

# It All starts with a Tourist



## The Franklin County TDC

creates marketing campaigns to get tourists' attention, leading visitors to book a trip to our community rather than a competing destination.



A visitor checks into a rental property paying a tax on their overnight stay.

The tourist may stop by the grocery store, local market, try a local restaurant or stop by local fish market.



Local attractions in Franklin County all experience the economic benefits of this tourist.

Visitors also shop at local boutiques, specialty shops, rent golf carts, book fishing charters, visit museums and play golf. County Sales tax proceeds increase.



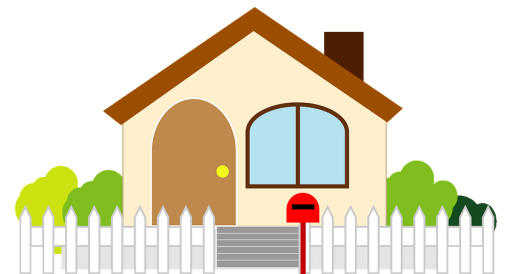
The promise of business from tourism inspires entrepreneurs to start their own businesses.

Which spurs economic growth and development and also attracts even more tourists.



Local residents are thankful for the wages their job in the tourism industry provides.

107.9% of jobs in the region are supported by tourism. These employees spend their paychecks throughout Franklin County as well.



Many tourist fall in love with Franklin County and decide to move here.

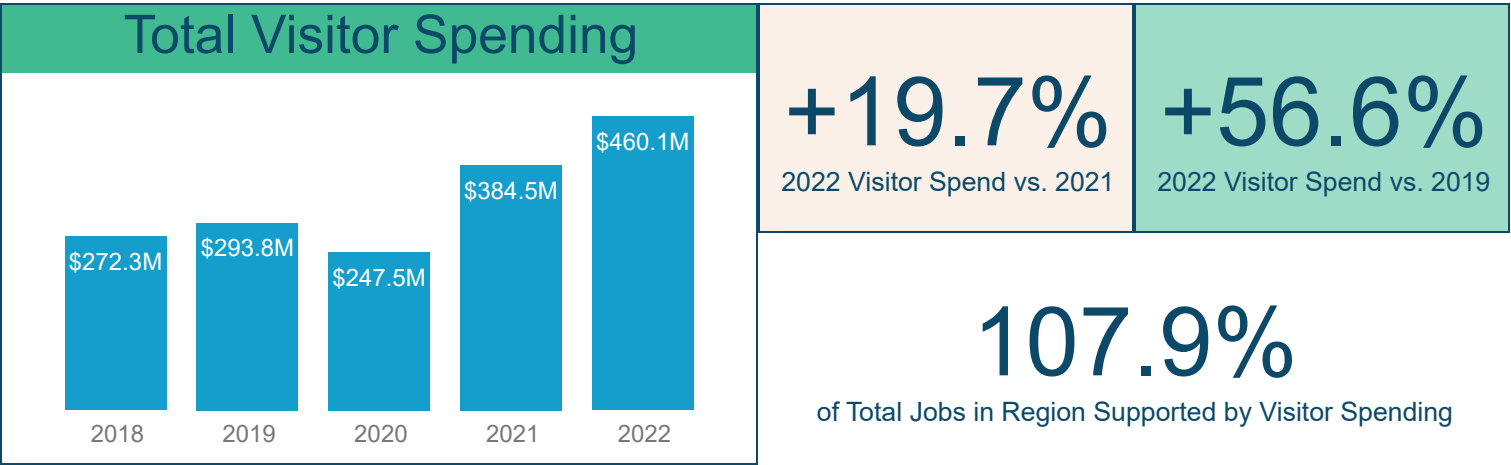
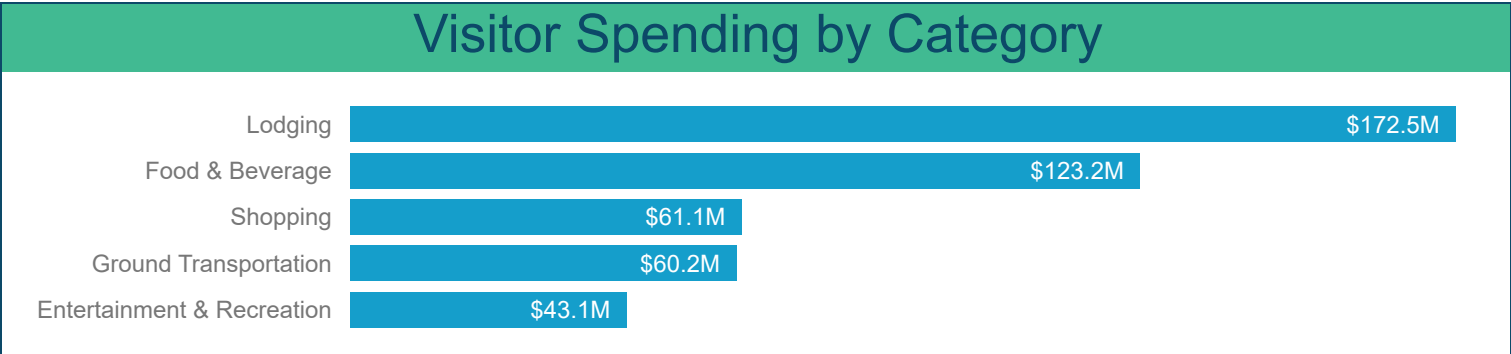
These new residents pay local taxes, and their family and Friends come to visit bringing even more tourism dollars. This cycle creates new job opportunities for residents, better schools for our children, stronger public safety, improved infrastructure and enhanced quality of life.



# 2022 ECONOMIC IMPACT OF TOURISM



## Franklin County



**\$45.5M**  
State & Local Taxes Generated

**\$40.6M**  
Federal Taxes Generated

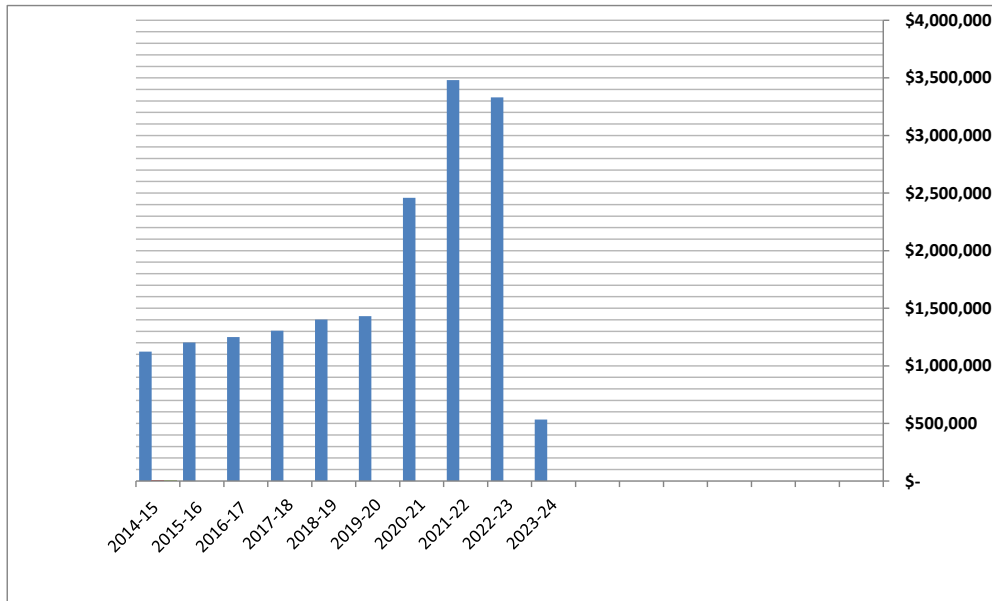
	Direct	Indirect	Induced	Total
GDP	\$195.4M	\$39.6M	\$36.2M	\$271.2M
Jobs	5,121	683	548	6,352
Wages	\$127.0M	\$20.4M	\$15.0M	\$162.4M
Total Business Spending	\$360.2M	\$83.9M	\$65.6M	\$509.7M

Figures in this document are based on spending by visitors during 2022, including domestic out-of-state visitors, international visitors, and Florida residents who traveled at least 50 miles to the destination. They also include both day and overnight trips. Indirect impacts are impacts on non-tourism businesses which provide supplies to tourism businesses (e.g. restaurant suppliers). Induced impacts are impacts on non-tourism businesses due to spending of wages by employees of tourism businesses (e.g. the money spent by a tourism business employee at a grocery store). "Total Business Spending" is the amount paid to suppliers by businesses.

Sources: Rockport Analytics, Bureau of Economic Analysis

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

	A	B	C	D	E	F	G	H	I	J	K	L
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	\$ 158,894	
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	\$ 533,751	
15												
16	YOY %	\$ 73,539	\$ 79,190	\$ 48,401	#REF!	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (149,810)		
17		7.5%	7.1%	4.0%	#REF!	7.46%	2.17%	71.65%	41.58%	-4.30%		
18												
19												
20												
21												
22												
23												
24												
25												
26												
27												
28												
29												
30												
31												
32												
33												
34												
35	* October and November 2018 due to Hurricane Michael statistically are outliers.											
36	October and November 2019 compared with 2017-18 amounts are more representative,											
37	thus, these months show increases of 10% and 9% respectively, or YTD increase of 31%.											
38	* Coronavirus-19 March 1 - May 18 2020											
39	* July 1, 2021 Increase in tax rate to 3%											
40	* 2020-21 increase if rate had stayed at 2% > \$685,452.64 or 47.86% increase											
41												



**2023-24 Budget  
February 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>ADMINISTRATION - 60002</b>	\$ 54,642	\$ 174,000	\$ 119,358	31%
3	<b>COUNTY ADMINISTRATION - 60003</b>	\$ 500			
4	<b>INFRASTRUCTURE - 60004</b>	\$ 493,772	\$ 3,645,376	\$ 3,151,604	14%
5	<b>Aid to Local Governments - 60005</b>	\$ 388,395	\$ 3,330,376	\$ 2,941,981	12%
6	Infrastructure Projects - per statue - 60006	\$ 338,107	\$ 1,564,188	\$ 1,226,081	22%
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	\$ 788	\$ 100,000	\$ 99,213	1%
17	<b>Aid to Non-Profits - 60012</b>	\$ 105,000	\$ 285,000	\$ 180,000	37%
18	Museum Grants - (\$3,750 each per quarterly) - 60013	\$ 15,000	\$ 105,000	\$ 90,000	14%
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	SGI Lighthouse Museum Flood Insurance	\$ -			
24	<b>PROMOTIONAL BUDGET - 60017</b>	\$ 306,697	\$ 1,267,812	\$ 961,115	24%
25	<b>Non-Profit Event Promotions - 60018</b>	\$ 11,602	\$ 163,000	\$ 151,398	7%
26	Non-Profit Promotion Grants - 60019	\$ 267	\$ 123,000	\$ 111,398	9%
27	Museum Promotional Grants (Events by Museums) 60020	\$ 11,335	\$ 40,000	\$ 39,733	1%
28	<b>New Promotional Opportunities - 60021</b>	\$ 27,810	\$ 30,000	\$ 2,190	93%
29	<b>Vendor Contracted Retainers - 60023</b>	\$ 46,999	\$ 131,000	\$ 84,001	36%
30	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 16,667	\$ 40,000	\$ 23,333	42%
31	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 13,332	\$ 40,000	\$ 26,668	33%
32	Forgotten Coast TV ( \$ 3000 / Month) - 60026	\$ 12,000	\$ 36,000	\$ 24,000	33%
33	Oystter Radio ( \$ 1,250 / Month) - 60027	\$ 5,000	\$ 15,000	\$ 10,000	33%
34	<b>Internet Advertising - 60028</b>	\$ 89,789	\$ 238,600	\$ 148,811	38%
35	2K Social Media Campaigns - 60029	\$ 14,583	\$ 35,000	\$ 20,417	42%
36	Non-Contractual Website - 60030	\$ 1,016	\$ 10,000	\$ 8,984	10%
37	Search Engine Optimization - 60031	\$ 9,490	\$ 28,500	\$ 19,010	33%
38	Market Research & email marketing - 60032	\$ 7,251	\$ 6,000	\$ (1,251)	121%
39	Internet Marketing (Google, etc) - 60033	\$ 51,622	\$ 130,000	\$ 78,378	40%
40	14% Production - 60034	\$ 5,827	\$ 23,100	\$ 17,273	25%
41	Website Revisions - 60035	\$ -	\$ 6,000	\$ 6,000	0%
42	<b>Print - 60036</b>	\$ 85,189	\$ 246,012	\$ 160,823	35%
43	Digital/ Banner Adds ( Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
44	Banner Ads- 14% Production - 60038 *	\$ 3,316	\$ 3,612	\$ 296	92%
45	Content Production - 60039	\$ 553	\$ 12,000	\$ 11,448	5%
46	Print Advetising - 60040	\$ 75,370	\$ 150,000	\$ 74,630	50%
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>	\$ -	\$ 13,200	\$ 13,200	0%
50	Photo Library - 60043	\$ -	\$ 8,500	\$ 8,500	0%
51	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%

**2023-24 Budget  
February 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
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>\$ 2,500</b>	<b>\$ 45,000</b>	<b>\$ 42,500</b>	<b>6%</b>
57	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
58	Television Advertising - 60052	\$ 2,500	\$ 35,000	\$ 32,500	7%
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>\$ 25,238</b>	<b>\$ 170,500</b>	<b>\$ 145,262</b>	<b>15%</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	\$ 2,864	\$ 35,000	\$ 32,136	8%
78	New Software Advancements - 60081	\$ 6,536	\$ 13,000	\$ 6,464	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%
93	<b>TOTAL BUDGET2023-24</b>	<b>\$ 855,611</b>	<b>\$ 5,087,188</b>	<b>\$ 4,232,077</b>	<b>17%</b>

## 2024 VISITOR COUNT

### Month

	Apalachicola	EPVC	SGI	Carrabelle	Total
January	1,563	205	684	191	2,643
February	1,846	357	931	283	3,417
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
				<b>TOTAL</b>	<b>6,060</b>



## **March 2024 Update**

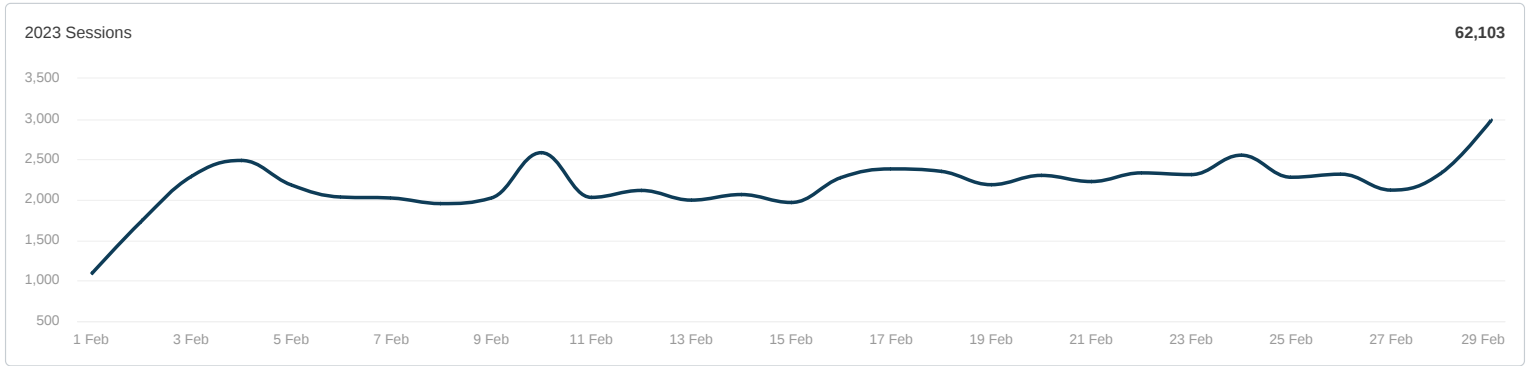
This month we will begin work on videos of our maritime heritage which will include interviews with local people who currently and have worked in the Franklin County seafood industry. The videos will highlight the oyster, shrimping, crabbing, and fishing industries. Interviews, along with historical photographs, and maritime-related videos will be used to tell the history of our maritime heritage. These videos will be used at the Lombardi Maritime Heritage Museum in Apalachicola.



# Franklin County TDC Monthly Marketing Report

February 2024





<p>2024 Sessions</p> <p><b>62,103</b></p>	<p>2024 Bounce Rate</p> <p><b>43.30%</b></p>	<p>2024 Goals Completed</p> <p><b>1,769</b></p>
<p>2023 Sessions (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>82,693</b></p>	<p>2023 Bounce Rate (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>65.99%</b></p>	<p>2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>5,355</b></p>

## Goals Completed

### Accommodation Requests

<p>2024 Goals Completed</p> <p><b>475</b></p>	<p>2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>533</b></p>
---	--

### Getaway Signups

<p>2024 Goals Completed</p> <p><b>0</b></p>	<p>2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>2,824</b></p>
---	--

### Visitor Guide Requests

<p>2024 Goals Completed</p> <p><b>428</b></p>	<p>2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>831</b></p>
---	--

### Visitor Guide Views

<p>2024 Goals Completed</p> <p><b>221</b></p>	<p>2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>576</b></p>
---	--

### Newsletter Signups

<p>2024 Goals Completed</p> <p><b>482</b></p>	<p>2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>433</b></p>
---	--

### Newsletter Views

<p>2024 Goals Completed</p> <p><b>151</b></p>	<p>2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)</p> <p><b>146</b></p>
---	--

## Top Cities

Top 10 Cities			
CITY	SESSIONS	VIEWS	BOUNCE RATE
(not set)	5,285	11,322	42.40%
Atlanta	4,409	8,974	45.79%
Miami	2,112	4,097	39.16%
Nashville	1,983	4,248	51.03%
Chicago	1,730	3,554	39.36%
Orlando	1,543	2,876	40.44%
Warsaw	1,335	1,349	98.73%
Ashburn	1,320	2,253	61.21%
Dallas	1,209	2,425	38.88%
Birmingham	928	2,051	49.78%

## Most Popular Pages

Top 10 Pages			
LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
/	20,696	48,614	56.23%
/st-george-island	10,469	24,189	30.93%
/e-newsletter	4,280	5,641	68.74%
/apalachicola	3,388	9,289	26.18%
/things-to-see-do	1,643	4,361	27.45%
(not set)	1,590	0	95.79%
/alligator-point	1,113	2,380	28.03%
/places-to-stay/vacation-rentals	898	3,099	15.81%
/carrabelle	876	2,164	26.83%
/places-to-stay	755	2,790	17.35%

## Organic Search

2024 Organic Sessions	2024 Organic Pageviews	2024 Goals Completed
19,275	39,282	360
2023 Organic Sessions (Feb 1, 2023 - Feb 28, 2023)	2023 Organic Pageviews (Feb 1, 2023 - Feb 28, 2023)	2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)
22,591	44,972	492

## Paid Search











2024 Sessions	2024 Pageviews	2024 Goals Completed
12,050	29,272	316
2023 Sessions (Feb 1, 2023 - Feb 28, 2023)	2023 Pageviews (Feb 1, 2023 - Feb 28, 2023)	2023 Goals Completed (Feb 1, 2023 - Feb 28, 2023)
15,954	31,350	394

## Social Media Overview


2024 Social Audience	2024 Social Impressions	2024 Social Link Clicks
262 K	3.58 M	25,536
2023 Social Audience (Feb 1, 2023 - Feb 28, 2023)	2023 Social Impressions (Feb 1, 2023 - Feb 28, 2023)	2023 Social Link Clicks (Feb 1, 2023 - Feb 28, 2023)
243 K	3.37 M	32,738











## Most Popular Facebook Posts

f Top 10 Facebook Posts

DATE	POST	POST IMPRESSIONS▼	LIKES	CLICKS
Feb 8, 2024	 Sip, savor, and soak up the coastal vibes...	54,353	132	414
Feb 26, 2024	 The Florida you remember... where tranq...	26,722	409	337
Feb 24, 2024	 Dreaming of sunny days and blue skies? ...	22,976	78	161
Feb 16, 2024	 Weekend Forecast: 100% chance of good...	9,361	76	42
Feb 2, 2024	 Check out what's going on in February ...	8,084	70	191
Feb 7, 2024	 Looking for your Spring Break escape?...	7,548	67	197
Feb 15, 2024	 A pathway to paradise! ✨ Start planni...	6,901	56	70
Feb 9, 2024	 An unforgettable escape! ✨ IG/ @...	6,890	135	64
Feb 28, 2024	 Life is always better at the beach! ☀ ...	5,656	57	38
Feb 13, 2024	 Endless sunshine and unforgettable m...	5,491	115	71

## Most Popular Instagram Posts

 Top 10 Instagram Posts & Stories

DATE	POST	REACH▼	POST ENGAGEMENT
Feb 2, 2024	 Check out what's going on in February on...	2,700	222
Feb 9, 2024	 An unforgettable escape! ✨📸 @digitaln...	1,902	228
Feb 8, 2024	 Sip, savor, and soak up the coastal vibes on...	1,897	163
Feb 26, 2024	 The Florida you remember... where tranquil...	1,746	409
Feb 24, 2024	 Dreaming of sunny days and blue skies? ☀️ ...	1,440	82
Feb 14, 2024	 Love is in the air and on the shores of Florid...	1,251	83
Feb 23, 2024	 It's time to recharge and savor the simple ...	1,185	85
Feb 22, 2024	 Grab the leash and get ready for a tail-wa...	1,178	116
Feb 27, 2024	 Where unforgettable memories are made ...	1,103	69
Feb 20, 2024	 Enjoy special discounts on Spring Break ...	1,038	133

## Print

2024 Sessions

**121**

2024 Pageviews

**204**

2024 Goals Completed

**2**

## Email Newsletters

2024 Sessions

**1,403**

2024 Pageviews

**2,186**

2024 Goals Completed

**30**

## Banners

2024 Sessions

**21**

2024 Pageviews

**24**

2024 Goals Completed

**0**

## QR

2024 Sessions

**2**

2024 Pageviews

**3**

2024 Goals Completed

**0**



March 8, 2024  
To: TDC Board Members  
From: C. Clark  
Subject: March 2024 marketing report

**METRICS ANALYSIS OF MARCH NEWSLETTER** launched Thursday, February 29 to 108,458 recipients. The reader open rate averaged 33.3% and the click to open rate averaged 3.1%. There were 41 trackable links in the newsletter. The highest number of click throughs registered as follows: Spring Deals (20%), Carrabelle Culture Crawl (8.2%), Chili Cookoff (5%), Classic Car Show (4.7%), Chef Sampler (4.1%).

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

Total Database: June 19, 2011: 7,410  
Total Database: January 3, 2024: 109,272

### **MARKETING/MEDIA COORDINATION**

Production: *March Newsletter*  
Production: *Undiscovered Florida*  
Production: *2024 Visitor Guide*  
Production: *Fido Friendly Magazine*  
Production: *Florida Saltwater Fishing Guide*  
Content: *New Orleans Magazine*  
Content: *Nashville Magazine*  
Content: *Franklin County Maritime Heritage Museum*