

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday, August 13th 2025 , 6:00 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 June 11th | Action Item | Davis |
| 5. Public Comments | | |
| 6. Administrative Reports | | |
| • FCTDC Collections Report | | Davis/Solomon |
| • Expenditures to Budget | | Davis |

Promotions Report

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

New business

- A. Approve Grant Committee Request of approval of 25-26 Grant Recipients
- B. Eastpoint Sign Request for all 4 locations and Installation cost of \$9,580
- C. Carrabelle History Museum Infrastructure Grant Request of \$12,675

Reports by Local Government Representatives:

- A. City of Apalachicola:
- B. City of Carrabelle:
- C. Franklin County:

7. Reports from Member Organizations

8. Board Comments

Meeting Announcements: TDC Board Meeting Wednesday, September 10th @ 6:00 pm at TDC Office meeting room

Join Zoom Meeting

<https://us06web.zoom.us/j/84688045969?pwd=RhQHxhNdE0J5FgEauuJblXJYB51hrD.1>

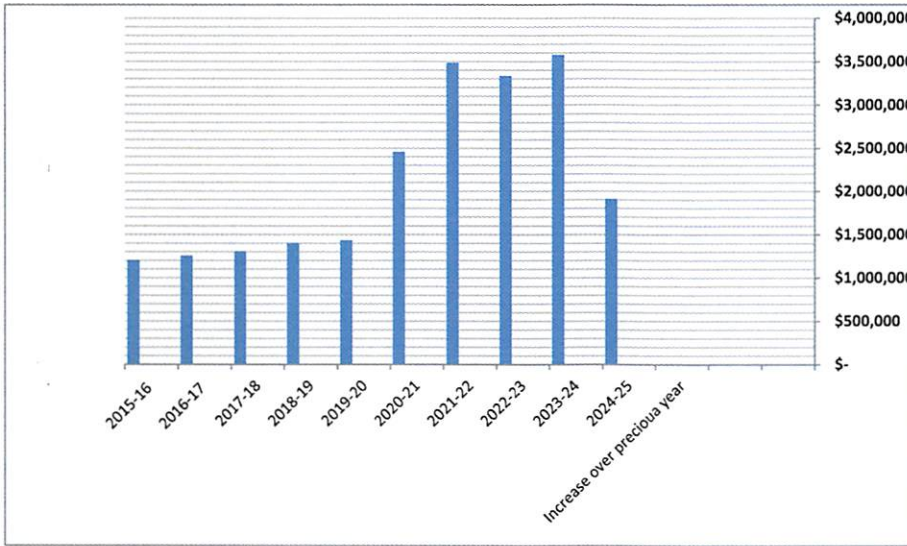
Meeting ID: 846 8804 5969

Passcode: 412716

2025 VISITOR COUNTS						
Month						
		Apalachicola	EPVC	SGI	Carrabelle	Total
January		741	107	383	165	1,396
February		1,267	258	706	238	2,469
March		1,416	294	844	321	2,875
April		1,363	234	748	343	2,688
May		1,327	176	730	153	2,386
June		1,762	164	828	158	2,912
July		1,170	187	961	176	2,494
August						
September						
October						
November						
December						
					TOTAL	17,220

**FCTDC Collections Report for 2015-2025 Year-to-Date Report
Through May 2025
July 2025 DOR Report)**

	C	E	F	G	H	I	J	K	L	M	N	O
1		2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	Increase over precious year
2	October	\$ 75,085	\$ 95,108	\$ 85,823	\$ 38,417	\$ 89,660	\$ 147,542	\$ 294,549	\$ 280,910	\$ 235,669	\$ 168,592	-28%
3	November	\$ 44,449	\$ 46,044	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 146,699	\$ 139,188	\$ 122,136	-12%
4	December	\$ 24,693	\$ 41,580	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724	\$ 116,196	\$ 128,229	\$ 158,894	\$ 107,367	-32%
5	January	\$ 47,002	\$ 41,669	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327	\$ 155,971	\$ 160,292	\$ 204,516	28%
6	February	\$ 64,494	\$ 60,423	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508	\$ 182,356	\$ 170,298	\$ 199,889	\$ 260,997	31%
7	March	\$ 80,018	\$ 84,583	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238	\$ 248,693	\$ 301,419	\$ 294,372	-2%
8	April	\$ 103,120	\$ 89,950	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271	\$ 295,444	\$ 274,443	\$ 353,159	29%
9	May	\$ 131,348	\$ 110,485	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652	\$ 333,083	\$ 408,855	\$ 401,774	-2%
10	June	\$ 213,949	\$ 226,795	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038	\$ 569,447	\$ 502,792	\$ 617,426	\$ -	
11	July	\$ 253,603	\$ 242,037	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474	\$ 651,425	\$ 601,106	\$ 639,307	\$ -	
12	August	\$ 82,664	\$ 121,809	\$ 111,323	\$ 134,239	\$ 190,136	\$ 306,565	\$ 246,874	\$ 217,277	\$ 263,394	\$ -	
13	September	\$ 81,869	\$ 90,214	\$ 70,419	\$ 90,052	\$ 140,186	\$ 164,076	\$ 236,109	\$ 249,963	\$ 175,991	\$ -	
14	TOTAL YTD	\$ 1,202,294	\$ 1,250,696	\$ 1,304,398	\$ 1,401,732	\$ 1,432,091	\$ 2,458,249	\$ 3,480,276	\$ 3,330,466	\$ 3,574,766	\$ 1,912,912	
15												
16		\$ 79,190	\$ 48,401	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (149,810)	\$ 244,301		
17		7.1%	4.0%	4.3%	7.46%	2.17%	71.65%	41.58%	-4.30%	7.34%		% of Increase
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2024 - 25 Budget
October 1,2024 - July 31,2025

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	COUNTY ADMINISTRATION - 60003	\$ 900			
3	INFRASTRUCTURE - 60004	\$ 1,293,062	\$ 2,369,188	\$ 1,076,126	55%
4	Aid to Local Governments - 60005	\$ 994,109	\$ 1,944,188	\$ 950,079	51%
5	Infrastructure Projects - per statue - 60006	\$ 870,224	\$ 1,632,000	\$ 761,776	53%
6	County Owned Property Insurance -30000	\$ 48,585	\$ 30,000		
7	Moby Mats - 60008		\$ 30,000	\$ 30,000	0%
8	Maintenance and Repairs - 60015	\$ 1,050	\$ 30,000	\$ 28,950	4%
9	Armory Website Page Addition - 60009		\$ 3,000	\$ 3,000	
10	SGL Bathroom Loan (Peoples Bank - 60010)		\$ 84,188	\$ 84,188	
11	Beach Cleanup (Quarterly) - 60007	\$ 74,250	\$ 135,000	\$ 60,750	55%
12	Aid to Non-Profits - 60012	\$ 298,953	\$ 425,000	\$ 126,047	70%
13	Museum Grants - \$20,000 each(\$5,0000 each per quarterly) - 60013	\$ 88,750	\$ 120,000	\$ 31,250	74%
14	Visitor Centers (Quarterly) - 60014	\$ 180,000	\$ 180,000	\$ -	100%
15	Museum Infrastructure Grant Program - 60011	\$ 30,203	\$ 125,000	\$ 94,797	24%
16	PROMOTIONAL BUDGET - 60017	\$ 758,475	\$ 1,267,812	\$ 509,337	60%
17	Non-Profit and Museum Events - 60018	\$ 51,101	\$ 228,000	\$ 176,899	22%
18	New Promotional Opportunities - 60021	\$ 20,662	\$ 30,000	\$ 9,338	69%
19	Vendor Contracted Retainers - 60023	\$ 229,037	\$ 305,000	\$ 75,963	75%
20	ABCC - Admin - 60002	\$ 124,268	\$ 174,000	\$ 49,733	71%
21	2K Webgroup - Internet - 60024	\$ 33,333	\$ 40,000	\$ 6,667	83%
22	Bay Media - Web - 60025	\$ 30,186	\$ 40,000	\$ 9,814	75%
23	Forgotten Coast TV - 60026	\$ 30,000	\$ 36,000	\$ 6,000	83%
24	Oyster Radio - 60027	\$ 11,250	\$ 15,000	\$ 3,750	75%
25	Internet and Web Advertising - 60028	\$ 180,804	\$ 242,600	\$ 61,796	75%
26	2K Social Media Campaigns - 60029	\$ 29,217	\$ 35,000	\$ 5,783	83%
27	Non-Contractual Website - 60030	\$ 325	\$ 10,000	\$ 9,675	3%
28	Search Engine Optimization - 60031	\$ 25,025	\$ 28,500	\$ 3,475	88%
29	Market Research & email marketing - 60032	\$ 10,000	\$ 10,000	\$ -	100%
30	Internet Marketing (Google, etc) - 60033	\$ 102,996	\$ 130,000	\$ 27,004	79%
31	14% Production - 60034	\$ 13,241	\$ 23,100	\$ 9,859	57%
32	Website Revisions - 60035		\$ 6,000	\$ 6,000	0%
33	Print - 60036	\$ 203,166	\$ 258,812	\$ 55,646	78%
34	Digital/ Banner Adds (Bay Media) - 60037	\$ 24,558	\$ 25,800	\$ 1,242	95%
35	14% Production - 60038 (Banner and Print)	\$ 22,777	\$ 26,012	\$ 3,235	88%
36	Content Production - 60039	\$ 4,405	\$ 12,000	\$ 7,595	37%
37	Print Advetising - 60040	\$ 147,419	\$ 160,000	\$ 12,581	92%
38	Printing Promotional Materials (brochures) - 60041	\$ 4,007	\$ 35,000	\$ 30,993	11%
39	Photography - 60042	\$ -	\$ 13,200	\$ 13,200	0%
40	Photo Library - 60043 (was provided by VF)	\$ -	\$ 8,500	\$ 8,500	0%
41	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
42	Welcoming Tourists - 60045	\$ 3,450	\$ 55,000	\$ 51,550	6%
43	Airport Signage/Display - Clear Channel Tallahassee - 60046		\$ 10,000	\$ 10,000	0%

2024 - 25 Budget
October 1,2024 - July 31,2025

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
44	Historical Signage - 60048		\$ 25,000	\$ 25,000	0%
45	Additional Signage (roadside, storefront, billboards) - 60049		\$ 20,000	\$ 20,000	0%
46	TV and Radio Advertising - 60050		\$ 45,000	\$ 45,000	0%
47	Radio (FSU, Cumulus, Out of Area, etc)- 60051		\$ 10,000	\$ 10,000	0%
48	Television Advertising - 60052 Sinclair Broadcasting		\$ 35,000	\$ 35,000	0%
49	Television Advertising - 60052 Sinclair Broadcasting				
50	Video Production - 60053	\$ 13,000	\$ 41,000	\$ 28,000	32%
51	Video Library - 60054		\$ 10,000	\$ 10,000	0%
52	Commercials / Specials - 60055		\$ 10,000	\$ 10,000	0%
53	Video Production- PSAs - 60056		\$ 5,000	\$ 5,000	0%
54	Video Production -TV Shows - 60057		\$ 26,000	\$ 26,000	0%
55	Special Events and Outreach - 60070	\$ 29,652	\$ 165,500	\$ 135,848	18%
56	Webcam Installation/Maintenance - 60071		\$ 1,000	\$ 1,000	0%
57	Get-a-Way Contests - 60072		\$ 20,000	\$ 20,000	0%
58	Hospitality Training - 60073		\$ 30,000	\$ 30,000	0%
59	Journalists Visits - 60074		\$ 10,000	\$ 10,000	0%
60	Mentoring /Scholarships - 60075		\$ 2,000	\$ 2,000	0%
61	Promotional Items - 60076		\$ 5,000	\$ 5,000	0%
62	Visitor Guide Production - 60077		\$ 25,000	\$ 25,000	0%
63	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 2,752	\$ 35,000	\$ 32,248	8%
64	Software for Buddy Ward Museum	\$ 18,500			
65	CrowRiff - 60082		\$ 7,000	\$ 7,000	0%
66	Wander Map - 60083		\$ 6,000	\$ 6,000	0%
67	Simpleview		\$ 8,000	\$ 8,000	0%
68	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
69	Forgotten Coast Mobile App - 60085		\$ 8,000	\$ 8,000	0%
70	Dues/Memberships/Meetings /Conferences - 60090	\$ 27,603	\$ 29,000	\$ 1,397	95%
71	Gov Conferences/Meetings(Registration/ Accomod - 60092		\$ 6,000	\$ 6,000	0%
72	Travel/Conferences/Meetings (perdeim/mileage) - 60091		\$ 4,000	\$ 4,000	0%
73	Coalition of NW Florida - Triumph Dues	\$ 15,650	\$ 16,000	\$ 350	98%
74	Explore NW Florida (Riverway South) Membership - 60094	\$ 6,000	\$ 6,000	\$ -	100%
75	Vist Florida Sponsorship- Gov Conference		\$ 1,597	\$ 1,597	0%
76	Destination Florida Membership	\$ 3,953	\$ 3,801	\$ (152)	104%
77	Trail of Florida Indian Heritage		\$ 250	\$ 250	0%
78	Riverway South Apalach Chocatawhatcee	\$ 2,000	\$ 2,000	\$ -	100%
79	TOTAL BUDGET 2024-25	\$ 1,941,557	\$ 3,811,000	\$ 1,635,195	51%
80					



July 2025 Update

Roku Streaming Numbers

June 2025

Monthly Live Views	2,110
Video on Demand Views	620

July 2025

Monthly Live Views	3,106
Video on Demand Views	687



August 1, 2025
To: TDC Board Members
From: C. Clark
Subject: July/August Marketing Report

METRICS ANALYSIS OF JULY NEWSLETTER launched Thursday, June 26, to 105,288 recipients. The reader open rate averaged 28% and the click to open rate averaged 2%. There were 55 trackable links in the newsletter. The highest number of click throughs registered as follows: Vacation Specials, Charter Boat Captains, Crooked River Lighthouse Full Moon Climb, Camp Gordon Johnston Exhibit, Downtown Growers Market, Library Class on Adult Nutrition, July 3 Celebration, SGI July 4 Celebration

METRICS ANALYSIS OF AUGUST NEWSLETTER launched Friday, July 25, to 105,844 recipients. The reader open rate averaged 27% and the click to open rate averaged 2.4%. There were 24 trackable links in the newsletter. The highest number of click throughs registered as follows: Jimmy Buffet Day, First Friday Carrabelle, river paddling, library event, Camp Gordon Johnston exhibit, boating.

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410
Total Database: August 1, 2025: 106,573

OPENS BY DEVICE

Desktop: 92.2%
Mobile: 7.8%

MARKETING/MEDIA COORDINATION

Production: July, August 2025 Newsletter
Production: *Florida Sport Fishing* (Sept/Oct)
Production: *Nashville Magazine* (September)
Production: *Flamingo Magazine*
Production: *Good Housekeeping*
Production: *Coastal Angler* (content for digital magazine)

Ad Buy Requests

- *Tallahassee Magazine/Emerald Coast Magazine*: Print and Digital. Fall (Nov/Dec) and Spring (March/April) issues in each publication included social, enewsletter and editorial. **Estimate \$16,000**
- *Visit Florida Annual Visitor Guide* print: Print. 1/2 page plus editorial content in Things to Do section. **\$13,770.06**
- *Undiscovered Florida* (Fall issue) Visit Florida Co-op. Print and digital. 1/2 page, enewsletter and banner ad. 1.3 million digital impressions, 390K circulation. **\$12,859.20**
- IHeartMedia - streaming audio - Visit Florida Co-op. National Audience 750K impressions. 4 week flight. **\$7500**

Mid-Month Ad Request Confirmation

Nashville Magazine - Full page plus digital **\$3311.70**



Franklin County TDC Monthly Marketing Report

July 2025



Sessions ▼ 2%	Bounce Rate ▲ 1%	Goals Completed ▲ 14%
67,288	46.64%	1,287

Goals Completed

Accommodation Requests	Getaway Signups
------------------------	-----------------

Goals Completed 0%	Goals Completed 0%
307	0

Visitor Guide Requests	Visitor Guide Views
------------------------	---------------------

Goals Completed ▲ 70%	Goals Completed ▲ 31%
505	259

Newsletter Signups	Newsletter Views
--------------------	------------------

Goals Completed ▼ 19%	Goals Completed ▼ 71%
180	26

Top Cities

Top 10 Cities

CITY	SESSIONS	VIEWS	BOUNCE RATE
(not set)	6,120	10,370	44.66%
Atlanta	2,248	4,051	48.49%
Orlando	2,037	3,185	46.74%
Chicago	1,597	2,655	57.55%
Jacksonville	1,143	1,903	43.31%
Tallahassee	1,015	1,872	33.60%
Nashville	977	1,550	54.04%
Miami	850	1,511	42.00%
Louisville	708	1,060	52.40%
Birmingham	707	1,378	44.70%

Most Popular Pages

Top 10 Pages

LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
/	21,588	35,183	61.52%
/st-george-island	10,022	20,804	34.37%
/apalachicola	3,401	7,297	32.37%
/things-to-see-do	1,768	4,413	24.10%
/event/st-george-island-independence-day-festivities	1,720	2,219	33.43%
(not set)	1,465	0	97.41%
/places-to-stay/vacation-rentals	1,301	3,601	17.52%
/things-to-see-do/beaches/beach-safety	1,214	1,746	58.57%
/alligator-point	1,104	2,098	32.52%
/places-to-stay	993	3,467	15.31%

Organic Search

Organic Sessions	Organic Pageviews	Goals Completed
23,731	42,479	355

Paid Search











Sessions	Pageviews	Goals Completed
13,068	27,110	290

Social Media Overview

Social Audience	Social Engagement
162 K	162 K











Most Popular Facebook Posts

f Top 10 Facebook Posts

DATE	POST	POST IMPRESSIONS	LIKES
Jul 21, 2025	 Want to learn more about the Forgotten Coast? Visit ...	17,056	1,503
Jul 17, 2025	 Franklin County, FL welcomes your furry friends! ...	14,181	1,431
Jul 29, 2025	 Don't just visit — explore like a local! 📱 Download t...	31,889	1,139
Jul 30, 2025	 Waves, laughter, and togetherness—family vacation...	42,623	1,138
Jul 18, 2025	 Weekend mood: extra scoops of fun and flavor. H...	9,669	988
Jul 15, 2025	 Smiles this big can only mean one thing—family vac...	11,042	977
Jul 24, 2025	 Wade into memories on Florida's Forgotten Coast! ...	21,619	974
Jul 20, 2025	 Celebrating National Ice Cream Day the sweetest wa...	21,686	946
Jul 16, 2025	 Step back in time and immerse yourself in Florida's F...	21,075	890
Jul 22, 2025	 Postcard days on St. George Island 📷 From lightho...	31,754	850

Most Popular Instagram Posts

Top 10 Instagram Posts & Stories

DATE	POST	REACH	POST ENGAGEMENT
Jul 11, 2025	 Sand between our toes, sun on our backs, ...	1,959	65
Jul 29, 2025	 Don't just visit — explore like a local! 🌊 Do...	1,668	86
Jul 30, 2025	 Waves, laughter, and togetherness—family...	1,666	49
Jul 22, 2025	 Postcard days on St. George Island ❤️ Fro...	1,472	76
Jul 15, 2025	 Smiles this big can only mean one thing—f...	936	39
Jul 10, 2025	 Where the river runs slow and the stori...	901	48
Jul 3, 2025	 Dolphin sightings > everything else 🐬 ...	881	110
Jul 20, 2025	 Celebrating #NationalIceCreamDay the sw...	831	102
Jul 23, 2025	 Balance, sunshine, and saltwater—just ...	822	41
Jul 24, 2025	 Wade into memories on Florida's #Forgot...	817	41

Print

Sessions ▼ 6%	Pageviews ▼ 60%	Goals Comple... ▼ 50%
31	40	1

Email Newsletters

Sessions ▲ 93%	Pageviews ▲ 60%	Goals Compl... ▲ 200%
774	1,169	15

Banners

Sessions ▲ 31%	Pageviews ▼ 11%	Goals Completed 0%
17	17	0

QR

Sessions ▲ 6%	Pageviews ▼ 6%	Goals Completed 0%
52	102	1

Eastpoint Signage Project

This is a proof of the signs at their locations. Four locations, one location will use existing posts and framework (location: 98 & Begonia, Eastpoint)

The other locations will need to have posts and framework installed.

The installation of signs at all the locations including new hardware and labor: \$1950.00

The sign panels for the three locations at the 4'x8' size will be a total of (6) panels which will cost \$1125.00 each.

The sign panels for the smaller sign 2.5'x5' will have (2) panels which will cost \$440.00 each.

The total for all sign panels will be: \$7630.00

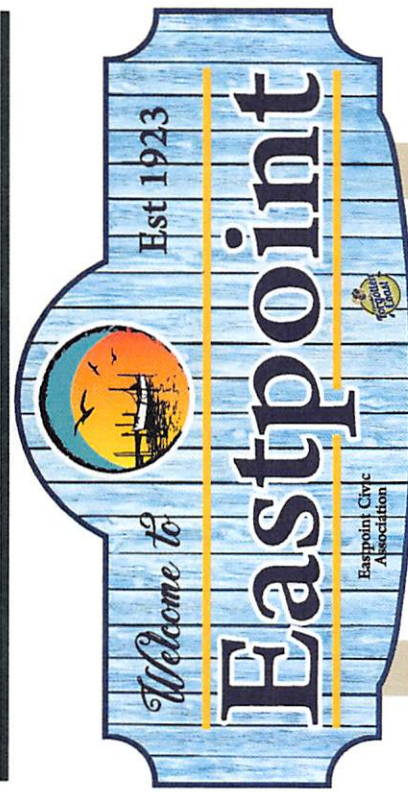
Installation and labor: \$1950.00

Grand Total: \$9580.00

4'x8' single sided @Hwy 98 & 65 with
reflective lettering

4'x8' double sided @Hwy 98 west side of
Eastpoint near causeway

8'



6'

Est 1923

Welcome to

Eastpoint

Eastpoint Civic
Association

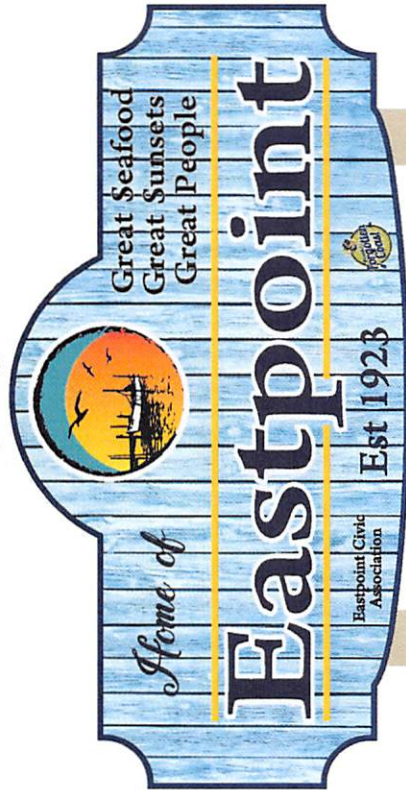
4'

4'x8' double sided

Near the Family Dollar

98 & Begonia

Existing frame



6'

Eastpoint Civic
Association

Est 1923

Great Seafood
Great Sunsets
Great People

Home of
Eastpoint

8'

side

2.5'x5' double sided @Hwy 98 & 4th st

top



Signs are made from 3mm polymetal installed onto posts with stainless steel fasteners

Signs are installed on 4x4x8 posts with 2x4 pt cross beams
buried 2.5' in ground with sackrete where needed.

Signs are made from 3mm polymetal installed onto posts with stainless steel fasteners
Signs are installed on existing posts are on 4x4x8 posts buried 2.5' in ground.

Customer:	Eastpoint Civic Assoc
Company:	
Address:	
City:	State/ZIP:
Phone:	
Fax:	



Job No.:	epc 12-2023	Date:	4/10/2023	Rev	3/12/24
Order Date:		Salesperson:			
Sign Dimensions:	4x8 & 2.5x5	Estimate:	tbd		
Comments:	for more info contact eastpointsigns@gmail.com				



Franklin County Tourist Development Council 501(c)(3) Museum Projects Grant Application 2024-25

The Franklin County Tourist Development Council has identified authorized use of Tourist Development Funds per F.S. 125.0104(5) for 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 sub county special taxing district in which the tax is levied. The tax revenues may be used to acquire, construct, extend, enlarge, remodel, repair, and improve any 501c3 non-profit corporations and governmental organizations for participation in the TDC's **501(c)(3) Museum Projects Grant**. This grant program is designed to provide financial assistance to local museums for Repairs, Additions, Expansions costs. The TDC has identified \$125,000 for this grant program subject to the availability of funds, and approval by the Franklin County TDC Board and the Franklin County BOCC. Annual awards are reimbursable grants for up to 25% of the funds budgeted for the fiscal year of the grant, paid upon receipt of required documentation. Additional funding may be requested and considered by the TDC Board but limited to amount budgeted for the fiscal year.

Eligibility:

Applicants must meet the following minimum requirements:

- Organization must be a 501c3 non-profit corporation or governmental organization located and doing business in Franklin County as a museum.
- Organizations requesting funding under this program must be identified as a museum as its primary mission in its corporate documents or, in the case of a governmental entity, must be identified that its primary purpose is to operate as a museum by an ordinance or resolution.
- Organizations requesting funding should demonstrate that their museum operation is recognized by one or more state or federal museum organizations.
- Applicants must complete and apply requesting funds and provide all documents and information requested by the TDC.
- Applicant organization must have been in operation for a minimum of two (2) years.
- Before the grant application is presented to The TDC Board it will be reviewed to verify it meets the statutory requirements.
- If the grant is approved, the grantee will not be eligible to apply or receive another Museum Project Grant for 1 fiscal year (between 10/1/24 – 9/30/25).

Grant Amount - The grant award amount is based on 25% of the funds budgeted for the fiscal year of the grant. This is a reimbursement grant and will be paid upon the completion of the project. The approved project must be complete and all documentation for reimbursement submitted by Sept. 15th of the fiscal year.

Application Requirements - If the project exceeds \$10,000 then three (3) bids for the project will need to be presented with the application. Signage must be visible stating the project is funded by Franklin County Tourist Development Council. Applicants must submit the required application and supporting documents to the Franklin County TDC Office located at 731 Highway 98, Eastpoint, FL, 32328. Applications can also be transmitted via email to grants@floridasforgottencoast.com.

Application Questions:

Applicants may request clarification regarding any provision of this application by emailing Deborah Davis at deb@floridasforgottencoast.com.



**Franklin County Tourist Development Council
501(c)(3) Museum Projects Grant Application
2024-25**

Section 1. Organizational Information:

Organization Corporate or Government Name: Carrabelle CARES
Contact Person Name: Tamara Allen, President/Director of Museum
Address: PO Box 0666, Carrabelle, FL 32322
Phone Number: Office (850) 697-2141 / Cell (850) 524-1153
Email Address: carrabellehistorymuseum@gmail.com
FEIN #: 20-4775253
W-9 Form
Have you previously received TDC funding for this program? Y N

Section 2. Museum Information

Name: Carrabelle History Museum
Location: 106 Avenue B SE, Carrabelle, FL 32322
Hours of Operation: Wednesday and Sunday from noon to 5 pm. Thursday, Friday and Saturday from 10 am to 5 pm and by appointment. Plus extended Saturday hours for Holiday on the Harbor, Carrabelle Riverfront Festival, Coastal Clean Up and other community events.
Manager: Tamara Allen
Manager email: tamarallen47@gmail.com; carrabellehistorymuseum@gmail.com
Web Site: carrabellehistorymuseum.org
Description of Program and Facility:

The Carrabelle History Museum's primary purpose is as a museum and our mission is to preserve the history and culture of Carrabelle, Franklin County and the Forgotten Coast as a record of where we have been, how we got here and to serve as an inspiration for the future.

The Carrabelle History Museum is housed in a two story brick vernacular style building that served as Carrabelle's City Hall for 75 years. Currently there are four separate exhibit rooms and a foyer downstairs used for displays and exhibits including prehistoric Indians, seafood and fishing history, logging and turpentine industry, heroes and notable citizens, founding and local families, Carrabelle High School, and the famous World's Smallest Police Station. In addition, a large multi-use room upstairs is used for exhibits including a major exhibit on the Shipwrecks of Dog Island, an exhibit on Tate's Hell, and a viewing area/ research library. The building has undergone major restoration and renovation over the past 10 years including construction of an accessibility lift (elevator).

Extra Programs:

CHM has developed a reputation for an excellent Historic Speaker & Exhibit Series utilizing statewide experts to discuss the colorful history of Carrabelle, Franklin County and North Florida



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and will continue to offer several new speaker programs and new special exhibits this coming year. The museum will also be hosting the Carrabelle Culture Crawl, a festival celebrating history, culture, music and arts throughout the downtown. CHM will collaborate with the other two Carrabelle museums and Carrabelle Chamber of Commerce on events like Museum Day, the Carrabelle Riverfront Festival, Holiday on the Harbor & Boat Parade, and joint public relations to promote all.

Section 3. Support Information to be Provided:

- Project budget and bids - Attached
- Corporate filing or Government Resolution - Attached
- W-9 Form - Attached
- Documentation of Participation with Accrediting or Funding organization - Attached
- A brief description of the project and how it will improve in promoting tourism and preserving the heritage of the community, to attract tourists and improve the property opened to the public.

The Carrabelle History Museum, housed in the historic Justiss building, is undertaking an important infrastructure project to help preserve one of our community's notable buildings, protect and highlight the heritage artifacts, and enhance the experience for visitors. This project is designed to support the museum's mission—to preserve the history and culture of Carrabelle, Franklin County, and the Forgotten Coast as a record of where we have been, how we got here, and to serve as an inspiration for the future.

This historic two-story brick building, which served as Carrabelle's City Hall for 75 years, will undergo several improvements to ensure that the museum remains a welcoming and safe place for guests and a trusted steward of local heritage.

1. **Facade Improvements:** The façade of the historic Justiss Building would be cleaned, pressure washed, repaired, and repainted, including its decorative railing and porch. These upgrades would help preserve the historic integrity of the museum building, improve the attractiveness of this important landmark and create a more welcoming exterior that draws in visitors. Improving the building's curb appeal aligns with the museum's role as an ambassador for the region's heritage.
2. **Exterior Signage Improvements:** The museum's primary exterior sign, located above the front



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entrance, would be cleaned, repaired, and repainted to increase visibility and visual appeal. A clear and well-maintained sign plays an important role in attracting attention from guests, encouraging more people to stop and explore the museum.

3. **Landscaping and Grounds Improvements:** Branches and limbs from a large oak tree at the rear of the building would be trimmed back as these are encroaching on the elevator, gutters, and roof. Maintaining and enhancing the grounds would not only protect the structure but also improve safety and create a more pleasant outdoor space.
4. **Improved Exhibit Lighting:** Upgraded lighting would be installed on the museum's second floor to enhance the visibility of important exhibits and historic artifacts, including the Shipwrecks of Dog Island and the Legend of Tate's Hell. Better lighting would improve visitor engagement, helping guests appreciate the rich history of Carrabelle and the Forgotten Coast.

These improvements would support the museum's ongoing efforts to offer a wide array of exhibits, history talks, cultural festivals, and community partnerships. The planned upgrades would enhance the facility's ability to serve the public, host cultural events, and attract visitors, ultimately strengthening tourism and heritage preservation for generations to come.

_____*Tamara Bibb Allen*_____ 8/03/2025_____
Signature of Authorized Agent Date

TDC Infrastructure grant for CHM

The purpose of this Infrastructure grant is to

- 1. Pressure wash/clean, repair and paint the façade, decorative rail and porch of the Justiss Building**
- 2. Clean, repair and paint the primary sign over the front door of the building**
- 3. Trim large oak tree behind the building that is pushing on elevator, gutters and roof, and**
- 4. Install new/additional track lighting on the second floor of the museum to highlight the artifacts**

Vendors

1. MKB Construction (Mark Brannan)	\$2000
2. Sign Design	\$1225
3. Tree Help	\$450
4. Cates Electric	\$9000
TOTAL	\$12675

Carrabelle History Museum
(850) 697-2141
106 SE Avenue B
Carrabelle, FL 32322

MKB Construction
1447 Highway 67
Carrabelle, FL 32322
(850) 653-5367

Invoice

07/17/2025

Scope of work

- Scraping, Sanding and Painting of Handrails and Columns
(Includes Repairs of Columns) \$1,500.00
- Pressure Washing Front of the Building \$500.00

Total Material & Labor _____ \$2,000.00

Thanks,

Mark Brannan

MGMR MKB Construction LLC

Sign De-Sign
P.O. Box 573
Eastpoint, Fl.
32328
850-670-5757

Number: E2262
Date: 7/25/2025

Bill To:

Carrabelle History Museum

Ship To:

PO Number

Terms

Description	Quantity	Price	Tax 1	Amount
18"x144" ss polymetal sign	1	\$475.00		\$475.00
installation	1	\$750.00		\$750.00

\$1,225.00

SubTotal	\$1,225.00
State Tax 7.50% on \$0.00	\$0.00
0.00% on \$0.00	\$0.00
	\$1,225.00

ESTIMATE

Tree Help

treehelp89@gmail.com

+1 (850) 570-6859

Bill to

Carrabelle History Museum

Estimate details

Estimate no.: 1009

Estimate date: 07/27/2025

#	Product or service	Description	Qty	Rate	Amount
1.	Carrabelle history museum	5 oak limbs cut, and haul off debris. Clean the gutter out	1	\$450.00	\$450.00
Total					\$450.00

Accepted date

Accepted by

ESTIMATE



Cates Electric Services Inc
850-528-0282
PO Box 177, Apalachicola, FL 32329

Jul 10, 2025
Quote # 2025-4110
Expiration: Aug 9, 2025

Contact

Carrabelle History Museum
106 SE Ave B, Carrabelle, FL 32322
850-679-2141
carrabellehistorymuseum@gmail.com

Replace/Repair Lighting - Part 1

Estimate to install track lighting on second floor of museum.

Included in Quote:

- 1) Existing track lighting and install new LED track lighting with 30 Heads at 2200 lumens each. Existing track, lighting parts, material to enhance lighting in other areas of museum.
- 2) Provide new LED bulbs for existing track lighting in building
- 3) Provide materials for volunteers to install LED lighting in cabinets 20 LED strip lights with drivers

Total: \$9,000.00

Notes:

- Job to be completed during regular hours 8:00AM - 5:00PM Monday through Friday.
- Pricing is subject to parts availability and all items being done concurrently.
- Please allow 2 weeks for scheduling.
- Estimate valid for 30 days. Due to current geo-economic conditions, material estimates are only guaranteed for 48 hours from our suppliers.



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seums

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le, Florida

tion

abelle History Museum shares the history and culture of Carrabelle from the viewpoint of its long residents. Exhibit items include Native American pottery shards and artifacts, marine fossils, the "World's Smallest Police Station", artifacts and stories from the shipwreck of the SS Tarpon, memorabilia of famous local citizens, newspapers, and photographs, plus city arrest records... endless supply of fascinating stories.



Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type.
See Specific Instructions on page 3.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) Carrabelle Cares	
2 Business name/disregarded entity name, if different from above.	
3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input checked="" type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ <i>(Applies to accounts maintained outside the United States.)</i>
3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions. <input type="checkbox"/>	
5 Address (number, street, and apt. or suite no.). See instructions. 106 South East Ave B PO Box 666	Requester's name and address (optional)
6 City, state, and ZIP code Carrabelle, FL 32322	
7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-					
or								
Employer identification number								
2	0	-	4	7	7	5	2	5 3

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person *Thomas B Allen*

Date *7/25/24*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they