

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday April 8th 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 March 11th 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 Streaming TV Commercials on Disney Plus and Hulu through a Visit Florida Co-op with 625,000 Impressions 4-week commercial run. - **\$18,750.00**
- B. Request from St. George Island Lighthouse for producing and printing 15,000 SGI Lighthouse Brochures - **\$3,090.04**

Reports by Local Government Representatives:

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

7. Reports from Member Organizations

8. Board Comments

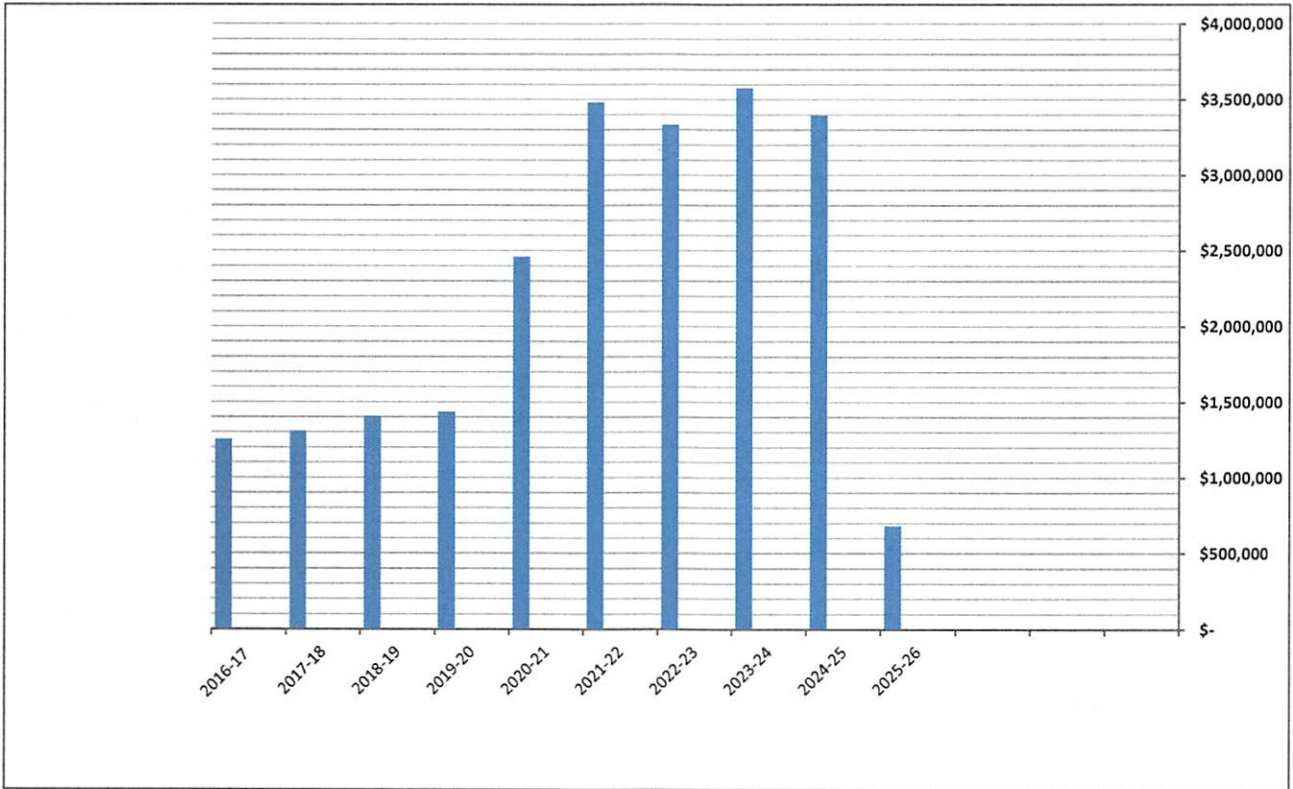
TDC Board Meeting Wednesday, May 13th @ 5:30pm at TDC Office Meeting Room

April 2026 TDC Meeting
Time: Apr 8, 2026 05:30 PM Eastern Time (US and Canada)
Join Zoom Meeting
<https://us06web.zoom.us/j/87980472325?pwd=sWbZNCT1x76KWvelvLJ4ndBd6hlzmqw.1>

Meeting ID: 879 8047 2325
Passcode: 192113

**FCTDC Collections Report for 2016-2026 Year-to-Date Report
Through
March 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 | \$ 220,553 | 8% |
| 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 | \$ 680,673 | 47% |
| #REF! | \$ 53,702 | \$ 97,334 | \$ 30,360 | \$ 1,026,157 | \$ 1,022,027 | \$ (149,810) | \$ 244,301 | \$ 63,704 | \$ 680,673 | | |
| #REF! | 4.3% | 7.46% | 2.17% | 71.65% | 41.58% | -4.30% | 7.34% | -5.05% | | | % of Increase /Decrease |



| 2026 Visitor Counts | | | | | |
|----------------------------|---------------------|------------------|------------|-------------------|--------------|
| | | | | | |
| | Apalachicola | Eastpoint | SGI | Carrabelle | Total |
| Month | | | | | |
| Janaury | 676 | 193 | 538 | 129 | 1,536 |
| February | 1,355 | 218 | 792 | 188 | 2,553 |
| March | 1,435 | 344 | 890 | 207 | 2,876 |
| April | | | | | |
| May | | | | | |
| June | | | | | |
| July | | | | | |
| August | | | | | |
| September | | | | | |
| October | | | | | |
| November | | | | | |
| December | | | | | 6,965 |



March 2026 Update

Roku & Amazon Fire Streaming Numbers

February 2026

| | |
|-----------------------|-------|
| Monthly Live Views | 3,806 |
| Video on Demand Views | 900 |



April 3, 2026
To: TDC Board Members
From: C. Clark
Subject: April Marketing Report

METRICS ANALYSIS OF APRIL NEWSLETTER launched Tuesday, March 24 to 109,336 recipients. The reader open rate averaged 26% and the click to open rate averaged 5%. There were 64 trackable links in the newsletter. The highest number of click throughs registered as follows: TDC getaway, Carrabelle Riverfront Festival, SGI Lighthouse Full Moon Climb, If This House Could Talk.

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410
Total Database: March 3, 2026: 110,222

OPENS BY DEVICE

Desktop: 91.8%
Mobile: 8.2%

GETAWAY STATS:

The Outdoor Getaway launched on February 15 and ran through April 1. Signups total: 866.

MARKETING/MEDIA COORDINATION

Production: *April Newsletter*
Production: *The Points Guy newsletter*
Production: *Undiscovered Florida Magazine*
Production: *Forgotten Coast Living - print*
Production: *Jacksonville Magazine*
Production: *Emerald Coast Magazine*
Media Assist: *Travel & Leisure*



Franklin County TDC Monthly Marketing Report

March 2026

Tidemark
MARKETING

| | | | | | |
|---------------|-------|---------------|-------|-----------------|---------|
| Sessions | ▼ 66% | Bounce Rate | ▼ 32% | Goals Completed | ▼ 3.21% |
| 55,266 | | 50.93% | | 1,747 | |

Goals Completed

Accommodation Requests

| | |
|-----------------|-------|
| Goals Completed | ▼ 33% |
| 220 | |

Getaway Signups

| | |
|-----------------|--------|
| Goals Completed | ▲ 100% |
| 546 | |

Visitor Guide Requests

| | |
|-----------------|-------|
| Goals Completed | ▼ 34% |
| 572 | |

Visitor Guide Views

| | |
|-----------------|-------|
| Goals Completed | ▼ 23% |
| 278 | |

Newsletter Signups

| | |
|-----------------|-------|
| Goals Completed | ▼ 45% |
| 112 | |

Newsletter Views

| | |
|-----------------|-------|
| Goals Completed | ▼ 63% |
| 11 | |

Top Cities

| Top 10 Cities | | | |
|---------------|--------------------|-------------------|-------------------|
| CITY | SESSIONS | VIEWS | BOUNCE RATE |
| (not set) | 4,195 ▼ 63% | 7,264 ▼ 47% | 50.46% ▼ 41% |
| Singapore | 3,881 ▲ 129267% | 3,735 ▲ 21871% | 98.40% ▲ 48% |
| Atlanta | 1,300 ▼ 59% | 2,370 ▼ 55% | 48.31% ▼ 12% |
| Jacksonville | 1,147 ▼ 79% | 1,915 ▼ 74% | 42.89% ▼ 43% |
| Orlando | 988 ▼ 78% | 1,689 ▼ 72% | 46.05% ▼ 36% |
| Chicago | 911 ▼ 62% | 1,576 ▼ 57% | 54.99% ▼ 11% |
| Lanzhou | 844 ▲ 100% | 831 ▲ 100% | 99.17% ▲ 100% |
| Tallahassee | 766 ▼ 22% | 1,553 ▼ 16% | 31.20% ▼ 14% |
| Miami | 646 ▼ 66% | 1,266 ▼ 61% | 41.80% ▼ 32% |
| Nashville | 572 ▼ 53% | 1,021 ▼ 49% | 53.85% ▼ 7.92% |

Most Popular Pages

| Top 10 Pages | | | |
|-------------------|-------------------|-------------------|-------------------|
| LANDING PAGE | SESSIONS | VIEWS | BOUNCE RATE |
| / | 12,062 ▼ 83% | 20,479 ▼ 78% | 64.52% ▼ 16% |
| /st-george-island | 10,291 ▲ 7.34% | 21,688 ▲ 5.46% | 35.48% ▲ 1.75% |
| /apalachicola | 4,736 ▲ 29% | 9,715 ▲ 16% | 34.84% ▲ 0.55% |
| /things-to-see-do | 1,854 ▲ 20% | 4,807 ▲ 24% | 23.73% ▼ 21% |
| /carrabelle | 1,340 ▲ 43% | 2,762 ▲ 44% | 31.04% ▼ 8.25% |

| LANDING PAGE | SESSIONS | VIEWS | BOUNCE RATE |
|------------------|------------------|-------------------|-------------------|
| (not set) | 1,166 ▼ 31% | 0 ▼ 100% | 97.00% ▼ 0.67% |
| /events/list | 1,032 ▲ 5971% | 1,043 ▲ 3265% | 97.19% ▲ 50% |
| /alligator-point | 983 ▼ 15% | 1,819 ▼ 21% | 33.47% ▲ 3.62% |
| /getaway | 758 ▲ 12533% | 1,324 ▲ 21967% | 25.99% ▼ 74% |
| /places-to-stay | 603 ▼ 24% | 1,935 ▼ 31% | 19.40% ▲ 17% |

Organic Search

| | | |
|---|--|--|
| Organic Sessions ▼ 25% | Organic Pageviews ▼ 24% | Goals Completed ▼ 21% |
| 14,075 | 26,212 | 260 |

Paid Search











| | | |
|---|--|--|
| Sessions ▲ 37% | Pageviews ▲ 31% | Goals Completed ▲ 40% |
| 16,406 | 34,335 | 397 |

Social Media Overview











| | |
|--|--|
| Social Audience ▲ 5.41% | Social Engagement ▼ 67% |
| 277.1 K | 112.4 K |

Most Popular Facebook Posts

f Top 10 Facebook Posts

| DATE | POST | POST MEDIA VIEWS |
|--------------|---|------------------|
| Mar 31, 2026 |  <p>What Apalachicola landmark is tied to the 19th-century cotton boom?</p> | 5,183 |
| Mar 30, 2026 |  <p>🌊 Little moments become lifelong memories on Florida's Forgotten Co...</p> | 3,417 |
| Mar 27, 2026 |  <p>What famous Carrabelle landmark has been featured on Ripley's Believe It ...</p> | 8,034 |
| Mar 26, 2026 |  <p>Good views, fresh air, and a happy pup! 🐾 Franklin County is the perfe...</p> | 9,279 |
| Mar 25, 2026 |  <p>Eastpoint keeps it real. Boats come and go, seafood stays fresh, and life mo...</p> | 33,907 |
| Mar 24, 2026 |  <p>Some vacations move fast. This one slows everything down. 🌞 🌿 Ente...</p> | 8,819 |
| Mar 23, 2026 |  <p>Miles of quiet beach, salty air, and room to breathe. St. George Island is wh...</p> | 33,339 |
| Mar 23, 2026 |  <p>Apalachicola and Carrabelle are being recognized for their slower pace o... 12 Quiet Small Towns in Florida Where Life Moves Slower</p> | 7,821 |
| Mar 23, 2026 |  <p>I WANT TO RELIVE THIS TRIP!! Your guide to 24 hours on The Forgotten Coast!</p> | 737 |
| Mar 20, 2026 |  <p>Spring has arrived on Florida's Forgotten Coast. 🌸 Plan your trip and expe...</p> | 13,849 |

Most Popular Instagram Posts

| Top 10 Instagram Posts & Stories | | | |
|----------------------------------|--|--|-------|
| DATE | POST | | REACH |
| Mar 13, 2026 |  Friday plans: cold drinks, coastal vibes, and a seat in the shade. ... | | 940 |
| Mar 16, 2026 |  Good catch, great company, and the best kind of day on the wate... | | 861 |
| Mar 5, 2026 |  Your spring getaway deserves a coastal backdrop. 🌊 Come ex... | | 723 |
| Mar 2, 2026 |  March is packed with fun events along Florida's #ForgottenC... | | 607 |
| Mar 11, 2026 |  Show us your unforgettable experiences by tagging #ForgottenC... | | 527 |
| Mar 24, 2026 |  Some vacations move fast. This one slows everything down. ... | | 464 |
| Mar 30, 2026 |  🌊 ☀️ Little moments become lifelong memories on Florida's #... | | 453 |
| Mar 4, 2026 |  This view is your sign to plan that beach escape. We'll save y... | | 453 |
| Mar 9, 2026 |  It's the small details that make this place unforgettable. ✨ ... | | 422 |
| Mar 19, 2026 |  Golden hour flow on Florida's #ForgottenCoast! 🌅 📸 📷 ... | | 400 |

Print

Sessions

▲ 42%

54

Pageviews

▲ 53%

133

Goals Compl...

▲ 100%

21

Email Newsletters

Sessions

▼ 96%

1,849

Pageviews

▼ 94%

2,977

Goals Compl...

▲ 1823%

423

Banners

Sessions

▼ 47%

343

Pageviews

▼ 44%

410

Goals Compl...

▲ 150%

10

QR

Sessions

▲ 7.32%

44

Pageviews

▲ 7.07%

106

Goals Compl...

▲ 100%

2



St. George Lighthouse Association, Inc.

April 3, 2026

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

Dear Tourist Development Council,

The St. George Lighthouse Association respectfully requests support from the Franklin County TDC for the updating and reprinting of our brochure featuring the Cape St. George Lighthouse and Keepers House Museum. It has been several years since our organization has printed this brochure and it has come time to not only reprint, but to also update it with new photos and content.

We have been in contact with Cindy Clark from Bay Media who will be handling the updating and printing for us. Bay Media has provided a quote of \$3,090.04 for 15,000 brochures - \$2,158 for printing, \$282.04 for shipping, and \$650 for production.

The Lighthouse Association has been a committed member of the Franklin County community for over 16 years, and the museum welcomes an estimated 75,000+ visitors a year with 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 an annual fundraising festival – the SGI Shrimpfest. The Shrimpfest began in 2022 and celebrated its fifth incarnation in 2026.

We greatly value the support of the TDC in helping to keep up with increasing expenses incurred in operating a nonprofit organization. We are proud of our efforts to work with the TDC in sharing Franklin County's maritime history with our visitors and guests.

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

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. REGISTRATION # CH47713.

Disney Plus + Hulu Streaming TV

Audiences: *Consumers*

Markets: *Domestic*

Program Types: *Digital*

Dates: *Always-On*

Commitment Deadline: *N/A*

Type of Program: Streaming TV

Target Audience: Travel Intenders - past travelers to Florida and/or competitive destinations, travelers showing travel interest and travel-ready indicators, travelers actively researching and looking to book travel, frequent travelers, etc.

Optional Audience Overlays:

- **Arts & Culture:** Consumes historical/arts/culture content; visit museums, art museums and galleries; visits historical sites and buildings; associates with clubs/social groups aligning with history/culture/arts; purchases art books and art pieces, attends concerts/live music events, art fairs, and film festivals
- **Culinary:** Searches and consumes content on food/recipes/restaurants/dining guides, visits restaurants and fine dining establishments, follows social groups like Michelin, NYT Cooking, Food&Wine, Interested in culinary arts, attends food festivals and drink festivals, attends wineries, distilleries, and breweries
- **Outdoors & Nature:** Seeks itineraries on things like adventure travel, camping, and boating; visits national and state parks, purchases outdoor equipment; visits oceans, lakes, and rivers for recreation, visits regional parks and gardens; consumes content on things like nature, nature photography, hiking trails, and eco retreats
- **Sports:** Attends live sporting events, purchases sports team merchandise, watches sport content and networks, follows social groups/handles associated with sports (players, teams, news)

Target Markets: National (excluding FL). We target the right person regardless of where they are.

Estimated Impressions: 625,000

Required Assets: See attached specs sheet

Timing:

- Always-on (available July 1 - June 30)
- Flight date: 4 weeks (partner provides)
- Commitment date: 4 weeks prior to start date (based on signed IO)
- Assets due: 2 weeks from start date (VISIT FLORIDA reserves the right to adjust start date based on receipt of approved assets)

Reporting: VISIT FLORIDA will provide standard reporting along with the invoice within 30 days of the end of the campaign.

Why Disney Plus + Hulu?

- Align with a legacy of premium content - from exclusive originals to timeless Disney classics with a combined catalog of Disney and Hulu.

Value:

- VISIT FLORIDA is co-investing 25% of the media cost. Partner pays 75%.
- This program requires our "in partnership with VISIT FLORIDA" logo on applicable assets. Logo guidelines and logo options can be found here.

Rates

Program

Marketing Partner

Non-Partner

Savings

Streaming TV


\$18,750.00

\$25,000.00

25%

Contact Info

 Name: Regional Partnership Manager

 Tel: N/A

 Email: AdSales@VISITFLORIDA.org

File Downloads

 Regional Partnership Manager Map

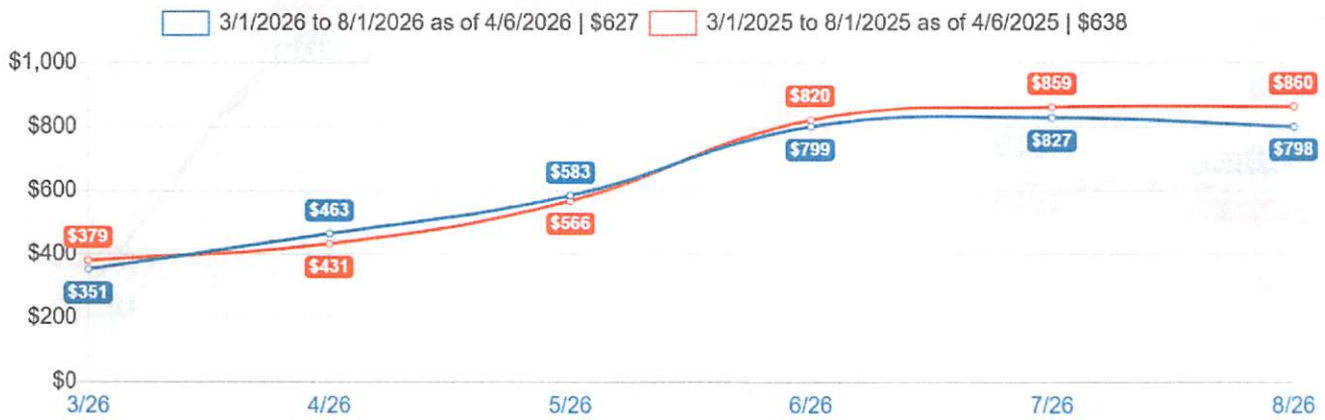
 Co-op Logo Guidelines

 Specs

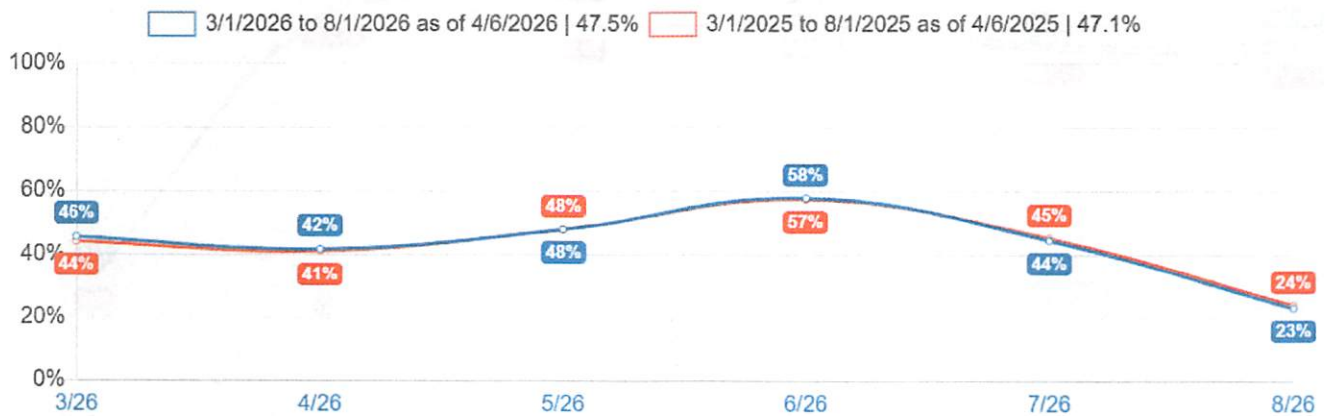
Data Source: VR (Direct)

| KPI | Value | Compared | Difference |
|---------------------------|--------------|--------------|------------|
| ADR | \$627 | \$638 | -2% |
| Adjusted Paid Occupancy % | 47.5% | 47.1% | 1% |
| Adjusted RevPAR | \$298 | \$300 | -1% |
| Revenue | \$30,414,984 | \$29,597,718 | 3% |
| Nights Available | 102,117 | 98,539 | 4% |
| Guest Nights | 48,473 | 46,406 | 4% |
| Avg. Length of Stay | 6.6 | 6.7 | -2% |
| RevPAR | \$259 | \$255 | 2% |

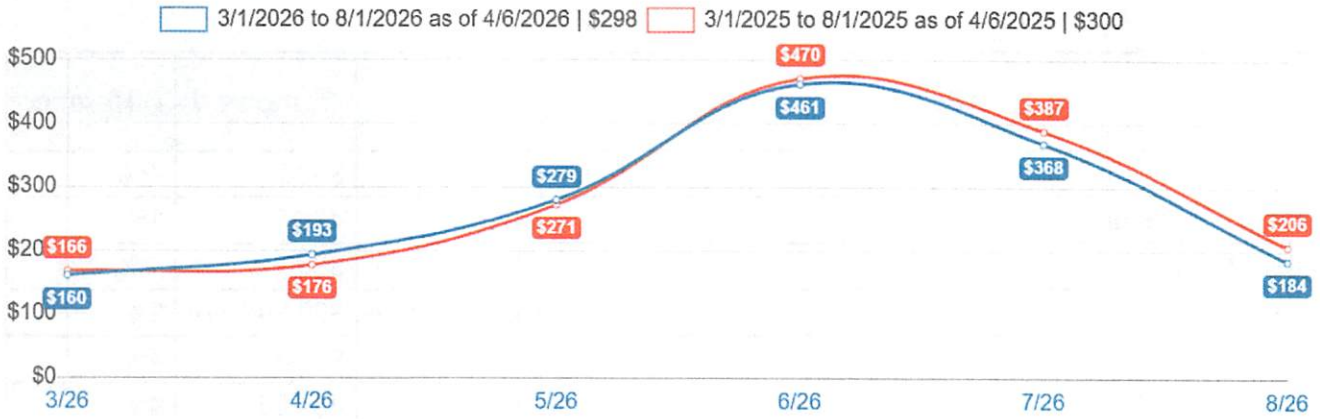
ADR



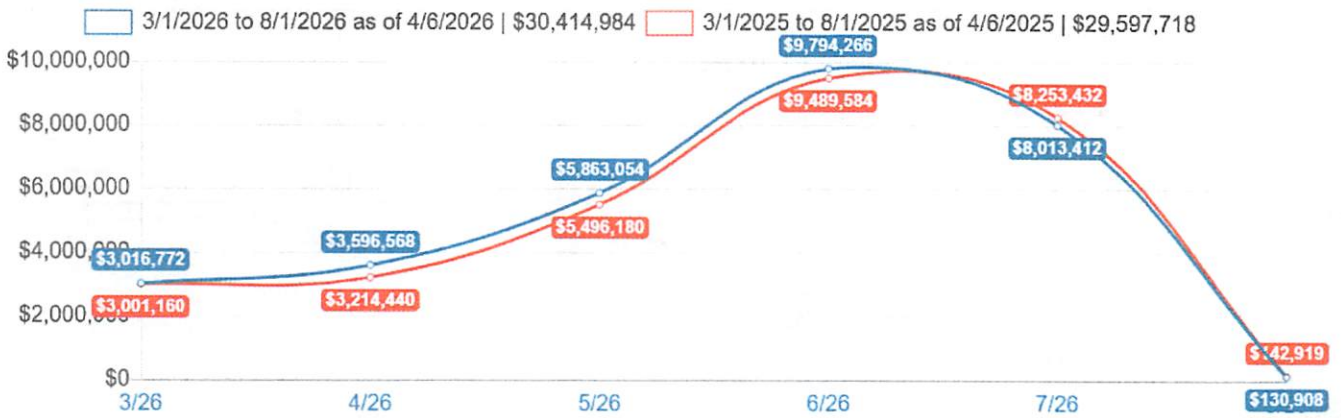
Adjusted Paid Occupancy %



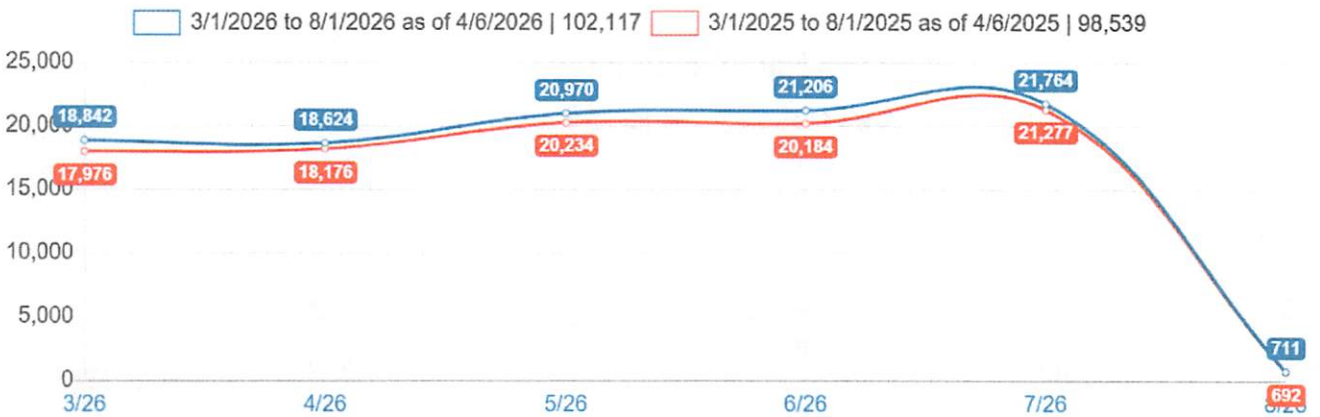
Adjusted RevPAR



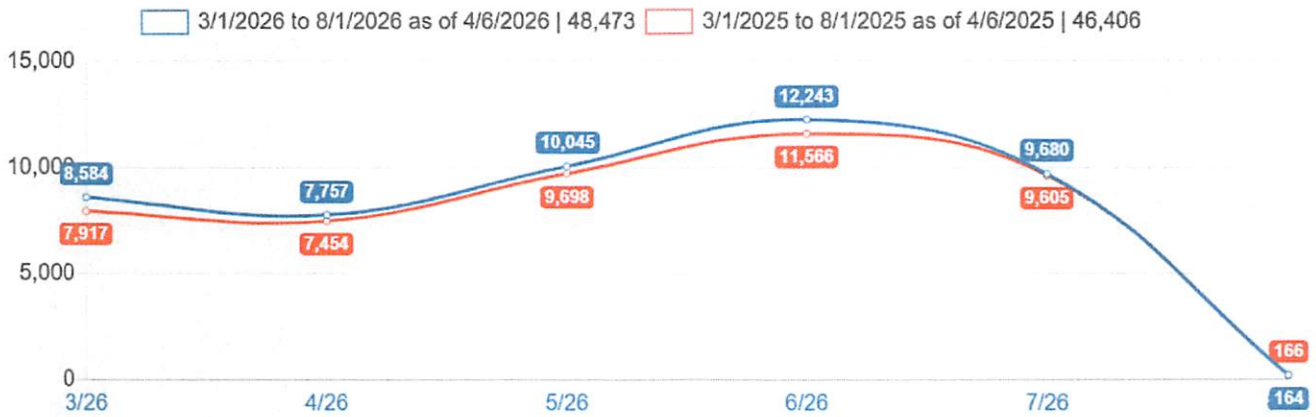
Revenue



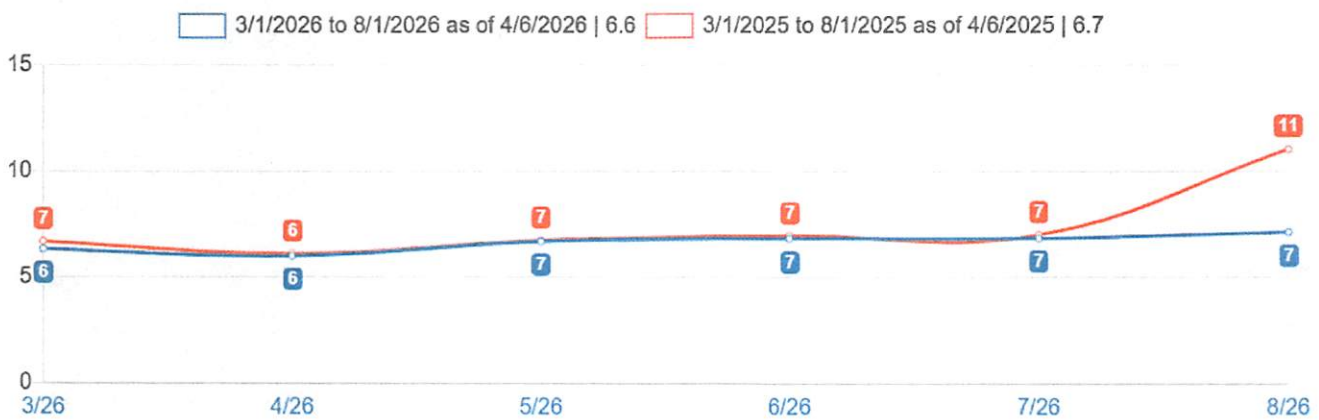
Nights Available



Guest Nights



Avg. Length of Stay



RevPAR

