Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday, November 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 September 2nd 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 VF Governor Conference Travel Reimbursement
B. Request from the City of Apalachicola for Phase 2 and Completion of the V-Pier - **$500,000**
C. Request from The City of Apalachicola Police Department for **an** emergency response unit - **$16,948.65**.
D. Franklin County has requested add post and rope perimeter fencing around the county's beach park area on St. George Island (in the same design as the post and rope fencing installed along the dune habitat as part of the County-Wide Dune Restoration Project) and requested repair of the cracked sidewalk and ramp area around the ADA access entrance to the old park restrooms. Request is not to exceed **$25,000**
E. The Parks and Recreation Department has also requested funding assistance from the TDC to upgrade the football field's press box located at Kendrick Sports – Request is not to exceed **$40,000**
F. Request from Dr. Lynette Long, founder and chair of the Florida Women's Historical Marker Initiative to fund a Historical Marker for Eleanor Gertrude Hickey Floyd former Franklin County tax assessor approximate Cost **$3,500**

Reports by Local Government Representatives

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

7. Reports from Member Organizations
8. Board Comments

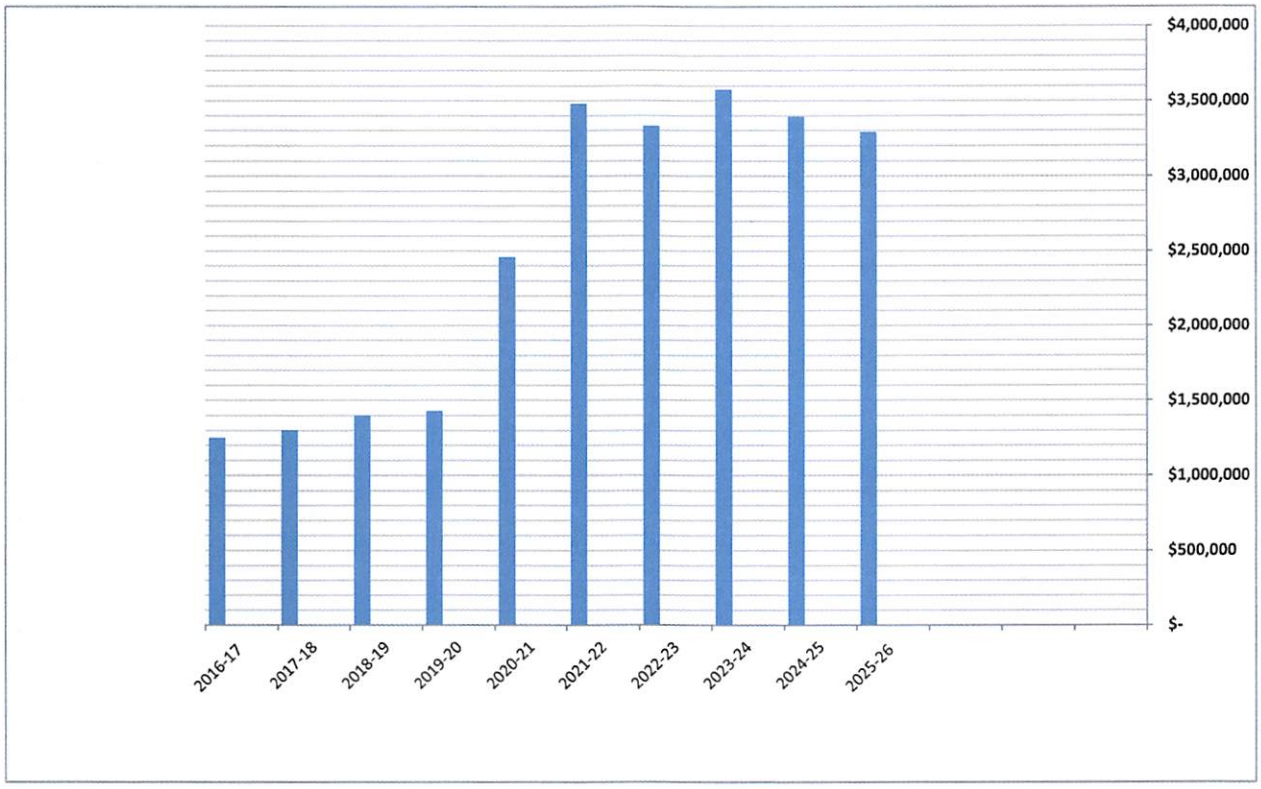
TDC Board Meeting Wednesday, January 13th @ 5:30pm at TDC Office Meeting Room
Topic: Franklin TDC Meeting
Time: Nov 11, 2026 05:30 PM Eastern Time (US and Canada)

Join Zoom Meeting
https://us06web.zoom.us/j/84419131676?pwd=taLFbqdBGliUwr4Rwr0wkt1R32ayB8.1

Meeting ID: 844 1913 1676
Passcode: 751294.1

FCTDC Collections Report for 2016-2026 Year-to-Date Report
Through August 2026
October
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	$ 526,207	13%
August	$ 121,809	$ 111,323	$ 134,239	$ 190,136	$ 306,565	$ 246,874	$ 217,277	$ 263,394	$ 258,221	$ 268,817	4%
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**	**$ 3,290,322**	3%
		$ 53,702	**$ 97,334**	**$ 30,360**	**$ 1,026,157**	**$ 1,022,027**	**$ (149,810)**	**$ 244,301**	**$ (180,596)**	**$ (103,848)**	
		4.3%	**7.46%**	**2.17%**	**71.65%**	**41.58%**	**-4.30%**	**7.34%**	**-5.05%**		**YTD % of Increase /Decrease**



TDC Collections YTD - Updated 11/09/26

TDC 2026-27 Expense to Budget
October 1 - 31, 2026

	A	B	C	D	E
1	**ACCOUNTS**	**BUDGET**	**Expensed to Date**	**Balance**	**%**
2	**PROMOTIONAL BUDGET - 60017**	**$ 1,307,012**		**$ 1,307,012**	**0%**
3	**New Promotional Opportunities - 60021**	**$ 30,000**		**$ 30,000**	**0%**
4	**Vendor Contracted Retainers - 60023**	**$ 325,000**		**$ 325,000**	**0%**
5	Apalachicola Bay Chamber - Administration - 60002	**$ 174,000**	**$ 15,246**	**$ 158,754**	**9%**
6	2-K Web Group - Internet Marketing ($3750 per month) - 60024	**$ 45,000**		**$ 45,000**	**0%**
7	Bay Media - Marketing ($3750 per month) - 60025	**$ 45,000**		**$ 45,000**	**0%**
8	Forgotten Coast TV - Marketing ($3416 per month) - 60026	**$ 41,000**		**$ 41,000**	**0%**
9	Oyster Radio - Radio Marketing ($1,666 per month) - 60027	**$ 20,000**		**$ 20,000**	**0%**
10	**Internet Advertising - 60028**	**$ 265,600**		**$ 265,600**	**0%**
11	2K Social Media Campaigns - 60029	$ 40,000		**$ 40,000**	**0%**
12	Non-Contractual Website - 60030	$ 14,000		**$ 14,000**	**0%**
13	Search Engine Optimization - 60031	$ 30,000		**$ 30,000**	**0%**
14	Market Research & email marketing - 60032	$ 10,000		**$ 10,000**	**0%**
15	Internet Marketing (Google, etc) - 60033	$ 140,000		**$ 140,000**	**0%**
16	14% Production - 60034	$ 19,600		**$ 19,600**	**0%**
17	Website Revisions / Updates- 60035	$ 12,000		**$ 12,000**	**0%**
18	**Print - 60036**	**$ 265,212**		**$ 265,212**	**0%**
19	Digital/ Banner Adds (Bay Media) - 60037	$ 20,800		**$ 20,800**	**0%**
20	14% Production (Print - Banner Ads} - 60038	$ 3,612		**$ 3,612**	**0%**
21	14% Production (Print Advertising) - 60038	$ 23,800		**$ 23,800**	**0%**
22	Content Production - 60039	$ 12,000		**$ 12,000**	**0%**
23	Print Advertising - 60040	$ 170,000	**$ 21,330**	**$ 148,670**	**13%**
24	Printing Promotional Materials (brochures) - 60041	$ 35,000		**$ 35,000**	**0%**
25	**Photography - 60042**	**$ 13,200**		**$ 13,200**	**0%**
26	Photo Library - 60043	$ 8,500		**$ 8,500**	**0%**
27	Photo Setup (materials, actors, etc.) - 60044	$ 4,700		**$ 4,700**	**0%**
28	**Signage (roadside, storefront, billboards, historical) - 60045**	**$ 20,000**		**$ 20,000**	**0%**
29	**TV and Radio Advertising - 60050**	**$ 68,000**		**$ 68,000**	**0%**
30	Radio (FSU, Cumulus, Out of Area, etc)- 60051	$ 18,000		**$ 18,000**	**0%**
31	Television / CTV Advertising - 60052	$ 50,000		**$ 50,000**	**0%**
32	**Video Production - 60053**	**$ 33,000**		**$ 33,000**	**0%**
33	Video Library - 60054	$ 10,000		**$ 10,000**	**0%**
34	Commercials / Specials - 60055	$ 10,000		**$ 10,000**	**0%**
35	Video Production- PSAs - 60056	$ 5,000		**$ 5,000**	**0%**

Approved by TDC Board: 06/10/2026
Approved by BOCC: 09/22/26

R. 10/27/26

TDC 2026-27 Expense to Budget
October 1 - 31, 2026

	A	B	C	D	E
1	**ACCOUNTS**	**BUDGET**	**Expensed to Date**	**Balance**	**%**
36	Video Production -TV Shows - 60057	$ 8,000		$ 8,000	0%
37	**Partnerships (co-ops) - 60058**	**$ 10,500**		**$ 10,500**	0%
38	98 Corridor Mkting - 60060	$ 5,000		$ 5,000	0%
39	COCA Banner - 60061	$ 5,500		$ 5,500	0%
40	**Special Events and Outreach - 60070**	**$ 81,000**		**$ 81,000**	0%
41	Webcam Installation/Maintenance - 60071	$ 1,000		$ 1,000	0%
42	Get-a-Way Contests - 60072	$ 20,000		$ 20,000	0%
43	Hospitality Training - 60073	$ 10,000		$ 10,000	0%
44	Journalists Visits - 60074	$ 8,000		$ 8,000	0%
45	Mentoring /Scholarships - 60075	$ 2,000		$ 2,000	0%
46	Promotional Items - 60076	$ 5,000	$ 5,000	$ -	100%
47	Visitor Guide / Office Mailings (Postage) - 60080	$ 35,000	$ 1,620	$ 33,380	5%
48	**New Software Advancements**	**$ 20,000**		**$ 20,000**	0%
49	**NWFLB/ Visit Florida Triump Grant**	**$ 62,500**		**$ 62,500**	0%
50	**Software (CRiff,Click, KD, FCMA, PlacerAi) - 60081**	**$ 72,000**		**$ 72,000**	0%
51	**Dues/Memberships/Meetings /Conferences - 60090**	**$ 41,000**		**$ 41,000**	0%
52	VF, STS, FOWA, NOWA,COCA,DMO Assn, NWFLB - 60093	$ 25,000	$ 5,000	$ 20,000	20%
53	Gov Conferences/Meetings(Registration/ Accomod - 60092	$ 8,000		$ 8,000	0%
54	Travel/Conferences/Meetings (perdeim/mileage) - 60091	$ 5,000		$ 5,000	0%
55	Explore NW Florida (Riverway South) Membership - 60094	$ 3,000		$ 3,000	0%
56	**TOTAL PROMOTIONAL BUDGET 2026-27**	**$ 1,307,012**	**$ -**	**$ 1,307,012**	**$ -**

TDC 2026-27 Expense to Budget
October 1 - 31, 2026

	A	B	C	D	E
1	**ACCOUNTS**	**BUDGET**	**Expensed to Date**	**Balance**	**%**
57		**Budget**	**Expensed to Date**	**Balance**	**% of Budget**
58	**INFRASTRUCTURE - 60004**	**$ 2,156,800**		**$ 2,156,800**	**0%**
59	Infrastructure Projects - per statue - 60006	$ 1,632,000		**$ 1,632,000**	**0%**
60	Bridge and Beach Cleanup (Quarterly) - 60007	$ 135,000	$ 23,500	**$ 111,500**	**17%**
61	County Owned Property Insurance - 60005	$ 35,000		**$ 35,000**	**0%**
62	County Owned TDC Visitor Centers Property Maintenance - 60015	$ 30,000		**$ 30,000**	**0%**
63	Public Safety, Law Enforcement and 1st Responders - 68101	$ 324,800	$ 119,830	**$ 204,970**	**37%**
64	**NON-PROFITS/GRANTS - 60012**	**$ 678,000**		**$ 678,000**	**0%**
65	Museum Infrastructure Grant Program - 60011	$ 125,000		**$ 125,000**	**0%**
66	Museum Grants - ($6,250 each per quarter) - 60013	$ 150,000		**$ 150,000**	**0%**
67	VC Operational Funds - (12,500 each per quarter) - 60014	$ 200,000		**$ 200,000**	**0%**
68	Maritime Museum	$ 40,000		**$ 40,000**	**0%**
69	Non-Profit Event Promotions - 60018	$ 163,000		**$ 163,000**	**0%**
70	**TOTAL COUNTY BUDGET 2026-27**	**$ 2,834,800**	**$ -**	**$ 2,834,800**	**$ -**
71					

November 2026 Update

Roku & Amazon Fire Streaming Numbers

Monthly Live Views	2,899
Video on Demand Views	808

We are developing a multi-part promotional video campaign designed to drive tourism and retail engagement across the Forgotten Coast throughout the holiday season. The campaign comprises three primary content pillars:

- **Comprehensive Holiday Events Showcase:** A flagship overview video capturing the breadth of seasonal festivities across the region, encouraging multi-day stays and broader exploration.
- **Dedicated Event Spotlights:** A series of short-form, focused features highlighting distinct local events—leveraging captured footage to drive targeted attendance and community engagement.
- **Seasonal Travel & Retail Guides:** Atmospheric promotional pieces centered on holiday shopping, coastal dining, and the unique winter appeal of the Forgotten Coast, aimed at positioning local businesses as premier destinations for gift-buying and seasonal getaways.

BAYMEDIA

DESIGN . MARKETING . CONTENT . RESILIENCE

November 4, 2026
To: TDC Board Members
From: C. Clark
Subject: November Marketing Report

METRICS ANALYSIS OF NOVEMBER NEWSLETTER launched Thursday, October 22 to 112,637 recipients. The reader open rate averaged 25% and the click to open rate averaged 2.3 %. There were 37 trackable links in the newsletter. The highest number of click throughs registered as follows: Florida Seafood Festival, Restaurants, LanternFest, Apalachicola Holiday market.

EMAIL MARKETING DATABASE DETAILS:
Total Database: June 19, 2011: 7,410
Total Database: August 5, 2026: 113, 447

OPENS BY DEVICE
Desktop: 94.4%
Mobile: 5.6%

MARKETING/MEDIA COORDINATION
Production: *November Newsletter*
Production: *Local Palette Magazine*
Production: *Florida Saltwater Fishing Regulations*
Production: *Apalachicola Times*
Content for Local Palette, Tallahassee Magazine, Good Grit Magazine, ROVA magazine

ADVERTISING BUY REQUESTS
Origin Magazine, Winter 2027 - Circulation 270,000. Two Page Ad Spread - **$10,032.00**

Good Housekeeping and Woman's Day - Full page regional insertion (Indiana and North Florida) January/February GH, February/March WD 2027 - **$2,827.20**

Outside Magazine - Spring 2027 - Circulation 206,250 - **$17,100.00**

65 Avenue E, Apalachicola, FL . 32320 . Baymedia@fairpoint.net
850.653.9020 . 850.899.5711

Franklin County TDC Monthly Marketing Report

October 2026

Tidemark
MARKETING

Sessions	Bounce Rate	Goals Completed
▲ 21%	▼ 0.69%	▼ 38%
54,030	52.09%	570

Goals Completed

Accommodation Requests

Goals Completed ▼ 15%

139

Getaway Signups

Goals Completed ▼ 100%

0

Visitor Guide Requests

Goals Completed ▼ 19%

317

Visitor Guide Views

Goals Completed ▼ 38%

570

Newsletter Signups

Goals Completed ▲ 8.70%

100

Newsletter Views

Goals Completed ▼ 74%

6

Top Cities

Top 10 Cities

City	Sessions	Views	Bounce Rate
(not set)	4,023 ▼ 21%	6,014 ▼ 15%	57.94% ▼ 9.44%
New York	1,692 ▲ 319%	1,836 ▲ 209%	89.07% ▲ 61%
Orlando	1,562 ▲ 66%	2,375 ▲ 58%	50.64% ▲ 4.71%
Chicago	1,387 ▲ 164%	1,842 ▲ 88%	75.78% ▲ 54%
Atlanta	1,151 ▲ 12%	1,866 ▲ 11%	50.39% ▼ 2.53%
Nashville	726 ▲ 68%	1,290 ▲ 55%	54.27% ▲ 3.04%
Jacksonville	682 ▼ 27%	1,124 ▼ 25%	42.82% ▲ 0.30%
Miami	647 ▲ 37%	1,059 ▲ 37%	48.84% ▲ 4.07%
Tallahassee	526 ▼ 15%	1,038 ▼ 21%	29.66% ▼ 13%
Apalachicola	479 ▲ 339%	888 ▲ 413%	33.40% ▼ 23%

Most Popular Pages

Top 10 Pages

Landing Page	Sessions	Views	Bounce Rate
/	14,012 ▲ 41%	20,327 ▲ 23%	70.00% ▲ 2.71%
/st-george-island	8,848 ▲ 17%	14,660 ▲ 1.24%	38.98% ▲ 5.32%
/apalachicola	5,000 ▲ 14%	7,963 ▲ 2.70%	42.08% ▼ 12%
/things-to-see-do/webcams/apalachicola-florida-webcam	1,995 ▲ 398%	4,285 ▲ 679%	30.23% ▼ 27%
/things-to-see-do/webcams/st-george-island-florida-webcam	1,733 ▲ 599%	2,924 ▲ 569%	36.76% ▼ 4.05%
/things-to-see-do/food-drink	1,624 ▲ 288%	2,445 ▲ 168%	66.38% ▲ 50%
/app	1,615 ▲ 2836%	1,671 ▲ 1623%	94.98% ▲ 80%
/things-to-see-do	1,222 ▼ 2.55%	2,665 ▼ 11%	35.35% ▲ 30%
/carrabelle	1,116 ▲ 22%	1,736 ▲ 10%	42.92% ▼ 4.56%
(not set)	1,065 ▲ 14%	0 0%	97.46% ▲ 0.13%

Organic Search

Sessions	Pageviews	Goals Completed
▲ 12%	▲ 12%	▼ 48%
12,812	22,798	107

Paid Search

Sessions	Pageviews	Goals Completed
▲ 23%	▲ 8.04%	▼ 30%
16,029	26,147	163

Social Media

Social Audience	Social Engagement
▲ 6.02%	▲ 596%
285.5 K	702.5 K

Sessions	Pageviews	Goals Completed
▲ 34%	▲ 22%	▼ 40%
9,729	13,648	165

Most Popular Facebook Posts

Top 10 Facebook Posts

Date	Post	Post Media Views
Oct 7, 2026	 Waterfront views with a side of oysters. Yes, please. 🦪 🌊 Link in the comments bel...	47,867
Oct 12, 2026	 Skip the ordinary pit stops. 🚲 There's plenty of personality to discover along Florid...	16,495
Oct 16, 2026	 Fill in the blank: Only ___ days until my next visit to Franklin County, Florida. ✨ ...	12,304
Oct 28, 2026	 If you've explored Apalachicola, chances are this colorful backdrop looks familiar! ...	10,339
Oct 1, 2026	 Discover exciting events on Florida's Forgotten Coast this October! 📅 Link in th...	9,553
Oct 8, 2026	 Dockside strolls are better with four paws along for the adventure! ☀️ 🌊 🐾 Check...	6,748
Oct 15, 2026	 Your path to a slower pace starts here. ☀️ 🌊 Rediscover Florida's Forgotten Co...	6,714
Oct 13, 2026	 Find your people. Find your beach. Make some memories. 🌅 Request your FRE...	6,550
Oct 8, 2026	Hurricane Isaias Update As Hurricane Isaias approaches, we encourage Franklin County resid...	6,547
Oct 23, 2026	 Paws down, the best way to end the day! 🌅 🐾 Check out the link in the comment...	6,528

Most Popular Instagram Posts

Top 10 Instagram Posts & Stories

Date	Post	Reach
Oct 12, 2026	 Skip the ordinary pit stops. 🚲 There's plenty of personality to di...	1,314
Oct 26, 2026	 Discover your ideal getaway spot on Florida's #ForgottenCo...	1,227
Oct 7, 2026	 Waterfront views with a side of oysters. Yes, please. 🐚 🌊 🏞️ ...	1,138
Oct 1, 2026	 Discover exciting events on Florida's #ForgottenCoast this O...	1,121
Oct 28, 2026	 If you've explored Apalachicola, chances are this colorful back...	724
Oct 21, 2026	 Just a local enjoying a little shoreline stroll. 🌊 🦀 🏞️ @ari...	710
Oct 13, 2026	 Find your people. Find your beach. Make some memories. 🏖️ ...	710
Oct 2, 2026	 Good drinks, good company and nowhere else to be. ☀️ Ch...	676
Oct 20, 2026	 Fall looks a little different here, and we wouldn't have it any oth...	625
Oct 29, 2026	 A little curiosity can lead to a whole lot of adventure! 🐣 Re...	608

Print

Sessions	Pageviews	Goals Completed
▼ 33%	▼ 51%	0%
27	39	0

Email Newsletters

Sessions	Pageviews	Goals Completed
▼ 39%	▼ 40%	▼ 50%
1,002	1,488	11

Banners

Sessions	Pageviews	Goals Complet...
▲ 2991%	▲ 1277%	▲ 500%
3,184	3,539	6

QR

Sessions	Pageviews	Goals Completed
▼ 3.33%	▲ 29%	0%
29	72	1

Mayor
Brenda Ash

Commissioners
Donna Duncan
Adriane Elliott
Despina George
Donna Knutson

CITY OF APALACHICOLA

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

City Manager
Charles Anderson

Finance Director
Lee Mathes

City Clerk
Lee Mathes

City Attorney
Dan Hartman

October 9, 2026

Franklin County Tourist Development Council (TDC)
Attn: John Solomon and Ricky Jones
731 Highway 98
Eastpoint, Florida 32328

RE: V-Pier Phase II

Dear Mr. Solomon and Mr. Jones:

On behalf of the City of Apalachicola, I am writing to express our sincere gratitude for the Franklin County Tourist Development Council's generous funding of $500,000, which successfully allowed the City of Apalachicola to complete Phase I of the V-Pier Project.

Thanks to your vital support, the City has completed the first pier in this landmark initiative with the City holding a Grand Opening Ceremony in conjunction with TDC on July 24, 2026. Located at Battery Park, the reconstructed 350-foot section-officially named the Dr John Gorrie observation and Fishing Pier-marked the first major step in restoring the iconic V-shaped landmark after it was destroyed by Hurricane Michael in 2018. This milestone marks a significant achievement for our community's coastal infrastructure. The completed structure is already serving as a major asset, enhancing public waterfront access and adding immediate value to our local tourism economy.

With Phase I successfully finalized, the City is fully prepared and strategically positioned to complete the overarching V-Pier project. The initial phase has established a rock-solid foundation, proving both the feasibility and the immense community interest in this initiative. To maintain our current momentum and ensure a seamless transition into the final stages of construction, we are formally requesting $500,000 in funding for Phase II.

This next critical phase will allow us to build out the remaining physical structure, including vital structural enhancements, safety installations, and public amenities. By securing these funds, we can fully realize the project's potential, transforming the waterfront into a premier, world-class destination for tourists. Ultimately, this investment will not only complete a landmark architectural feature but will also serve as a powerful catalyst for local economic growth, supporting small businesses and revitalizing our tourism sector for years to come.

The Scope of Work for Phase II is budgeted at $788,000, which accounts for the total replacement of all pilings along the bayside section of the pier. The City will contribute $288,000 toward Phase 11 and the completion of the V-Pier project. H.G. Harders will begin the project January 15, 2027, and will complete work by June 15, 2027. The project will follow the Scope of Work below based on the plans previously approved by Dewberry.

1. Demo & dispose of approximately ~415 l ft of remaining damaged timber dock including piles, framing, decking, and handrail.

2. Reconstruct approximately ~415 1ft of dock in "like kind" as work completed in Phase I.

3.Includes tying in to Phase I end point on Southern end of pier.

4. Includes terminating the pier at the land-based concrete landing at the Western point location shown on plans.

5. Construct pathway as shown on plans from Western pier termination to existing gravel drive which include clearing pathway through sawgrass, concrete landing and dock transition from pier to pathway, compacted gravel pathway from pier termination to existing gravel drive.

Attached documentation includes H.G. Harder's Proposed Scope of Work for Phase II, V-Pier Dewberry Engineering Design, V -Pier Plans, and the Procurement Package for both Phases.
Thank you once again for your unwavering partnership and shared dedication to preserving and promoting Apalachicola's unique waterfront. We look forward to working together again for the fmal phase of this project.



Brenda Ash
Mayor, City of Apalachicola
bash@cityofapalachicola.com

CONSTRUCTION DOCUMENTS

BATTERY PARK V PIER IMPROVEMENTS

CITY OF APALACHICOLA, FLORIDA 32320

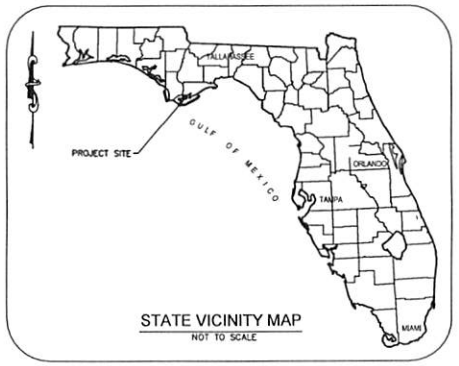
SITE SUMMARY:

PROPERTY OWNER: ADDRESS:	CITY OF APALACHICOLA 192 COACH WAGONER BLVD. APALACHICOLA, FL 32320
CONTACT:	MAYOR KEVIN BEGOS
TELEPHONE NO.:	(850) 595-4878
ENGINEER:	DEWBERRY
ADDRESS:	139 E. GOVERNMENT STREET PENSACOLA, FL 32502
CONTACT:	DAVID B. TILLAR, JR., P.E.
TELEPHONE NO.:	850-281-6960
CONTRACTOR:	TBD
GPIN:	N/A
LATITUDE: LONGITUDE:	29.71814° 84.98859°
TAX MAP NUMBER:	UNKNOWN
PROJECT ADDRESS:	BATTERY PARK APALACHICOLA, FL 32320
PRESENT ZONING:	AGRICULTURAL
PRESENT USE:	PARKS AND RECREATION
PROPOSED USE:	PARKS AND RECREATION
PARCEL ACREAGE:	N/A
LAND DISTURBANCE:	(OPEN WATER) 0 ACRES
PROPOSED BUILDING:	8,012 SF PIER REPAIR
PARKING:	N/A

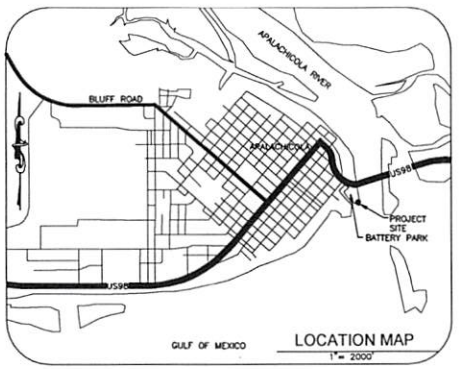
PROJECT DESCRIPTION:

THIS PROJECT CONSISTS OF THE REPAIR OF STORM DAMAGE FROM HURRICANE MICHAEL TO INCLUDE APPROXIMATELY 8,012 SQUARE FEET OF FISHING PIER AT BATTERY PARK IN APALACHICOLA. THIS FISHING PIER IS COMMONLY KNOWN AS THE 'V-PIER' DUE TO ITS GENERAL SHAPE. THE WORK INVOLVES THE SELECT DEMOLITION OF THE EXISTING V-PIER AND SALVAGING AND RESETTING THE EXISTING 198 PILES TO THE 10'-2" SPACING AS REQUIRED. A NEW SUPERSTRUCTURE WITH 2X10 JOISTS WITH 2X6 DECKING, COMPOSITE GRATING, AND HANDRAILS ARE TO BE CONSTRUCTED AS DETAILED. THE IMPROVEMENTS TO THE V-PIER INCLUDES THE CONSTRUCTION OF 2 ADA ACCESSIBLE PARKING SPACES, CONCRETE SIDEWALK, TWO CONCRETE APPROACHES, AND A MULCH PATH. THE PROJECT ALSO INVOLVES THE REPLACEMENT OF 65 LINEAR FEET OF 2X4 HAND RAILING ON THE ADJACENT SLIP DOCK AS WELL AS THE REPLACEMENT OF 10 UTILITY DOCK STATIONS AND THE REPLACEMENT OF 260 SF OF STANDING SEAM METAL ROOF ON THE ADJACENT PAVILLION AT THE END OF THE SLIP DOCK AT BATTERY PARK.

48 HOURS
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www.callsunshine.com



STATE VICINITY MAP
NOT TO SCALE



LOCATION MAP
1" = 2000'

INDEX OF SHEETS:

C1.0	COVER SHEET
C2.0	EXISTING CONDITIONS
C2.1	DEMOLITION PLAN
C3.0	SITE LAYOUT PLAN
C3.1 - C3.3	FRAMING PLAN
C4.0	PIER SECTIONS AND DETAILS
C5.0	MISCELLANEOUS FRAMING DETAILS
C6.0	MISCELLANEOUS DETAILS

PLANS PREPARED BY:

Dewberry

139 E GOVERNMENT STREET,
PENSACOLA, FL 32502
(850) 760-0332

DEWBERRY PROJECT NO.: 50128948

NOTE: THE SCALE OF THESE PLANS MAY HAVE CHANGED DUE TO REPRODUCTION.

ENGINEER'S STATEMENT

ALL PROPOSED ROADWAYS, DRAINAGE, AND OTHER IMPROVEMENTS WILL BE DESIGNED TO COMPLY WITH ALL APPLICABLE FEDERAL, STATE, AND LOCAL DEVELOPMENT REQUIREMENTS SUCH AS :
THE FLORIDA GREEN BOOK
THE FLORIDA DEPARTMENT OF TRANSPORTATION DESIGN MANUAL (FDM)
COUNTY TECHNICAL SPECIFICATIONS
THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD)
THE AMERICANS WITH DISABILITIES ACT (ADA)

Dewberry
139 E. GOVERNMENT STREET
PENSACOLA, FL 32502
(850) 760-0332

BATTERY PARK V PIER IMPROVEMENTS
CITY OF APALACHICOLA
FRANKLIN COUNTY, FLORIDA

SEAL

BID SET

SCALE

REVISIONS

NO.	DESCRIPTION	DATE

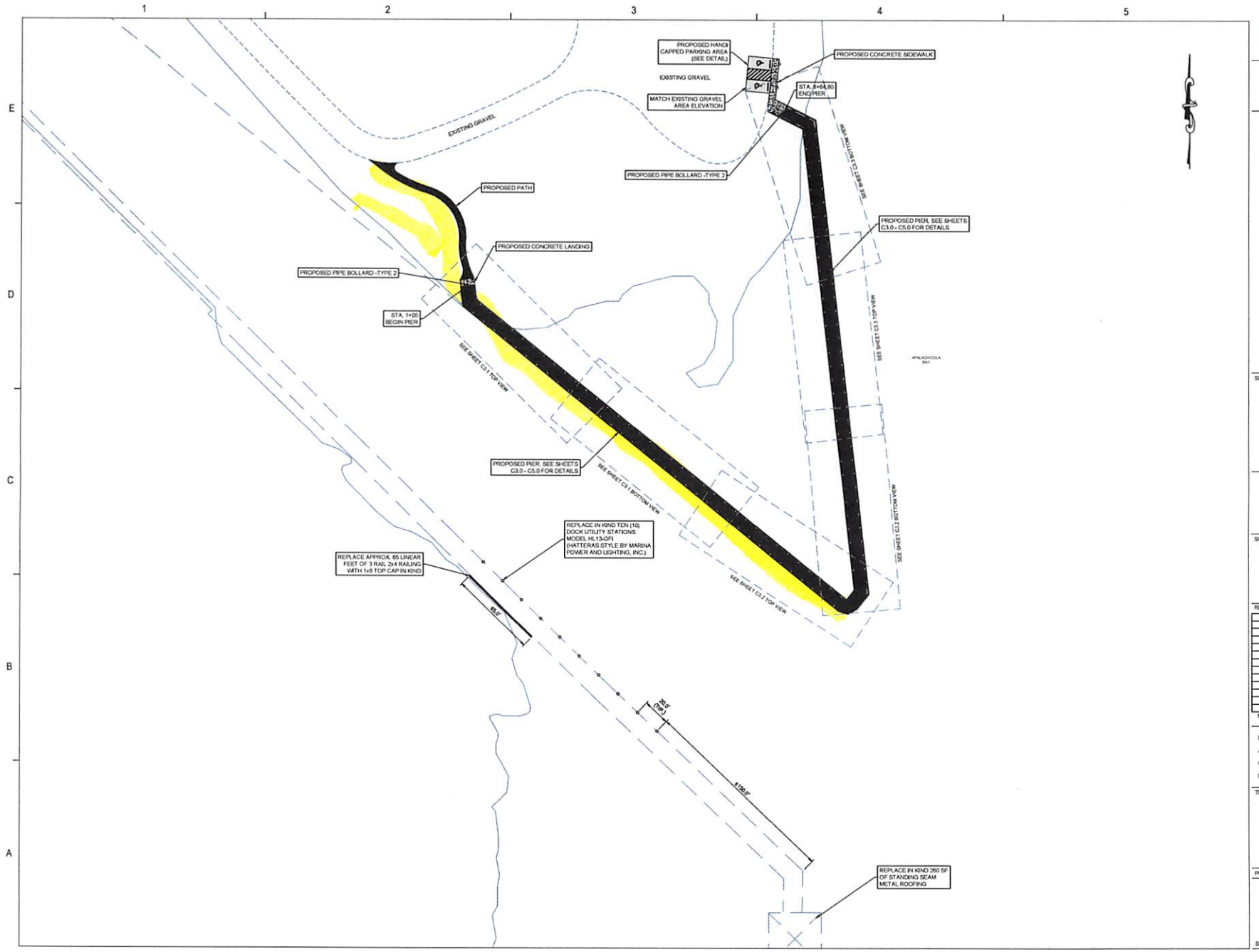
DRAWN BY	D. TILLAR
APPROVED BY	D. TILLAR
CHECKED BY	J. BAXLEY
DATE	JULY 2020

TITLE
COVER SHEET

PROJECT NO. 50128949

C1.0

SHEET NO. 1 of 10



Dewberry
139 E. GOVERNMENT STREET
PENSACOLA, FL 32502
(850) 760-0332

BATTERY PARK V PIER IMPROVEMENTS

CITY OF APALACHICOLA
FRANKLIN COUNTY, FLORIDA

\\JAXFILE1\CIVIL_PROJECTS\50128949 APALACHICOLA-BATTERY PARK V PIER\CAD\PLOTS\PLOT_PRODUCTION\50128949_STDCIVIL.CTB

SEAL

NOT APPROVED UNLESS ACCOMPANIED WITH A VALID SIGNATURE

DAVID R. TILLAR, P.E.
FL PE No. 84360
COA# 6764

BID SET

SCALE

0' 15' 30' 60'
SCALE: 1" = 30'

REVISIONS

NO.	DESCRIPTION	DATE

DRAWN BY	D. TILLAR
APPROVED BY	D. TILLAR
CHECKED BY	J. BAXLEY
DATE	JULY 2020

TITLE

SITE LAYOUT PLAN

PROJECT NO. 50128949

C3.0

SHEET NO. 4 of 10

October 26, 2026

To whom it may concern,

The Apalachicola Police Department is seeking funding for an emergency response unit (enclosed trailer) with cones, signs, and barricades. This trailer will be utilized in the many events and festivals we provide security and safety throughout the City of Apalachicola. In past events, we typically utilized the water and sewer, road department, and other agencies equipment to facilitate these requests. It would be a great asset to the community to have a localized unit to respond to the concerns that are being requested.
The need has been long standing and has not been prioritized as various circumstances and obligations have interfered.
The goal with this emergency response unit is to provide storage and transport for equipment, and act as a command center for events, and festivals. The following is a list of items that the emergency response unit will contain.

1 – 8.5x20 enclosed trailer
50 – Cones
24 - portable road signs (arrows, detour, road closed)
10 - sign stands
10 – barricades
2 - cone carts
1 – portable generator
1 - portable A/C unit
2 – led flood light with stands

I have provided a spreadsheet for all equipment with estimated costs totaling $16,948.65. (sales tax excluded)

Thank you so much for your consideration in our project.

Chief Chase Richards

Itemized list for Emergency Response Unit

Quantity	Item	Estimated Cost	
1	8.5 x 20 Enclosed Trailer	$	9,695.00
50	Traffic Cones	$	1,572.50
24	Portable Road signs/arrows (assorte	$	1,727.85
10	Sign Stands	$	1,418.50
10	Barricades	$	810.50
2	Cone carts	$	304.30
1	Portable Generator	$	850.00
1	Portable air condition	$	500.00
2	LED flood lights w/ stand	$	70.00
	Total	$	16,948.65

FRANKLIN COUNTY

REPLY TO:
BOARD OF COUNTY COMMISSIONERS
33 MARKET STREET, SUITE 203
APALACHICOLA, FL 32320
(850) 653-8861, EXT. 100

ORIGINATING DEPARTMENT:
FRANKLIN COUNTY ADMINISTRATION
248 HIGHWAY 98
EASTPOINT, FL 32328
(850) 653-9783

November 4, 2026

RE: County Projects Funding Requests

Dear Franklin County Tourist Development Council,

The St. George Island Lighthouse Association has submitted a request to the county to add post and rope perimeter fencing around the county's beach park area on St. George Island (in the same design as the post and rope fencing installed along the dune habitat as part of the County-Wide Dune Restoration Project) and requested repair of the cracked sidewalk and ramp area around the ADA access entrance to the old park restrooms. The estimated cost of this improvement/repair of beach park facilities shall not exceed $25,000. The Lighthouse Association believes this will enhance the safety of visitors to the park location by further delineating pedestrian friendly park areas from parking/street areas.

The Parks and Recreation Department has also requested funding assistance from the TDC to upgrade the football field's press box located at Kendrick Sports Arena. The county will purchase materials directly and use local vendors to upgrade the existing open air elevated press box to one that has greater protection from the elements with fully enclosed storage below. The estimated cost of this phase I improvement for the football field area at Kendrick Sports Arena shall not exceed $40,000. Phase II improvements are planned in the Spring and will include upgrades to the concession area and ADA access improvements. This enhancement will aid in making the Sports Arena more attractive for hosting football tournaments.

Please let me know if any additional information is needed or if you have any questions regarding the requests.

Sincerely,

Erin Griffith
Fiscal Manager / Grants Coordinator
Franklin County

RICKY D. JONES DISTRICT ONE | CHERYL K. SANDERS DISTRICT TWO | ANTHONY CROOM, JR. DISTRICT THREE | OTTICE D. AMISON DISTRICT FOUR | JESSICA WARD DISTRICT FIVE

Dear Mr. Morón,

I'm Dr. Lynette Long, founder and chair of the Florida Women's Historical Marker Initiative. When I began this work, I found just six Florida historical markers honoring individual women. Our goal is to place at least one official Florida historical marker honoring a woman in each of Florida's 67 counties. We've already installed markers honoring women such as Julia Tuttle, Betty Mae Tiger Jumper, and Amelia Earhart. We want girls growing up in Florida to encounter the stories of women who shaped their own communities.

In Franklin County, we would like to honor Eleanor Gertrude Hickey Floyd. Just months after the Nineteenth Amendment was ratified in 1920, Floyd ran as an independent and won election as Franklin County tax assessor. She went on to serve the county for nearly two decades. A marker near the courthouse in Apalachicola would tell her story in the community that elected her.

I've attached a mockup so you and the commissioners can see the proposed marker and read the inscription. Would you share it with the board and let me know whether Franklin County would be willing to host the marker near the courthouse? We'd welcome another publicly accessible site in Apalachicola if the county has one in mind.

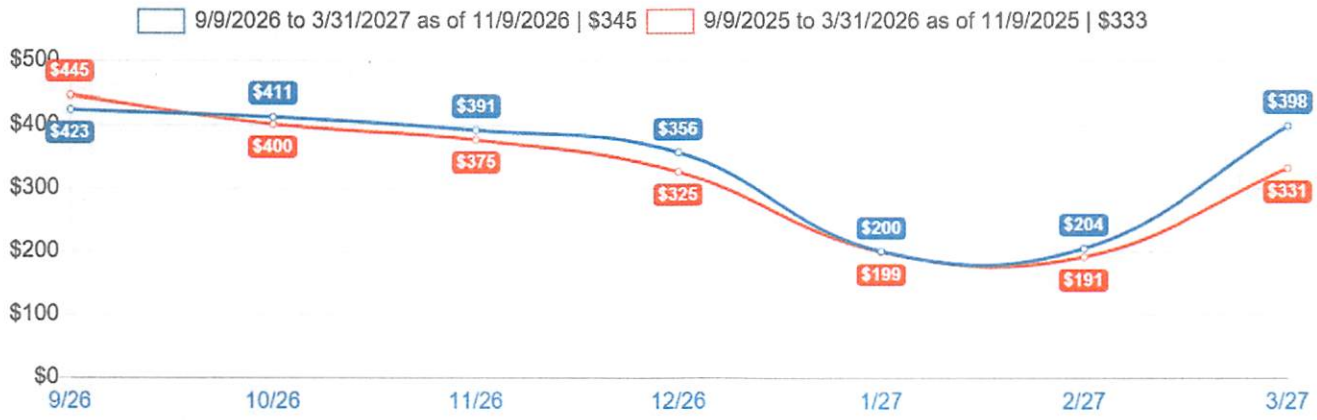
Warm regards,
Dr. Lynette Long
Founder and Chair, Florida Women's Historical Marker Initiative

KEYDATA™

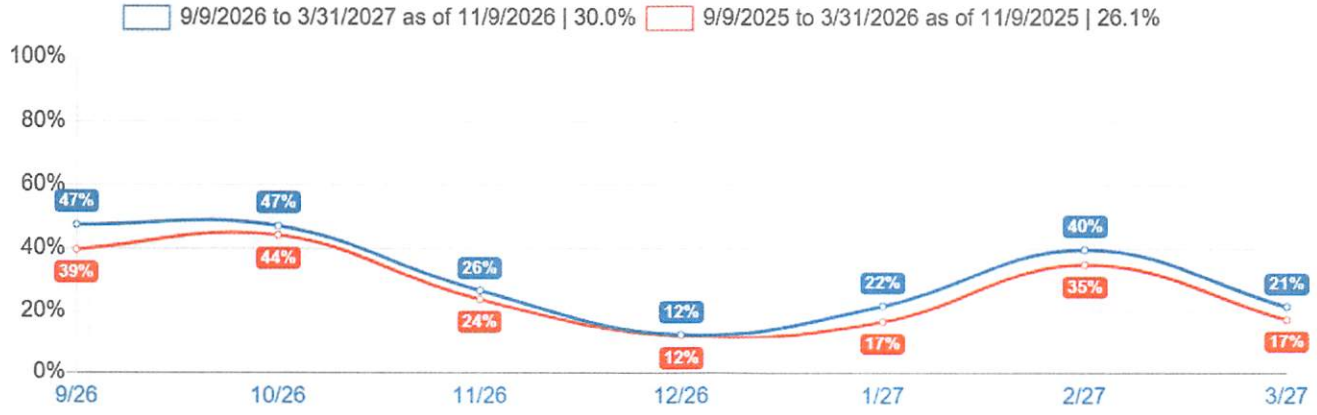
Data Source: VR (Direct)

KPI	Value	Compared	Difference
ADR	$345	$333	4%
Adjusted Paid Occupancy %	30.0%	26.1%	15%
Adjusted RevPAR	$103	$87	19%
Revenue	$9,108,897	$7,498,545	21%
Nights Available	88,156	86,423	2%
Guest Nights	26,432	22,550	17%
Avg. Length of Stay	8.1	8.3	-2%
Avg. Stay Value	$2,815	$2,762	2%

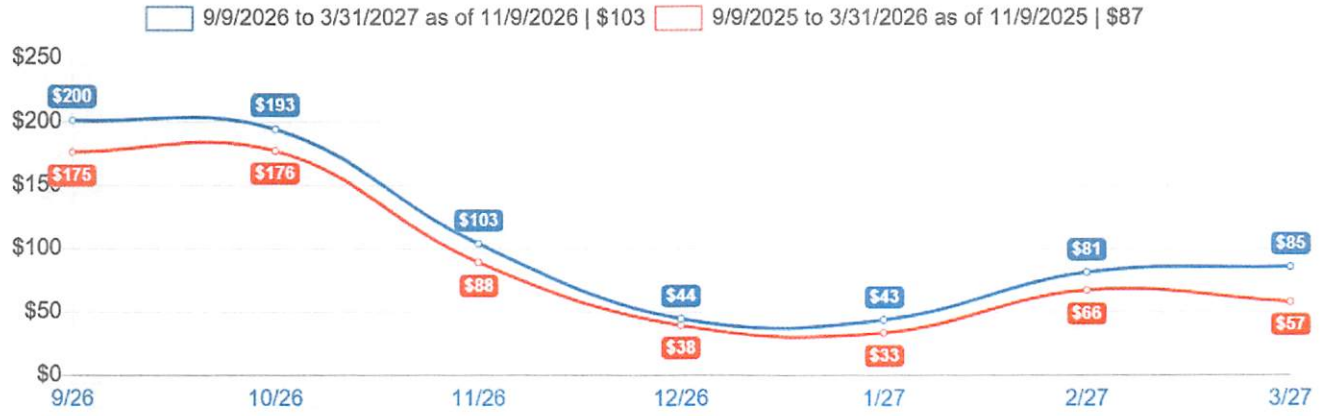
ADR



Adjusted Paid Occupancy %



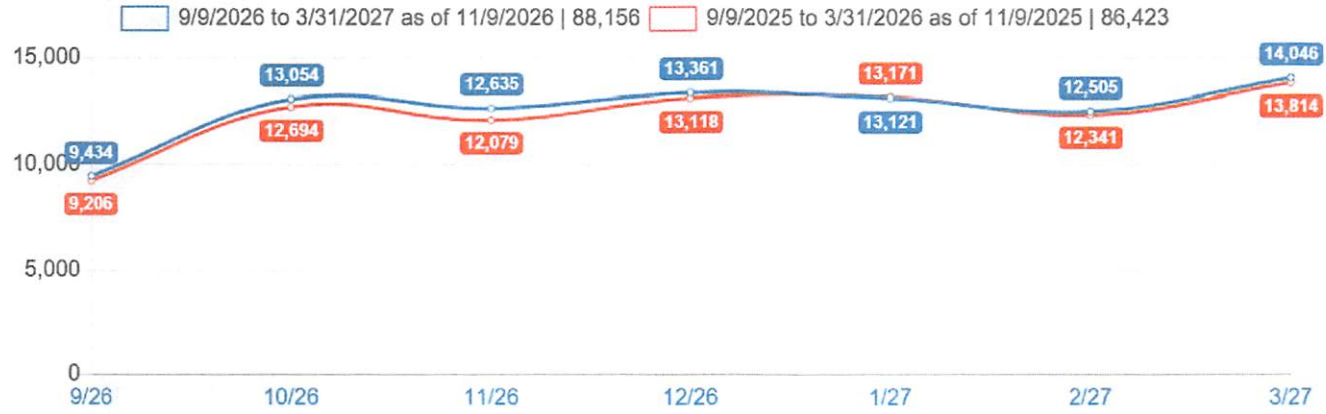
Adjusted RevPAR



Revenue



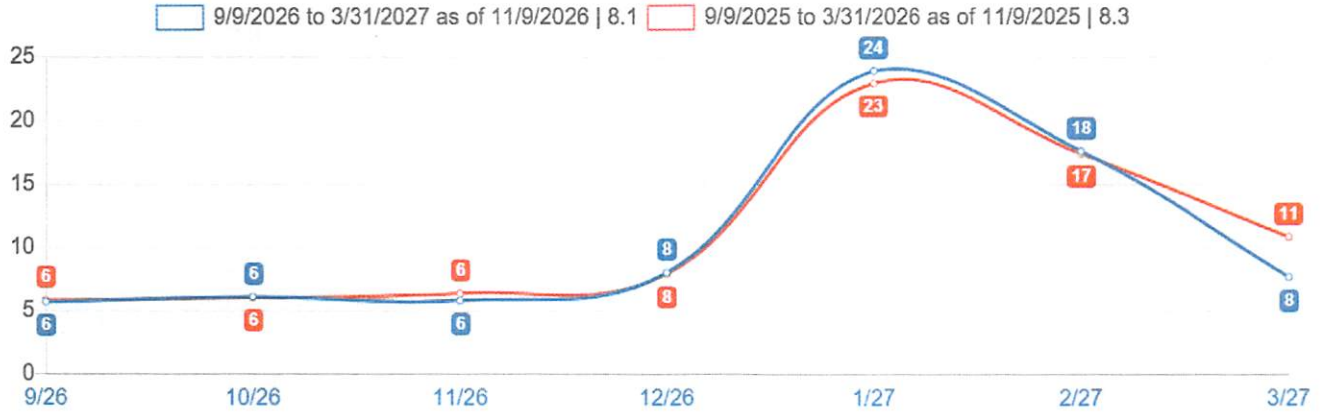
Nights Available



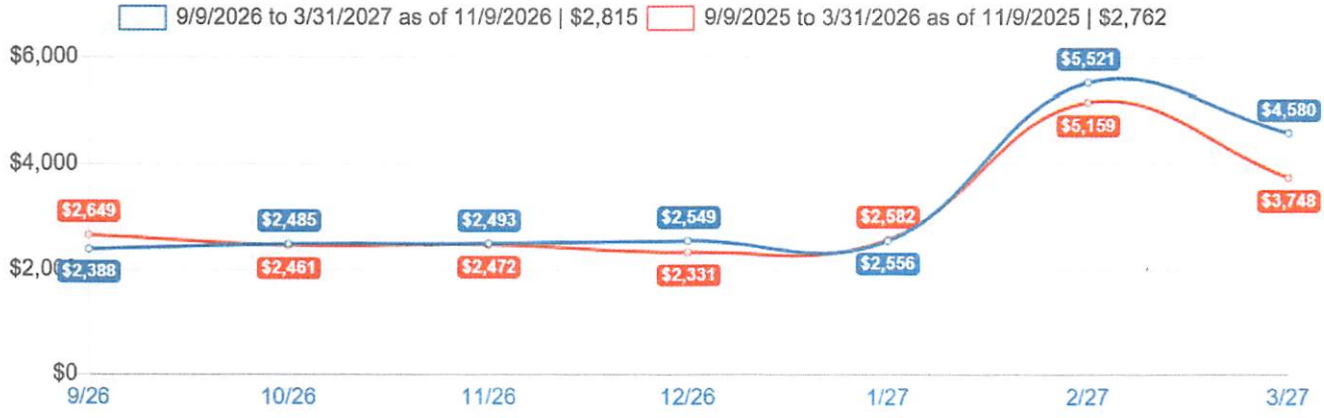
Guest Nights



Avg. Length of Stay



Avg. Stay Value



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