

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday March 11th 2026 ,5:30 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 January 28th 2026 **Action Item** **Davis**
 5. Public Comments
 6. Administrative Reports
 - FCTDC Collections Report **Rolstad**
 - Expenditures to Budget **Davis**
 - Visitor Numbers **Solomon**
- Promotions Report**
- FCTV Report **Rolstad**
 - Bay Media **Clark**
 - Web Master Report **Kendrick**
 - Administrative Items **Solomon**

New business

- A. Request for approval From St. James / Lanark Fire Department for Personal Protection Equipment & Piercing Nozzle system- **\$15,896.69**
- B. Request for approval From St. James / Lanark Fire Department Generator for Firehouse- **\$12,080.69**
- C. Request for approval From St. George Island Fire Department Thermal Imaging Camera, Gas Detectors, Stroke Basket Battery Operated Stair Chair- **\$21,980.92**
- D. Museum Infrastructure Grant Request from St. George Island Lighthouse for Flooring, Upgraded Security and Electrical repairs - **\$6,526.93**
- E. Request to Carvertise Advertising for 6-months - **\$36,650**
- F. Request from Friends of Franklin County State Parks for producing and printing 10,000 Brochures about Franklin County State Parks - **\$1,899.25**

Reports by Local Government Representatives:

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

7. Reports from Member Organizations

8. Board Comments

TDC Board Meeting Wednesday, April 8th @ 5:30pm at TDC Office Meeting Room

Time: Mar 11, 2026 05:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

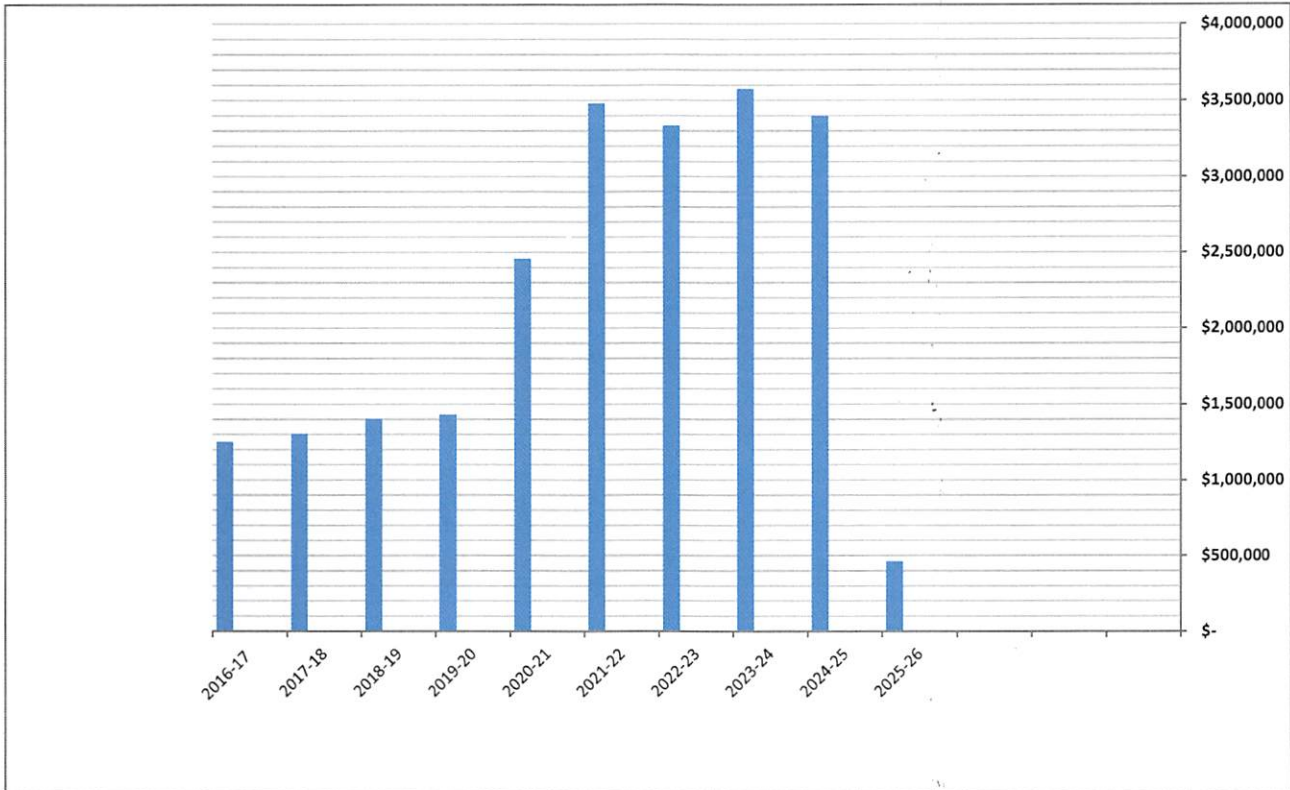
<https://us06web.zoom.us/j/89274247020?pwd=jiVYIecWIqB4jtaqbloX8bwDaG7q5Y.1>

Meeting ID: 892 7424 7020

Passcode: 168318

**FCTDC Collections Report for 2015-2026 Year-to-Date Report
Through February 2026 DOR Report)**

	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	
October	\$ 95,108	\$ 85,823	\$ 38,417	\$ 89,660	\$ 147,542	\$ 294,549	\$ 280,910	\$ 235,669	\$ 168,592	\$ 220,732	31%
November	\$ 46,044	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 146,699	\$ 139,188	\$ 122,136	\$ 131,214	7%
December	\$ 41,580	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724	\$ 116,196	\$ 128,229	\$ 158,894	\$ 107,367	\$ 108,175	1%
January	\$ 41,669	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327	\$ 155,971	\$ 160,292	\$ 204,516		
February	\$ 60,423	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508	\$ 182,356	\$ 170,298	\$ 199,889	\$ 260,997		
March	\$ 84,583	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238	\$ 248,693	\$ 301,419	\$ 294,372		
April	\$ 89,950	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271	\$ 295,444	\$ 274,443	\$ 353,159		
May	\$ 110,485	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652	\$ 333,083	\$ 408,855	\$ 401,774		
June	\$ 226,795	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038	\$ 569,447	\$ 502,792	\$ 617,426	\$ 554,310		
July	\$ 242,037	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474	\$ 651,425	\$ 601,106	\$ 639,307	\$ 465,913		
August	\$ 121,809	\$ 111,323	\$ 134,239	\$ 190,136	\$ 306,565	\$ 246,874	\$ 217,277	\$ 263,394	\$ 258,221		
September	\$ 90,214	\$ 70,419	\$ 90,052	\$ 140,186	\$ 164,076	\$ 236,109	\$ 249,963	\$ 175,991	202,813.56		
TOTAL YTD	\$ 1,250,696	\$ 1,304,398	\$ 1,401,732	\$ 1,432,091	\$ 2,458,249	\$ 3,480,276	\$ 3,330,466	\$ 3,574,766	\$ 3,394,170	\$ 460,120	39%
#REF!	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (149,810)	\$ 244,301	\$ 63,704	\$ 460,120	\$ 0	
#REF!	4.3%	7.46%	2.17%	71.65%	41.58%	-4.30%	7.34%	-5.05%	-87.13%	% of Increase /Decrease	



2025-26 Budget
October 1,2025 - February 28, 2026

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	COUNTY ADMINISTRATION - 60003				
3	INFRASTRUCTURE - 60004	\$ 1,635,604	\$ 2,614,000	\$ 978,396	
4	Aid to Local Governments - 60005	\$ 1,463,003	\$ 1,832,000	\$ 368,997	80%
5	Infrastructure Projects - per statue - 60006	\$ 1,462,213	\$ 1,632,000	\$ 169,787	90%
6	County Owned Property Insurance -30000		\$ 35,000	\$ 35,000	0%
7	Maintenance and Repairs - 60015	\$ 790	\$ 30,000	\$ 29,210	3%
8	Bridge and Beach Cleanup (Quarterly) - 60007		\$ 135,000	\$ 135,000	0%
9	Aid to Non-Profit Organizations - 60012	\$ 172,601	\$ 782,000	\$ 609,399	22%
10	Visitor Centers (Quarterly) - 60014	\$ 90,000	\$ 180,000	\$ 90,000	50%
11	Museum Grants - \$20,000(\$5,0000 each per quarterly) - 60013	\$ 20,000	\$ 120,000	\$ 100,000	17%
12	Museum Infrastructure Grant Program - 60011	\$ 25,581	\$ 125,000	\$ 99,419	20%
13	Law Enforcement/ 1st Responers Grant -68101	\$ 37,020	\$ 357,000	\$ 319,980	10%
14	PROMOTIONAL BUDGET - 60017	\$ 172,966	\$ 1,238,512	\$ 1,238,512	14%
15	Non-Profit and Museum Events - 60018	\$ 7,965	\$ 228,000	\$ 220,035	3%
16	New Promotional Opportunities - 60021	\$ -	\$ 30,000	\$ 30,000	0%
17	Vendor Contracted Retainers - 60023	\$ 90,290	\$ 305,000	\$ 214,710	30%
18	ABCC - Admin - 60002	\$ 43,292	\$ 174,000	\$ 130,709	25%
19	2K Webgroup - Internet - 60024	\$ 16,667	\$ 40,000	\$ 23,333	42%
20	Bay Media - Web - 60025	\$ 13,332	\$ 40,000	\$ 26,668	33%
21	Forgotten Coast TV - 60026	\$ 12,000	\$ 36,000	\$ 24,000	33%
22	Oyster Radio - 60027	\$ 5,000	\$ 15,000	\$ 10,000	33%
23	Internet and Web Advertising - 60028	\$ 100,985	\$ 265,600	\$ 164,615	38%
24	2K Social Media Campaigns - 60029	\$ 16,402	\$ 40,000	\$ 23,598	41%
25	Non-Contractual Website - 60030	\$ 1,117	\$ 14,000	\$ 12,883	8%
26	Search Engine Optimization - 60031	\$ 18,200	\$ 30,000	\$ 11,800	61%
27	Market Research & email marketing - 60032	\$ 9,502	\$ 10,000	\$ 498	95%
28	Internet Marketing (Google, etc) - 60033	\$ 48,669	\$ 140,000	\$ 91,331	35%
29	14% Production - 60034	\$ 7,095	\$ 19,600	\$ 12,505	36%
30	Website Revisions - 60035	\$ -	\$ 12,000	\$ 12,000	0%
31	Print - 60036	\$ 116,136	\$ 265,212	\$ 128,276	44%
32	Digital/ Banner Adds (Bay Media) - 60037	\$ 21,260	\$ 23,800	\$ 2,540	89%
33	14% Production - 60038 (Banner)	\$ 24,388	\$ 3,612	\$ (20,776)	675%
34	Content Production - 60039	\$ 4,193	\$ 12,000	\$ 7,808	35%
35	Print Advetising - 60040	\$ 63,146	\$ 170,000	\$ 106,854	37%
36	Printing Promotional Materials (brochures) - 60041	\$ 3,149	\$ 35,000	\$ 31,851	9%
37	Photography - 60042	\$ 8,500	\$ 13,200	\$ 4,700	64%
38	Photo Library - 60043 (was provided by VF)	\$ 8,500	\$ 8,500	\$ -	100%
39	Photo Setup (materials, actors, etc.) - 60044		\$ 4,700	\$ 4,700	0%
40	Welcoming Tourists - 60045	\$ 1,600	\$ 32,000	\$ 30,400	5%
41	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ -	\$ 12,000	\$ 12,000	0%
42	Historical Signage - 60048	\$ -	\$ 20,000	\$ 20,000	0%
43	Additional Signage (roadside, storefront, billboards) - 60049	\$ 1,600	\$ 20,000	\$ 18,400	8%

2025-26 Budget
October 1,2025 - February 28, 2026

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
44	TV and Radio Advertising - 60050		\$ 68,000	\$ 68,000	0%
45	Radio (FSU, Cumulus, Out of Area, etc)- 60051		\$ 18,000	\$ 18,000	0%
46	Television Advertising - 60052 Sinclair Broadcasting		\$ 50,000	\$ 50,000	0%
47	Video Production - 60053		\$ 33,000	\$ 33,000	0%
48	Video Library - 60054		\$ 10,000	\$ 10,000	0%
49	Commercials / Specials - 60055		\$ 10,000	\$ 10,000	0%
50	Video Production- PSAs - 60056		\$ 5,000	\$ 5,000	0%
51	Video Production -TV Shows - 60057		\$ 8,000	\$ 8,000	0%
52	Partnerships (co-ops) - 60058	\$ 18,000	\$ 32,500	\$ 14,500	55%
53	VF State Welcome Center - Kids Corner - 60059		\$ 4,000	\$ 4,000	0%
54	Coalition of NW Florida - Triumph Dues	\$ 18,000	\$ 18,000	\$ -	100%
55	98 Corridor Marketing - 60060		\$ 5,000	\$ 5,000	0%
56	COCA Banner - 60061		\$ 5,500	\$ 5,500	0%
57	Special Events and Outreach - 60070	\$ 65,331	\$ 99,000	\$ 33,669	66%
58	Webcam Installation/Maintenance - 60071		\$ 1,000	\$ 1,000	0%
59	Get-a-Way Contests - 60072		\$ 20,000	\$ 20,000	0%
60	Hospitality Training - 60073	\$ 15,000	\$ 20,000	\$ 5,000	75%
61	Journalists Visits - 60074		\$ 15,000	\$ 15,000	0%
62	Mentoring /Scholarships - 60075		\$ 2,000	\$ 2,000	0%
63	Promotional Items - 60076		\$ 6,000	\$ 6,000	0%
64	Visitor Guide Production - 60077		\$ 25,000	\$ 25,000	0%
65	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 3,531	\$ 35,000	\$ 31,469	10%
66	New Software Advancements - 60081	\$ -	\$ 20,000	\$ 20,000	0%
67	Software - 60081	\$ 23,400	\$ 36,000	\$ 30,000	65%
68	CrowRiff - 60082	\$ 7,000	\$ 7,000	\$ -	100%
69	Wander Map - 60083		\$ 6,000	\$ 6,000	0%
70	Simpleview	\$ 8,000	\$ 8,000	\$ -	100%
71	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
72	Forgotten Coast Mobile App - 60085		\$ 8,000	\$ 8,000	0%
73	Dues/Memberships/Meetings /Conferences - 60090	\$ 13,876	\$ 39,000	\$ 25,124	36%
74	Gov Conferences/Meetings(Registration/ Accomod - 600092		\$ 8,000	\$ 8,000	0%
75	Travel/Conferences/Meetings (perdeim/mileage) - 60091		\$ 5,000	\$ 5,000	0%
76	Explore NW Florida (Riverway South) Membership - 60094	\$ 9,825	\$ 6,000	\$ (3,825)	164%
77	Vist Florida Sponsorship- Gov Conference		\$ 1,597	\$ 1,597	0%
78	Destination Florida Membership	\$ 3,801	\$ 3,801	\$ -	100%
79	Trail of Florida Indian Heritage	\$ 250	\$ 250	\$ -	100%
80	TOTAL BUDGET 2025-2026	\$ 873,298	\$ 4,026,512	\$ 2,347,617	22%
81					

2026 VISITOR COUNTS						
Month						
	Apalachicola	EPVC	SGI	Carrabelle	Total	
January	676	193	538	129	1,536	
February	1,355	218	792	188	2,553	
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						
				TOTAL	4,089	



February 2026 Update

Roku & Amazon Fire Streaming Numbers

February 2026

Monthly Live Views	3,515
Video on Demand Views	858

Produced 13 trivia videos and 5 Visit Locations in Franklin County Videos

In coordination with TDC administration, FCTV also met with representatives from Northwest Florida Beaches to assist in developing a list of video assets they plan to produce over the coming months. Raw footage as well as edited video will be provided for the Franklin County TDC to use in their marketing efforts.



March 3, 2026

To: TDC Board Members

From: C. Clark

Subject: February Marketing Report

METRICS ANALYSIS OF FEBRUARY NEWSLETTER launched Tuesday, January 27 to 108,386 recipients. The reader open rate averaged 29% and the click to open rate averaged 2.9%. There were 64 trackable links in the newsletter. The highest number of click throughs registered as follows: ShrimpFest, Carrabelle Culture Crawl, Ilse Newell Concert Series, Apalachicola MardiGras parade, Carrabelle History Museum talk

METRICS ANALYSIS OF MARCH NEWSLETTER launched Thursday, February 26 to 105,612 recipients. The reader open rate averaged 28% and the click to open rate averaged 4.3%. There were 53 trackable links in the newsletter. The highest number of click throughs registered as follows: Carrabelle Culture Crawl, SGI Lighthouse Full Moon Climb, Bay Area Choral Society, Getaway

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: March 3, 2026: 109,543

OPENS BY DEVICE

Desktop: 89.1%

Mobile: 10.9%

GETAWAY STATS:

The Outdoor Getaway launched on February 15 and will run through April 1. Signups to date: 271.

MARKETING/MEDIA COORDINATION

Production: *February, March Newsletter*

Production: *Emerald Coast Magazine print and digital*

Production: *Tallahassee Magazine print and digital*

Production: *Quimby's Boating Magazine - print*

Production: *Florida Sport Fishing - print*

Production: *Forgotten Coast Living - print*

Production: *Nashville Lifestyle - print and digital*

Production: *New Orleans Magazine*

Content: *Infrastructure Article for regional media*

Content: *New Orleans Magazine*

Ad Buy Requests

• *Apalach Times - print and digital annual \$8892.00*

• *The Points Guy Daily Newsletter - Visit Florida Co-op - digital - 4 week flight - 1M subscribers, 60% open rate - \$8550*

• *Canadian bundle buy - print and digital \$9,063*

The Toronto Star - Ontario Print & e-Paper Distribution - 690,200 readers

The National Post - GTA Print Edition - 148,000 readers

The Globe and Mail - Ontario Print Edition (Full Subscriber + Newsstand) - 443,000 readers

• *Fido Friendly - digital annual, eblast, blog post, radio interview - \$2730.15*

• *IheartMedia: Streaming Audio - 4 week run 750,000 impressions - \$8550*



Franklin County TDC Monthly Marketing Report

February 2026

Tidemark
MARKETING

Sessions ▼ 6.52%

50,629

Bounce Rate ▲ 7.38%

51.81%

Goals Completed ▲ 15%

1,303

Goals Completed

Accommodation Requests

Goals Completed ▼ 25%

217

Getaway Signups

Goals Completed ▲ 100%

216

Visitor Guide Requests

Goals Completed ▲ 16%

503

Visitor Guide Views

Goals Completed ▲ 13%

233

Newsletter Signups

Goals Completed ▼ 36%

100

Newsletter Views

Goals Completed ▼ 19%

26

Top Cities

Top 10 Cities			
CITY	SESSIONS	VIEWS	BOUNCE RATE
(not set)	4,526 ▲ 89%	7,174 ▲ 81%	57.95% ▲ 17%
Lanzhou	4,511 ▲ 100%	4,478 ▲ 100%	99.60% ▲ 100%
Singapore	1,426 ▲ 100%	1,384 ▲ 100%	98.81% ▲ 100%
Atlanta	1,017 ▼ 63%	1,841 ▼ 66%	46.80% ▲ 0.58%
Jacksonville	949 ▼ 5.38%	1,679 ▼ 15%	39.83% ▲ 1.92%
Chicago	889 ▼ 71%	1,669 ▼ 71%	53.09% ▲ 10%
Orlando	780 ▼ 27%	1,305 ▼ 29%	48.46% ▲ 5.14%
Birmingham	712 ▲ 84%	960 ▲ 24%	73.17% ▲ 50%
Tallahassee	540 ▼ 19%	1,148 ▼ 17%	29.63% ▼ 8.91%
Louisville	523 ▼ 21%	937 ▼ 21%	55.07% ▼ 6.66%

Most Popular Pages

Top 10 Pages			
LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
/	12,546 ▼ 43%	20,901 ▼ 41%	63.96% ▲ 2.85%
/st-george-island	8,761 ▲ 12%	18,526 ▲ 1.95%	33.35% ▲ 7.34%
/apalachicola	3,980 ▲ 39%	8,953 ▲ 15%	31.26% ▲ 18%
/things-to-see-do	1,769 ▲ 43%	4,322 ▲ 35%	25.66% ▼ 17%
/events/list	1,446 ▲ 4565%	1,462 ▲ 2658%	99.10% ▲ 46%

LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
(not set)	1,021 ▼ 22%	0 0%	97.26% ▼ 0.15%
/carrabelle	958 ▲ 35%	2,091 ▲ 36%	28.60% ▼ 4.48%
/events	812 ▲ 68%	2,226 ▲ 28%	34.61% ▲ 45%
/alligator-point	728 ▼ 13%	1,532 ▼ 14%	29.53% ▲ 2.57%
/event/apalachicola-mardi-gras-barkus-parade-street-festival	518 ▼ 31%	617 ▼ 39%	57.92% ▲ 20%

Organic Search

Organic Sessions

▼ 32%

10,679

Organic Pageviews

▼ 33%

20,056

Goals Completed

▼ 29%

193

Paid Search

Sessions

▲ 52%

14,714

Pageviews

▲ 38%

31,856

Goals Completed

▲ 22%

337

Social Media Overview

Social Audience

▲ 5.28%











276 K

Social Engagement

▼ 20%











144 K

Most Popular Facebook Posts

f Top 10 Facebook Posts		
DATE	POST	POST MEDIA VIEWS
Feb 27, 2026	 <p>Calling all explorers! 🗺️ Want to unlock the secrets of the Forgotten Coa...</p>	1,308
Feb 26, 2026	 <p>What beach location transports you back in time because of its retro style?</p>	9,584
Feb 25, 2026	 <p>Just a chair, a rod, and endless shoreline ahead. 🎣 Come find your cal...</p>	15,146
Feb 24, 2026	 <p>Peel, dip, repeat. 🍷 🍴 Local eats → https://bit.ly/2B96AxG 📺 IG/...</p>	6,778
Feb 23, 2026	 <p>Experience moments that turn into unforgettable memories this Spring Brea...</p>	14,355
Feb 20, 2026	 <p>Be honest...which one are you? 🤔 📍 St. George Island Florida's Forgotten C</p>	613
Feb 20, 2026	 <p>What location is nestled where freshwater from the Apalachicola River meet...</p>	5,073
Feb 19, 2026	 <p>Nature's souvenirs, handpicked by the sea. Slow down and explore the shor...</p>	14,246
Feb 18, 2026	 <p>Small-town charm, coastal views, and plenty of reasons to stay awhile. 🌊 Wel...</p>	90,670
Feb 17, 2026	 <p>Slow down, get outside, and see the coast the way it's meant to be seen! ...</p>	8,390

Most Popular Instagram Posts

Top 10 Instagram Posts & Stories

DATE	POST	REACH
Feb 23, 2026	 <p>Experience moments that turn into unforgettable memories this ...</p>	1,138
Feb 2, 2026	 <p>Plan your next adventure! ✨ February is packed with events...</p>	763
Feb 10, 2026	 <p>Sand between your toes and your sweetheart by your side. ...</p>	649
Feb 25, 2026	 <p>Just a chair, a rod, and endless shoreline ahead. 🎣 Come fl...</p>	508
Feb 6, 2026	 <p>Nothing but love and sunshine on Florida's #ForgottenCoast 🍌 ...</p>	497
Feb 9, 2026	 <p>Pizza by the sea? Yes, please. 🍕 Florida's Forgotten Coast kn...</p>	488
Feb 17, 2026	 <p>Slow down, get outside, and see the coast the way it's meant to ...</p>	476
Feb 16, 2026	 <p>Where the sea meets serenity on Florida's #ForgottenCoast 🌊 ...</p>	475
Feb 4, 2026	 <p>No traffic, no stress, just trails and tall pines. 🌲 Adventure is e...</p>	475
Feb 12, 2026	 <p>Pup-approved paradise on Florida's #ForgottenCoast 🐾 📸 lak...</p>	455

Print

Sessions ▲ 189%

179

Pageviews ▲ 8.76%

236

Goals Complet... ▲ 50%

9

Email Newsletters

Sessions ▲ 67%

2,028

Pageviews ▲ 33%

2,760

Goals Compl... ▲ 805%

190

Banners

Sessions ▲ 121%

31

Pageviews ▲ 150%

50

Goals Compl... ▲ 100%

2

QR

Sessions ▼ 38%

23

Pageviews ▼ 29%

50

Goals Compl... ▲ 100%

2



**ST. JAMES - LANARK VOLUNTEER FIRE DEPT.
2367 OAK ST.
PO BOX 1257 LANARK VILLAGE
CARRABELLE, FLORIDA 32322**

February 24, 2026

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

Dear Mr. Solomon:

The St. James-Lanark Volunteer Fire Department respectfully requests grant funds for the urgent purchase of personal protective equipment (PPE) and a piercing nozzle system. This safety gear is critical to our ability to respond to calls for emergency assistance by visitors staying in our community, tourists traveling through our district, and area residents and businesses. Estimates and invoices for the items are attached, and a summary is provided below for your convenience:

Item	Cost
4 Sets of Turnout Gear	\$12,123.64
5 Breathing Apparatus	2,260.00
Piercing Nozzle System	\$1,513.05
TOTAL	\$15,896.69

According to multiple sources, 2026 is forecasted to be an exceptionally strong, high-demand travel year for Florida. ABC News, Travel Tomorrow, and others project that 2026 spring break travel will trend toward sunny destinations, with Florida and other warm spots leading the demand. Given the recent trends toward eco-friendly tourism and the desire for smaller destinations, Franklin County is poised to receive a high number of visitors beginning with the rapidly approaching spring break and extending at least through the warm summer months.

With more than 80 rental units in the Lanark Village area, along with a variety of short-term stay options at St. James Bay Golf & Pickleball Resort and Summer Camp Beach, we anticipate a surge of tourists in our district over the coming months. (See our letter of February 16, 2026, for a more-detailed description of tourists and visitors to our district.)

Moreover, there will undoubtedly be a significant increase in vehicle traffic through our district beginning with spring break and extending through the summer tourist season.

Mr. John Solomon
February 24, 2026
Page 2

United States airlines expect an increase in passengers from March 1 through April 30 over the same period last year. Tourists arriving via the Tallahassee airport will most likely pass through our district on their way to various Franklin County destinations and events. Additionally, lower gas prices in 2026 will surely inspire many regional and area visitors to drive to our beautiful county. Those arriving by automobile from the east will arrive through our district via U.S. Highways 319 and 98, both of which are two-lane highways with regular occurrences of serious automobile accidents.

Recent Calls Involving Visitors that Show Need for this Equipment:

- Vehicle accident
- Vehicle fire
- Elevator rescue
- Elevator fire
- Brush fire
- Medical emergency
- Landing zone (helicopter evacuation)

The upcoming surge in visitors will strain the resources of the St. James-Lanark Volunteer Fire District. While we are fortunate that additional firefighters have recently signed on as volunteers, their safety as well as state regulations require that adequate, compliant personal protective equipment be provided for them. Accordingly, five additional breathing apparatus were recently purchased at a low price, and they were received last week. Four new sets of compliant safety gear

have been ordered and are being manufactured. Having bought one set of turn out gear from another vendor last year, we can attest that this purchase price is quite reasonable. The nozzle system is needed to pierce the hood or body of a vehicle that is on fire so the flame can be quickly and safely extinguished.

The Department's current funding is insufficient to cover the cost of this essential safety gear, which is critical to our ability to respond to emergencies during the upcoming spring break, summer tourist season, and beyond. Accordingly, the Department respectfully requests the Council's approval of grant funding in the amount of \$15,896.69.

If you have any questions or need additional information, please let me know.

Sincerely,

Debra G. Howells

Debra G. Howells
Administrator
850-459-4688

Attachments

Dalmatian Fire Equipment, LLC

75 Oak Avenue
 Eaton, CO 80615
 Phone: 800-436-6450
 Fax: 888-436-6451
 sales@dalmatianfire.com
 www.DalmatianFire.com

US Invoice



Date	Invoice #
2/16/2026	503100
Due Date	3/18/2026

Bill To	
Harry Larsen C/O St. James Lanark VFD 2618 OAK Ave. Carrabelle, FL 32322	
Customer Phone	850-459-1069

Shipping To	
Harry Larsen C/O St. James Lanark VFD 2618 OAK Ave. Carrabelle, FL 32322	
Customer Fax	

Ordered By:	Date Ordered	Cust. P.O. #	S.O. No.	Terms	Shipped On	Via
Harry Larsen			32856	Net 30	2/16/2026	UPS

Quantity	Description	Price Each	Amount
5	Scott 2.2 AirPak NxG2 CBRN 2002 Spec SCBA, Quick Disconnect, EBSS, fire-rated, 115s0720005441 115s0720004503 0512003067 115s0720005440 0512003061 NO MASKS OR CYLINDERS	435.00	2,175.00T 0.00
1	Shipping & Handling / Freight charges to US Locations -	85.00	85.00T
1	****NOTE*** UPS Tracking#1Z24X1530344400813	0.00	0.00
1	5 YEAR WARRANTY - Equipment provided by Dalmatian Fire Equipment comes with a limited five year warranty unless otherwise noted. Dalmatian Fire Equipment offers one free visual inspection and function test per SCBA before 24 months(shipping and battery charges will apply) and one free hydrostatic test per cylinder before 60 months. A visual inspection and function test is required every 24 months to keep the SCBA warranty in effect for the duration of the warranty period. See the full agreement at https://dalmatianfire.com/warranty/	0.00	0.00T
	Total sales tax calculated by AvaTax	0.00	0.00
	JF 2026-02-16		0.00
	BB-CM		0.00

Thank you for your business.
 Please remit payment to the address shown above. For security purposes, please call to verify all wire instructions before sending payment. Payment is due upon receipt unless otherwise stated. Any amount not paid when due may incur a late charge in an amount permitted by applicable law, which the parties agree constitutes liquidated damages intended to compensate for the costs associated with late payment and is not a penalty.
 Invoices that remain unpaid 90 days after the invoice date may be referred to a collection agency or attorney for recovery. In such event, the customer agrees to pay all reasonable costs of collection, including collection agency fees, attorney's fees, and out-of-pocket expenses, to the extent permitted by applicable law.

Total	USD 2,260.00
Pymt/Credit	USD 0.00
Balance Due	USD 2,260.00

Terms & Conditions: <https://dalmatianfire.com/terms-and-conditions/>

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Task Force Tips New Force

[Task Force Tips Transformer Piercing Nozzle System Package](#)

SKU: TFT-PA1

1 item(s) will be shipped from manufacturer
Ships From Manufacturer

Price	Qty	Total
\$1,375.50	1	\$1,375.50

Subtotal: \$1,375.50

Shipping: *Calculated in Checkout*

Tax: \$137.55

Coupon Code: [Add Coupon](#)

Gift Certificate: [Gift Certificate](#)

Grand total: \$1,513.05

[SUBMIT A QUOTE](#)

[CHECK OUT](#)



**ST. JAMES - LANARK VOLUNTEER FIRE DEPT.
2367 OAK ST.
PO BOX 1257 LANARK VILLAGE
CARRABELLE, FLORIDA 32322**

February 16, 2026

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

Dear Mr. Solomon:

The St. James-Lanark Volunteer Fire Department ("Department") is seeking \$12,080.69 in grant funds for a replacement generator at our station. As further described below, the new generator is critical to our ability to meet the needs of the community as well as the many tourists and visitors to our district.

Introduction

In recent years, the district served by our Department has been attracting a rapidly growing number of tourists, sportsmen, and other guests from near and far. At this very moment, we are hosting visitors from North Dakota, Ohio, Pennsylvania, Colorado, Georgia, Michigan, and Maine, among other locations. Additionally, ever more people from Tallahassee, south Georgia, and south Alabama are purchasing second homes in our area to enjoy the outdoor recreational opportunities and other amenities Franklin County has to offer.

Lanark Village has long been known as a mecca for retirees who spend their winters enjoying not only Franklin County's weather and natural environment but also the many restaurants, retail shops, and events in the area. Historically, the Village's population has nearly doubled during the colder months. With an increasing number of transient rental properties in the area (now exceeding 80), Village tourism has expanded to include the entire year.

Of course, our area's uncrowded white sand beaches are a major tourist attraction. Rich hunting and recreational fishing opportunities abound in our area as well, drawing many tourists especially during peak seasons. The St. James Bay Golf & Pickleball Resort attracts golfing enthusiasts and overnight guests on a year-round basis. And Summer Camp Beach, also located in our district, continues to increase in popularity with out-of-town visitors.

Need for the Generator

The Department's existing 20 kW generator is no longer in working condition. Due to its age and unreliable condition, repairs cannot guarantee performance of the existing generator, thereby risking power failure during critical emergencies. Accordingly, we are seeking to purchase a new 22kW generator.

With the ever-increasing number of tourists, sportsmen, and other visitors as discussed above, we must anticipate and prepare for more emergency incidents on the two federal highways running through our district (US Highway 98 and US Highway 319), fire risks from backyard BBQs and fire pits, and medical situations. Not to mention the importance of assisting tourists who are unfamiliar with the effects of tropical storms and hurricanes, should that be necessary. Thus, it is imperative that the St. James-Lanark Volunteer Fire Department always be ready to respond when dispatched.

The lack of a reliable generator substantially impedes the Department's readiness and ability to save lives of community members, tourists, and visitors during an emergency. Of highest priority, the Department's vehicles, along with all other fire and medical equipment, require a backup power source to stay fully charged at all times.

Moreover, lights, heat and air, Internet connection, radios/communications equipment, and kitchen appliances that would enable the station to provide short-term refuge in the event of a disaster, could not be assured without a generator.

SJLVFD Provided Refuge for Visiting Young Family:

In March of 2025, the Department was dispatched at 3:20 AM for a call involving a CO2 alarm at a property in the Summer Camp Beach development. Even after the alarm situation was resolved, the young family with three children did not feel safe remaining in the home. The Department opened its doors and set up temporary sleeping arrangements for them for the remainder of the night. We were able to turn a scary situation into a safe overnight "camping" adventure at the fire station for these area visitors. This would not have been possible had the station been without power.

Closing

The Department sought quotes for a replacement generator from three qualified vendors: Ward Electrical LLC of Carrabelle, Coastal Power & Gas of Tallahassee, and Mathers Electric Co. of Tallahassee.¹ Only Ward Electrical responded, and their estimate of \$12,080.69 is attached.

¹ A request for bid was sent via email on February 5, 2026, to Coastal Power & Gas and to Mathers Electric Co. with a request to respond no later than February 15, 2026.

Mr. John Solomon
February 16, 2026
Page 3

The Department's current funding is insufficient to cover the cost of a replacement generator, which is critical to our ability to save the lives of residents, tourists, and visitors, in the event of an emergency involving the loss of power. Accordingly, the Department respectfully requests the Council's approval of a grant in the amount of \$12,080.69 for the purchase and installation of a replacement generator at the fire station located at 2367 Oak Street in Lanark Village.

If you have any questions or need additional information, please do not hesitate to contact us.

Sincerely,

Debra G. Howells

Debra G. Howells
Administrator
850-459-4688

Attachment: Estimate from Ward Electrical

Estimate #EST-9267

Issue Date: Jan 27, 2026

Client

St James Lanark Fire Department

Business Info

Ward Electrical LLC

wardelec@yahoo.com

108 Newman Drive, Carrabelle, Florida 32322, United States

+1 (717) 826-3288

License Number:

EC13013211

Project Render



Project Breakdown

Electrical Work:

- Existing 20kw generator is no longer in working condition.

Recommend replacing the existing twenty-kilowatt generator due to its age and unreliable condition. Repairs won't guarantee performance, risking power failure during critical emergencies where lives are at stake. A new Generac model ensures full reliability and immediate readiness for the firehouse's needs.

Safely disconnect all electrical connections from existing 20 kW generator including main power feed and control wiring

- Turn off electrical supply at main breaker and verify power is off using proper testing equipment
- Disconnect and cap all electrical conduits and wiring connected to old generator
- Install electrical connections to new 22 kW Generac Next Gen generator per manufacturer specifications
- Connect main power feed from generator to existing electrical panel
- Install and connect control wiring between new Generac generator and existing Dayton transfer switch
- Program and configure control systems to ensure proper integration between new generator and old transfer switch
- Test all electrical connections and verify proper operation of transfer switch with new generator
- Ensure all electrical work meets local electrical codes and fire station requirements
- Provide electrical permit and inspection coordination as required

Generator Removal and Installation:

- Remove existing 20 kW generator from concrete pad using appropriate lifting equipment
- Transport old generator off-site for disposal or as directed by owner
- Deliver new 22 kW Generac Next Gen generator to job site
- Position and install new generator onto existing concrete pad ensuring proper alignment
- Verify concrete pad is level and suitable for new generator installation
- Secure new generator to concrete pad using manufacturer-specified anchor bolts
- Ensure proper clearances around new generator per manufacturer requirements
- Coordinate delivery timing with other trades to minimize disruption to fire station operations.

Costs Table

Subtotal	\$12,080.69
Total	\$12,080.69

Notes

- Remove existing 20 kW generator at fire station - Disconnect power and gas connections from old generator - Remove old generator from concrete pad - Purchase and deliver new 22 kW Generac Next Gen generator - Install new generator onto existing concrete pad - Connect gas line to new generator - Connect electrical connections to new generator - Retain existing Dayton transfer switch (not using new transfer switch) - Install control wiring to integrate old Dayton transfer switch with new Next Gen generator

Disclaimer

This estimate is valid for 30 days. Prices are subject to change based on material availability, market conditions, project specifications, and other factors.

TDC Public Safety Grant-2026

SGI VFD

Below is a list of items we are pursuing for the 2026 TDC Public Safety Grant. These items allow our department to better serve our community to ensure that life safety is paramount. Items such as the Thermal Imaging Camera, Gas Detectors and Stokes Basket are items our department does not have. The AEDs and Battery-Operated Stair Chair would be upgrades to the current equipment that has aged and needs replacement. Currently our department has a purchase order for a \$2.1 million 2029 E-One Cyclone HP100 Ladder/Tower Truck to replace our 26 year old Ladder 7. We are working with the State of FL for Legislative Appropriations to help with the down payment but are fundraising to pay off the remainder over the next 3 years. It is crucial for our department to have the tools necessary to provide aid when the time is needed all the while fundraising for other capital expenditures. The total amount requested for would be **\$21,980.92**

1. Thermal Imaging Camera-Seek AttackPRO™ is the decision-making weapon of choice for captains and commanding officers. Designed for simplicity and durability, AttackPRO is built to withstand drops and extreme temperatures. Find the seat of the fire, direct primary search crews, and effectively attack the fire with enhanced clarity and detailed colorization. These units would allow Command to ensure occupants of structures have been rescued, increase firefighter safety and ensure hot spots are detected and remediated. Grant would be for 2 of them. 1 for Command Vehicle and 1 for Rescue 6. Grant request totaling: **\$5,953.24**



The base model AttackPro (FQ-PAEX) is \$2,976.62 plus freight.

2. Altair 5X Gas Detector-The ALTAIR 5X Detector allows for an industry-first LEL,O2, CO, H2S, and SO2 60-second span calibration and 10-second bump test time. Due to the various types of building structures, hvac, pool heaters, etc this product would ensure the safety of all occupants of the household and immediate public. Grant would be for 2 of them. 1 for Command Vehicle and 1 for Rescue 6. Grant request totaling: **\$6,934.70**



A-AL15MR118P010Z 0	MSA Altair 5X Color Display, LEL,CO/H2S, O2, CL2, Propane.	1	EA	MSA SAFETY SALES, LLC	3,442.50	3,442.50
INSTRUMENT TYPE: B COLOR DISPLAY SENSOR #1 LEL: 1 LEL 0-100% (PENTANE) SENSOR #2 O2 or CO, H2S: 1 CO/H2S 0-1999PPM & 0-200 PPM SENSOR #3 EXOTIC: 8 CL2 0-10 PPM SENSOR #4 CO/H2S or EXOTIC 2: 0 NONE ADVANCED SENSOR: P 0-100% LEL Propane PACKAGING: 0 STANDARD CARTON APPROVAL LABEL: T UL ONLY w/Global pwr Supply LOGO EXPRESS: 0 NONE SAMPLING PROBE KIT: 2 SAMPLING PROBE KIT REACTIVE CUSTOM FEATURES: 0 NONE						

Shipping:

Subtotal:	\$ 3,442.50
Freight:	\$ 24.85
Total Before Tax:	\$ 3,467.35
Total Tax Amount:	\$ 0.00
Total Amount:	\$ 3,467.35

3. Stokes Baskets for UTV's. This basket provides a safe and effective method to transport patients from the scene to an ambulance. This is far superior to the hard backboard that has been used in the past and allows for increased patient safety, ease of transport for all members, and a quicker medical response. The Stokes baskets would be assigned to our UTV 3 and UTV 9 Beach Rescue Vehicles located at each station. Grant request totaling: **\$2,073.98**



Item	Price	Quantity	Total
Junkin Junkin Plastic Splint Stretcher, Yellow SKU: JSA-200 2 Item(s) will be shipped from manufacturer Estimated shipping in weeks: 3	\$1,036.99	2	\$2,073.98
Subtotal:			\$2,073.98

4. Battery Operated Stair Chair-current stair chair is manually operated and requires members to carry the person in the stair chair up the stairs. This device provides the ability to climb and descend the stairs thus ensuring patients and members safety. Currently we use this device on average 70 times a year. Grant request totaling: **\$1,299.00**





Line2 Design

[Line2design Battery Powered Track Stair Chair](#)

SKU: 70019-Y-BAT

\$1,299.99



\$1,299.99 ✕

5. Lifepak 1000 AED's. Currently the department has 2 Lifepak 1000 AED's that are assigned to the Command Truck 1 and Rescue 6. SGI VFD 1st Responder Team consists of more that 17 1st Responders and each one of them could be the first one on a call due to home's location and the call. Instead of these responders waiting for a Department vehicle to arrive, we want to equip the top 4 responders (4 responders who have responded to the most # of calls annually) with these life saving devices. This make/model AED will work with the Franklin EMS equipment as well. Grant request totaling: **\$5,720.00**

Item	Description	UOM	QTY	Current Price	Your Price	Extended Price
95-LP1000G R	Recertified Lifepak 1000 Aed - Graphical Display	EA	4	\$2,059.00	\$1,290.00	\$5,160.00
11101-00001B	PC-Electrode Infant/Child Pads ONLY for LP500/1000/CR Plus/E	EA	4	\$164.00	\$140.00	\$560.00

Subtotal: \$5,720.00

Freight: \$0.00

Tax: \$0.00

Quote Total: \$5,720.00

St. George Lighthouse Association, Inc.

March 5, 2026

Franklin County Tourist Development Council
731 Highway 98
Eastpoint, FL 32328

Dear Tourist Development Council,

Attached for your consideration is the St. George Lighthouse Association's (SGLA) application for the **2025-2026 501c3 Museum Projects Grant Program**. We are respectfully requesting a grant in the amount of \$6,526.93 to cover the cost of three projects for the Keepers House Museum and Lighthouse Park. These projects were necessary to continue serving those that visit our museum facility and Lighthouse Park.

In December, the hardwood flooring was refinished in the Keepers House Museum at a cost of \$3,900. The years of visitors with sandy feet walking on the heart pine floors had taken its toll and the refinishing was necessary to maintain the flooring and keep it safe for visitors and staff alike. Conyers Hardwood Flooring handled the project for us thoroughly and efficiently. Additionally, to better protect the artifacts in the museum as well as the museum building itself, the Lighthouse Association recently upgraded the security system. SGLA contracted with Vector Security to install new cameras, new door and window sensors, motion sensors, glass break sensors, and a new control panel. Cost for the new system and installation was \$1,678. Thirdly, the electrical breakers and plugs in the lighthouse parking area and several outlets in Lighthouse Park recently required replacement. These exterior electrical systems are used when hosting community events including the SGI Shrimpfest, Veterans Day Ceremony, Halloween Spooktacular, and the holiday Lighting of the Palms. Repairs were necessary to ensure the system continues to operate safely and efficiently. Total cost for these electrical repairs was \$948.93. The work was performed by Cates Electrical Services, Inc.

The Lighthouse Association has been a committed member of the Franklin County community for over 15 years, and the museum welcomes an estimated 75,000 visitors a year with approximately 25,000 of those visitors climbing the lighthouse. The museum includes well curated exhibits regarding the historical maritime activities of the area as well as artifacts and replicas specific to the Cape St. George Light. Visitors are greeted with a description of the area's growth as a shipping port in the 19th century and the importance of lighthouses during that time. The artifacts and displays illuminate daily life for Lighthouse Keepers and residents of St. George Island as well as Apalachicola during the Lighthouse's history. Finally, the story of the collapse and rebuilding of the Lighthouse on St. George Island is told through photos, videos and personal accounts.

To sustain our activities, in addition to monies raised by lighthouse climbs, merchandise sales, memberships, and donations, the Association hosts the annual SGI Shrimpfest as our primary annual fundraiser. 2026 marked the fifth year of that event.

We greatly value the support of the TDC in helping to keep up with increasing expenses and costs incurred in operating a growing organization. We are proud of our efforts to work with the TDC in sharing Franklin County's maritime history with our visitors and guests. SGLA is looking forward to continuing the partnership that we have built with the TDC over the years. If you have any questions, please feel free to contact me.

Sincerely,

Amy M. Hodson

Amy Hodson
Executive Director
St. George Lighthouse Association, Inc.

2-B East Gulf Beach Drive, St. George Island, FL 32328
Museum & Gift Shop (850)927-7745
www.stgeorgelight.org



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

~~2024-25~~ 2025-2026

Section 1. Organizational Information:

Organization Corporate or Government Name: [St. George Lighthouse Association, Inc.](#)

Address: [2-B East Gulf Beach Drive, St. George Island, FL 32328](#)

Contact Person: [Amy Hodson](#)

Phone Number office: [850-927-7745](#) cell: [850-653-6880](#)

Email Address execdirector@stgeorgelight.org

FEIN #: [20-1905208](#)

W-9 Form [Attached](#)

Have you previously received TDC funding for this program? Y N

Section 2. Museum Information:

Name: [Cape St. George Lighthouse and Museum](#)

Location: [2-B East Gulf Beach Drive, St. George Island, FL 32328](#)

Hours of Operation: [Nov. 1- Feb. 28: Sun-Sat Noon-5:00PM, Closed on Mondays](#)
[Mar. 1 - Labor Day: Sun Noon-5:00PM, Tue-Sat 10:00am-5:00PM](#)
[Sept 2nd - Oct. 31: Sun Noon-5:00PM, Tue-Sat 10:am-5:00pm, Closed Mondays](#)

Manager: [Amy Hodson](#)

Manager email: execdirector@stgeorgelight.org

Web Site: www.stgeorgelight.org

Section 3. Supporting Information to be Provided:

- 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. [Included in cover letter](#)
- Project budget and bids [Work has already been completed - invoices attached](#)
- Corporate filing or Government Resolution [Attached](#)
- Documentation of Participation with Accrediting or Funding organization [Attached](#)

Amy M. Hodson

Signature of Authorized Agent

3/5/2026

Date



Conyers Hardwood Flooring

PO Box 136 Bristol FI 32321

850-643-6432

rconyers00@gmail.com

INVOICE

INV0744

DATE

12/08/2025

DUE

On Receipt

BALANCE DUE

USD \$3,990.00

BILL TO

Light house museum

execdirector@stgeorgelight.org

DESCRIPTION	RATE	QTY	AMOUNT
Sand/finish floors	\$4.50	520	\$2,340.00
Stairs	\$50.00	18	\$900.00
Risers	\$50.00	15	\$750.00

TOTAL \$3,990.00

Payment Info

BY CHECK

Conyers Hardwood Flooring

BALANCE DUE

USD \$3,990.00



9456 Philips Highway, Suite 1
Jacksonville, FL 32256

Account Information

Invoice Number: 77110829
 Invoice Date: 12/17/2025
 Branch: 71
 Account Number: 6484201
 Due Date: 01/16/2026

Account Activity

Description	Qty	Unit Amt	Extended Amt	Tax Amt	Total Amt
Job# 251202379 ST. GEORGE LIGHTHOUSE ASSOCIAT 2-B EAST GULF BEACH DRIVE ST GEORGE ISL, FL 32328					
ADD ON RESIDENTIAL	1.00	1,678.00	1,678.00	0.00	1,678.00
Site Subtotal			1,678.00	0.00	1,678.00
Extended Total			\$1,678.00		
Tax Total			\$0.00		
Invoice Total			\$1,678.00		
Prior Balance			\$0.00		
				Total Due	\$1,678.00

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Jacksonville, FL 32256

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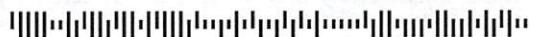
Customer Name: ST. GEORGE LIGHTHOUSE ASSOCIAT
 Invoice Number: 77110829
 Invoice Date: 12/17/2025
 Account Number: 6484201
 Due Date: 01/16/2026
 Amount Due: \$1,678.00

Amount Enclosed: \$

Please write your account number on your check. Thank you in advance for your prompt payment. Use the enclosed envelope and make checks payable to:

ST. GEORGE LIGHTHOUSE ASSOCIAT
2-B EAST GULF BEACH DRIVE
ST GEORGE ISL FL 32328-2883

VECTOR SECURITY, INC.
PO BOX 89462
CLEVELAND, OHIO 44101-6462



Check box and fill out reverse side to correct billing address.

00000000710000000648420160077110829000000001678004

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- For inquiries or online payments: www.vectorsecurity.com
- By phone: 1-904-265-7890
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- For payments by check: PO Box 89462, Cleveland, OH 44101-6462



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- Contact us at protectme@vectorsecurity.com.
- Do not sign any contracts presented to you.

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Contact Name: _____	Old Phone Number: (____) _____ - _____
New Address: _____	New Phone Number: (____) _____ - _____
City: _____ State: _____ Zip: _____	Effective Date: _____
Effective Date: _____	Email Address: _____
	Signature: _____

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1 Account Information

Invoice Number: 123456789
 Invoice Date: MM/DD/YYYY 21
 Branch: 123456
 Account Number: 123456
 Due Date: MM/DD/YYYY



Your account is past due. Please remit payment.

Account Activity

Description	Qty	Unit Amt	Extended Amt	Tax Amt	Total Amt
2 PRIOR BALANCE, INCLUDING PAYMENTS RECEIVED AS OF 09/19/2014. PLEASE DISREGARD IF PAID.			0.00		0.00
ABC BUILDERS 321 BUILDING LANE ANYTOWN, NJ 12345					
3 SIGNAL FORWARDING	0.00	0.00	0.00	0.00	0.00
MONITORING - INTRUSION	0.00	0.00	0.00	0.00	0.00
SECURITY CARE	0.00	0.00	0.00	0.00	0.00
Site Subtotal			0.00	0.00	0.00

Extended Total	Tax Total	Invoice Total	Prior Balance	Total Due
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

0 - 30 Days	31 - 60 Days	61 - 90 Days	91 - 120 Days	121 Days+
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

6 Important Messages



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 DO NOT SEND CORRESPONDENCE WITH YOUR PAYMENT.

Invoice

Customer Name: ABC BUILDERS
 Invoice Number: 123456789
 Invoice Date: MM/DD/YYYY
 Account Number: 123456
 Due Date: MM/DD/YYYY
 Amount Due: \$0.00

Address Service Requested



7 Check box and fill out reverse side to correct billing address.

Amount Enclosed: \$ _____

Please write your account number on your check. Thank you in advance for your prompt payment. Use the enclosed envelope and make checks payable to:

9 VECTOR SECURITY, INC.
 PO BOX 89462
 CLEVELAND, OH 44101-6462



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- Summary Detail** - This section displays the charges associated with your account during the invoice period. Information could include, but is not limited to: recurring services, description of work performed, applicable sales tax, and total amount.
- Total Amount Due** - Displays the current amount due as the sum of current charges for all sites, any applicable taxes, and prior balance.
- Past Due Area** - This area shows invoice aging if any portion of the account is past due.
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- Payment Coupon Invoice Area** - This section shows the due date, your current amount due, and a blank line for you to enter the amount you will submit for payment. Please remit the amount due prior to the due date to avoid incurring late fees.
- Remittance Address** - Use this address to remit your payment.



PO Box 177
Apalachicola, FL 32329
850-528-0282

Bill To

St. George Island Lighthouse
2B E Gulf Beach Dr
SGI, FL 32328

Invoice 2026-32081	Feb 4, 2026
Job Number	2026-3336
Payment Terms	Due Upon Receipt
Total Due	\$948.93
Due Date	Feb 4, 2026

CUSTOMER NAME

St. George Island Lighthouse

PROPERTY NAME

St. George Island Lighthouse

PROPERTY ADDRESS

2B E Gulf Beach Dr
SGI, FL 32328

AUTHORIZED BY

Amy Hodson

CUSTOMER WO

NTE

Invoice Summary

Troubleshoot and checked outlets in 3 areas.
Replaced all old rusted outlets, 9 total.
Replaced 5 outlet boxes and 6 weatherproof box covers.
Replaced 8 breakers.

Labor \$560
Materials \$388.93
Include items listed above as well as wire, conduit, misc fittings.

Total	\$948.93
Amount Paid	\$0.00
Balance	\$948.93

Terms of Service

Payment is due upon receipt of the invoice. A 18% late fee may be applied to overdue invoices.

CAMPAIGN PROPOSAL
Florida's Forgotten Coast

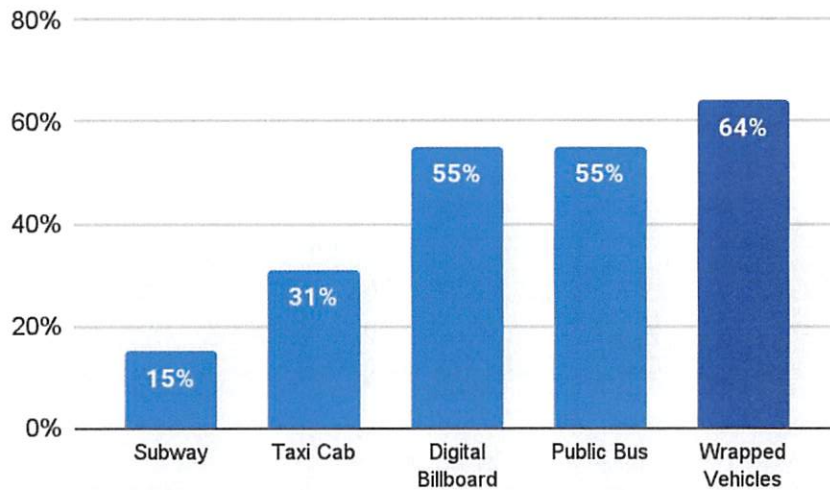


CARVERTISE



About Us

At Carvertise, we specialize in bringing travel and tourism brands to life on the streets. As America's largest rideshare advertising company, we partner with over 140 Destination Marketing Organizations (DMOs) to drive awareness and visitation through eye-catching, high-impact vehicle advertising. Our dedicated tourism team understands the unique needs of the industry, helping destinations reach key traveler audiences in top feeder markets, major cities, and high-traffic events. By turning rideshare vehicles into rolling billboards, we extend your message into hard-to-reach areas, generating millions of impressions and inspiring future travelers to explore your destination.



The Most Memorable Form of Transit Advertising

The graph illustrates the results of a study by Nielsen on the effectiveness of various forms of OOH advertising in capturing audience attention.

Wrapped vehicles stand out as the number one choice in the transit sector, with a notable percentage of respondents recalling seeing them in the past 30 days.



How It Works

1

MASS MARKET COVERAGE



Branded cars are sent to takeover target markets throughout the campaign.

2

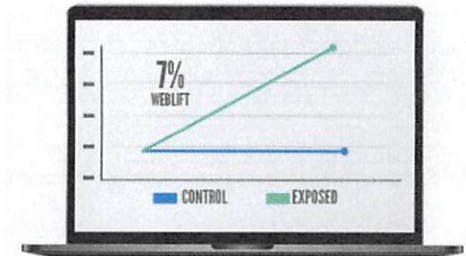
SWARMS & TARGETED IQ



Branded cars are sent to major events that your target audience frequently attends.

3

DATA ANALYTICS & LIFT ATTRIBUTION



Reports are created that analyze the tracked data and impact of your campaign



CAMPAIGN GOALS

Our campaign objective is to elevate the Forgotten Coast's profile within key feeder markets by saturating high-traffic corridors with comprehensive Mass Market Coverage. By deploying a high-visibility out-of-home fleet, we will generate consistent brand frequency and highlight the destination's untouched natural beauty.

This initiative is designed to build widespread recognition of the region's "Old Florida" charm by inviting travelers to discover the quiet shores of Apalachicola, St. George Island, and Port St. Joe.

To ensure maximum resonance, we will bridge the gap between high-impact media and physical traveler interaction through the use of Driver Handouts. This approach reinforces our narrative via physical touchpoints, ensuring that our message transitions from a broad visual impression to an immediate, actionable plan for discovery once travelers come in contact with the vehicles.

Ultimately, this campaign seeks to convert coastal curiosity into measurable visitation by establishing the Forgotten Coast as a top-of-mind sanctuary for nature lovers and heritage tourists. Through the synergy of mass-scale visibility and direct-to-driver engagement, we aim to translate broad awareness into high-value results—firmly positioning the region as a premier retreat for residents across the Orlando and Nashville metropolitan areas.

Spring/Summer 2026 Takeover — Nashville, TN & Orlando, FL



WRAP STYLE	DURATION	# OF CARS	CAMPAIGN DETAILS	EST. IMPRESSIONS	TOTAL COST
Advanced Partial 	12 Weeks	5/5	Driver Handouts	4,572,000+	\$27,165
	24 Weeks	5/5	Driver Handouts	9,144,000+	\$36,650

Campaign Details

- High mileage Rideshare drivers to build the brand awareness across key feeder cities of Nashville, TN and Orlando, FL.
- Driver Collateral Distribution to create an omni-channel campaign and increase brand frequency.
- Full back window decal included as Added Value to increase rear creative coverage.

Contract & Artwork Due By : 3/19/26

Campaign Start Date : 4/1/26



ADVANCED

MOST POPULAR OPTION

BEST VALUE

IMPACTFUL IMPRESSIONS





Campaign Reporting

01 *Campaign Start*

Proof of Install Report



- Overview of campaign fleet
- Photos from Drivers and Shops
- Ensures campaign implementation

02 *First Month*

Campaign Launch Analysis



- Driver Routes + Heat Maps
- Impressions
- Swarm Post Report
- Driver Surveys

03 *Monthly*

Trackable Monthly Analytics



- Driver Routes
- Heat Maps
- Impressions

04 *Final Month*

Campaign Review Analysis



- Driver Routes + Heat Maps
- Impressions
- Swarm Post Report
- Driver Surveys
- Digital Attribution Results



Thank You!

Contact Us



lindsey.sullivan@carvertise.com



carvertise.com



974 Justison St, Wilmington, DE 19808

Follow Us





**POST OFFICE BOX 144
EASTPOINT, FLORIDA 32328
WWW.FOFCFLSP.ORG**

March 4, 2026

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

Dear John and Members of the Franklin County TDC,

The Friends of Franklin County State Parks respectfully request support from the Franklin County Tourist Development Council for the production of brochures that will highlight the varied amenities that the County's three State Parks offer to our many visitors.

We have been in contact with Cindy Clark of Bay Media and have discussed a tri-fold six panel color brochure that will focus on our three parks – the Orman House Historic State Park, which includes the Chapman Botanical Garden and the Three Servicemen Statue South; the John Gorrie Museum; and the Dr. Julian G. Bruce St. George Island State Park. The brochure will prominently feature the Franklin County TDC logo with credit for your generous support.

The three parks bring unique offerings to the many visitors that the efforts of the TDC attract to our County.

After its recent extensive renovation, the Orman House, built in 1838, characterizes the business, trade, and accompanying social life that made 19th century Apalachicola the third largest port on the Gulf Coast. Situated on a bluff overlooking the Apalachicola River, the stately Federal and Greek Revival structure was home to commission merchant Thomas Orman and his family for 156 years. Chapman Botanical Garden and Veterans Memorial Plaza with the Three Servicemen Statue South are adjacent to the Orman House property.

John Gorrie, honored in the museum bearing his name, fascinates visitors with his remarkable invention of the ice machine that evolved into modern refrigeration and air-conditioning. For his culture-changing accomplishment, John Gorrie is one of two Floridians honored under an 1864 congressional act that permits each state to have statues of two renowned citizens at the U.S. Capitol in Washington, D.C.

St. George Island State Park offers nine miles of pristine white sand beaches, slash pine forests, and 12 miles of bayside shoreline – surrounded by the waters of the Gulf and Bay which teem

with an abundance of fish and other marine life. Park visitors enjoy swimming, beach combing, fishing, hiking, picnicking, birding, kayaking, and camping at the full-facility family campground.

The brochure will also include a brief description of the Friends of Franklin County State Parks, a non-profit organization founded in 2003 to help support the parks with enthusiastic volunteers dedicated to promoting the recreational, environmental, and economic value the parks bring to our community and visitors.

In recent years, the Friends have used their funds and volunteer muscle in many ways, ranging from building boardwalks and providing sand-friendly wheelchairs at St. George Island State Park and weeding gardens at the Orman House and Chapman Botanical Garden, to funding the reupholstering of historic family chairs at the Orman House and the restoration of two antique refrigerators at the John Gorrie House Museum. Every penny of the funds raised by the Friends supports and enhances the experience of visitors at our three beloved parks. We welcome you to review our activities at our website www.fofcflsp.org.

The proposed cost for 10,000 brochures to be offered to visitors at the four county visitor centers, the three state parks, other local tourist sites, and the five Visit Florida Welcome Centers is as follows:

Printing	\$1,113.64
Shipping	185.61
Production	600.00
Total	\$1,899.25

With our busy tourist season about to begin, it is a most opportune time for the Friends to step up with a brochure promoting all three of our state parks to encourage visitors to come to Apalachicola and St. George Island.

Our parks perfectly characterize the rich history and stunning natural environment for which Franklin County is known. We welcome the opportunity to work with the TDC to achieve our shared mission of educating and attracting travelers to our beautiful county.

Best regards,

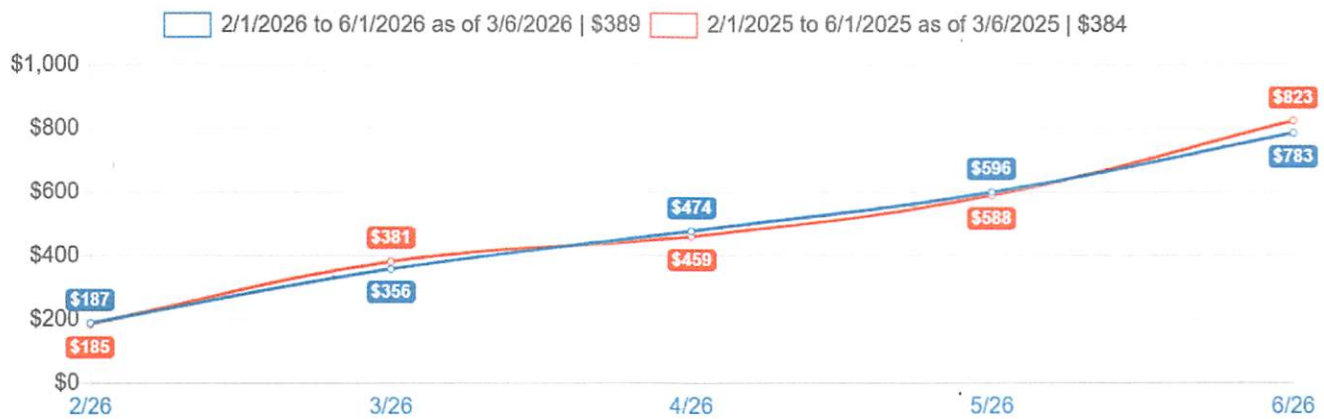


Terry Kemp
Secretary
Friends of Franklin County State Parks

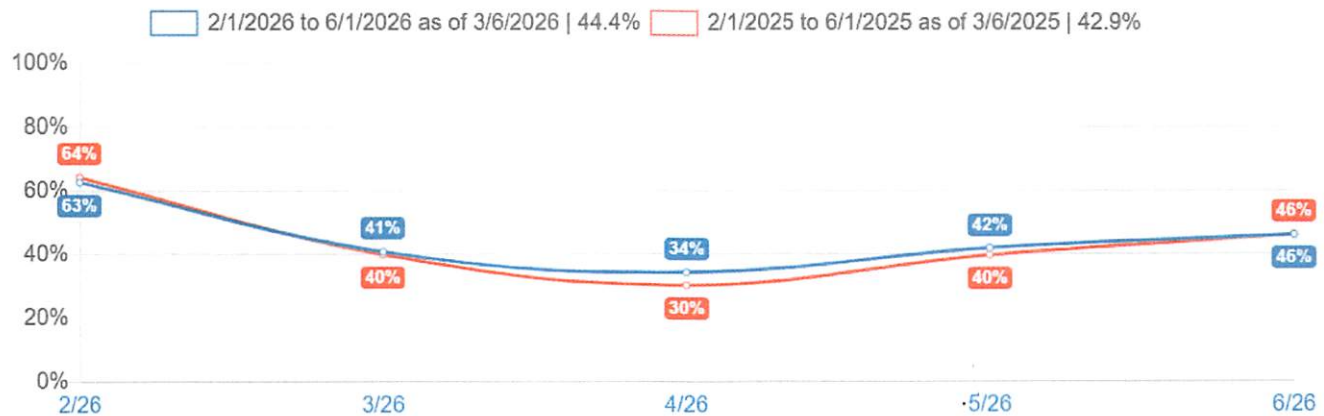
Data Source: VR (Direct)

KPI	Value	Compared	Difference
ADR	\$389	\$384	1%
Adjusted Paid Occupancy %	44.4%	42.9%	3%
Adjusted RevPAR	\$173	\$165	5%
Revenue	\$13,679,439	\$12,943,086	6%
Nights Available	79,258	78,422	1%
Guest Nights	35,179	33,671	4%
Avg. Length of Stay	7.5	8.2	-8%
TRevPAR	\$171	\$157	9%

ADR



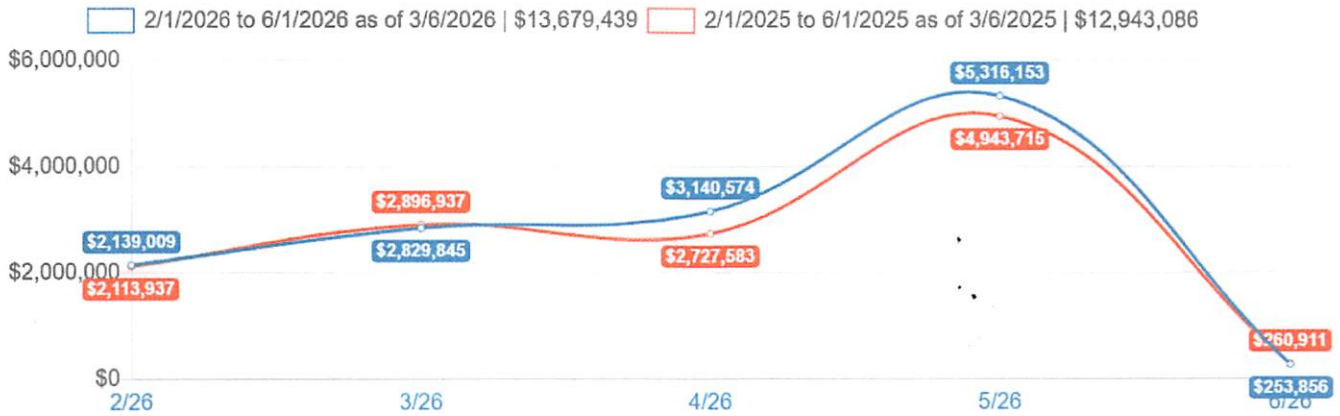
Adjusted Paid Occupancy %



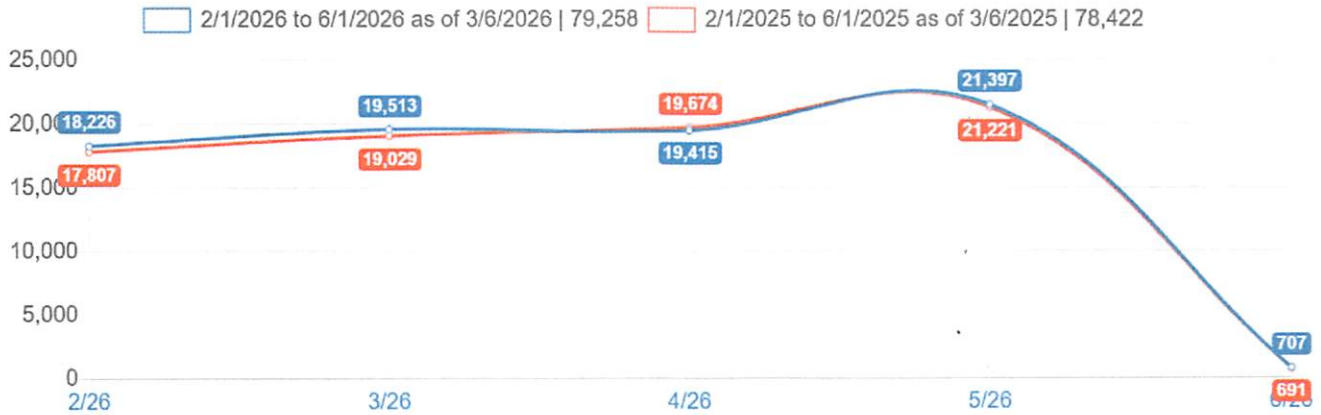
Adjusted RevPAR



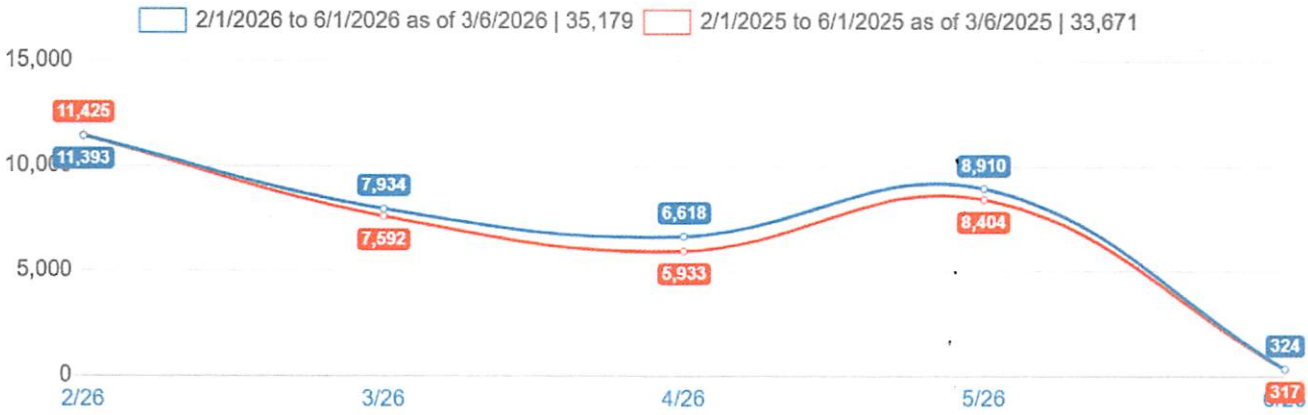
Revenue



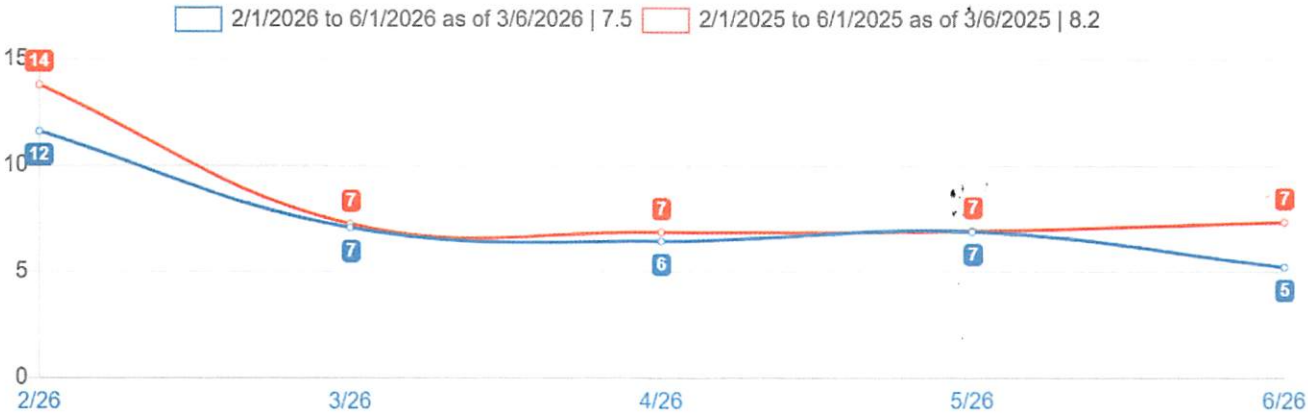
Nights Available



Guest Nights



Avg. Length of Stay



TRevPAR

