



Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday, September 2nd 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 August 12th 2026 Action Item | Davis |
| 5. Public Comments | |
| 6. Administrative Reports | |
| • FCTDC Collections Report | Solomon |
| • Expenditures to Budget | Davis |

Promotions Reports

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

New business

- A. Approve Grant Committee recommendations
- B. Request for 3 Month Streaming TV Tallahassee / West Florida and Broadcast TV commercials in North Florida from Gray Media 567,200 impressions - **\$10,000**
- C. Request **\$5,000** for boosted Social Media ads for Rediscover the Forgotten Coast and Maritime Heritage Museum Commercials.
- D. Mid-Month Ratify for Visit Florida Co-op Visit Florida.com Remarketing (Video) for 4 weeks Beginning Mid-September - **\$3,750** (The price was actually \$7,500 from last months agenda) Request to ratify the additional \$3,750 for the campaign.)
- E. Funding Request for High-Visibility Weather Protection Jackets for Franklin County EMS - **\$7,498.00**
- F. Request from the Raney House for funding from Museum Infrastructure grant for replacement of roof on Raney Carriage House, repairs to rotten wood and repairing the flashing around chimneys of the Raney House - **\$18,900**

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, October 14th @ 5:30pm at TDC Office Meeting Room

Topic: September TDC Meeting
Time: Sep 2, 2026 05:30 PM Eastern Time (US and Canada)
Join Zoom Meeting
<https://us06web.zoom.us/j/86279365740?pwd=7N58ssFV1YiBPYCMcWbCDW9VmQbM2B.1>

Meeting chat link
<https://us06web.zoom.us/jc/86279365740>

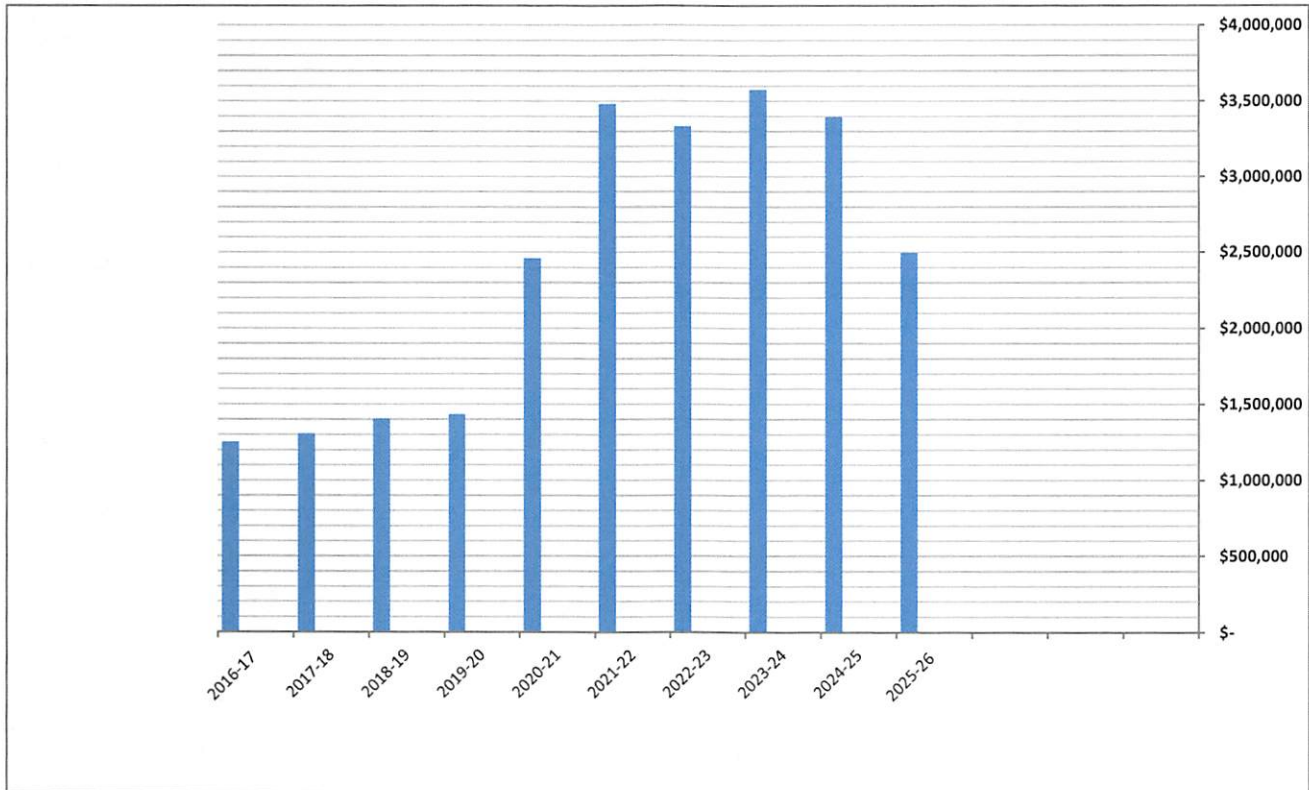
Meeting ID: 862 7936 5740
Passcode: 624915 Passcode: 750283

**FCTDC Collections Report for 2016-2026 Year-to-Date Report
Through June 2026
August 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	\$ 227,132	-13%
March	\$ 84,583	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238	\$ 248,693	\$ 301,419	\$ 294,372	\$ 308,139	5%
April	\$ 89,950	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271	\$ 295,444	\$ 274,443	\$ 353,159	\$ 267,431	-24%
May	\$ 110,485	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652	\$ 333,083	\$ 408,855	\$ 401,774	\$ 459,739	14%
June	\$ 226,795	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038	\$ 569,447	\$ 502,792	\$ 617,426	\$ 554,310	\$ 552,184	0%
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	\$ 202,814		
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	\$ 2,495,298	28%

#REF!	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (149,810)	\$ 244,301	\$ 63,704	\$ 680,673	
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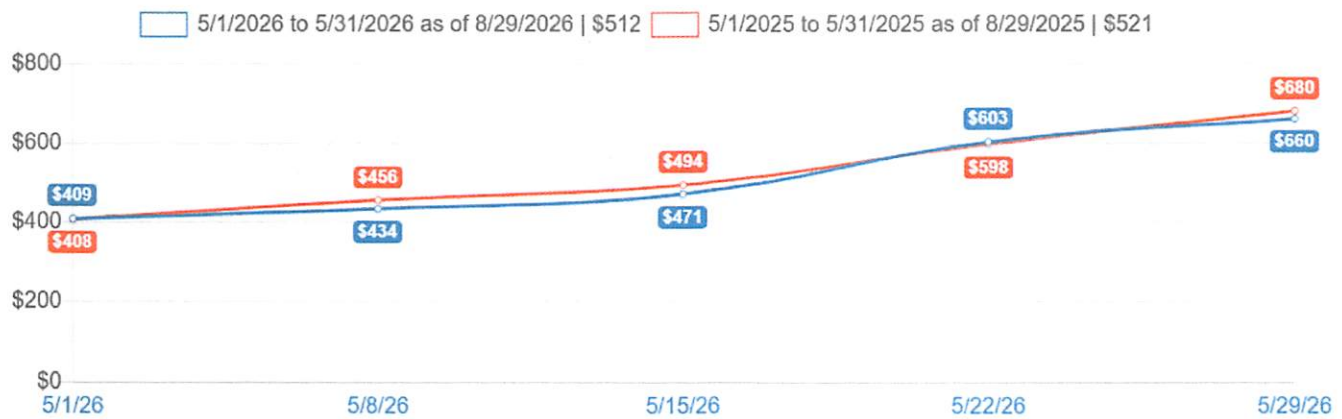
#REF!	4.3%	7.46%	2.17%	71.65%	41.58%	-4.30%	7.34%	-5.05%		% of Increase /Decrease
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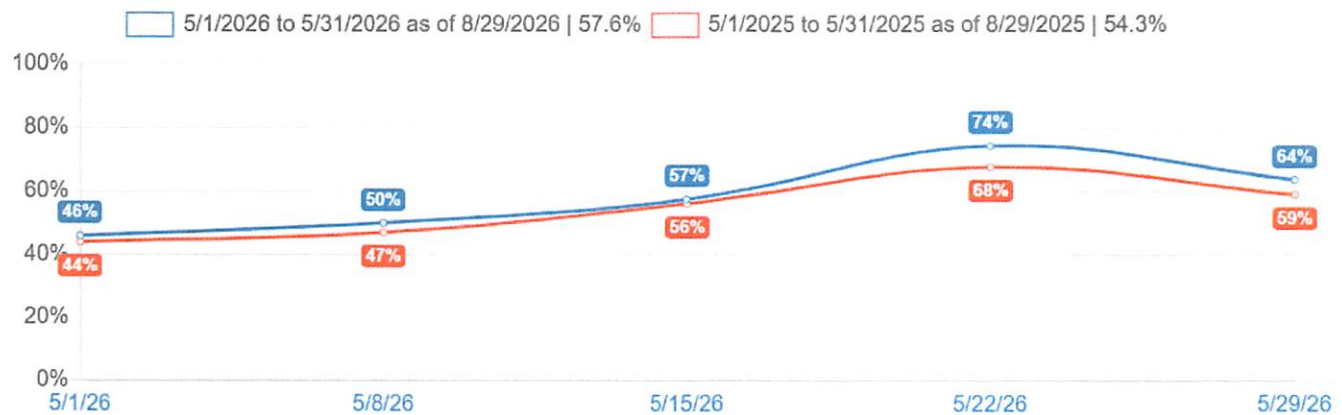
Data Source: VR (Direct)

KPI	Value	Compared	Difference
ADR	\$512	\$521	-2%
Adjusted Paid Occupancy %	57.6%	54.3%	6%
Adjusted RevPAR	\$295	\$283	4%
Revenue	\$4,011,779	\$3,590,386	12%
Nights Available	13,583	12,699	7%
Guest Nights	7,829	6,895	14%
Avg. Length of Stay	5.4	5.5	-1%
Total Revenue (Nightly)	\$4,901,728	\$4,234,460	16%

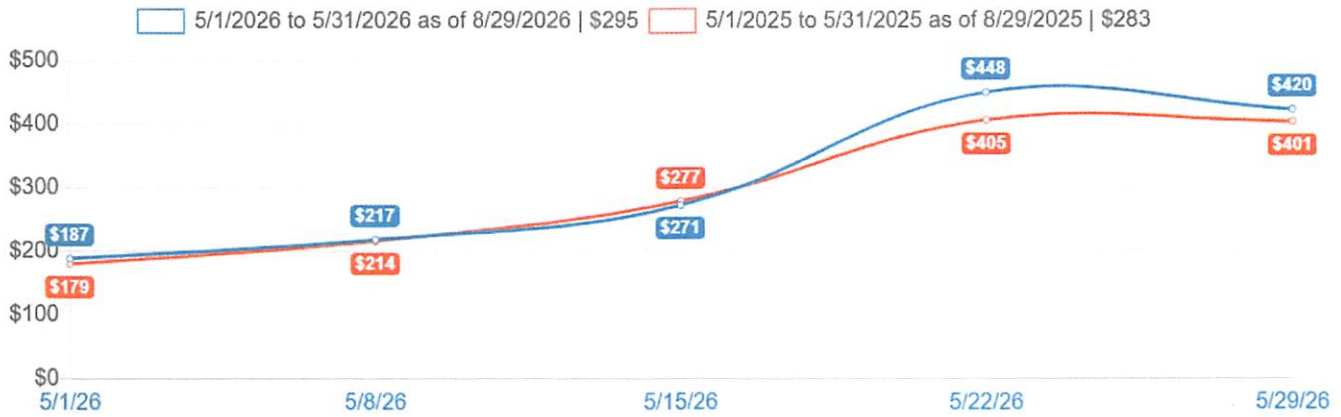
ADR



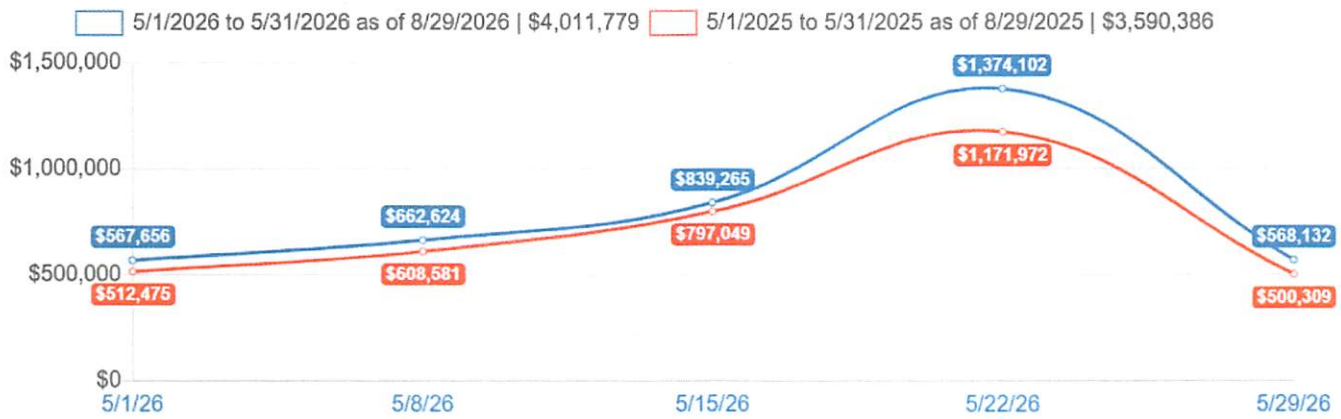
Adjusted Paid Occupancy %



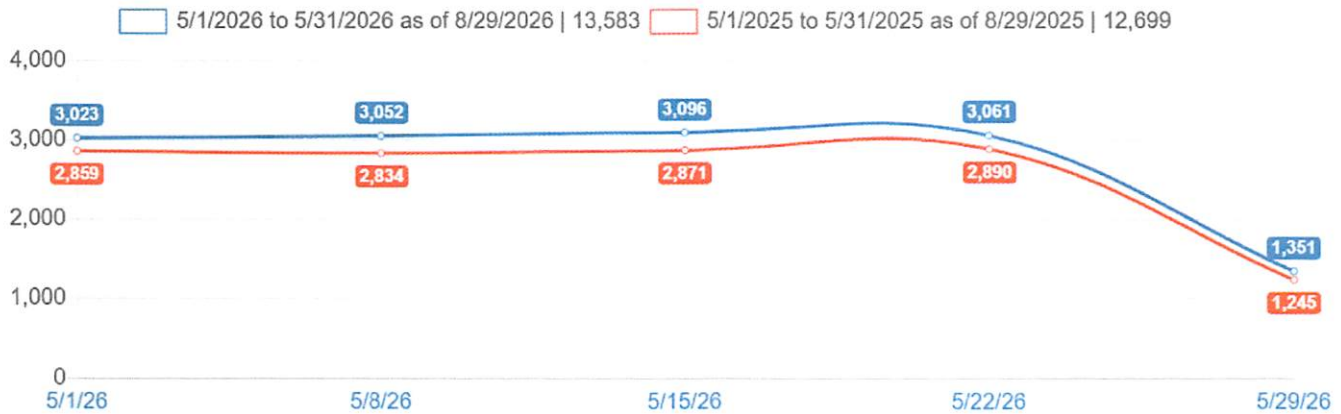
Adjusted RevPAR



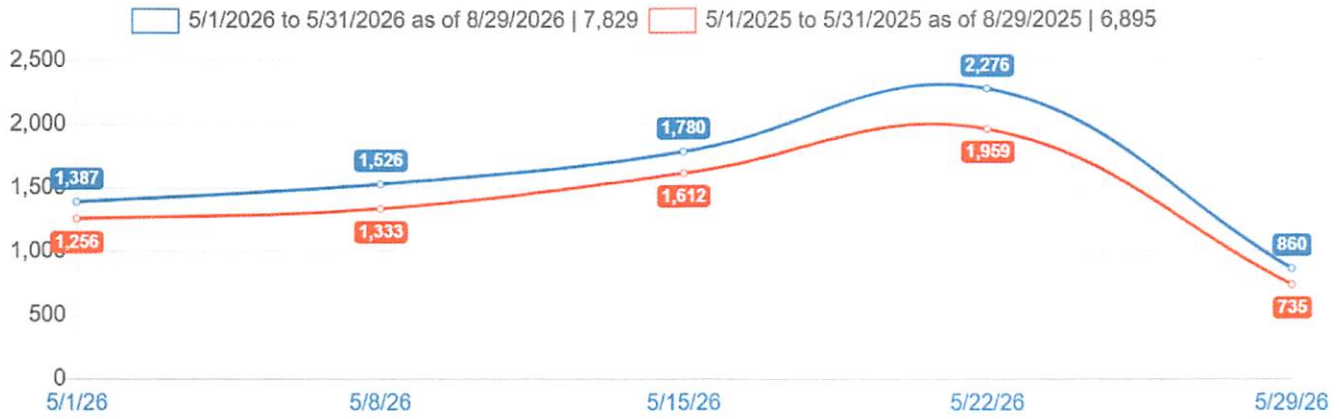
Revenue



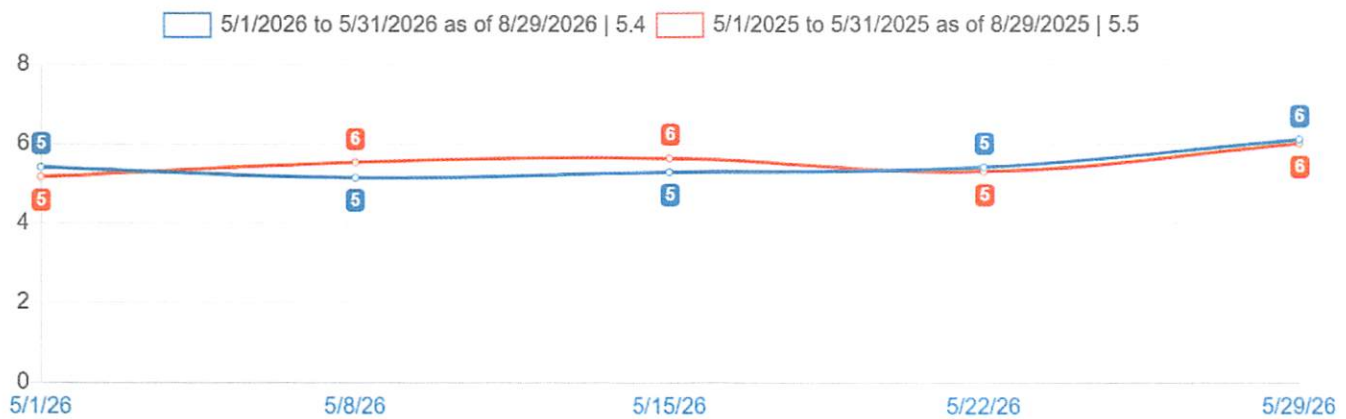
Nights Available



Guest Nights



Avg. Length of Stay



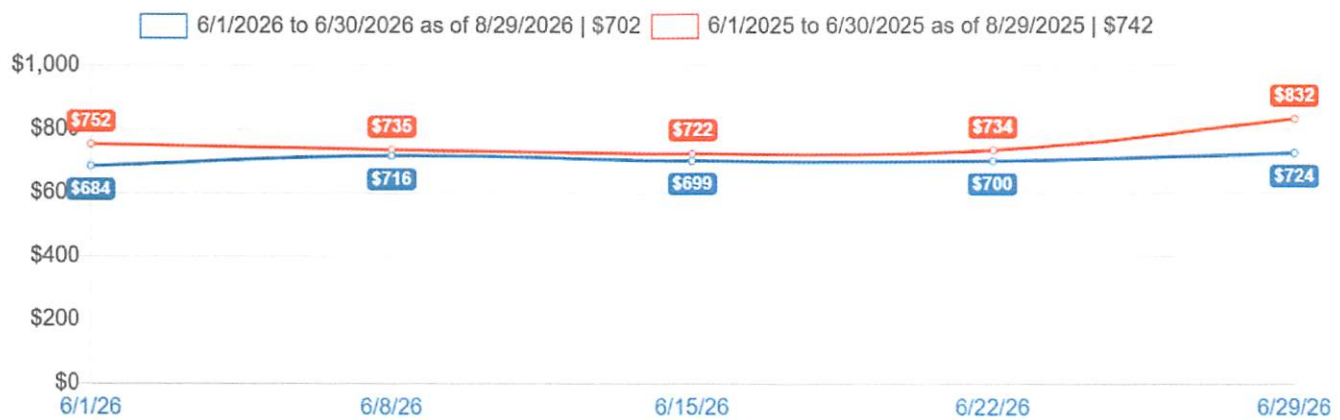
Total Revenue (Nightly)



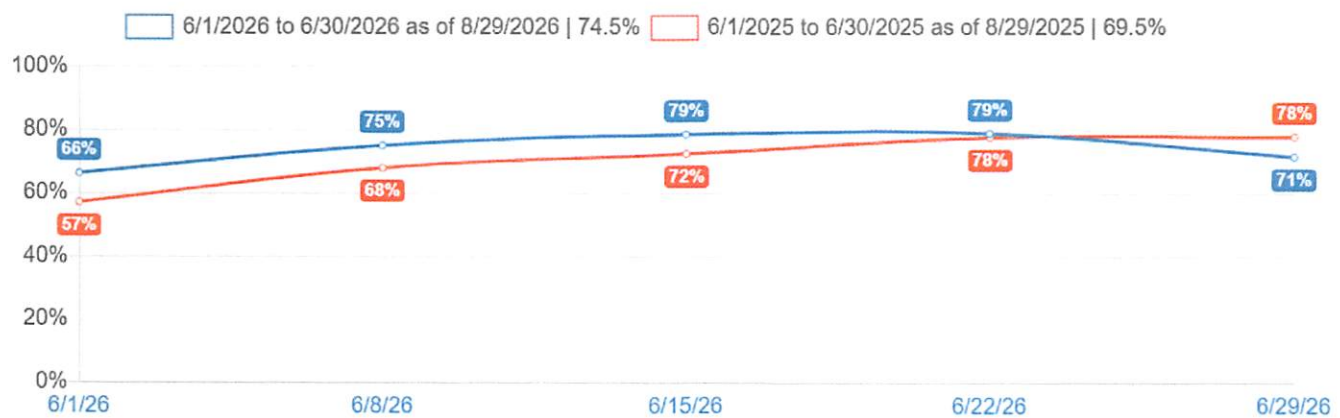
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KPI	Value	Compared	Difference
ADR	\$702	\$742	-5%
Adjusted Paid Occupancy %	74.5%	69.5%	7%
Adjusted RevPAR	\$524	\$516	1%
Revenue	\$7,341,378	\$6,663,479	10%
Nights Available	14,022	12,916	9%
Guest Nights	10,452	8,975	16%
Avg. Length of Stay	5.5	6.0	-8%
Total Revenue (Nightly)	\$8,625,327	\$7,549,510	14%

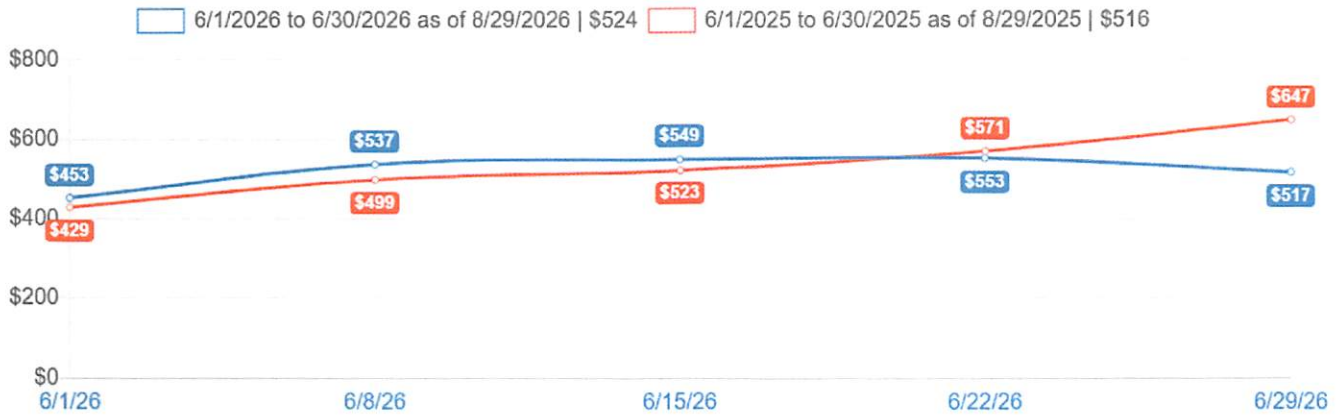
ADR



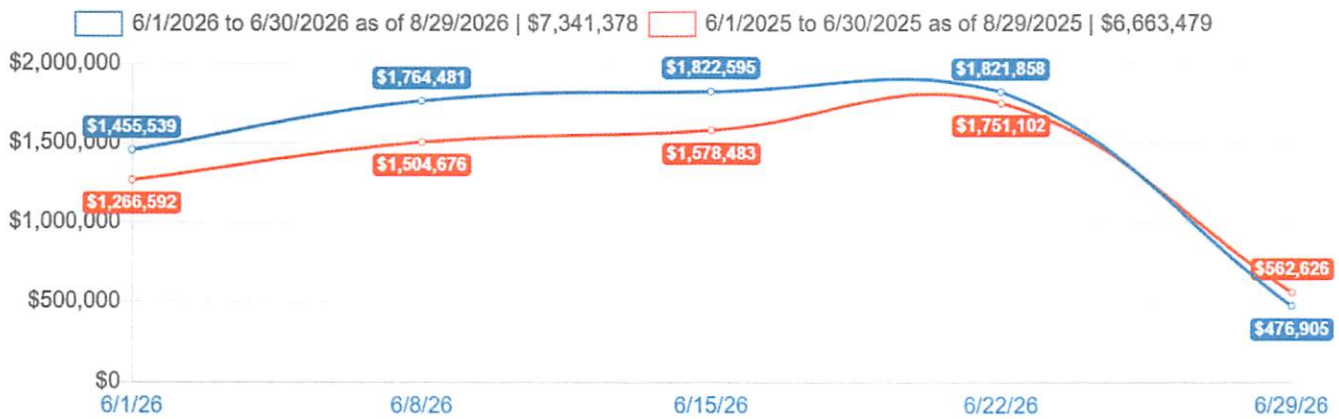
Adjusted Paid Occupancy %



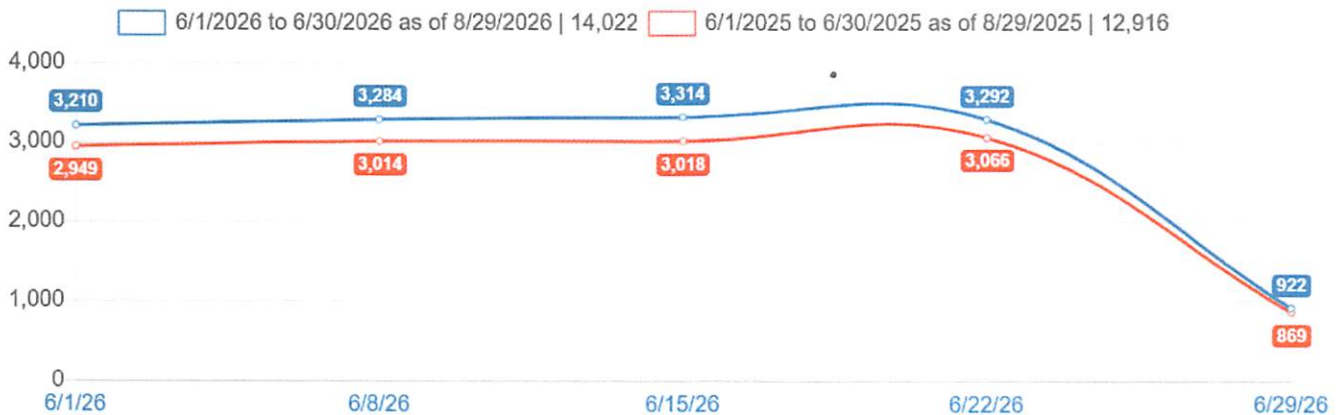
Adjusted RevPAR



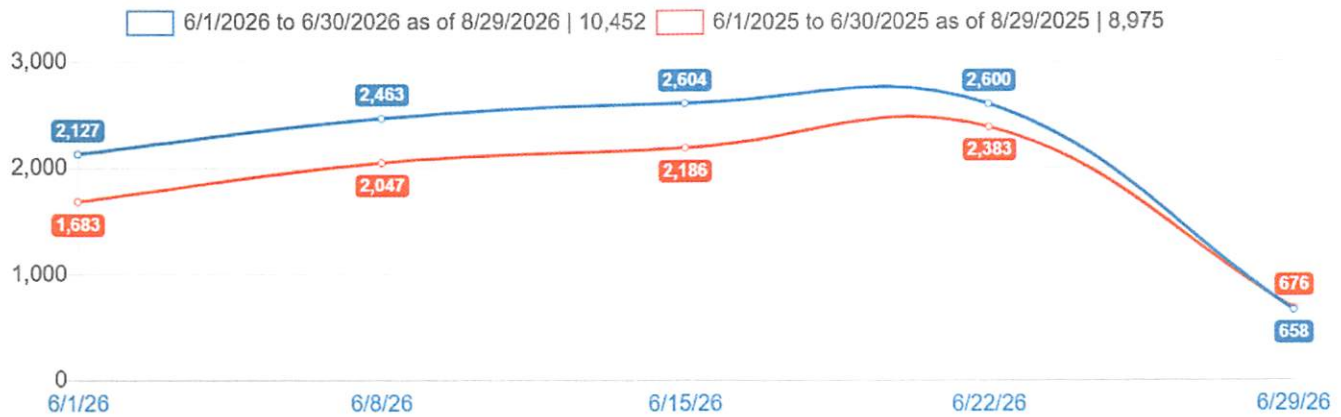
Revenue



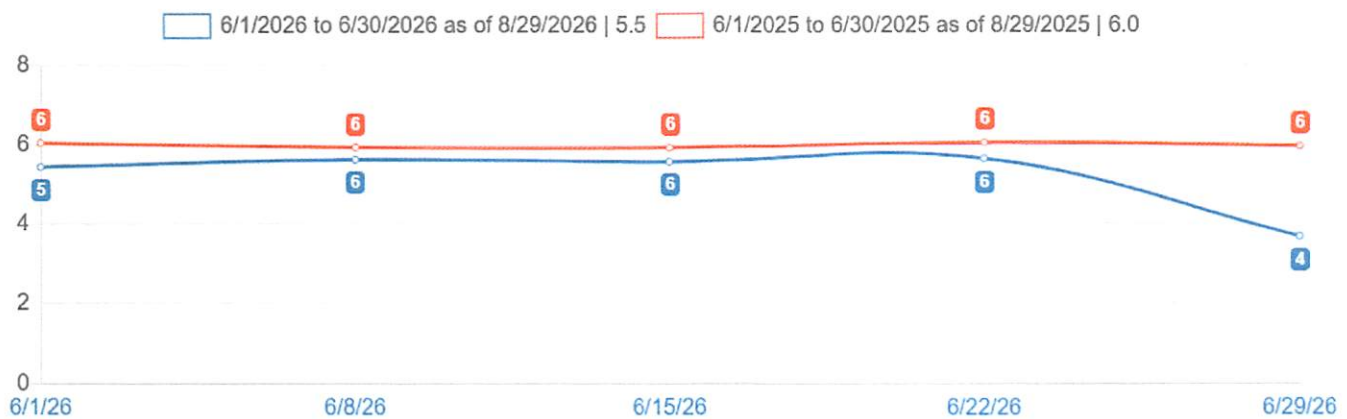
Nights Available



Guest Nights



Avg. Length of Stay



Total Revenue (Nightly)





August 2026 Update

Roku & Amazon Fire Streaming Numbers

August 2026

Monthly Live Views	3,108
Video on Demand Views	888

We have been in the process of working on a series called Re-Discovering the Forgotten Coast. It's a 5-part series highlighting Apalachicola, Eastpoint, St. George Island, Carrabelle, and Lanark/St. James/Alligator Point.

Produced :15 and :30 Second Rediscovering Florida's Forgotten Coast Commercials for multiple Streaming TV ads and VF Co-ops as well as Commercials for the Maritime Museum and the Fort Coombs Armory

Also, multiple short videos have been created to use for social media posts using the Re-Discover the Forgotten Coast tagline.



DESIGN . MARKETING . CONTENT . RESILIENCE

August 31, 2026
To: TDC Board Members
From: C. Clark
Subject: August Marketing Report - Addendum

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410
Total Database: August 31, 2026: 112, 992

Mid-Month Ad Buy Requests

- *Quimby's 2027 Annual Cruising Guide* - Print/Digital - Full page editorial/display ad: **\$1590.30**
- *ROVA (RV national magazine)* - Oct/Nov issue, Remnant 2 page spread. Print **\$7410.10**
- *Upgrade to USA Today* from 1/2 page to full page: (approved \$10,000 for 1/2 page - upgrading to full page for \$2,500 additional. Total \$12,500)

Ad Buy Requests

- *Tallahassee Magazine/Emerald Coast Magazine* - Dec/Jan and April/May - 2 page ads in each publication plus digital and enewsletters \$16,644.00
- *Good Grit Magazine* - Winter issue: Remnant buy Full page plus editorial coverage. \$3420.00



Franklin County TDC Targeted Streaming Video + Regional Broadcast

Local TV: big reach + trusted source

Benefits

- 417,200 Local TV A18+ impressions
- Fast awareness lift across the market
- High credibility alongside local news programming and other dayparts
- Repetition across week builds recall and preference

Included Broadcast Schedule

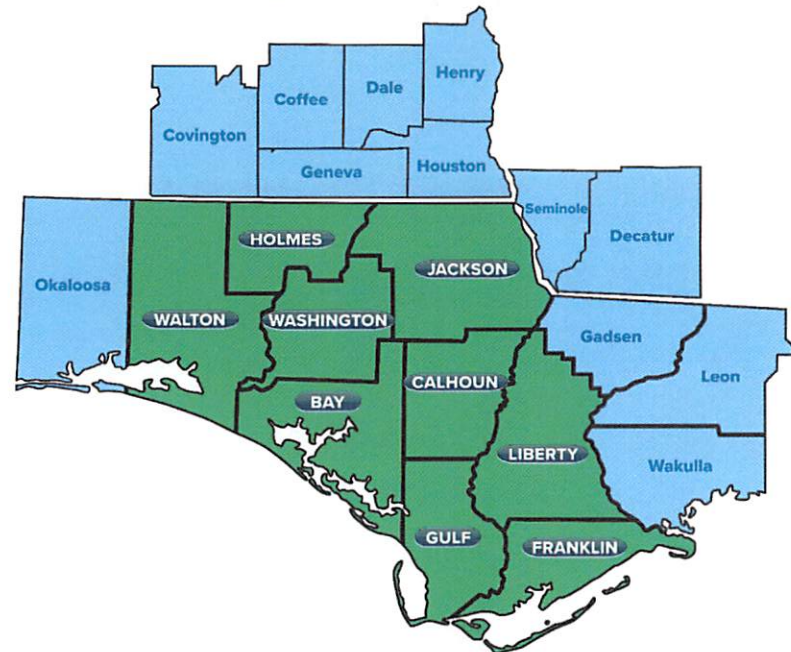
Station

WJHG-NBC

Broadcast TV Totals:

- 126 Commercials
- 417,200 Broadcast Impressions

Local TV Coverage Area: 172,300 Households



*Bonus impressions not included in impression count: WJHG Okaloosa County Cable Carriage includes Crestview, Destin, Eglin, Freeport, Hurlburt, and Niceville. Nearly 12,000 additional households!



GDM STREAMING TV

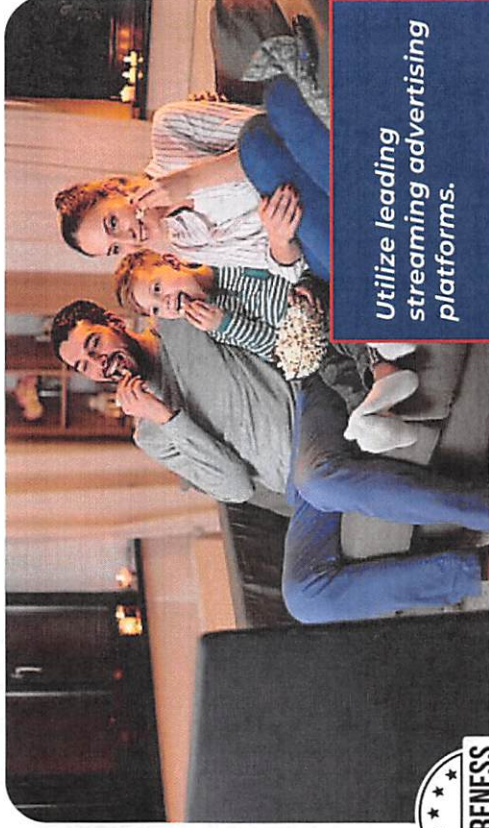


Reach streaming video viewers through 125+ premium, direct publishing partners.



The “Rediscover the Forgotten Coast” commercial will be targeted to viewers designated as travel-intenders, with an interest in history, fishing, and/or beaches, bringing the perfect message to the perfect Franklin County visitor. Geographically, these **150,000** commercial views will be targeted to viewers in select zip codes in Tallahassee, Destin, and Ft. Walton Beach, Florida.

This approach fosters brand awareness and consideration for Franklin County’s ideal visitor no matter which programs they’re watching!



Utilize leading streaming advertising platforms.



TAG Certified against fraud with no open-exchange inventory.



Package Snapshot

150,000

Targeted Streaming Commercials

126

Broadcast TV Commercials

Targeted Digital & Broadcast Delivery

- Targeted Streaming TV Commercials: 150,000 impressions
- Broadcast TV: 417,200 impressions

• Total: 567,200 impressions

Total Investment:

\$10,000



Targeted digital streaming, paired with the power of broadcast, reaches drive market visitors with the message “Rediscover the Forgotten Coast,” and delivers reach, frequency, and measurable results.

Streaming TV

Broadcast TV

Why this mix works

Reach + Frequency

- Streaming TV reaches targeted audience regardless of viewing habits and time of day
- Broadcast TV delivers broad market messaging quickly

Measurable & Flexible

- Digital impressions provide delivery transparency
- Creative can be optimized across the month
- Easy to add budget, rotate messages, or extend flight

Targeted + Broad Tactics Combined for Greater Impact

- Digital captures intent and keeps your brand present
- Broadcast TV builds awareness and trust
- Repeatable, month-over-month program you can scale

Local Credibility

- Aligned with trusted local news environments
- High-attention placements during key dayparts
- Strong association with community, and brand safety

Franklin County Emergency Medical Services

August 20, 2026

Franklin County Tourist Development Council

Franklin County, Florida

RE: Funding Request for High-Visibility Weather Protection Jackets for Franklin County EMS

Dear Members of the Franklin County Tourist Development Council:

On behalf of Franklin County Emergency Medical Services, I respectfully request consideration for funding to purchase **23 - Gerber Outerwear Eclipse SX Lime Jackets with Warrior Softshell Jackets** for Franklin County EMS personnel.

These jackets are an important piece of operational safety equipment that is outside the normal EMS operating budget. The requested outerwear would provide our employees with appropriate protection from rain, wind, and cold weather while also providing the high-visibility characteristics necessary for personnel working in and around roadways and other hazardous environments.

Purpose and Operational Need

EMS personnel routinely work in challenging weather conditions while providing emergency medical care. Unlike many occupations, EMS does not have the ability to delay operations because of rain, wind, or other inclement weather. Our crews may spend extended periods outside the ambulance treating patients, assisting with vehicle extrication, managing traffic hazards, or transferring patients between facilities.

The requested Gerber Outerwear Eclipse SX Lime Jacket with Warrior Softshell provides a practical solution by combining a high-visibility outer rain jacket with a removable or integrated fleece/softshell layer. This allows personnel to remain protected from the elements while maintaining the visibility necessary for safe operations.

High-visibility outerwear is particularly important when EMS personnel are operating on or near roadways, especially during motor vehicle crashes and other incidents where traffic remains an active hazard. Providing appropriately designed high-visibility outerwear helps Franklin County EMS personnel remain visible to approaching motorists and other emergency responders while performing their duties.

Connection to Franklin County Tourism

Franklin County EMS serves not only the approximately 13,500 year-round residents of Franklin County, but also a significantly larger population during periods of increased tourism. Franklin County's beaches, waterways, outdoor recreation, fishing, boating, and other attractions bring visitors from throughout Florida and beyond.

The increase in visitors directly affects the demand placed on emergency services. During peak tourism periods, the number of people present in the county can increase substantially, resulting in greater potential for EMS responses involving visitors as well as residents.

Tourism also increases traffic on Franklin County's roadways. More vehicles traveling throughout the county means a greater potential for motor vehicle crashes and other roadway emergencies requiring EMS response. When these incidents occur, our personnel may be required to work directly in or adjacent to active roadways, often in adverse weather conditions.

Supporting this equipment purchase therefore represents an investment not only in Franklin County EMS employees, but also in the safety and well-being of the visitors who come to Franklin County. A properly equipped EMS workforce is better prepared to safely respond to medical emergencies, traumatic injuries, and other incidents involving the thousands of visitors who enjoy our county each year.

Benefit to Franklin County

Funding these jackets would allow Franklin County EMS to provide every full-time employee with appropriate weather protection and high-visibility outerwear without placing an additional financial burden on the department's existing operating budget.

This purchase would:

- Provide EMS personnel with protection from rain, wind, and cold weather.
- Improve personnel visibility while operating at roadway incidents and other hazardous scenes.
- Provide standardized, professional appearance for Franklin County EMS personnel.
- Improve employee safety and comfort during prolonged outdoor patient care and emergency operations.
- Help ensure EMS personnel are appropriately equipped to serve the increased population associated with Franklin County tourism.

- Preserve limited EMS operating funds for essential medical supplies, vehicle operations, maintenance, training, and other mission-critical expenses.

Franklin County EMS is committed to providing a high level of emergency medical care to both our residents and the visitors who contribute significantly to our local economy. Ensuring our personnel have the appropriate protective equipment is an essential part of maintaining that level of service.

We sincerely appreciate the Franklin County Tourist Development Council's consideration of this request. Your support would directly contribute to the safety of the men and women who provide emergency medical services throughout Franklin County and, ultimately, to the safety of the residents and visitors we serve.

Please feel free to contact me if additional information, pricing, or supporting documentation is needed regarding this request.

Respectfully,

Cristgen Graham

Director of Emergency Medical Services

Franklin County Emergency Medical Services



Quote

Customer: (1004587814) FRANKLIN COUNTY EMS
Date: 08/21/2026

Page 1 of 1
Quote Number: 33269080
Quote Expiration: 09/20/2026

Sold To:
FRANKLIN COUNTY EMS
RM 203
33 MARKET ST
APALACHICOLA, FL 32320-2310
CHRISTGEN GRAHAM

Ship To:
TLH - Tallahassee Retail Shwrm
3710 NW Passage
TALLAHASSEE, FL 32303
CHRISTGEN GRAHAM

Line	Item	Description	Qty	Retail	Your Price	Ext Total
1	JX029 HVNV LG REG	HI VIS ECLIPSE SX LIME W/WARRIOR SOFTSHELL LINER	23		308.00	7,084.00
1.1	HT002 2LN	HEAT TRANSFER	23		15.00	345.00
1.2	CE200	CUSTOMER SUPPLIED EMBLEM-GENERIC	23		3.00	69.00

This quotation is valid for thirty (30) days from the date of issuance. Pricing is subject to adjustment at any time prior to acceptance in the event of material cost increases, including but not limited to new or revised tariffs or other external economic factors beyond the control of Galls, LLC.

SUBTOTAL: 7,498.00
SHIPPING:
TAX.....
TOTAL.... 7,498.00

Galls is required to collect sales tax on shipments to certain states. Sales tax will be added where applicable. For tax exempt customers, state laws require us to have signed tax exemption or resale certificates on file at our office. If you are tax exempt, please email or fax this information, (including your Galls account number) to Tax@galls.com or fax 859-268-5946.

Export Restrictions - This may contain commodities restricted in the United States International Trade Regulations.

1340 Russell Cave Rd
Lexington, KY 40505
Tel: 800-876-4242 Fax: 877-914-2557



Franklin County Tourist Development Council
501(G)(3) Museum Projects Grant Application
2025-26

Section 1. Organizational Information:

Organization Corporate or Government Name: **Apalachicola Area Historical Society**

Address: **P.O. Box 75, Apalachicola, FL 32329**

Contact Person:

Phone Number: **(850) 653-1700 or (850)**

Email Address: **aaahs.raney@gmail.com or**

FEIN#: **59-1677700**

W-9 Form – **See Attached**

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

Section 2. Museum Information:

Name: **Raney House Museum**

Location: **128 Market Street, Apalachicola, FL 32320**

Hours of Operation: **Tuesday thru Saturday, 10 am to 4 pm**

Manager: **Linda Thompson**

Manager email: **maejthompson@icloud.com or aaahs.raney@gmail.com**

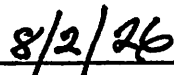
Web Site: **https://apalachicolahistoricalsociety.org/Raney-House**

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. **See Attached**
- Project budget and bids **See Attached**
- Corporate filing or Government Resolution **See Attached**
- Documentation of Participation with Accrediting or Funding organization. **See Attached**

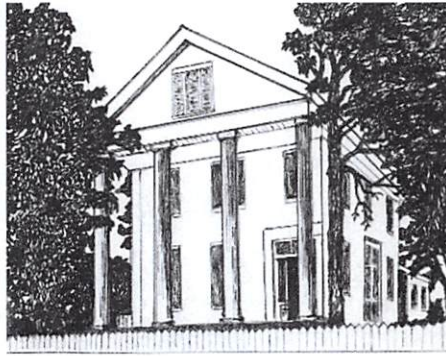


Signature of Authorized Agent



Date

Apalachicola Area
Historical Society, Inc.
P. O. Box 75 Apalachicola, FL
32329



Franklin County Tourist Development Council

731 Highway 98

Eastpoint, FL 32328

August 28, 2026

Dear TDC,

The TDC Museum Projects grants have been essential to provide funds for the needed maintenance of the Raney House Museum. The requested grant covers two issues, the condition of the Raney Carriage House roof, which needs to be replaced and ongoing leaks around the chimneys of the 1838 Raney House. Primary in this is to stabilize and restore the integrity of the roofs which will then allow us to move forward with continuing the renovation of the remainder of the windows and preparing the building for future work to be done to the foundation piers. Restoration in the interior after foundation work is addressed all included in a state grant which was submitted in June 2026.

The Historical Society is interested in hiring Fisher Roofing, which is a local contractor. Their bid was the lowest of the three contacted (Johnson and Rowe also)

Their contract includes: Remove all existing roofing materials; Inspect for rotten wood (Replace at additional cost); Replacing three 1x6s are included; Install new plywood on porch level; Renail decking to FL building code; Install new peel and stick moisture barrier; Install new 26 gauge galvalume trim package; Install new 26 gauge galvalume standing seam metal package; Install new plumbing boots; Clean up all debris. In addition, basic recaulking of two Raney House chimneys will be addressed.

The estimate total is: \$18,900.00

The Raney House Museum is an important part of the Historic District of Apalachicola where we provide free tours of this antebellum home and a glimpse into life in Apalachicola beginning in the 1830s. The Raney House continues to be one of Apalachicola's available tourist destinations. Due to its strategic downtown location, our ongoing social media presence and events like the TDC-supported Spring Speaker series, the Raney House is an integral part of our visitor's Apalachicola experience. While the museum campus is owned by the City of Apalachicola, it has been under the stewardship of the Apalachicola Area Historical Society for 50 years.

Thank you for your attention and consideration of this AAHS grant application.

Sincerely,

Catharine Greene Past President, and Grants Coordinator, Apalachicola Area Historical Society

ESTIMATE

Fisher Roofing LLC

2617 Bluff Rd
Apalachicola, FL 32320-1051

shelby120597@gmail.com

+1 (850) 370-0574

Jason Fisher

Bill to

Apalachicola Area Historical Society
128 Market St
Apalachicola, FL 32320

Ship to

Apalachicola Area Historical Society
128 Market St
Apalachicola, FL 32320

Estimate details

Estimate no.: 1034

Estimate date: 06/26/2026

#	Product or service	Description	Amount
1.	Reroof SS Gal 26	Remove all existing roofing materials Inspect for rotten wood (Replace at additional cost) Replacing three 1x6s are included Install new plywood on porch level Renail decking to FL building code Install new peel and stick moisture barrier Install new 26 gauge galvalume trim package Install new 26 gauge galvalume standing seam metal package Install new plumbing boots Clean up all debris	\$18,900.00
2.	Payment	50% deposit required (\$9450) Remaining due upon completion	\$0.00
3.		Reseal main buildings chimney flashing	
Total			\$18,900.00

Accepted date

Accepted by

Mayor
Brenda Ash

City Manager
Charles Anderson

Commissioners
Donna Knutson
Adriane Elliott
Despina George
Donna Duncan

CITY OF APALACHICOLA

1 Bay Ave . Apalachicola, Florida 32320 .
850-653-9319 . Fax 850-653-2205 . www.cityofapalachicola.com

Finance Director
Lee Mathes

City Clerk
Sheneidra Cummings

City Attorney
Dan Hartman

August 25, 2026

Franklin County TDC
122 Commerce Street
Apalachicola, FL 32320

As the duly authorized representative of the City of Apalachicola, I hereby acknowledge the City's full support for and concurrence with the proposed project and this application for grant assistance.

The Historic Raney House, dating to the 1830's, is a contributing structure within the City's 1980 Historic District designation (NR 72000316) and is individually recognized on the National Register of Historic Places (FR00066). It stands as a cornerstone of the architectural and cultural heritage of Historic Apalachicola.

While the structure remains in generally good condition for a 187-year-old wooden home, its leaking and decaying roofs require urgent repair. Additionally, ongoing window and flooring repairs are needed to preserve the building's structural integrity and historical authenticity. This grant application provides a crucial framework to support the long-term preservation of this landmark within Historic Downtown Apalachicola.

Please accept this letter as the City of Apalachicola's full support of the Apalachicola Area Historical Society's efforts to pursue this important preservation initiative.



Charles V. Anderson

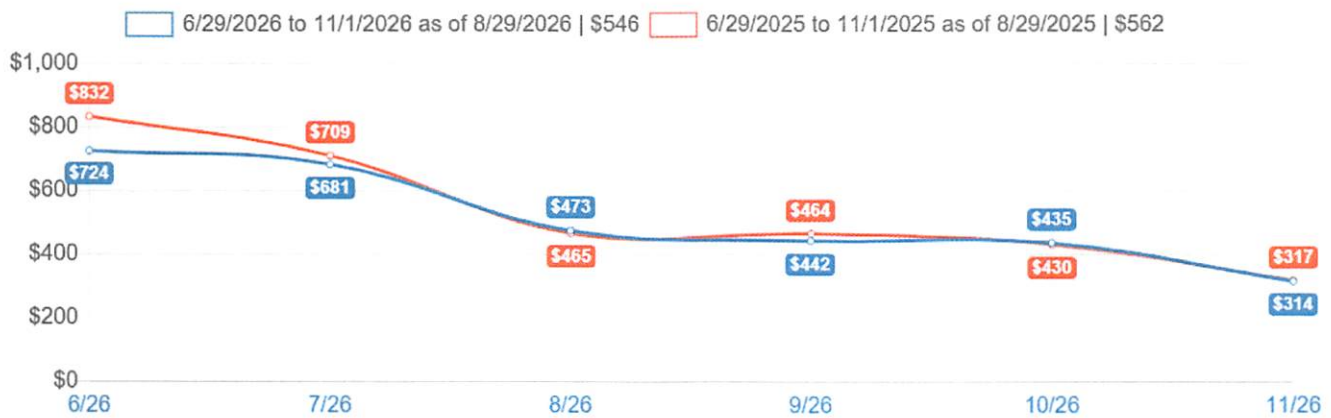
City Manager



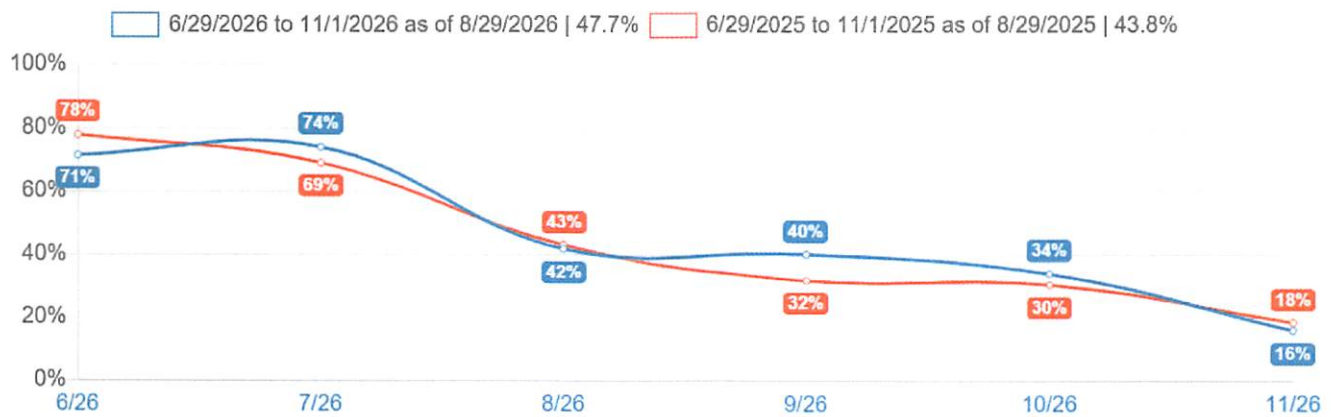
Data Source: VR (Direct)

KPI	Value	Compared	Difference
ADR	\$546	\$562	-3%
Adjusted Paid Occupancy %	47.7%	43.8%	9%
Adjusted RevPAR	\$261	\$246	6%
Revenue	\$15,186,410	\$13,649,555	11%
Nights Available	58,283	55,496	5%
Guest Nights	27,814	24,285	15%
Avg. Length of Stay	5.7	5.9	-4%
Total Revenue (Nightly)	\$18,520,704	\$15,998,793	16%

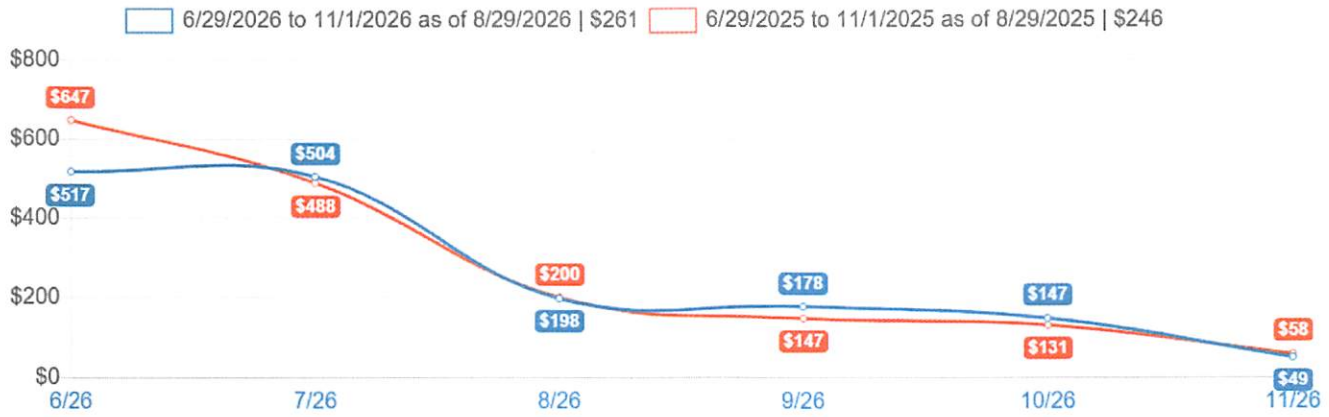
ADR



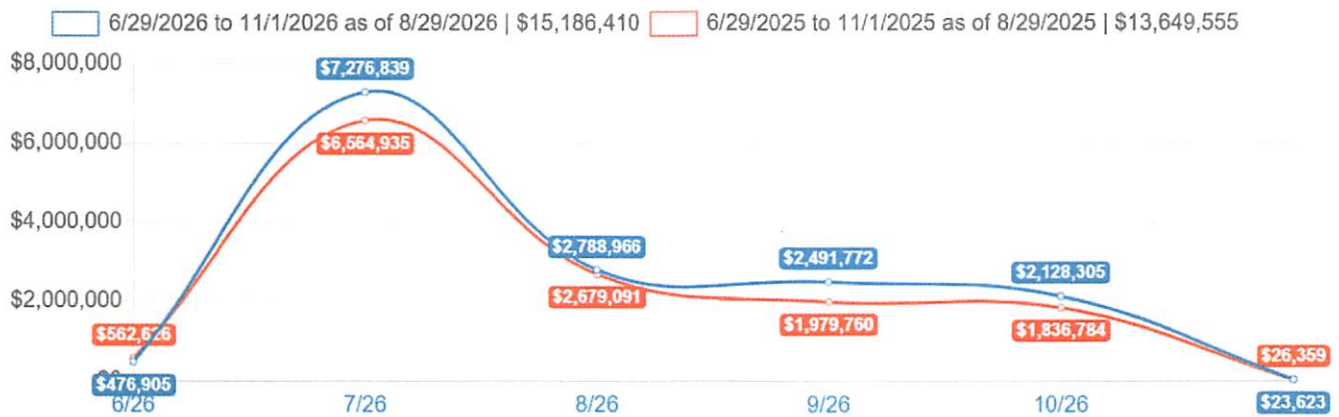
Adjusted Paid Occupancy %



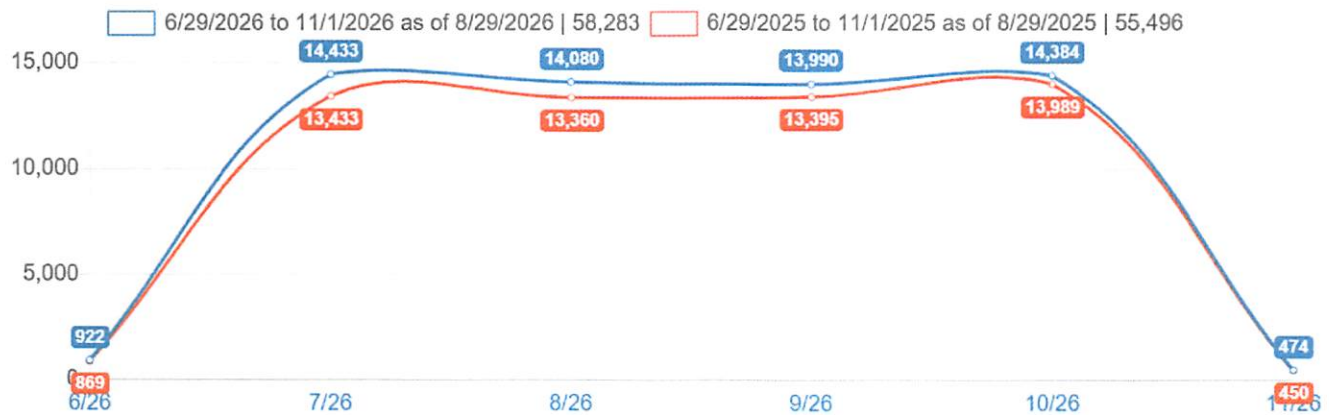
Adjusted RevPAR



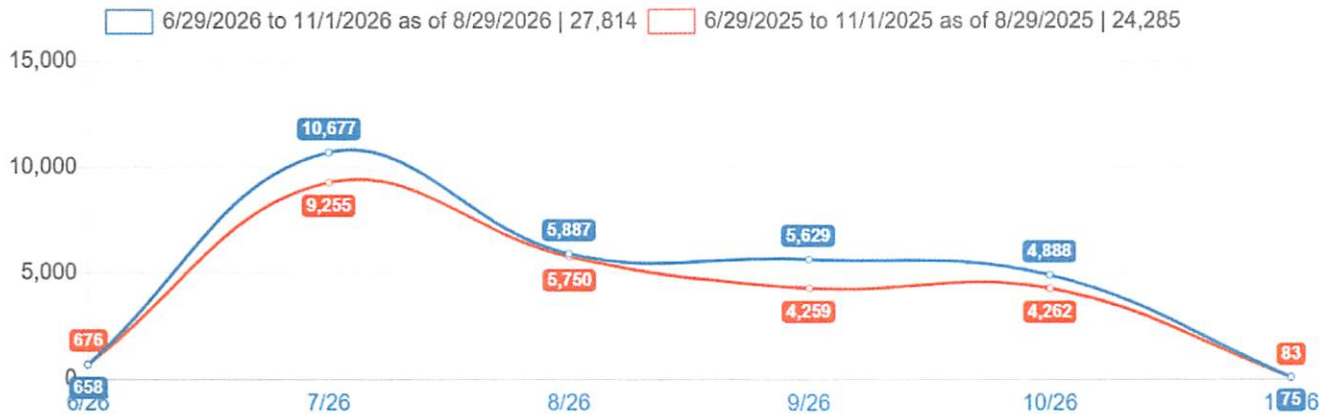
Revenue



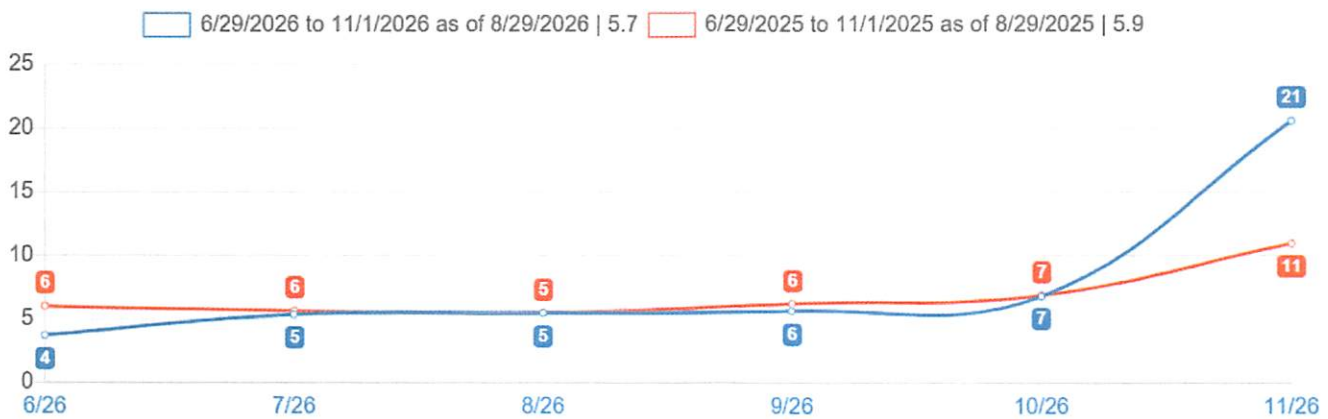
Nights Available



Guest Nights



Avg. Length of Stay



Total Revenue (Nightly)

