgotten...	2,046	199
Jan 15, 2024	 Florida's Forgotten Coast... the Florida you r...	1,830	321
Jan 14, 2024	 Wake up to the sound of waves! 🌊 Enjoy ex...	1,787	218
Jan 29, 2024	 Say "I Do" to a truly magical wedding experi...	1,573	81
Jan 26, 2024	 Embrace the slower pace of life on Florid...	1,560	170
Jan 18, 2024	 Embrace the Pace of life that rejuvenates an...	1,516	94
Jan 22, 2024	 Immerse yourself in the serene beauty of ...	1,221	169
Jan 25, 2024	 Discover the magic of winter on Florida's ...	1,141	129
Jan 25, 2024	 Franklin County was delighted to participa...	1,019	55

## Print

2024 Sessions

**63**

2024 Pageviews

**102**

2024 Goals Completed

**3**

## Email Newsletters

2024 Sessions

**2,973**

2024 Pageviews

**6,031**

2024 Goals Completed

**106**

## Banners

2024 Sessions

**6**

2024 Pageviews

**10**

2024 Goals Completed

**0**

## QR

2024 Sessions

**0**

2024 Pageviews

**0**

2024 Goals Completed

**0**



## **February 2024 Update**

We have completed episode three of season two of “How to Forgotten Coast Like A Local” and based on the success of our other “How To” videos from the past we will utilize Capt. Finn to boost our YouTube presence and will begin working on a series of short videos showing visitors how to do various things on the Forgotten Coast.

We just completed producing four 15-second commercials to be used online in the TDC’s social media channels as well as other areas deemed appropriate by the TDC team.

Four 30-second commercials have been completed and those will be used online as well as on local, regional, and national TV, including streaming options.

## 2024 VISITOR COUNT

### Month

	Apalachicola	EPVC	SGL	Carrabelle	Total
January	1,563	205	684	191	2,643
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
				<b>TOTAL</b>	<b>2,643</b>