

Franklin County Tourist Development Council Board Meeting  
County Commission Meeting Room  
Agenda  
Wednesday, June 9th, 2021 2:00 P.M.

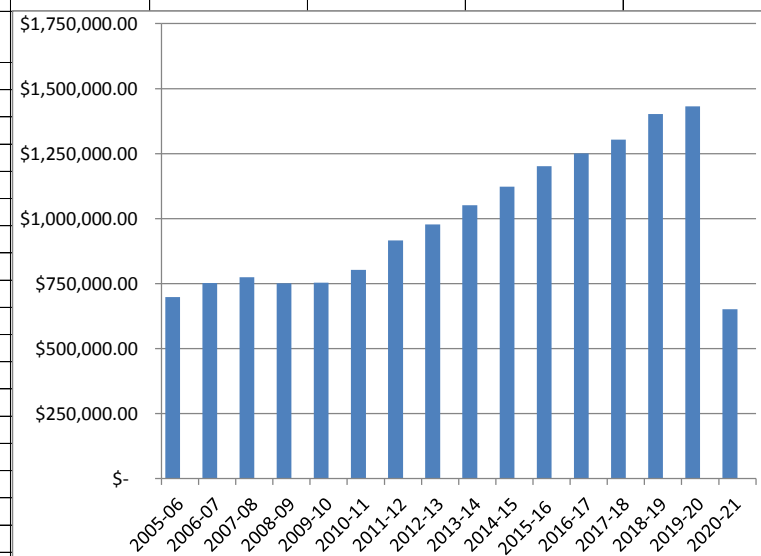
**AGENDA**

1. Welcome/Call to Order **Commissioner Jones**
2. Prayer and Pledge of Allegiance
3. Quorum Announcement **Solomon**
4. Approval of the Minutes of May 12th 2021 **Action Item** **Davis**
5. Public Comments
6. Administrative Reports
  - FCTDC Collections Report **Solomon**
  - Expenditures to Budget **Davis**
  
  - Promotions Reports**
  - Media Report **Clark**
  - FCTV Report **Rolstad**
  - Web Master Report **Kendrick**
  
  - Visitor Numbers **Solomon**
  
  - Administrative Items **Solomon**
    - A. Review and Approval of Draft Budget to Submit to Franklin County BOCC
  
    - B. Inquiry to Board Members of their interest into them purchasing TDC Logo Shirt (board member must purchase)
7. Continuing Business
  - A. On May 18<sup>th</sup> the Franklin County Board of County Commissioners voted 5-0 to increase the Local Tourism Tax from 2% to 3%. This change will take effect on July 1<sup>st</sup> 2021.
  
  - B. The Grant Submission time period will open Monday, June 14<sup>th</sup> and the final day to submit will be Wednesday, August 4<sup>th</sup>. We will have Grants Meeting at 1:30pm on August 11<sup>th</sup>. Mrs Deb will be reaching out to all previous applicants and will promote on social media.
  
  - Action Item:** Approve advertisement in Apalachicola Times for the grant submissions.
8. Reports by Local Government Representatives:
  - A. Franklin County: **Com. Jones**
  - B. City of Apalachicola: **Mayor Begos**
  - C. City of Carrabelle: **Mayor LaPaz**
9. Reports from Member Organizations
10. Board Comments

**Meeting Announcements:** Wednesday, August 11th 1:30pm for Grants Committee Meeting & General Meeting 2:00pm Court House annex In Person & Via Zoom

**FCTDC Collections Report for  
2020-21 Year-to-Date Report  
Through March, 2021**

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>Month</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>
2	October	\$ 35,408.91	\$ 32,809.57	\$ 39,697.19	\$ 38,597.69	\$ 39,568.32	\$ 36,996.34	\$ 48,383.10	\$ 53,543.22	\$ 57,651.88	\$ 58,875.87	\$ 75,084.59	\$ 95,107.96
3	November	\$ 24,824.38	\$ 24,717.35	\$ 27,182.76	\$ 25,888.92	\$ 25,863.47	\$ 26,438.49	\$ 34,441.98	\$ 40,334.08	\$ 34,740.65	\$ 40,065.78	\$ 44,449.24	\$ 46,043.65
4	December	\$ 20,421.74	\$ 16,055.89	\$ 22,986.95	\$ 23,167.33	\$ 16,530.96	\$ 19,936.19	\$ 21,597.00	\$ 21,510.93	\$ 29,747.90	\$ 30,978.80	\$ 24,692.82	\$ 41,580.49
5	January	\$ 19,681.48	\$ 26,489.68	\$ 22,911.37	\$ 22,960.20	\$ 26,170.57	\$ 23,359.12	\$ 30,392.62	\$ 33,657.09	\$ 34,707.03	\$ 38,805.36	\$ 47,001.63	\$ 41,668.57
6	February	\$ 29,294.47	\$ 44,900.59	\$ 40,835.29	\$ 39,452.32	\$ 33,678.97	\$ 34,980.88	\$ 52,045.79	\$ 49,365.87	\$ 52,883.10	\$ 42,754.53	\$ 64,493.95	\$ 60,422.61
7	March	\$ 51,243.40	\$ 45,643.22	\$ 61,090.70	\$ 49,778.57	\$ 53,116.79	\$ 61,989.52	\$ 66,597.90	\$ 80,880.36	\$ 78,180.12	\$ 83,626.43	\$ 80,017.67	\$ 84,583.19
8	April	\$ 69,608.73	\$ 70,430.06	\$ 66,135.24	\$ 73,880.65	\$ 53,934.68	\$ 70,610.82	\$ 81,641.55	\$ 90,242.68	\$ 81,115.14	\$ 101,310.37	\$ 103,120.37	\$ 89,949.68
9	May	\$ 100,486.16	\$ 114,100.71	\$ 123,221.80	\$ 104,769.28	\$ 120,470.95	\$ 90,634.75	\$ 140,203.97	\$ 115,589.54	\$ 135,897.45	\$ 143,700.44	\$ 131,348.44	\$ 110,484.59
10	June	\$ 107,484.39	\$ 166,403.90	\$ 138,839.79	\$ 143,507.76	\$ 151,640.61	\$ 172,029.99	\$ 143,805.29	\$ 195,838.11	\$ 210,505.76	\$ 195,093.30	\$ 213,948.96	\$ 226,795.48
11	July	\$ 149,857.23	\$ 95,128.02	\$ 128,027.35	\$ 131,276.62	\$ 114,121.18	\$ 147,874.24	\$ 140,000.40	\$ 153,197.77	\$ 164,199.99	\$ 182,235.52	\$ 253,603.30	\$ 242,036.51
12	August	\$ 51,353.14	\$ 69,863.99	\$ 57,497.82	\$ 56,312.21	\$ 71,377.70	\$ 60,698.01	\$ 93,912.12	\$ 86,742.96	\$ 107,783.56	\$ 129,879.50	\$ 82,664.07	\$ 121,808.90
13	September	\$ 38,597.72	\$ 46,282.27	\$ 45,739.57	\$ 41,298.87	\$ 47,760.09	\$ 57,592.93	\$ 63,037.18	\$ 57,170.58	\$ 64,199.48	\$ 75,778.00	\$ 81,869.35	\$ 90,214.19
14	<b>Totals</b>	<b>\$ 698,261.75</b>	<b>\$ 752,825.25</b>	<b>\$ 774,165.83</b>	<b>\$ 750,890.42</b>	<b>\$ 754,234.29</b>	<b>\$ 803,141.28</b>	<b>\$ 916,058.90</b>	<b>\$ 978,073.19</b>	<b>\$ 1,051,612.06</b>	<b>\$ 1,123,103.90</b>	<b>\$ 1,202,294.39</b>	<b>\$ 1,250,695.82</b>
15													
16	<b>YOY %</b>		<b>\$ 54,563.50</b>	<b>\$ 21,340.58</b>	<b>\$ (23,275.41)</b>	<b>\$ 3,343.87</b>	<b>\$ 48,906.99</b>	<b>\$ 112,917.62</b>	<b>\$ 62,014.29</b>	<b>\$ 73,538.87</b>	<b>\$ 71,491.84</b>	<b>\$ 79,190.49</b>	<b>\$ 48,401.43</b>
17			<b>7.8%</b>	<b>2.8%</b>	<b>-3.0%</b>	<b>0.4%</b>	<b>6.5%</b>	<b>14.1%</b>	<b>6.8%</b>	<b>7.5%</b>	<b>6.8%</b>	<b>7.1%</b>	<b>4.0%</b>
18													
19	<b>Month</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>Increase / Decrease</b>	<b>% of Change</b>	<b>To Date % of Change</b>					
20	October	\$ 85,823.35	\$ 38,416.89	\$ 89,660.28	\$ 147,542.08	\$ 57,881.80	64.56%	64.56%	\$1,750,000.00				
21	November	\$ 49,440.74	\$ 87,784.31	\$ 57,067.01	\$ 86,469.54	\$ 29,402.53	51.52%	116.08%	\$1,500,000.00				
22	December	\$ 37,182.43	\$ 46,715.00	\$ 52,526.91	\$ 67,724.30	\$ 15,197.39	28.93%	80.46%	\$1,250,000.00				
23	January	\$ 51,388.51	\$ 52,063.46	\$ 54,422.25	\$ 115,730.11	\$ 61,307.86	112.65%	141.58%	\$1,000,000.00				
24	February	\$ 58,337.94	\$ 66,632.44	\$ 95,017.02	\$ 84,508.31	\$ (10,508.71)	-11.06%	101.59%	\$750,000.00				
25	March	\$ 111,947.32	\$ 127,975.20	\$ 71,946.84	\$ 149,485.24	\$ 77,538.40	107.77%	96.71%	\$500,000.00				
26	April	\$ 103,422.44	\$ 82,258.08	\$ 20,066.60					\$250,000.00				
27	May	\$ 140,130.14	\$ 166,129.65	\$ 123,839.27					\$-				
28	June	\$ 269,049.32	\$ 300,092.38	\$ 283,734.76									
29	July	\$ 215,933.34	\$ 209,374.07	\$ 253,488.28									
30	<b>August</b>	<b>\$ 111,322.92</b>	<b>\$ 134,238.67</b>	<b>\$ 190,136.02</b>									
31	September	\$ 70,419.47	\$ 90,051.57	\$ 140,186.24									
32	<b>Totals</b>	<b>\$ 1,304,397.92</b>	<b>\$ 1,401,731.72</b>	<b>\$ 1,432,091.48</b>	<b>\$ 651,459.58</b>	<b>\$ 230,819.27</b>	<b>59.06%</b>						
33													
34	<b>YOY %</b>	<b>\$ 53,702.10</b>	<b>\$ 97,333.80</b>	<b>\$ 30,359.76</b>									
35		<b>4.29%</b>	<b>7.46%</b>	<b>2.17%</b>									
36													
37	<b>* October and November 2018 due to Hurricane Michael statistically are outliers.</b>												
38	<b>October and November 2019 compared with 2017-18 amounts are more representative,</b>												
39	<b>thus, these months show increases of 10% and 9% respectively, or YTD increase of 31%.</b>												
40	<b>* Coronavirus-19 March 1 - May 18 2020</b>												
41													
42													



**FCTDC 2020-21 Expense to Budget Report**  
as of May 31, 2021

	Expensed YTD	Budget	Balance	% Spent
<b>ADMINISTRATION -3400</b>	<b>\$71,127</b>	<b>\$112,000</b>	<b>\$40,873</b>	<b>63.5%</b>
<b>INFRASTRUCTURE</b>	<b>\$307,482</b>	<b>\$758,500</b>	<b>\$451,018</b>	<b>40.5%</b>
<b>AID TO LOCAL GOVERNMENTS</b>	<b>\$95,478</b>	<b>\$468,500</b>	<b>\$373,022</b>	<b>20.4%</b>
Armory (Convention Center Website) - 3401		\$3,000	\$3,000	0.0%
Beach and Bridge Cleanup - 9100	\$65,250	\$99,000	\$33,750	65.9%
Land Acquisition -		\$169,000	\$169,000	0.0%
Other - SGI Bathroom Project	\$15,285	\$130,000	\$114,715	11.8%
Reserve (Buddy Ward) - 9600	\$14,943	\$67,500	\$52,557	22.1%
<b>AID TO PRIVATE (NP) AGENCIES - 8200</b>	<b>\$210,000</b>	<b>\$270,000</b>	<b>\$60,000</b>	<b>77.8%</b>
Museum Grants - 8200	\$37,500	\$90,000	\$52,500	41.7%
Visitor Centers - 8200	\$172,500	\$180,000	\$7,500	95.8%
<b>TDC MAINTENANCE AND REPAIR</b>	<b>\$2,004</b>	<b>\$20,000</b>	<b>\$17,996</b>	<b>10.0%</b>
FCTDC - Property Insurance (EPVC) - 4500		\$0	\$0	0.0%
OTHER -TDC Building Maintenance - 4600	\$2,004	\$20,000	\$17,996	0.0%
<b>PROMOTIONS (4800, 5400,</b>	<b>\$316,127</b>	<b>\$847,305</b>	<b>\$502,978</b>	<b>37.3%</b>
<b>GRANTS FOR NON-PROFIT EVENTS</b>	<b>\$4,498</b>	<b>\$138,000</b>	<b>\$133,502</b>	<b>3.3%</b>
New Promo Ops		\$15,000	\$15,000	0.0%
Grants for Non-Profit Events -	\$4,498	\$123,000	\$118,502	3.7%
<b>INTERNET</b>	<b>\$140,314</b>	<b>\$252,809</b>	<b>\$112,495</b>	<b>55.5%</b>
2-K Internet Marketing Production (14%)	\$6,849	\$20,334	\$13,485	33.7%
2-K (Core Internet Marketing Services - \$2500/mo)	\$20,000	\$30,000	\$10,000	66.7%
Banner Ads (Bay Media)	\$4,775	\$25,800	\$21,025	18.5%
Market Research (\$65/hr)	\$6,000	\$6,000	\$0	100.0%
Email Marketing	\$5,040			
Non-Contratual Website	\$652	\$6,000	\$5,348	10.9%
Search Engine Optimization (\$65/hr)	\$23,075	\$28,500	\$5,425	81.0%
Internet Marketing (Google, Social Media etc.)	\$56,243	\$109,655	\$53,412	51.3%
Social Media Campaign (Management - \$2,210/mo)	\$17,680	\$26,520	\$8,840	66.7%
<b>WEBSITE REVISIONS</b>	<b>\$0</b>	<b>\$12,200</b>	<b>\$12,200</b>	<b>0.0%</b>
Photo Library		\$7,500	\$7,500	0.0%
Photo Set Up (Materials, actors, etc)		\$4,700	\$4,700	0.0%
<b>PARTNERSHIPS - COOPS</b>	<b>\$3,400</b>	<b>\$13,500</b>	<b>\$10,100</b>	<b>25.2%</b>
98 Corridor Mkting		\$5,000	\$5,000	0.0%
COCA Banner	\$3,400	\$5,500	\$2,100	61.8%
Visit Florida State Welcome Center Placement***		\$3,000	\$3,000	0.0%
<b>PRINT</b>	<b>\$94,963</b>	<b>\$185,096</b>	<b>\$90,133</b>	<b>51.3%</b>
Bay Media - 14% Production	\$10,588	\$15,196	\$4,608	69.7%
Bay Media (Core Services - \$2500/mo) Retainer	\$20,000	\$30,000	\$10,000	66.7%
Brochures	\$2,792			
Bay Media Content Production (\$65/hour)	\$3,868	\$3,500	-\$368	110.5%
Forgotten Coastlines	\$6,600	\$26,400	\$19,800	25.0%
Print Advertising	\$51,116	\$110,000	\$58,884	46.5%
<b>SPECIAL EVENTS AND OUTREACH</b>	<b>\$28,079</b>	<b>\$80,000</b>	<b>\$51,921</b>	<b>35.1%</b>

**FCTDC 2020-21 Expense to Budget Report**  
as of May 31, 2021

	Expensed YTD	Budget	Balance	% Spent
Dues/ Memberships/ Meetings/ Conferences	\$9,179	\$20,000	\$10,821	45.9%
Get-a-Way Contests	\$2,286	\$16,000	\$13,714	14.3%
Hospitality Training		\$2,000	\$2,000	0.0%
Journalists Visits	\$614	\$10,000	\$9,386	6.1%
Mentoring /Scholarships		\$2,000	\$2,000	0.0%
Promotional Items		\$8,000	\$8,000	0.0%
Promotional Mailings (Welcome Centers)		\$6,000	\$6,000	0.0%
Software Advancements (Key Data)	\$12,000	\$12,000	\$0	100.0%
Survey Program (Simpleview)	\$4,000	\$4,000	\$0	100.0%
Trademark (not due until ?)		\$0	\$0	0.0%
<b>TV, RADIO AND WEBCAMS</b>	<b>\$26,820</b>	<b>\$108,700</b>	<b>\$81,880</b>	<b>24.7%</b>
FCTV Retainer	\$9,600	\$25,200		38.1%
Oyster Radio	\$7,000	\$12,000		58.3%
Radio (FSU, Cumulus, etc)		\$10,000		0.0%
TV Advertising		\$35,000		0.0%
Video Production	\$10,220	\$25,000		40.9%
Webcam Installation/Maintenance		\$1,500		0.0%
<b>WELCOMING TOURIST</b>	<b>\$18,053</b>	<b>\$28,800</b>	<b>\$10,747</b>	<b>62.7%</b>
Signage Production	\$5,115	\$15,000		34.1%
Airport Sign/Display - Clear Channel	\$8,245	\$13,800		59.7%
Postage - Visitor Guides	\$4,693	\$0	\$0	
<b>RECAP</b>	<b>Expensed YTD</b>	<b>Budget</b>	<b>Balance</b>	<b>% Spent</b>
<b>ADMINISTRATION</b>	<b>\$ 71,127</b>	<b>\$ 112,000</b>	<b>\$ 40,873</b>	<b>63.5%</b>
<b>INFRASTRUCTURE</b>	<b>\$ 307,482</b>	<b>\$ 758,500</b>	<b>\$ 451,018</b>	<b>40.5%</b>
<b>PROMOTIONS</b>	<b>\$ 316,127</b>	<b>\$ 847,305</b>	<b>\$ 531,178</b>	<b>37.3%</b>
<b>TOTAL BUDGET 2020-21</b>	<b>\$ 694,736</b>	<b>\$ 1,717,805</b>	<b>\$ 1,023,069</b>	<b>40.4%</b>



June 2, 2021

To: TDC Board Members

From: C. Clark

Subject: June Marketing Report

### **METRICS ANALYSIS OF JUNE 2021 NEWSLETTER**

The June newsletter launched Thursday, May 27 to 71,006 recipients. The reader open rate averaged 16.8% and the click to open rate averaged 5%. There were 40 trackable links in the newsletter. The highest number of click throughs registered as follows: Things to do - beaches (19.7%), Mindful Getaway (17%), Carrabelle Riverfront Festival (14.8%)

### **EMAIL MARKETING DATABASE DETAILS:**

Total Database: June 19, 2011: 7,410

Total Database: June 2, 2021: 63,084

### **GETAWAYS**

Forgotten Coast Pet-friendly Getaway launched January 19 and ran through March 15. Total signups: 759.

Forgotten Coast Camping/RV Getaway launched March 25 and will run through May 19. Total signups: 1045

Forgotten Coast Mindful Adventure Getaway launched May 27 and will run through July 20. Signups so far: 93

### **MARKETING/MEDIA COORDINATION**

1. Production: Florida Saltwater Fishing Guide
2. Content: COCA banner
3. Content: SGI Beaches #4
4. Assisted, Division of Historic Preservation Special Category Grant - Maritime Heritage Museum Exhibit

# Forgotten Coast Fishing is Spot On!

Come wet a hook  
along Florida's  
Forgotten Coast  
where the fishing is  
spot-on year-round!

Visit [Floridasforgottencoast.com/salt](http://Floridasforgottencoast.com/salt)  
for complete launch, marina, guide  
and tackle information.



Download the Florida's Forgotten  
Coast App and stay up-to-date  
on events and specials

APALACHICOLA · CARRABELLE · EASTPOINT · ST. GEORGE ISLAND · ALLIGATOR POINT



For immediate release

For more information, contact:

Franklin County TDC 850-670-3474

### **SGI State Park Beach Ranked #4<sup>th</sup> Best Beach Nationwide for 2021**

St. George Island's Dr. Julian G. Bruce State Park has again been voted one of the Top 10 Beaches in the U.S., according to the Dr. Stephen Leatherman (Dr. Beach) annual ranking of beaches in the U.S. The St. George Island Beach scored the Number 4 spot for 2021. This is the seventh year that the nine-mile beach park located at the east end of St. George Island, has made Dr. Beach's list.

"This long barrier island, far from urban areas, is a favorite destination for beachgoers, anglers and bird watchers as nature abounds. Besides swimming in the crystal-clear water, I enjoy beachcombing and shelling. While St. George Island suffered a big hit in 2018 by Hurricane Michael, the area has substantially recovered, especially the sugary fine, white sand beach. There is much to explore on this serene 2,023-acre park," according to the Dr. Beach website [dr.beach.org](http://dr.beach.org).

The continued Top 10 ranking is good news for Joshua Hodson, St. George Island Park Manager, especially after the park took such a beating during the 2018 Hurricane Michael.

"The Dr. Julian G. Bruce St. George Island State Park offers visitors a little strip of paradise and we are ecstatic to be named one of the best beaches in America," said Hodson. "This recognition is a direct result of the dedicated staff and volunteers who work tirelessly to make St. George Island State Park the beautiful park that it is. This park has had a long road to recovery following Hurricane Michael, and I am proud to say that we've rebuilt with a renewed focus on resilience. If you have not been to the park recently, we encourage you to come out and explore the Real Florida with us."

#### ***About the St. George Island State Park***

**Beaches.** The park offers nine miles of some of the most pristine beaches along the Gulf coast of Florida. Visitors can access four miles of beach along the park's main drive. The park has six large picnic shelters equipped with grills, tables and nearby restrooms. The last five miles to the East Pass are accessible only by special permit obtained at the Ranger Station. There are no charges for bicyclists or hikers to this area. Wheelchair accessibility to the water is enhanced by two Mobi-Mats installed at two pull-offs. Two standard beach wheelchairs and a floating wheelchair are available, please inquire at the Ranger Station about availability.

In addition to its beaches, the St. George Island State Park also offers ample opportunities for biking, boating, hiking, camping and nature study

**731 US Highway 98, Eastpoint, FL 32328 850-670-3474 [www.Floridasforgottencoast.com](http://www.Floridasforgottencoast.com)**

**Bicycling** - The park has four miles of paved road along the main park drive and a five mile stabilized road that leads to the east end of the island. There are also three and a half miles of nature trails to ride your bicycle on. There is a bicycle path outside of the park that leads to the center of the island. Helmets are highly recommended for all cyclists and Florida law requires helmets for cyclists under the age of 16. Loaner helmets are available for free at the Ranger Station or from one of the campground hosts.

**Birding** - St. George Island State Park has many different bird watching opportunities. Almost 300 species of birds have been documented here. While brown pelicans and gulls are commonly seen on the beach, other species including some that are endangered or threatened may also be seen. Species seen include terns, plovers, herons, black skimmers, sandpipers, red knots and ruddy turnstones. On the bayside of the park, sightings of osprey, bald eagles, American oystercatchers and egret are frequently seen. The park is a major area associated with the spring and fall migration of neo-tropical birds and raptors and include hawks, falcons, tanagers, grossbeaks, warblers and buntings. Popular areas for birding include the main park drive looking over the coastal grasslands and also the youth/group camp area in the maritime hammock.

**Boating** - There are two natural, not paved or maintained, ramps for boat access to Apalachicola Bay. Anglers can fish for flounder, redfish, sea trout, pompano, whiting, Spanish mackerel and other fish off the beach or in the bay. One ramp is located at the Youth/Group Camp area and the other is 2.5 miles from the entrance station at East Slough. Both ramps are restricted to small craft less than 24 feet in length with shallow draft. Launch fees are applicable. Two natural ramps provide access to the bay for canoes and kayaks. Canoes and kayaks are available for rent at the ranger station.

**Hiking** - The park features three segmented hiking trails – all part of one 2.5-mile trail to Gap Point which begins in the campground and meanders through the pine flatwood forest to the bay. The trail features boardwalks, resting benches and resource information.

**Geocaching** - Geocaches are hidden in the park. Please check [Geocaching.com](http://Geocaching.com) for the most current up to date information. The St. George State Park recently became part of a statewide geocaching endeavor called Operation GeoTour. This GeoTour stretches from Pensacola to Key West and includes 74 Florida State Parks and Trails. Participants who collect 40 geocaches from the statewide trail are eligible to receive a commemorative coin.

### **Let's Camp at the Beach!**

Many visitors think of the Dr. Julian G. Bruce St. George Island State Park as just a secluded beach perfect for a quiet weekend stroll. However, this 1,962 acre park offers a full facility family campground that would rival some of the best campgrounds in the region. The park features 60 campsites, a playground, electricity, water hookups and dump station nearby. Two buildings provide hot showers and restrooms. The park also has a youth camp available for group camping. Two primitive campsites can be accessed by a 2.5-mile trail or by canoe or kayak. A group camp area is available for scouts and other organized groups. The three camping areas within the park are outlined below.

**Full facilities** - Although there are no ocean or Gulf views, these campsites are only a quarter mile from the beach and the Gulf. There are two restrooms with hot showers, a playground and a linear nature trail that meanders from the campground through the pine forests and coastal scrub. Pets are welcome but must be kept on a six foot leash controlled by the pet's owner. Pets are not allowed on the beach or in any facilities. There are six concrete campsites with connecting sidewalks to the restroom facilities. Maximum RV length is 43 ft. Reservations for the full facilities camp area may be made up to 11 months in advance through Reserve America. at [ReserveAmerica.com](http://ReserveAmerica.com).



**Primitive Facilities** - Primitive "carry in, carry out" camping at Gap Point is accessible only by foot, via the 2.5-mile Gap Point Trail, or by canoe, kayak or other shallow drafting vessel. These two sites accommodate 12 people each. Campers under 18 must be accompanied by an adult. There are no restrooms, fresh water, shower or other amenities at the primitive campsites. Arrangements to camp in the primitive camp sites must be made in advance through the park office at (850) 927-2111.

**Camping Youth** - Youth/Group tent camping is available for organized groups up to 25 or a minimum of six people. Chaperones must remain with the group at all times. Restrooms, cold water showers, picnic tables and a campfire circle are available at the Youth/Group Camp. Reservations can be made through the park up to 60 days in advance of arrival for juvenile groups and up to 30 days in advance of arrival for adult groups.

The St. George Island State Park Beach is one of a string of many beaches in Franklin County. Total, Franklin County features more than 250 miles of beach. To learn more about each of the county's beaches and amenities, visit [Floridasforgottencoast.com](http://Floridasforgottencoast.com).

#



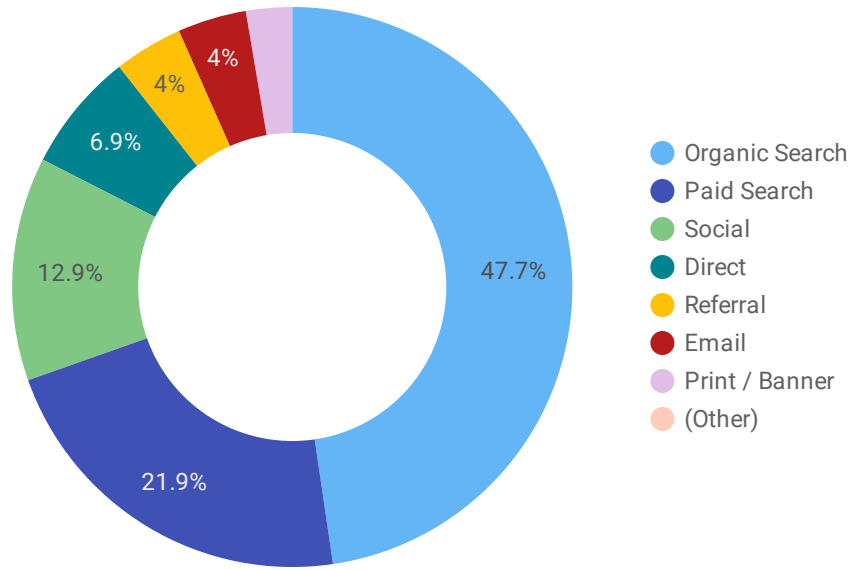
# Franklin County TDC Monthly Marketing Report

May 1, 2021 - May 31, 2021

Report Prepared by 2K Web Group



# Website Traffic Summary



Sessions  
**62,058**  
↑ 55.88%  
Compared to previous year

Pageviews  
**126,924**  
↑ 51.97%  
Compared to previous year

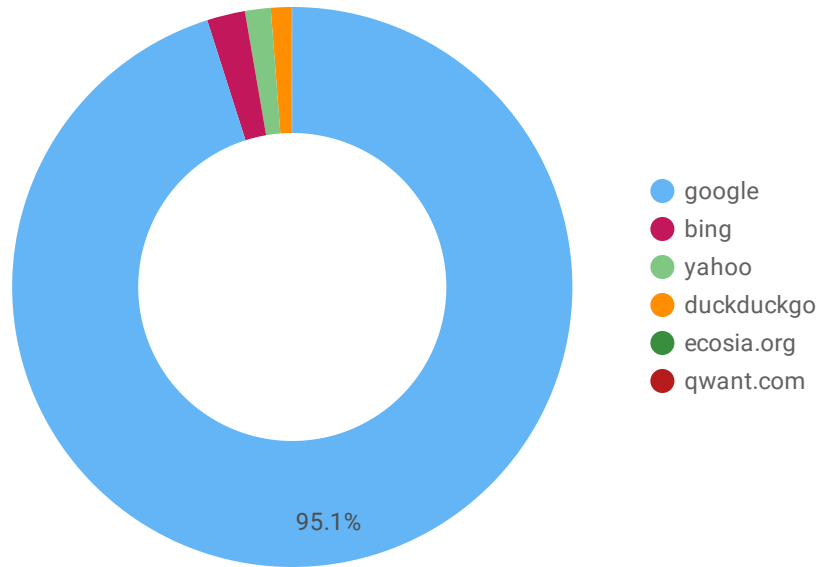
Bounce Rate  
**62.07%**  
↑ 6.53%  
Compared to previous year

Goals Completed  
**1,581**  
↑ 40.78%  
Compared to previous year

Channel	Sessions	Pageviews	Bounce Rate	Goals Completed
Organic Search	29,587	64,505	57.43%	399
Paid Search	13,602	31,443	60.45%	290
Social	8,017	12,904	68.06%	535
Direct	4,271	7,350	71.15%	106
Referral	2,465	5,535	48.28%	154
Email	2,464	3,126	88.68%	89
Print / Banner	1,649	2,057	87.02%	8
(Other)	3	4	66.67%	0

Limited to top 10

# Organic Search



Sessions  
**29,587**  
↑ 19.57%  
Compared to previous year

Pageviews  
**64,505**  
↑ 22.45%  
Compared to previous year

Goals Completed  
**399**  
↑ 25.47%  
Compared to previous year

Keyword	Clicks	Impressions
st george island	2,819	52,629
st george island florida	876	12,489
st. george island	565	9,905
forgotten coast	297	1,164
alligator point florida	288	3,281
apalachicola	277	19,816
alligator point	230	3,853
the forgotten coast	208	526
apalachicola florida	190	5,114
st george island fl	187	2,747

*Limited to top 10 keywords in Google Search*

# Paid Search Campaigns

Ad Budget Spent  
**\$4,987.69**  
↑ 116.28%  
Compared to previous year

Sessions  
**13,602**  
↑ 115.90%  
Compared to previous year

Pageviews  
**31,443**  
↑ 102.26%  
Compared to previous year

Goals Completed  
**290**  
↑ 55.08%  
Compared to previous year

Keyword	Clicks ▾	Bounce rate
st george island	4,661	64.54%
apalachicola	1,945	56.68%
apalachicola fl	1,227	50.65%
hotels in st. george island florida	704	62.93%
saint george florida	645	63.55%

**Limited to top 5 keywords**

# Paid Print Campaigns

Sessions  
**1,649**  
↑ 6,007.4%  
Compared to previous year

Pageviews  
**2,057**  
↑ 3,573.2%  
Compared to previous year

Goals Completed  
**8**  
↑ 300.00%  
Compared to previous year

Campaign	Sessions	Pageviews	Bounce Rate
compass-stp / banner	1,260	1,457	90.24%
outside-magazine / banner	373	571	77.48%
fido-friendly / banner	7	12	71.43%
Coastal Angler / print	3	6	66.67%
texas-monthly / print	3	6	0%
visit-florida-vacation-guide / print	1	1	100%
new-orleans-magazine / print	1	3	0%
saltwater-fishing-guide / print	1	1	100%

Limited to top 10 campaigns

# Email Newsletters

Sessions  
**2,464**  
↑ 66.6%  
Compared to previous year

Pageviews  
**3,126**  
↑ 19.4%  
Compared to previous year

Goals Completed  
**89**  
↓ -76.76%  
Compared to previous year

Campaign	Sessions	Pageviews	Bounce Rate
June newsletter 2021	571	1,137	58.67%
november	162	162	100%
june	125	129	98.4%
january	95	95	100%
february	91	91	100%
march	85	85	100%
may newsletter 2021	79	150	54.43%
september	77	77	100%
december 2015	68	68	100%
april	62	62	100%

Limited to top 10 campaigns

# Social Media

Audience  
**135,833**

103,244

Previous year

Impressions  
**996,284**

169,915

Previous year

Engagements  
**62,858**

13,227

Previous year

Link Clicks  
**8,136**

574

Previous year

## Top Facebook Posts

Top posts published during the selected time period, based on the post's lifetime performance.

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Ladies' Weekend...No buoys allowed. 📸 Instagram: <a href="#">_grahamstagram</a> 📍 St.	Wed 5/5/2021 10:15 am ...	10,180	758	16	6	32	9,368
Are you curious about what's happening on the Forgotten Coast? Our email newsletter	Sun 5/16/2021 10:40 am...	4,980	220	6	13	1,457	3,284
The perfect beach vacation is in your future! Don't miss out on these special offers and	Sun 5/23/2021 10:21 am...	4,197	380	21	38	1,726	2,032

## Instagram Top Posts & Stories

Top posts and stories published during the selected time period, based on the post or story's lifetime performance.

Post Title	Date	Total Engagements	Likes	Comments	Saves
So much fresh seafood, so little time... 📸 @kevinwirfs 📍 Apalachicola, FL	Tue 5/25/2021 7:57 am P...	580	550	18	12
Have you been to the Gibson Inn lately? 📸 @grandlxves 📍 Apalachicola, FL	Sun 5/23/2021 11:00 am...	454	427	18	9
St. George Island... 📸 @michelle_anne5 📍 St. George Island, FL	Sun 5/30/2021 11:00 am...	400	382	9	9

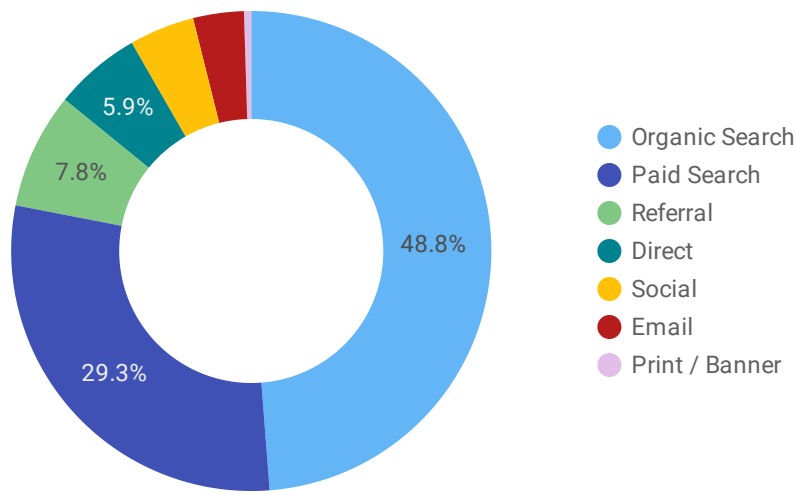
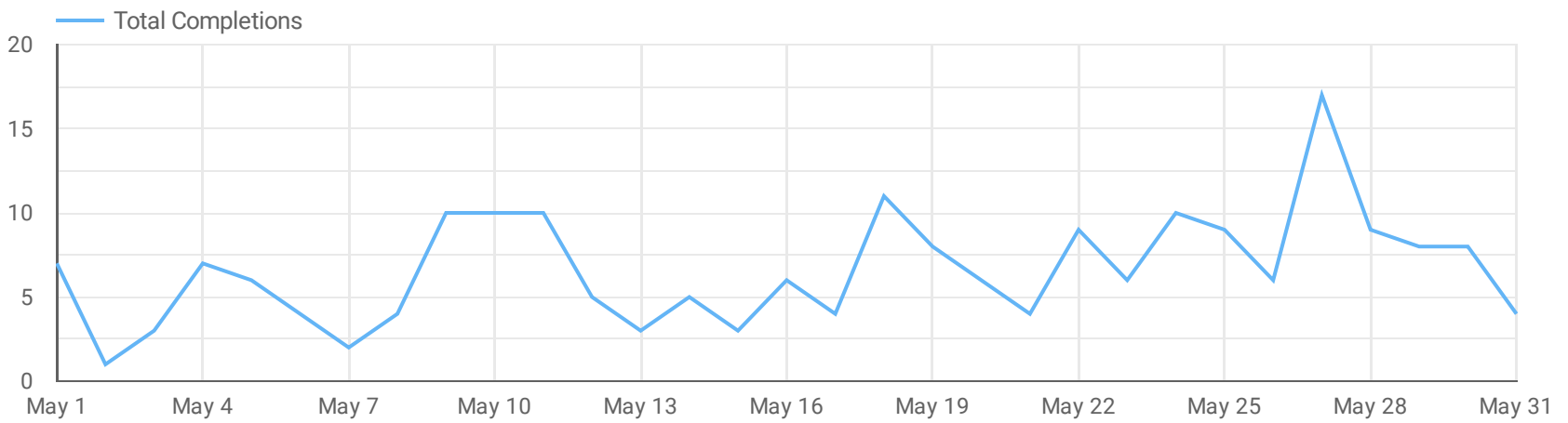
# Goals Completed: Accommodation Requests

Total Completions

**205**

↑ 7.89%

Compared to previous year



Channel	Total Completions
Organic Search	100
Paid Search	60
Referral	16
Direct	12
Social	9

Limited to top 5



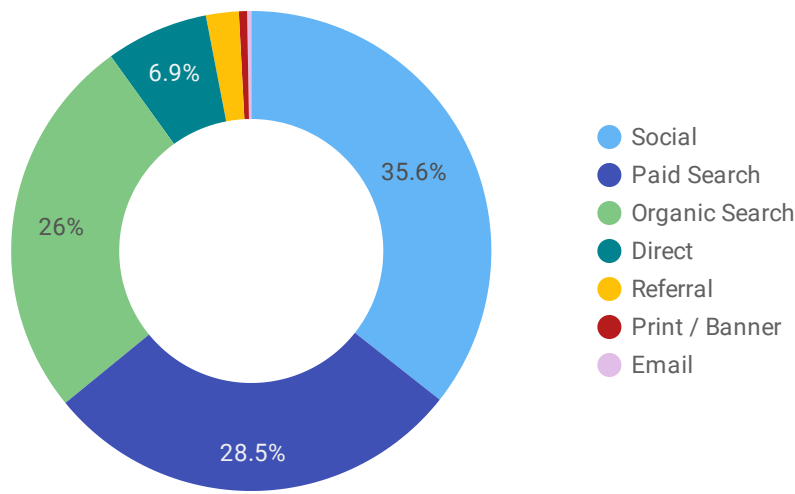
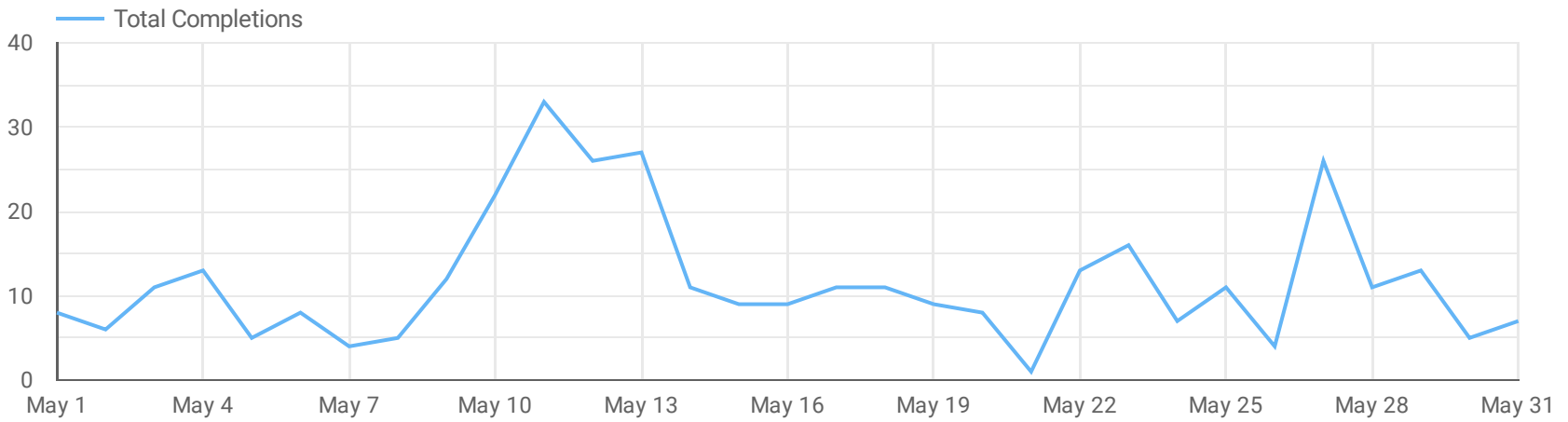
# Goals Completed: Visitor Guide Requests

Total Completions

**362**

↑ 119.39%

Compared to previous year

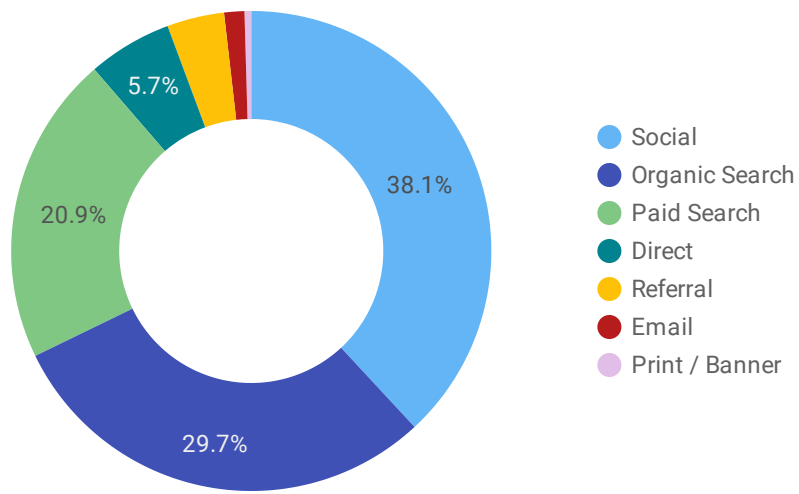


Channel	Total Completions
Social	129
Paid Search	103
Organic Search	94
Direct	25
Referral	8

Limited to top 5

# Goals Completed: Visitor Guide Views

Total Views  
**441**



Channel	Total Views
Social	168
Organic Search	131
Paid Search	92
Direct	25
Referral	17

Limited to top 5

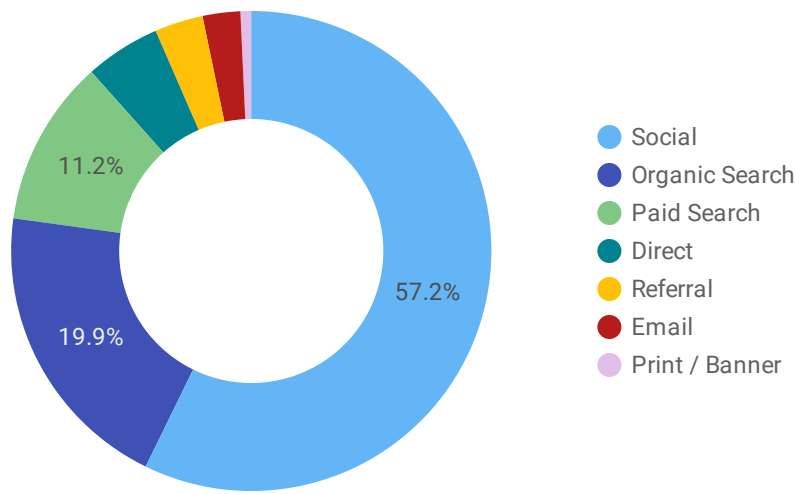
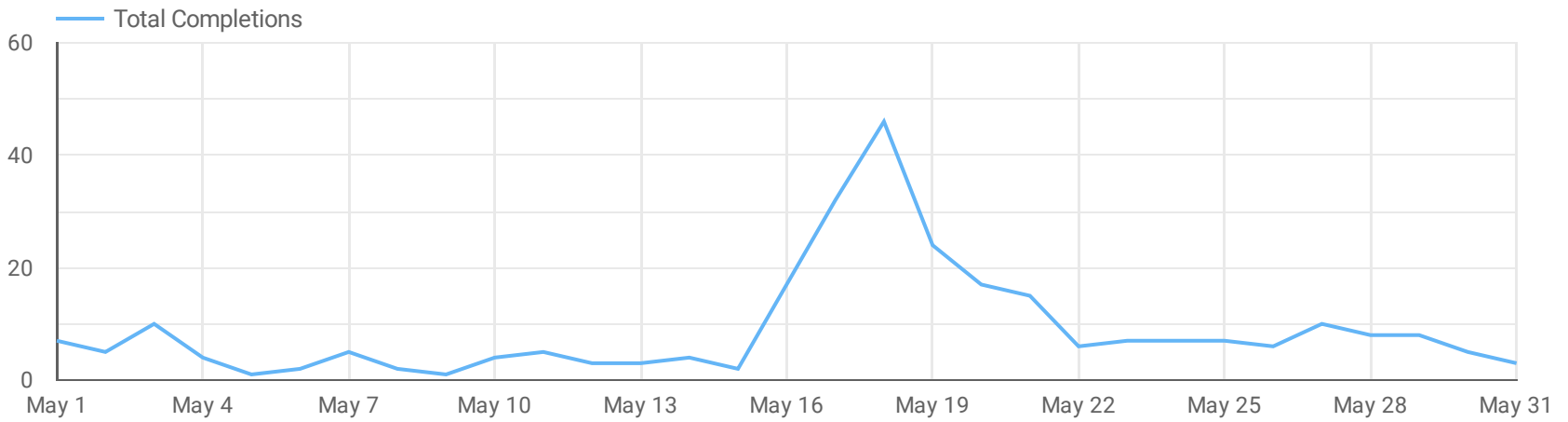
# Goals Completed: Newsletter Signups

Total Completions

**276**

↑ 162.86%

Compared to previous year



Channel	Total Completions
Social	158
Organic Search	55
Paid Search	31
Direct	14
Referral	9

Limited to top 5

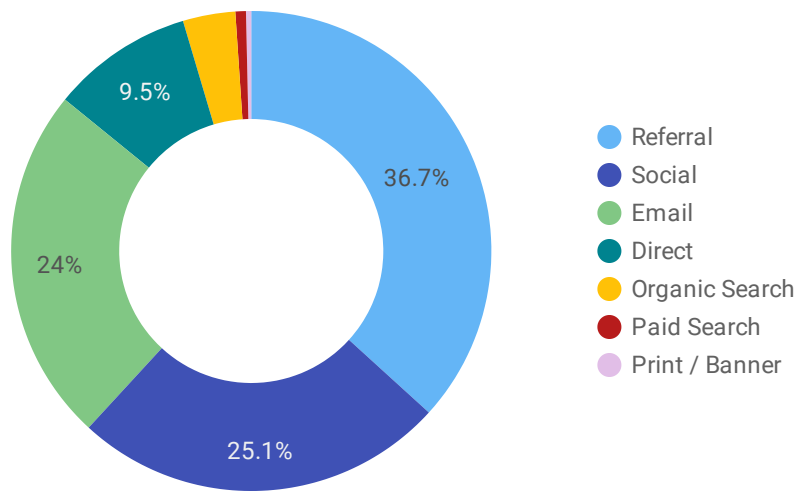
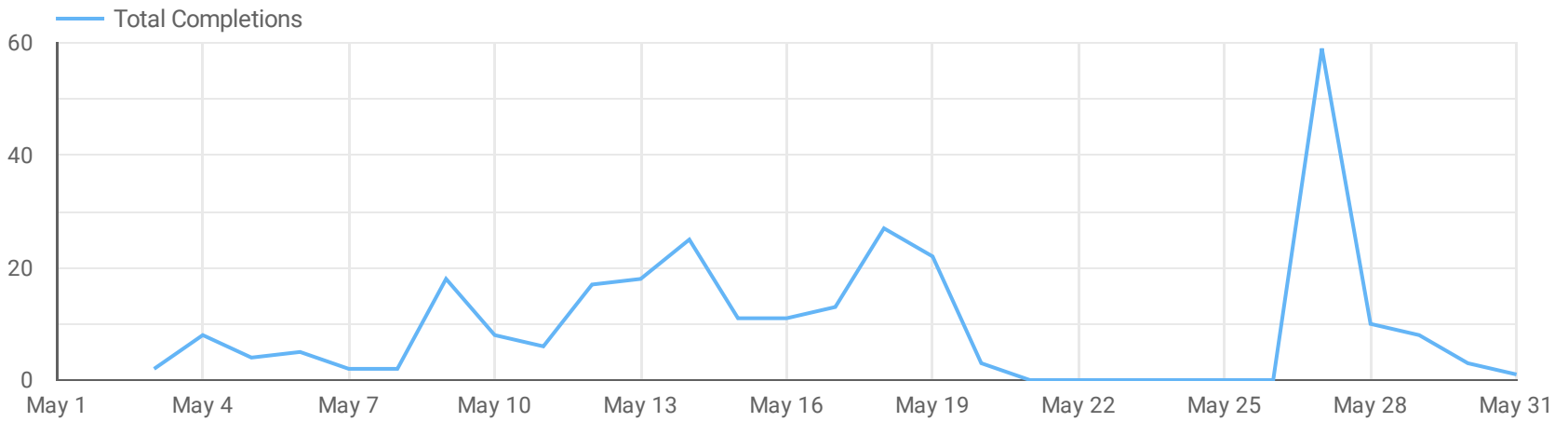
# Goals Completed: Getaway Signups

Total Completions

**283**

↓ -39.66%

Compared to previous year



Channel	Total Completions
Referral	104
Social	71
Email	68
Direct	27
Organic Search	10

Limited to top 5

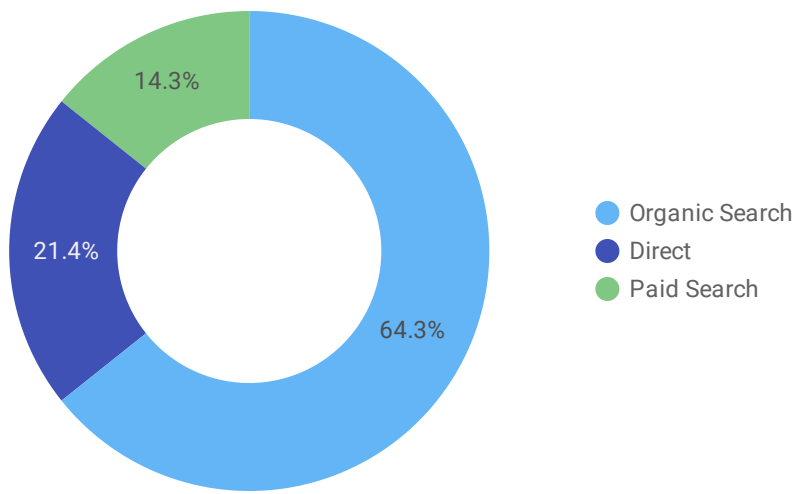
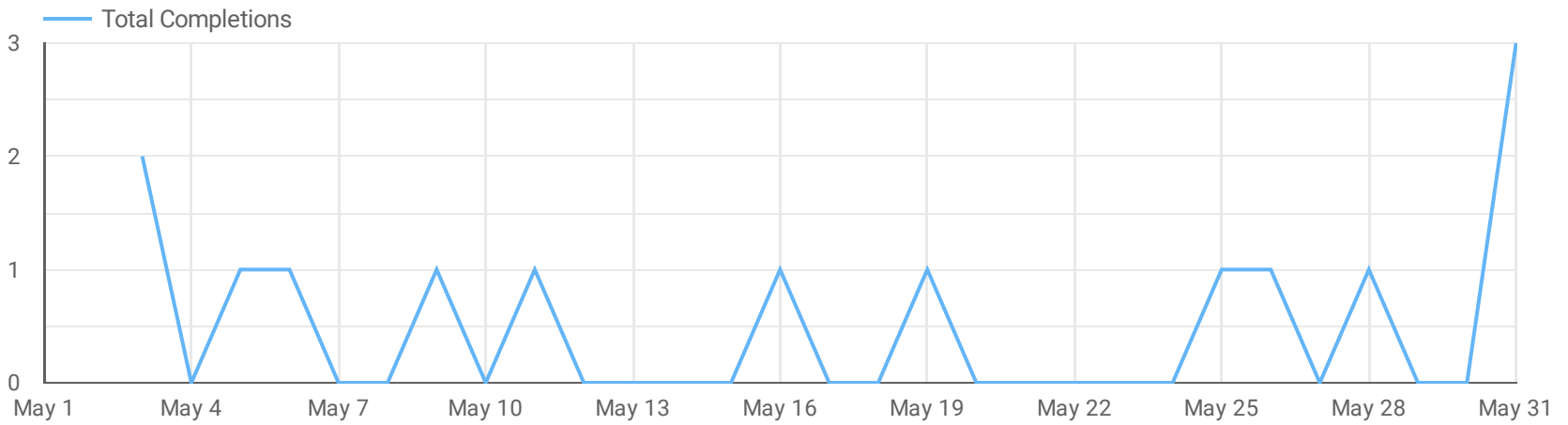
# Goals Completed: Contact Form

Total Completions

**14**

↓ -22.22%

Compared to previous year



Channel	Total Completions
Organic Search	9
Direct	3
Paid Search	2

Limited to top 5

# Most Popular Pages

Page	Sessions ▾	Pageviews	Bounce Rate
/st-george-island/	15,002	18,871	63.32%
/	5,607	7,793	65.86%
/apalachicola/	4,040	5,328	61.66%
/things-to-see-do/	2,453	3,970	54.79%
/places-to-stay/	1,618	4,465	33.75%
/alligator-point/	1,488	2,191	69.22%
/carrabelle/	1,431	2,284	59.96%
/things-to-see-do/beaches/	1,067	1,909	73.76%
/things-to-see-do/webcams/st-george-island-florida-webca...	996	1,776	78.71%
/places-to-stay/vacation-rentals/	803	4,042	27.4%
/things-to-see-do/fishing/fishing-resources/seasonal-fishin...	747	977	67.34%
/events/	652	2,528	73.16%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	640	809	76.56%
/things-to-see-do/food-drink/	495	3,078	58.18%
/eastpoint/	476	729	66.81%
/places-to-stay/campgrounds/	463	1,250	27.86%
/business/st-george-island-state-park/	413	1,229	45.76%
/business/the-jetski-hut/	361	567	53.19%
/things-to-see-do/boating/	347	728	31.12%
/things-to-see-do/webcams/	309	1,111	10.68%
/2020/02/4-reasons-to-spend-spring-break-on-floridas-forg...	300	330	62.33%
/business/sandy-beach-properties/	285	1,060	34.74%
/getaways/coastal-camping-getaway/	268	433	39.18%
/event/carrabelle-riverfront-festival/	239	300	72.8%
/things-to-see-do/paddling/	238	479	55.88%

**Limited to top 25**

# Top Cities

City	Sessions ▾	Pageviews	Bounce Rate
Orlando	3,740	6,392	63.16%
Atlanta	3,592	6,627	64.17%
(not set)	3,051	6,670	59.23%
Slough	2,161	2,161	100%
Tallahassee	2,025	4,308	58.17%
Eastpoint	1,923	3,570	57.62%
Miami	1,615	2,658	64.77%
Port St. Joe	1,101	2,664	56.95%
Jacksonville	1,064	2,036	62.12%
Nashville	1,027	2,058	59.59%
Birmingham	808	1,729	61.63%
Dallas	668	1,366	66.17%
Columbus	648	1,360	62.19%
Chicago	538	1,105	62.83%
Houston	399	768	67.42%
Tampa	384	746	65.89%
Charlotte	343	726	64.14%
Memphis	309	536	64.08%
Indianapolis	293	650	57.68%
Louisville	270	572	60%
Gainesville	262	595	53.44%
Montgomery	257	551	56.03%
Chattanooga	254	623	53.94%
New York	252	486	66.67%
Huntsville	247	541	60.32%

**Limited to top 25**

## 2021 VISITOR TRACKING

### Month

	Apalachicola	EPVC	SGI	Carrabelle	Total
January	1,238	207	480	169	2,094
February	1,032	254	812	142	2,240
March	1,940	336	1,280	263	3,819
April	1,426	270	1,396	54	3,146
May	2,006	272	1,276	232	3,786
June					
July					
August					
September					
October					
November					
December					
				<b>TOTAL</b>	<b>15,085</b>





If any Board members would like to purchase a TDC logo Shirt

Please fill out below:

Columbia Bahama II Shirt SS - \$53.00

Columbia Bahama II Shirt LS - \$58.00

Columbia Polo Shirt - \$50.00

Provide Shirt - \$16.00

Board Member: \_\_\_\_\_

Bahama Short Sleeve \_\_\_\_\_

Bahama Long Sleeve \_\_\_\_\_

Polo \_\_\_\_\_

Sizes S M L XL XXL XXXL

Polo Colors: White / Black / Navy / Cool Grey

Bahama II Colors: Sail Blue / White / Gulf Stream

If you so wish to purchase a TDC Logo Shirt you can make check out to Apalachicola Bay Chamber of Commerce.