

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Agenda
Wednesday ,February 8th 2:00 P.M.

AGENDA

- | | | |
|--|--------------------|---------------------------|
| 1. Welcome/Call to Order | | Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | | |
| 3. Quorum Announcement | | Solomon Davis |
| 4. Approval of the Minutes of November 9th | Action Item | |
| 5. Public Comments | | |
| 6. Administrative Reports | | |
| • FCTDC Collections Report | | Solomon Davis |
| • Expenditures to Budget | | |

Promotions Reports

- | | |
|------------------------|-----------------|
| • Media Report | Clark |
| • Web Master Report | Kendrick |
| • FCTV Report | Rolstad |
| • Visitor Numbers | Solomon |
| • Administrative Items | Solomon |
- A. Retroactive vote of approval of Ocean Aid 360 reimbursable Small Event Grant of \$2,000
 - B. Request from Raney House Museum for Museum Infrastructure Grant
 - C. Request from Crooked River Lighthouse Museum Infrastructure Grant
 - D. Request from Carrabelle History Museum to reprint the Tate's Hell Brochure
 - E. Consent to start design process of Eastpoint & St. George Island properties
 - F. Request from Coastal Country Productions: He has written and produced a song about the Forgotten Coast and would like to see if the Board is interested in using it in our promotions for the County.
 - G. City of Carrabelle Request for "Mobi-Mat" for McKissack Beach Access
 - H. Sign Discussion and Approval with Sign Design
 - I. Up to \$15,000 to outfit Armory with new Chairs and Tables that will be permanently assigned to Armory

Continuing Business

A. Wander Map Update: We are working with Wander staff to complete the address list. Then I have training after I will attach all images to the listings in the next few weeks. Also, they are getting our trail maps to add those to map when addresses are all finished.

Reports by Local Government Representatives:

- | | |
|--------------------------|--------------------|
| A. Franklin County | Com. Jones |
| B. City of Apalachicola: | Mayor Ash |
| C. City of Carrabelle: | Mayor LaPaz |

7. Reports from Member Organizations

8. Board Comments

Meeting Announcements: TDC Board Meeting Wednesday, March 8th 2023 at 2:00pm



**Franklin County Tourist Development Council
501(c)(3) Museum Projects Grant Application
2021-22**

The Franklin County Tourist Development Council has identified authorized use of Tourist Development Funds, per F.S. 125.0104(5) for museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or sub county special taxing district in which the tax is levied. The tax revenues may be used to acquire, construct, extend, enlarge, remodel, repair, or improve any 501c3 non-profit corporations and governmental organizations museum. The **501(c)(3) Museum Projects Grant** is designed to provide financial assistance to local museums for repairs, additions or expansions. The TDC has identified \$100,000 for this grant program subject to the availability of funds, and approval by the Franklin County TDC Board and the Franklin County BOCC. Annual awards are reimbursable grants for up to 25% of the funds budgeted for the fiscal year of the grant, paid upon receipt of required documentation. Additional funding may be requested and considered by the TDC Board but limited to amount budgeted for the fiscal year. Grant applications can be submitted at any point during the fiscal year. Projects receiving grant must be completed within the fiscal year of submitted application.

Eligibility:

Applicants must meet the following minimum requirements:

- Organization must be a 501c3 non-profit corporation or governmental organization located and doing business in Franklin County as a museum.
- Organizations requesting funding under this program must be identified as a museum as its primary mission in its corporate documents or, in the case of a governmental entity must be identified that its primary purpose is to operate as a museum by an ordinance or resolution.
- Organizations requesting funding should demonstrate that their museum operation is recognized by one or more state or federal museum organizations.
- Applicants must complete and submit an application requesting funds and provide all documents and information requested by the TDC.
- Applicant organization must have been in operation for a minimum of two (2) years.
- Before the grant application is presented to The TDC Board it will be reviewed to verify it meets the statutory requirements.
- If grant is approved the grantee will not be eligible to apply or receive another Museum Project Grant for 1 fiscal year.

Grant Amount - The grant award amount is based on 25% of the funds budgeted for the fiscal year of the grant. This is a reimbursement grant, and will be paid upon the completion of the project. Approved project must be complete and all documentation for reimbursement submitted by Sept. 15th of the fiscal year.

Application Requirements - If the project exceeds \$10,000 then three (3) bids for the project will need to be presented with the application. Signage must be visible stating the project is funded by Franklin County Tourist Development Council. Applicants must submit the required application and supporting documents to the Franklin County TDC Office located at 731 Highway 98, Eastpoint, Florida, 32328 . Applications can also be transmitted via email to grants@floridasforgottencoast.com.

Application Questions: Applicants may request clarification regarding any provision of this application by emailing Deborah Davis at deb@saltyflorida.com.



**Franklin County Tourist Development Council
501(c)(3) Museum Projects Grant Application
2022-23**

Section 1. Organizational Information:

Organization Corporate or Government Name: Carrabelle Lighthouse Association
Address: PO Box 373
Contact Person: Steven Allen
Phone Number 850-879-2631
Email Address: Carrabellelighthouse@gmail.com
FEIN #: 59-3598494 85-8013260026c-5
Have you previously received TDC funding for this program? YES

Section 2. Museum Information:

Name: Crooked River Lighthouse Park and Museum
Location: 1975 US 98 W
Hours of Operation: Wed-Fri 11-5, Saturday 9-5, Sunday 1-5
Manager: Steven Allen
Manager email: 1.steven.allen@gmail.com
Web Site: www.crookedriverlighthouse.com

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 that is open to the public.

The **Carrabelle Lighthouse Association**, the non-profit corporation that manages and operates the Crooked River Lighthouse and Keeper's House Museum is seeking funds to support the purchase and installation of park integrated sound intercom and system.

"Music subconsciously affects our mood, energy levels, memory recall and even behavior. It can heighten our sense of connection to people, experiences, and spaces. It's this effect that researchers have been measuring for the past two decades. The bulk of research shows a clear connection between a soundtrack and a business' performance." "81% of consumers say that business background music lifts their mood, while 71% say it creates a better atmosphere overall. From the moment a customer walks through the door, to the moment they leave – each step of the customer journey should add value. And when customers feel good in a space – they act differently within it...simply playing

music that consumers enjoy makes them 24% more likely to buy a product? It's no wonder why 84% of organizations who focus on improving customer experience report increased revenue."

Source:

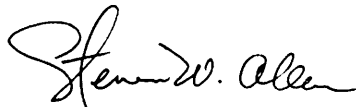
<https://www.ambie.fm/blog/insights/music-in-business/why-your-business-background-music-matters/#customer-experience>

The requested infrastructure reimbursement grant would purchase and install an integrated park sound system. The permanent system would be installed at the Crooked River Park Event Stage and co-operated through wireless interface and a direct cat 5 cable connection to the Museum Giftshop. The infrastructure would support background park music played daily during open hours, allow museum staff to manage park safety and announcements and provide a system to produce special event entertainment at monthly full moon climb events, bi-monthly country market days, and annual events like the Lantern Fest and Smithsonian Day events.

The needed infrastructure will increase the Museum's capacity to serve and draw attendance to the park and the historic and cultural resources and will positively impact the experience of our guests who visit the Crooked River Lighthouse Museum and Park in Franklin County.

The Carrabelle Lighthouse Association has reached out to a local sound system technician to design, acquire and install a system. The project bid includes the installation and training of staff at an upcoming live full moon climb.

- Project budget and bids
 - Park Sound System Bid Proposal (See attached) \$9896.27
- Corporate filing or Government Resolution
 - Carrabelle Lighthouse Association (CLA) ByLaws
 - CLA Tax Exemption Certificate
 - CLA 990
 - City of Carrabelle – Property Owner-Letter of Support
- Documentation of Participation with Accrediting or Funding organization
 - Museum Association Support Documents



Signature of Authorized Agent
President of Carrabelle Lighthouse Association

1/3/2023

Date

○

Rick Ott Performance and Production

126 Municipal Ave
Sopchoppy Fl 32358

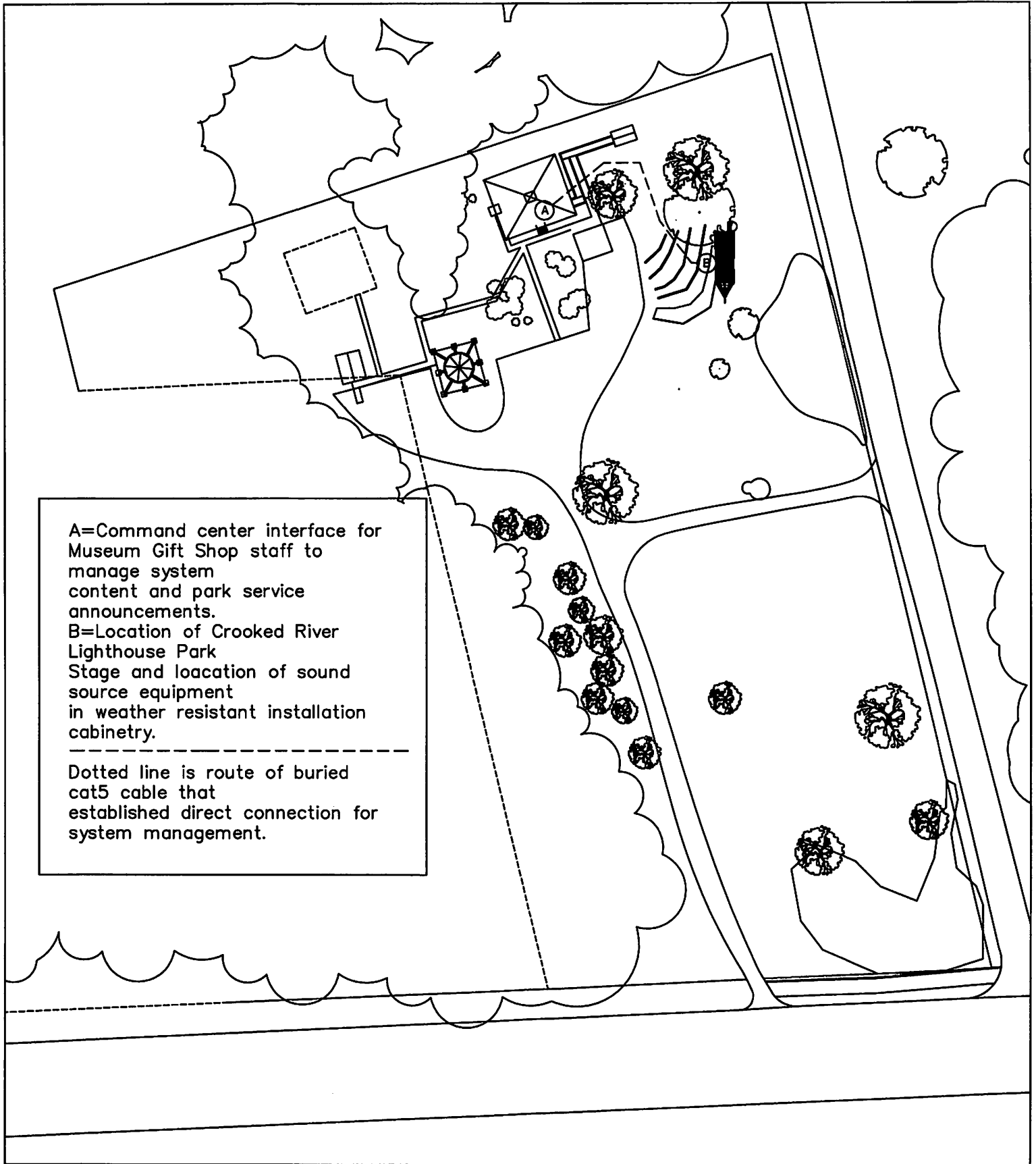
Estimate

Date	Estimate #
1/2/2023	2022-12

Name / Address
Crooked River Lighthouse

Project

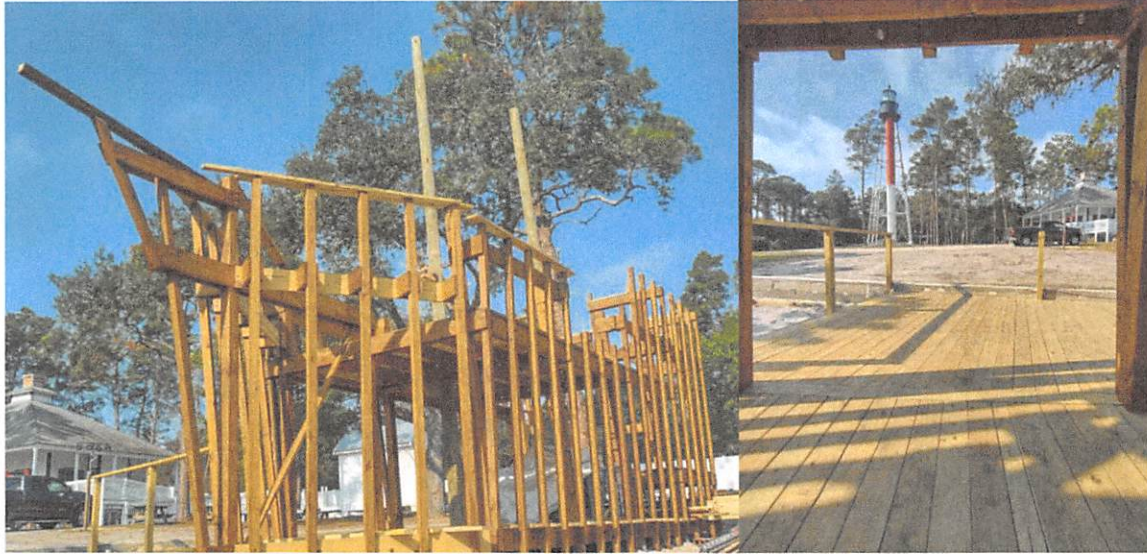
Description	Qty	Rate	Total
Soundcraft UI 24	1	1,279.00	1,279.00
Behringer B115D 15 Tops for ship	2	349.00	698.00
Behringer VQ180 Subs for ship	2	529.00	1,058.00
Ext Tubes for sub -Top Connection	2	50.00	100.00
Behringer B210 D 4 floor wedges and 2 satellite wedges	6	319.00	1,914.00
6 Pak Onstage mic Stands	1	149.99	149.99
Shure 58	4	100.00	400.00
Shure 57	4	100.00	400.00
Behringer DI Box Active	4	36.82	147.28
Cable Package for Install	1	1,000.00	1,000.00
Sound System- Hookup and operate initial Feb 4 event		2,750.00	2,750.00
		Subtotal	\$9,896.27
		Sales Tax (7.0%)	\$0.00
		Total	\$9,896.27



A=Command center interface for Museum Gift Shop staff to manage system content and park service announcements.
B=Location of Crooked River Lighthouse Park Stage and location of sound source equipment in weather resistant installation cabinetry.

Dotted line is route of buried cat5 cable that established direct connection for system management.

Crooked River Lighthouse Park Stage



CITY OF CARRABELLE
CARRABELLE, FLORIDA

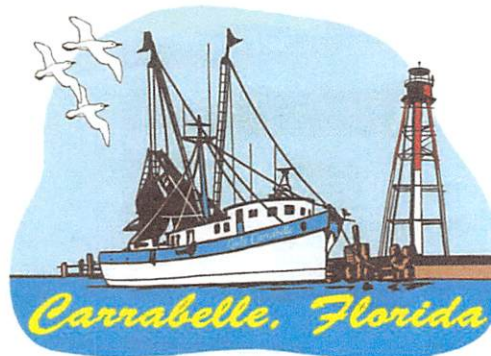
BRENDA LAPAZ
MAYOR-COMMISSIONER

SEBRINA BROWN
COMMISSIONER

ANTHONY MILLENDER
COMMISSIONER

KEITH WALDEN
COMMISSIONER

WILLIAM GRAY
COMMISSIONER



DAN HARTMAN
CITY ATTORNEY

COURTNEY DEMPSEY
CITY ADMINISTRATOR

KEISHA MESSER
CITY CLERK

1206 HWY 98 EAST
CARRABELLE, FLORIDA 32322
TELEPHONE: 850-697-3618
FAX: 850-697-3156

Jan 3, 2023

Crooked River Lighthouse
1975 Hwy 98 W.
Carrabelle, FL 32322

Re: TDC Museum Infrastructure Grant

To Whom It May Concern:

The City of Carrabelle Administration has reviewed the project proposal and supports the application to the TDC Museum Infrastructure Grant program submitted by the Carrabelle Lighthouse Association.

Regards,

Courtney Dempsey

Courtney Dempsey
City Administrator



January 4, 2023

To: TDC Board Members

From: C. Clark

Subject: December 2022/January 2023 Marketing Report

METRICS ANALYSIS OF DECEMBER 2022 NEWSLETTER

The December newsletter launched Friday, November 18 to 74,393 recipients. The reader open rate averaged 32% and the click to open rate averaged 1.4%. There were 31 trackable links in the newsletter. The highest number of click throughs registered as follows: SGI Lighting of the Palms (16%), Carrabelle Holiday on the Harbor 2 links (17.8%), Butts and Clucks (9.8%) Blues and BBQ Lighthouse event (5.2%).

METRICS ANALYSIS OF JANUARY 2023 NEWSLETTER

The January 2023 newsletter launched Tuesday, December 20 to 74,830 recipients. The reader open rate averaged 32% and the click to open rate averaged 3.5%. There were 57 trackable links in the newsletter. The highest number of click throughs registered as follows: Apalachicola Oyster Cookoff - 3 links (24%), Family Getaway - 2 links (16%), Butts and Clucks - 2 links (8.3%)

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: January 4, 2023: 75,601

2022-23 GETAWAY MARKETING

The Family Getaway launched on December 19 and will run through February 15, 2023. Signups so far total 217.

MARKETING/MEDIA COORDINATION

Production: *Newsletter, December and Jan*

Production: *Good Grit Magazine - print*

Production: *Nat Geo Print Ad/digital banner*

Production: *Canada Travel Billboard - digital*

Production: *Canada Travel Magazine - print*

Production: *Women's Day/Good Housekeeping*

Production: *Villages Daily Sun print and digital cinema (static)*

Research: *Pier Park Grand Theatre Cinema Research & Coordination*

Research: *Villages Cinema Research and Coordination*

Research: *Maritime Heritage contract coordination*

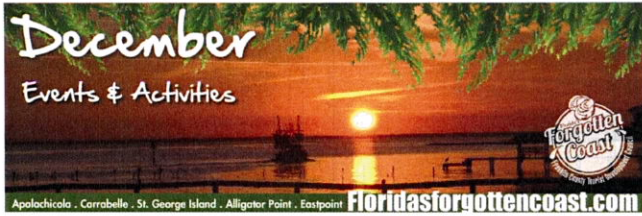
FOR BOARD ACTION

PRINT/DIGITAL

(Mid-month confirmation)

Southern Living: Print - April - Midwest Circulation audience of Illinois, Indiana, Kentucky, Michigan, Ohio, Wisconsin and West Virginia. (340,000) \$7280.04.

New Orleans Magazine: Print - March Destination Issue Full page premium placement (page 3). \$3870.30



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St. George Island Lighting of the Palms Dec. 2

Celebrate the season at St. George Island's Lighthouse Park on Friday, December 2 and enjoy the festive display of holiday lights on the Cape St. George Lighthouse, Visitor Center, and along Franklin Boulevard. There will be a Jingle Jog fun run, carolers, Santa and a tree lighting around sunset. [Details.](#)



Carrabelle's Holiday on the Harbor and Boat Parade of Lights December 10

Carrabelle will host its 28th annual Holiday on the Harbor Street Festival and Boat Parade of Lights on Saturday, December 10 along Carrabelle's downtown waterfront beginning from 1 - 8 pm until the boat parade at dark thirty. Enjoy an afternoon and evening of food and fun featuring a street festival with children's activities. Merchants will be open late. In the evening, watch the parade of festive boats decked out in Christmas lights and decor in celebration of the holidays followed by a festive fireworks display. [Details.](#)

Ilse Newell Christmas Concert Dec. 4

The Ilse Newell Fund for the Performing Arts will Present Tallahassee Bach Parley, A Baroque Christmas on December 4, 2022, at 4 P.M. at Trinity Episcopal Church, 79 6th Street, Apalachicola. Admission is \$20 per person, with open seating. Start your holiday season with this inspiring concert of Baroque Era Christmas music, done with a fresh sound. Includes classical pieces by Bach and Schmelzer, all played on period instruments. A reception will be held in Benedict Hall next door to the church after the concert. Tickets are available in advance through Eventbrite at www.inconcertapalachicola.org. Or, pay a cash donation at the door.



Bay Area Choral Society Presents "It's Christmas!" Dec. 11 in Apalachicola
The Bay Area Choral Society (BACS) will present "It's Christmas!" on Sunday, December 11, at 4pm at Trinity Episcopal Church. Tickets are \$10.

Concertgoers are encouraged to secure tickets in advance online at Eventbrite.com or by calling (863) 698-8773. The Concert will include music from Contemporary Composer John Rutter to The Drifters rendition of "White Christmas" and Elvis Presley's "Blue Christmas." BACS will be performing music from traditional to pop! [Details](#)



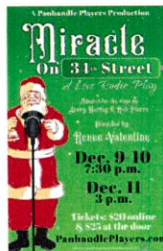
Holiday Fresh Market Saturday, Dec. 3

On Saturday, December 3rd, from 10 am - 4 pm, the Apalachicola Bay Chamber of Commerce presents the Holiday Fresh Market. Why fight the crowds and traffic at the malls? Come for the day of the weekend and find one-of-a-kind unusual presents. Shop in a relaxed, hassle-free environment in an outdoor setting. Buy hand-crafted Apalachicola specialties such as baked goods, artwork, wood carving, pottery, and hand-knitted goods. Your gift shopping has never been easier! Located in front of the Apalachicola Bay Chamber of Commerce on Avenue E. [Details.](#)



Eastpoint Christmas Fun on Friday, Dec. 9

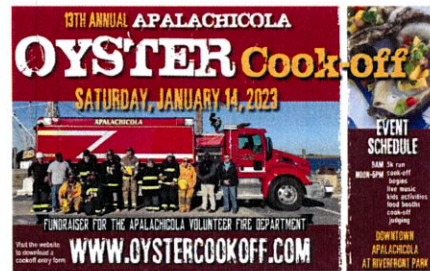
The Eastpoint Christmas Celebration will be held on Friday, December 9 beginning with a parade beginning at 4:30pm along Highway 98. After the parade, visit Santa at the Firehouse (24 Sixth Street) for more festive fun, including face painting, caroling, and food trucks. [Details](#)



Panhandle Players "Miracle on 34th Street" Performances Dec. 9-11
The Panhandle Players will perform the Christmas favorite "Miracle on 34th Street" at Apalachicola's Chapman Theater Friday Dec. 9 through Sunday Dec. 11. [Details.](#)

Shipwrecks of Dog Island Exhibit Continues Through Dec. 10

Carrabelle History Museum's popular exhibit on the Shipwrecks of Dog Island will continue through December 10. This exhibit explores Dog



Oyster Cookoff January 14, 2023

Apalachicola's annual Oyster Cook-Off returns January 14 in downtown Historic Apalachicola at Riverfront Park. The event features oysters galore, shrimp, smoked mullet, hot dogs, hamburgers, local beer, live music, kids' activities, dancing performances and a 5K run! Enter your best recipe and be a contestant in the oyster cook-off or just come out and enjoy a day of wonderful food, refreshments and music. Well-mannered and pets are welcomed on a leash. All proceeds benefit the Apalachicola Volunteer Fire Department. [Details.](#)



Butts & Clucks Cookoff in Apalachicola January 19-21

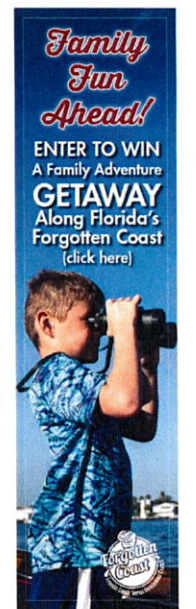
The 6th annual Butts & Clucks Cook-off on the Bay will be held Thursday-Saturday, January 19-21 in Apalachicola's Battery Park. This year's event, sanctioned by the Florida BBQ Association, promises more than \$12,000 in prizes and a whole lotta good BBQ! Featured guests at this year's event will be on-air personalities from the Food Network. This will be a must see event to start the New Year! [Details](#)



Ilse Newell Rings in New Year with Jazz and Latin Concerts during January

The Ilse Newell Fund for the Performing Arts kicks off the New Year with two concerts featuring **Chris Godber and Band, Smooth Jazz on January 8** at Trinity Episcopal Church in Apalachicola. On January 15, the **Lopez Tabor Duo** will perform Music for Violin & Piano. Both concerts are scheduled for at 4 P.M.

The January 8 concert will feature saxophonist Chris Godber who plays his signature sound on jazz saxophone in a concert of smooth jazz backed up with a band of guitar, bass, drums, and keyboard. The January 15 Lopez Tabor Duo concert will feature Alphonso Lopez and pianist Michelle Tabor who will perform a diverse concert including music of Beethoven, Corelli, Scott Joplin, Manuel de Falla, and Angel Villoldo, a pioneer of tango music.



2023 Family Adventure Getaway Harkens in New Year

Ring in the New Year with a chance to win a family-friendly adventure getaway this year to Florida's Forgotten Coast. The Franklin County TDC continues its popular getaways with a twist! [Click here](#) to enter for a chance to win a weekend stay for a family of four to enjoy outdoor fun including a tour of the area lighthouses, a charter adventure tour and dinner for two nights at family-friendly restaurants along Florida's Forgotten Coast.



Souper Celebrations January and February

The Friends of Franklin County Public Libraries will host two Soup-er Celebrations - Soup, Bread, and Book Sales and Events. The first will be held at the Eastpoint Branch Library, 160 Hickory Dip Rd in Eastpoint, FL on Saturday, January 21, 2023, from 10 am-2pm. The second will be held at the Carrabelle Branch Library, 311 St. James Avenue, Carrabelle, FL on Saturday, February 18, from 10 am-2pm. Both events will feature delicious homemade soups and freshly baked artisan breads and vintage baked goods and used books and DVDs.

Camp Gordon Johnston Presents War Crime Exhibit during January

Camp Gordon Johnston WWII Museum in Carrabelle will present a special exhibit during January on the War Crime Trials of German military

FRANKLIN COUNTY

Florida



Located along the Florida Panhandle, you'll discover endless activities on Florida's Forgotten Coast!

3 MUST-VISIT PLACES

HISTORIC LIGHTHOUSES ON ST. GEORGE ISLAND AND CARRABELLE BEACH - Franklin County boasts two restored lighthouses. The first is located on St. George Island. The second is located at Carrabelle Beach. Each tells a tale of coastal living in Franklin County more than 100 years ago and each is worth visiting. The Cape St. George Lighthouse and the Crooked River Lighthouse reflect the area's maritime history and commitment to preserving a unique coastal heritage.

RALPH G. KENDRICK DWARF CYPRESS BOARDWALK - If you're looking for a unique outdoor adventure, the Ralph G. Kendrick Dwarf Cypress Boardwalk in the Tate's Hell State Forest is worth the trouble to find to experience one of Florida's most unusual natural wonders—a dwarf cypress swamp featuring 150-year-old ancient cypress trees no taller than 15 feet!

JULIAN G. BRUCE ST. GEORGE ISLAND STATE PARK - The park offers nine miles of some of the most pristine beaches along the Gulf coast of Florida. It also offers ample opportunities for biking, boating, hiking, camping, and nature study. It features amenities that make it accessible to everyone, regardless of their mobility challenges—it's equipped with three non-motorized beach wheelchairs, two electric beach wheelchairs, a recumbent floating wheelchair and mobility mats allowing unobstructed beach, bay and campground access within the park.

3 MUST-DO ACTIVITIES

RENT A KAYAK AND PADDLE ALONG THE BAYSIDE OF ST. GEORGE ISLAND - Rent a kayak from one of the local outfitters and either launch it yourself or hire a guide to show you some beautiful and peaceful paddling trails along the quiet bay shallows.

VISIT THE LOCAL BREWERIES FOR LOCALLY-INSPIRED BREWS - Enjoy excellent craft beers brewed on-site from two local breweries—Apalachicola's Oyster City Brewing Company (OCBC) and the Eastpoint Brewery. The OCBC is located in the heart of Apalachicola's historic downtown district and features local ingredients as part of its lineup of award-winning brews, including locally-harvested Tupelo Honey. The Eastpoint Brewery sits perched overlooking St. George Sound where you can watch the commercial fishing boats slide by on their way to the dock from a day of harvesting.

TAKE A STEP BACK IN TIME TO THE RANEY HOUSE MUSEUM - Located in downtown Apalachicola, the Raney House Museum is an example of architecture and the interpretation of life in Pre-Civil War Florida. The town entertained ships from foreign ports, and was very cosmopolitan. The house offers visitors a glimpse into life in "Territorial Florida" (1821-1845) with many artifacts donated by Raney Family members. It's operated by the Apalachicola Area Historical Society, and admission is free but door donations are accepted.

Insider's Tips

Check out the Music Scene Apalachicola. Carrabelle and St. George Island are growing in popularity for their unique music venues. In Apalachicola, the High Five Bar (literally a hole in the wall warehouse bar) is just a block off the Apalachicola River and features the region's up and coming musicians in a laid back casual setting.

Eat a chocolate Oyster Visit the Apalachicola Chocolate and Coffee company for an early morning caffeine jolt and one of their adorable oyster-shaped chocolates.

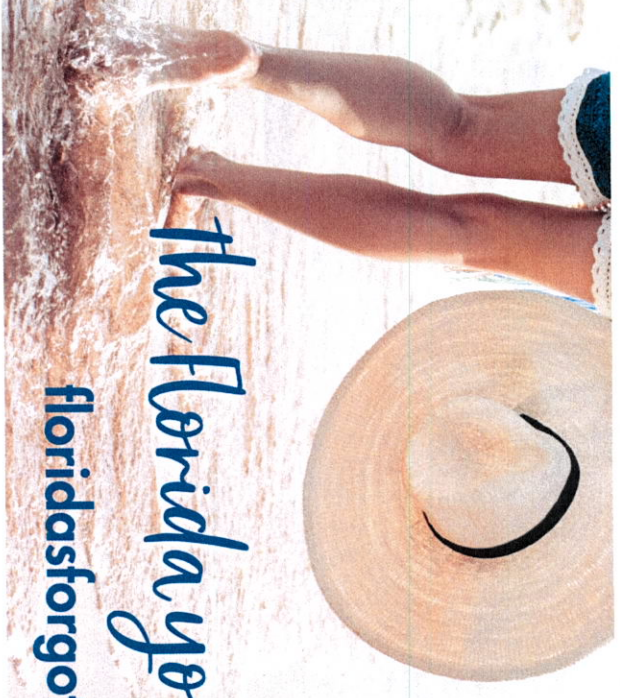
Many businesses and restaurants in the area are open Tuesday through Saturday. It's a good idea to call ahead if you have questions.

Carrabelle has a pretty unique must-see attraction—a house made with more than 6000 bottles. Visitors are always welcome—if the gate is unlocked, feel free to explore the yard and take a look inside the bottle house.

The "World's Smallest Police Station" is Carrabelle's most photographed attraction today. It has been featured on television shows "Real People," "Ripley's Believe It or Not," and "The Today Show," and in the movie "Tate's Hell" which was produced at Florida State University. **GG**

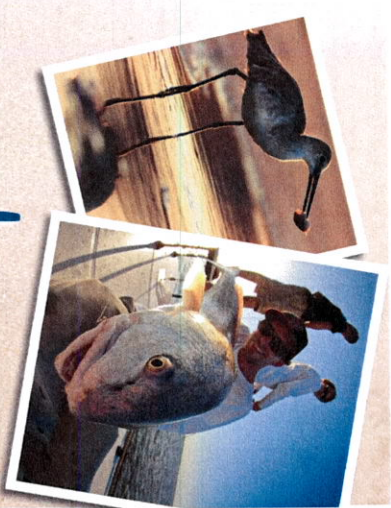
Consider
Billboards

Florida's Forgotten Coast



the Florida you remember

Floridaforgottencoast.com/23



Canada 1/2px.

Florida's Forgotten Coast

it's the Florida you remember

Come enjoy a winter getaway on warm quiet beaches, tranquil rivers and peaceful wooded trails. Plan an outdoor adventure to hike, fish or relax on pet and family-friendly beaches. Discover towns steeped in maritime history and blended into a laid-back scene of local art, shopping, music and world-class restaurants.

Life is still simple here and the adventures are served with a generous side of fresh Apalachicola seafood!

Apalachicola
Carrabelle
Eastpoint
St. George Island
Alligator Point



Enter to win a getaway at Floridasforgottencoast.com/explore22
Download the Florida's Forgotten Coast app to keep up with events.



Apalachicola . Carrabelle . Eastpoint . St. George Island . Alligator Point

Florida's Forgotten Coast

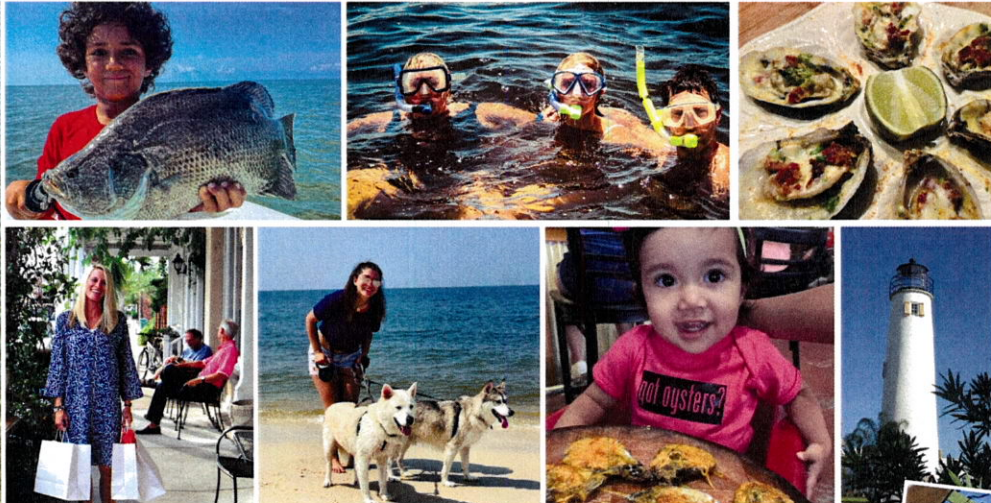
The Florida you remember...

Come enjoy the family-friendly beaches and quiet coastal towns of Florida's Forgotten Coast. Life is still simple here and adventures are served with a generous side of fresh local seafood!

Visit soon and make Florida memories for your family ...



Enter to Win a Family Getaway at FloridasForgottenCoast.com/family23



Download the Florida's Forgotten Coast app to find events and specials



Villages .

Apalachicola . Carrabelle . Eastpoint . St. George Island . Alligator Point

Florida's Forgotten Coast

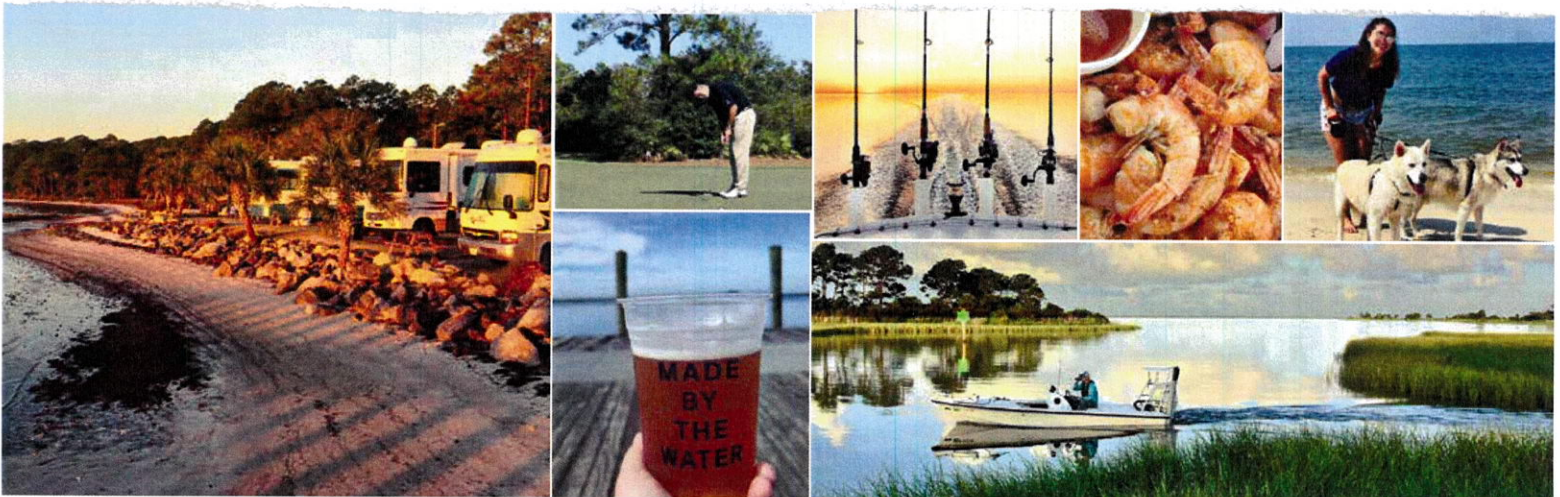
it's the Florida you remember ...

Come enjoy a winter getaway on warm quiet beaches, tranquil rivers and in the coastal towns along Florida's Forgotten Coast. Life is still simple here and the coastal adventures are served with a generous side of fresh Apalachicola Bay seafood you won't soon forget!



Visit www.FloridasForgottenCoast.com/villages

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



*cinema
state*

Florida's Forgotten Coast

it's the Florida you remember ...



Win a Forgotten Coast Getaway!
Visit FloridasForgottenCoast.com/fall22



*not good
digital*

Florida's Forgotten Coast the Florida you remember ...



Click here to Enter to Win a Getaway
and Download the App to learn about
Events and Specials



Warm quiet beaches where life is still
simple and adventure is served
with fresh local seafood
www.floridasforgottencoast.com

Apalachicola . Carrabelle . Eastpoint . St. George Island . Alligator Point

Florida's Forgotten Coast

It's the Florida you remember

Florida's Forgotten Coast is calling you back to the Florida you remember...

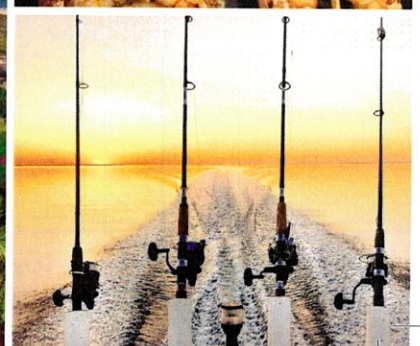
Explore a quiet shoreline or plan an outdoor adventure to hike, fish or relax on beaches that are pet- and family-friendly.

Discover coastal towns steeped in maritime history and blended with a laid-back scene of local art, shopping, music and restaurants serving fresh local seafood.



Visit www.FloridasForgottenCoast.com/FC

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



CITY OF CARRABELLE CARRABELLE, FLORIDA

BRENDA LAPAZ
MAYOR-COMMISSIONER

KEITH WALDEN
COMMISSIONER

BILL GRAY
COMMISSIONER

SEBRINA BROWN
COMMISSIONER

ANTHONY MILLENDER
COMMISSIONER



DAN HARTMAN
CITY ATTORNEY

COURTNEY DEMPSEY
CITY ADMINISTRATOR

KEISHA MESSER
CITY CLERK

1206 HWY 98 EAST
CARRABELLE, FLORIDA 32322
TELEPHONE: 850-697-3618
FAX: 850-697-3156

December 27, 2022

Members of the Franklin County Tourist Development Council,

The City of Carrabelle would like to thank you for the funding for a wooden board walk at McKissack Beach. The dune walkover is complete and came in significantly under budget at \$14,500.00.

We are requesting that the TDC assist the City in the purchase of a beach access mat to be placed at the end of the boardwalk to add an additional 50 ft of handicap accessibility and covered signage which would include TDC logo and acknowledgement of funding. The cost of the beach access mat and signage would be approximately \$5,000.00.

Thank you all so much for consideration of this request and we appreciate any assistance that you can provide.

Regards,

Courtney Dempsey

Courtney Dempsey
City Administrator

**Expense to Budget Report
January 2023**

	A	B	C	D	E
		Expensed YTD	Budget	Balance	% Spent
1					
2	ADMINISTRATION -3400	\$ 35,081	\$ 174,000	\$ 138,919	20.2%
3					
4	INFRASTRUCTURE	\$ 288,365	\$ 2,016,188	\$1,727,823	14.3%
5	Aid to Local Governments	\$ 190,565	\$ 1,766,188	\$ 1,575,623	10.8%
6	Infrastructure Projects - per stature	\$ 116,805	\$ 1,450,000	\$ 1,333,195	8.1%
7	Beach Cleanup - 9100	\$ 49,500	\$ 99,000	\$ 49,500	50.0%
8	Moby Mats	\$ -	\$ 30,000	\$ 30,000	0.0%
9	Armory Website Page Addition	\$ -	\$ 3,000	\$ 3,000	0.0%
10	SGI Bathroom Loan (Peoples Bank)	\$ 24,260	\$ 84,188	\$ 59,928	28.8%
11	Museum Infrastructure Grant Program	\$ -	\$ 100,000	\$ 100,000	0.0%
12	Aid to Non-Profits	\$ 97,500	\$ 220,000	\$ 122,500	44.3%
13	Museum Grants - 8200	\$ 7,500	\$ 40,000	\$ 32,500	18.8%
14	Visitor Centers - 8200	\$ 90,000	\$ 180,000	\$ 90,000	50.0%
15	TDC Maintenance and Repairs	\$ 300	\$ 30,000	\$ 29,700	1.0%
16	TDC Building Maintenance - Includes Insurance	\$ 300	\$ 30,000	\$ 29,700	1.0%
17	PROMOTIONAL BUDGET	\$ 202,069	\$ 1,267,812	\$ 1,065,743	15.9%
18	Non-Profit Event Promotions	\$ 3,766	\$ 228,000	\$ 224,234	1.7%
19	Non-Profit Promotion Grants	\$ 3,766	\$ 123,000	\$ 119,234	3.1%
20	Museum Grants - (\$15,000 ea/quarter)		\$ 105,000	\$ 105,000	0.0%
21	New Promotional Opportunities		\$ 30,000	\$ 30,000	0.0%
22					
23	Vendor Contracted Retainers	\$ 36,083	\$ 131,000		27.5%
24	2K Webgroup - Internet (\$ 3333.33 / Month)	\$ 13,333	\$ 40,000	\$26,667	33.3%
25	Bay Media - Web (\$ 3333.33 / Month)	\$ 10,000	\$ 40,000	\$ 30,000	25.0%
26	Forgotten Coast TV (\$ 3000 / Month)	\$ 9,000	\$ 36,000	\$ 27,000	25.0%
27	Oyster Radio (\$ 1,250 / Month)	\$ 3,750	\$ 15,000	\$ 11,250	25.0%
28	Internet Advertising	\$ 63,307	\$ 234,600	\$ 171,293	27.0%
29	Social Media Campaigns	\$ 11,667	\$ 35,000	\$ 23,333	33.3%
30	Non-Contractual Website	\$ 15	\$ 6,000	\$ 5,985	0.3%
31	Search Engine Optimization	\$ 4,875	\$ 28,500	\$ 23,625	17.1%
32	Market Research & email marketing	\$ 5,040	\$ 6,000	\$ 960	84.0%
33	Internet Marketing (Google, etc)	\$ 37,410	\$ 130,000	\$ 92,590	28.8%
34	14% Production	\$ 4,299	\$ 23,100	\$ 18,801	18.6%
35	Website Revisions		\$ 6,000	\$ 6,000	0.0%
36	Print	\$ 56,050	\$ 246,012	\$ 189,962	22.8%
37	Banner Adds (Bay Media)		\$ 25,800	\$ 25,800	0.0%
38	14% Production	\$ 4,060	\$ 3,612	\$ (448)	112.4%
39	Content Production		\$ 12,000	\$ 12,000	0.0%
40	Print Advertising	\$ 51,990	\$ 150,000	\$ 98,010	34.7%
41	14% Production (\$21,000 correctt amount)		\$ 19,600	\$ 19,600	0.0%
42	Printing Promotional Materials (brochures)		\$ 35,000	\$ 35,000	0.0%
43	Photography	\$ 200	\$ 13,200	\$ 13,000	1.5%
44	Photo Library	\$ 200	\$ 8,500	\$ 8,300	2.4%
45	Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700	0.0%
46	Welcoming Tourists	\$ 1,770	\$ 90,000	\$ 88,230	2.0%
47	Airport Signage/Display - Clear Channel Tallahassee	\$ 1,770	\$ 10,000	\$ 8,230	17.7%
48	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000	0.0%
49	Historical Signage		\$ 50,000	\$ 50,000	0.0%

**Expense to Budget Report
January 2023**

	A	B	C	D	E
		Expensed YTD	Budget	Balance	% Spent
1					
50	Additional Signage (roadside, storefront, billboards)		\$ 20,000	\$ 20,000	0.0%
51	TV and Radio Advertising	\$ -	\$ 45,000	\$ 45,000	0.0%
52	Radio (FSU, Cumulus, Out of Area, etc)		\$ 10,000	\$ 10,000	0.0%
53	Television Advertising		\$ 35,000	\$ 35,000	0.0%
54	Video Production	\$ 11,250	\$ 51,000	\$ 39,750	22.1%
55	Video Library		\$ 10,000		
56	Commercials / Specials	\$ 11,250	\$ 10,000	\$ (1,250)	112.5%
57	Video Production- PSAs		\$ 5,000	\$ 5,000	0.0%
58	Video Production -TV Shows		\$ 26,000	\$ 26,000	0.0%
59	Partnerships (co-ops)	\$ -	\$ 16,500	\$ 16,500	0.0%
60	VF State Welcome Center - Kids Corner		\$ 6,000	\$ 6,000	0.0%
61	98 Corridor Mkting		\$ 5,000	\$ 5,000	0.0%
62	COCA Banner		\$ 5,500	\$ 5,500	0.0%
63	Special Events and Outreach	\$ 24,393	\$ 155,500	\$ 131,107	15.7%
64	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0.0%
65	Get-a-Way Contests	\$ 1,290	\$ 20,000	\$ 18,710	6.5%
66	Hospitality Training		\$ 50,000	\$ 50,000	0.0%
67	Journalists Visits	\$ 251	\$ 10,000	\$ 9,750	2.5%
68	Mentoring /Scholarships		\$ 2,000	\$ 2,000	0.0%
69	Promotional Items		\$ 5,000	\$ 5,000	0.0%
70	Visitor Guide, Promotion, Office Mailings (Postage)	\$ 1,953	\$ 35,000	\$ 33,047	0.0%
71	New Software Advancements	\$ 20,900	\$ 15,000	\$ (5,900)	139.3%
72	Keydata Dashboard		\$ 8,500	\$ 8,500	0.0%
73	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000	0.0%
74	Dues/Memberships/Meetings /Conferences	\$ 5,250	\$ 27,000	\$ 21,750	19.4%
75	- Riverway South Membership		\$ 6,000		
76	- Accommodations and Registrations		\$ 6,000	\$ 6,000	0.0%
77	- Travel (perdeim/mileage)		\$ 4,000	\$ 4,000	0.0%
78	- Dues and Membership	\$ 5,250	\$ 11,000	\$ 5,750	47.7%
79	TOTAL BUDGET 2021-22	\$ 525,515	\$ 3,458,000	\$2,932,485	15.2%
80					



January 2023 Update

We recently produced three different 30-second commercials featuring Capt. Finn that are currently airing in movie theatres in The Villages and Pier Park in Panama City Beach. The commercial airs before every movie on every screen in all open time slots. This commercial will run the entire month of December for Pier Park and December & January in The Villages at the movies.

If this campaign is successful, we may do more promotion at the movies in the future.

During the holidays we shot photos and video footage of all of our supported holiday events including: Apalachicola Downtown Holiday Celebration, Lighting of the Palms on SGI, and the Holiday on the Harbor in Carrabelle. These photos and new video clips will be used to promote our area in the future during our holiday celebrations.

Request permission to start filming Season 2 Of Forgiven Coast like a Local. Cost would be \$7,000 from the Video Budget. Projected to have 6 episodes.



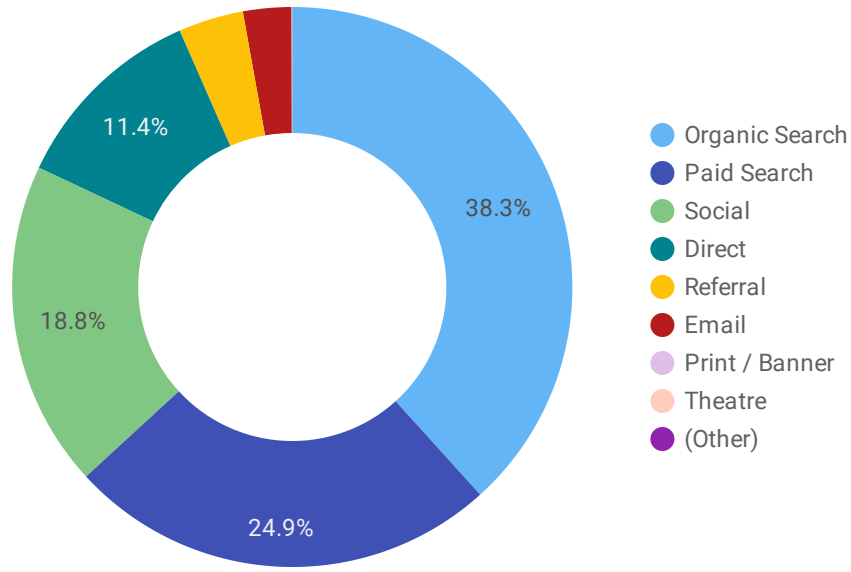
Franklin County TDC Monthly Marketing Report

Jan 1, 2023 - Jan 31, 2023

Report Prepared by 2K Web Group



Website Traffic Summary



Sessions
61,209
↑ 0.07%
Compared to previous year

Pageviews
111,322
↓ -7.55%
Compared to previous year

Bounce Rate
65.70%
↑ 4.84%
Compared to previous year

Goals Completed
2,379
↑ 68.01%
Compared to previous year

Channel	Sessions	Pageviews	Bounce Rate	Goals Completed
Organic Search	23,441	46,879	60.38%	633
Paid Search	15,221	29,829	64.92%	477
Social	11,532	17,275	71.41%	642
Direct	6,984	10,274	78.36%	184
Referral	2,300	4,573	64.13%	121
Email	1,697	2,420	57.63%	319
Print / Banner	26	61	53.85%	3
Theatre	6	6	100%	0
(Other)	2	5	50%	0

Limited to top 10

Organic Search

Sessions
23,441
↓ -19.38%
Compared to previous year

Pageviews
46,879
↓ -21.05%
Compared to previous year

Goals Completed
633
↑ 37.61%
Compared to previous year

Keyword	Clicks	Impressions
st george island	2,084	37,153
st george island florida	507	7,645
st. george island	311	5,098
alligator point florida	273	3,486
forgotten coast	226	1,104
apalachicola	207	17,801
florida's forgotten coast	205	511
butts and clucks	166	887
apalachicola oyster festival 2023	157	531
alligator point	155	1,684

Limited to top 10 keywords in Google Search

Paid Search Campaigns

Ad Budget Spent
\$6,844.03
↓ -3.13%
Compared to previous year

Sessions
15,221
↓ -3.31%
Compared to previous year

Pageviews
29,829
↓ -12.01%
Compared to previous year

Goals Completed
477
↑ 29.62%
Compared to previous year

Keyword	Clicks	Bounce rate
st george island	6,030	66.95%
apalachicola	1,973	58.26%
st. george island florida	1,334	66.01%
bed and breakfast florida	710	69.07%
saint george florida	496	67.29%

Limited to top 5 keywords

Paid Print Campaigns

<p>Sessions</p> <p>26</p> <p>↓ -46.9%</p> <p>Compared to previous year</p>	<p>Pageviews</p> <p>61</p> <p>↓ -31.5%</p> <p>Compared to previous year</p>	<p>Goals Completed</p> <p>3</p> <p>No data</p> <p>Compared to previous year</p>
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Campaign	Sessions	Pageviews	Bounce Rate
other-side-of-florida / banner	5	7	80%
good-housekeeping / print	4	11	25%
visit-florida-visitor-map / print	3	6	66.67%
villages / print	2	4	0%
fido-friendly / banner	2	3	50%
visitorsguide / print	2	2	100%
national-geographic / print	1	1	100%
canada-magazine / print	1	2	0%
southern-living / print	1	10	0%
food-travel / banner	1	1	100%

Limited to top 10 campaigns

Email Newsletters

<p>Sessions</p> <p>1,697</p> <p>↑ 158.3%</p> <p>Compared to previous year</p>	<p>Pageviews</p> <p>2,420</p> <p>↑ 145.2%</p> <p>Compared to previous year</p>	<p>Goals Completed</p> <p>319</p> <p>↑ 5,216.67%</p> <p>Compared to previous year</p>
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Campaign	Sessions	Pageviews	Bounce Rate
February 2023	1,522	2,181	56.31%
January 2023	153	212	67.32%
November 2022	6	6	83.33%
august	3	8	33.33%
march 2022	3	3	66.67%
December 2021	2	2	100%
(not set)	2	2	100%
September	1	1	100%
may newsletter 2021	1	1	100%
July	1	1	100%

Limited to top 10 campaigns

Social Media

Audience
238,127
162,244
Previous year

Impressions
1,196,463
1,650,576
Previous year

Engagements
97,409
101,219
Previous year


Link Clicks
13,300
9,315
Previous year

Top Facebook Posts

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

Florida's Forgotten Coast
Wed 1/18/2023 9:10 am EST

You could be sitting on that very bench! Make plans to travel to the Forgotten Coast in 2023! Your future self will thank you...




Impressions: 127,530

Boosted

Florida's Forgotten Coast
Tue 1/10/2023 6:00 am EST

The event features oysters galore, shrimp, smoked mullet, hot dogs, hamburgers, local beer, live music, kids' activities, dancing...




Impressions: 52,543

Boosted

Florida's Forgotten Coast
Sun 1/15/2023 6:00 am EST

On January 20th & 21st at Battery Park in Apalachicola, teams from all over the Southeast will be competing in multi...




Impressions: 43,885

Boosted

Florida's Forgotten Coast
Fri 1/27/2023 7:39 am EST

Happy belated "Florida Day" 🇺🇸




Impressions: 37,567

Instagram Top Posts & Stories

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

forgottencoast
Thu 1/26/2023 5:00 am EST


Once upon a time, in a tiny town called Alligator Point, lived a man who created a safe haven for porpoises in Florida's Big...



Impressions: 6,370

forgottencoast
Sun 1/15/2023 10:07 am EST

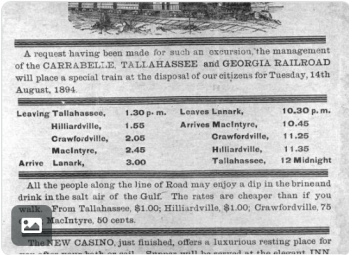
On January 20th & 21st at Battery Park in Apalachicola, teams from all over the Southeast will be competing in multi...



Impressions: 4,061

forgottencoast
Thu 1/12/2023 5:00 am EST


"Moonlight on the Gulf" 1894 Carrabelle, Tallahassee & Georgia Railroad announces run time schedule for an affordable option ...



Impressions: 4,016

forgottencoast
Thu 1/5/2023 5:17 pm EST

The Crooked River Lighthouse will be hosting Full Moon Lighthouse Climbs on January 6 at 6:00 pm. 🌕 You'll enjoy the views of the...



Impressions: 3,307

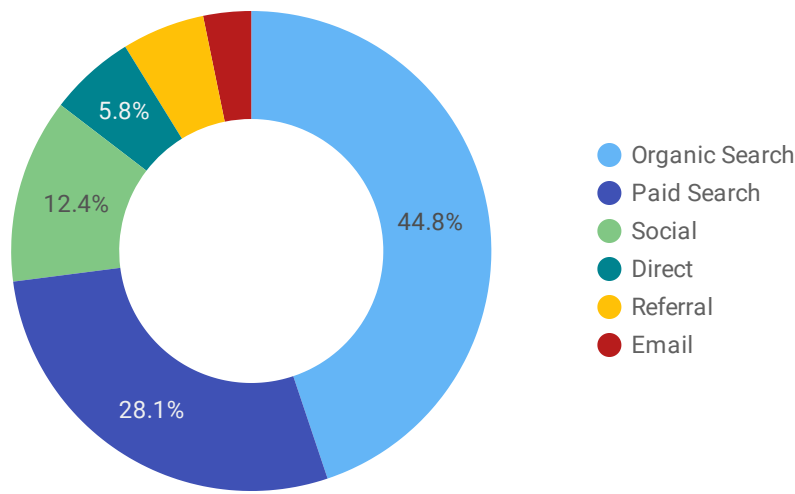
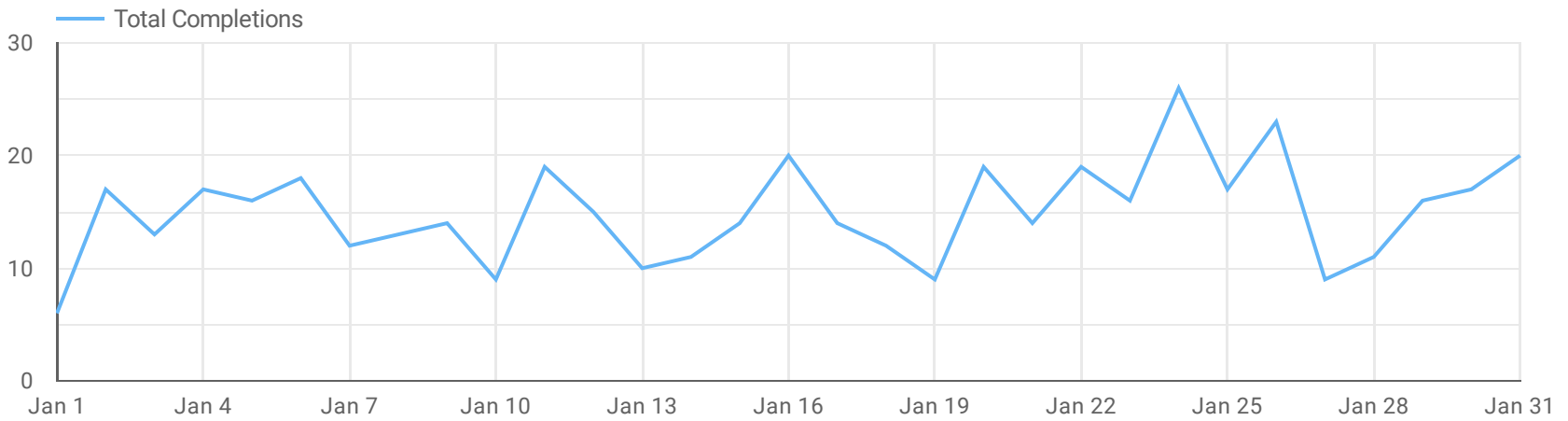
Goals Completed: Accommodation Requests

Total Completions

466

↑ 81.32%

Compared to previous year



Channel	Total Completions
Organic Search	209
Paid Search	131
Social	58
Direct	27
Referral	26

Limited to top 5

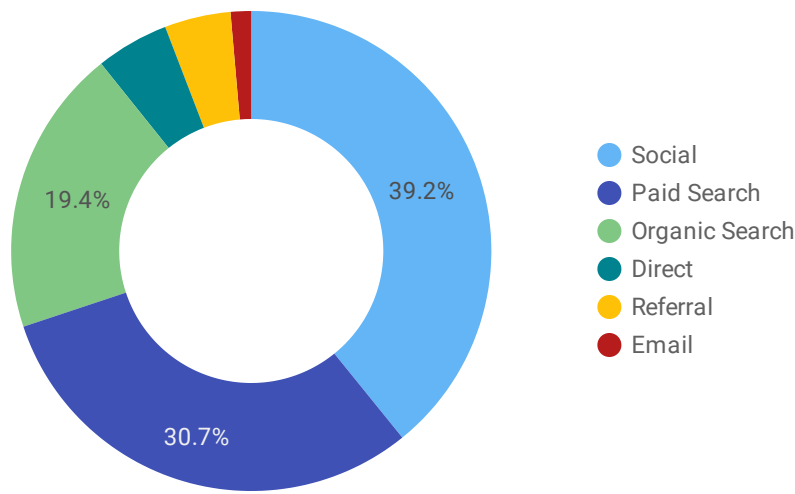
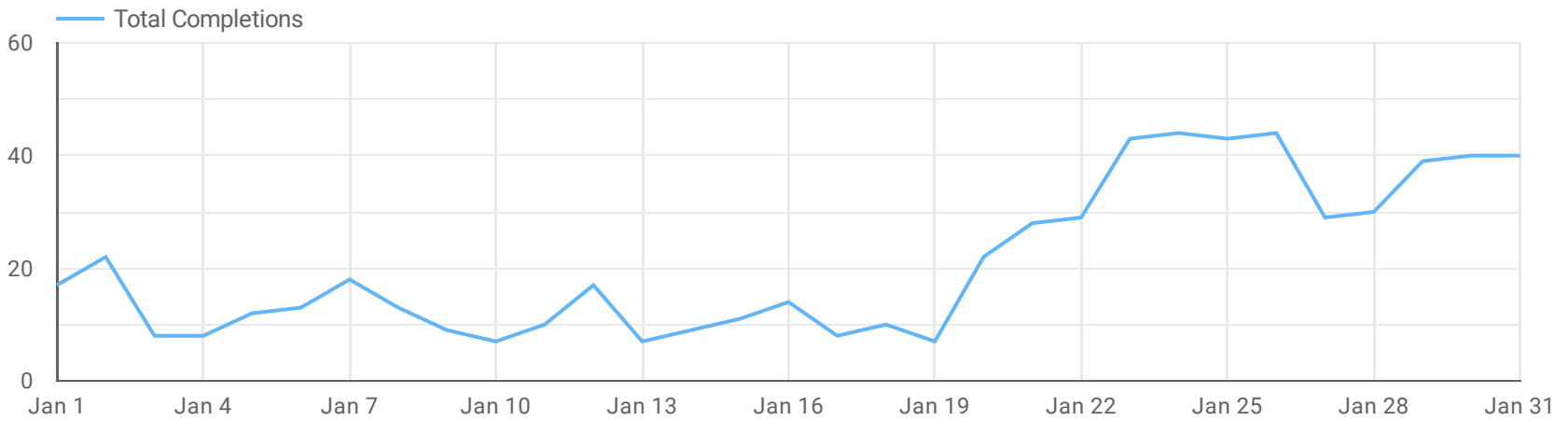
Goals Completed: Visitor Guide Requests

Total Completions

651

↑ 45.64%

Compared to previous year



Channel	Total Completions
Social	255
Paid Search	200
Organic Search	126
Direct	32
Referral	29

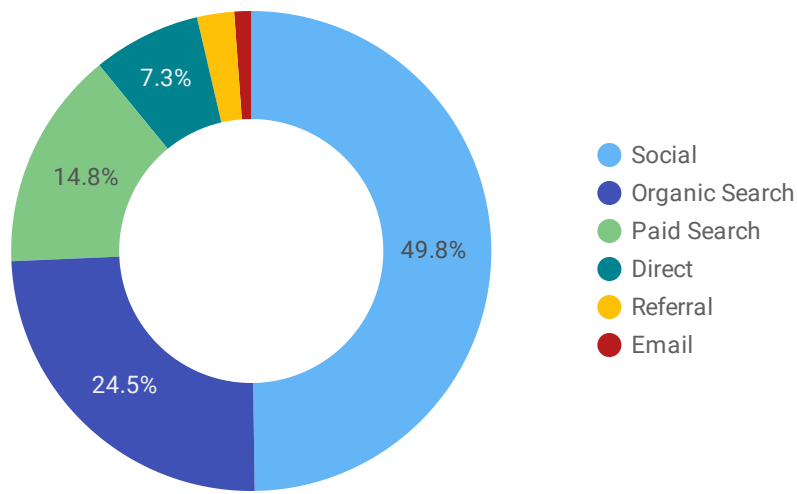
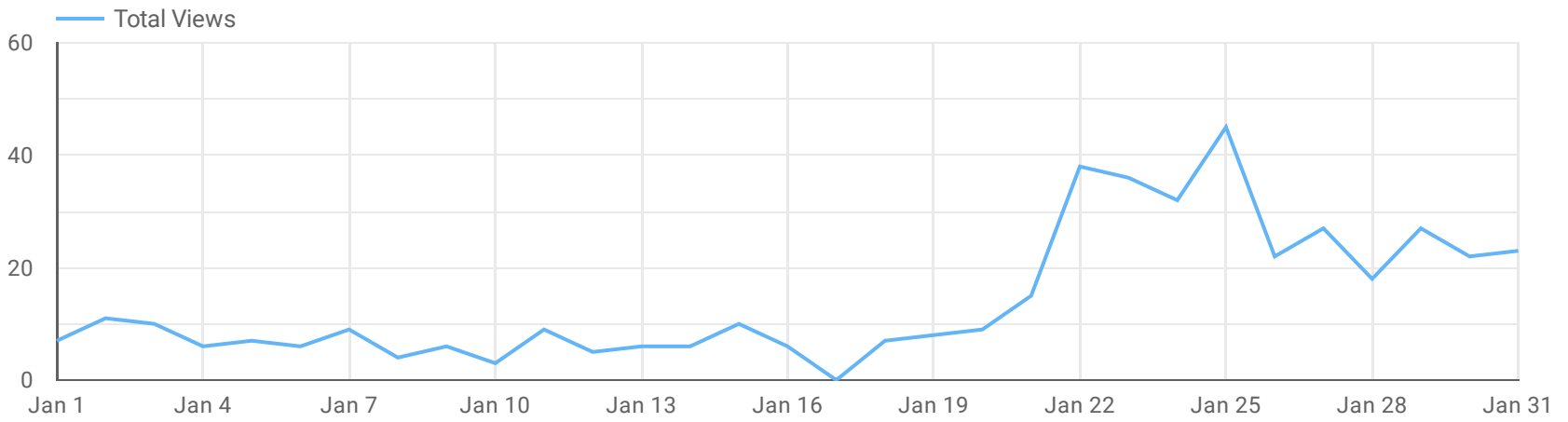
Limited to top 5

Goals Completed: Visitor Guide Views

Total Views

440

↑ 13.70%



Channel	Total Views
Social	219
Organic Search	108
Paid Search	65
Direct	32
Referral	11

Limited to top 5

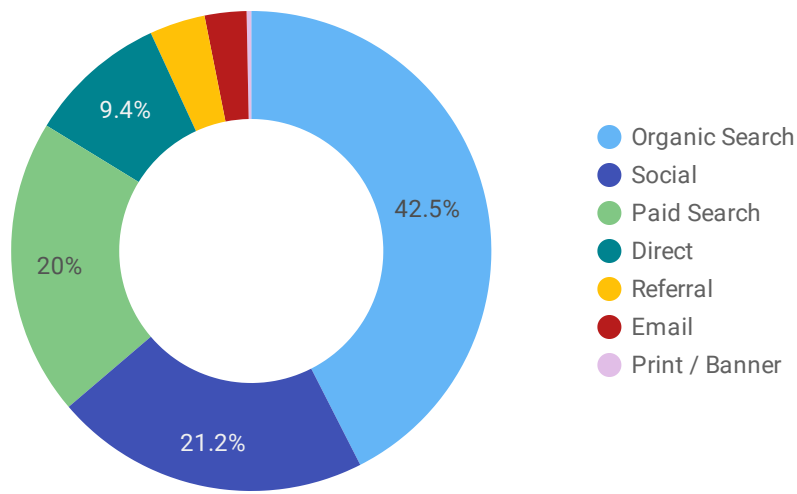
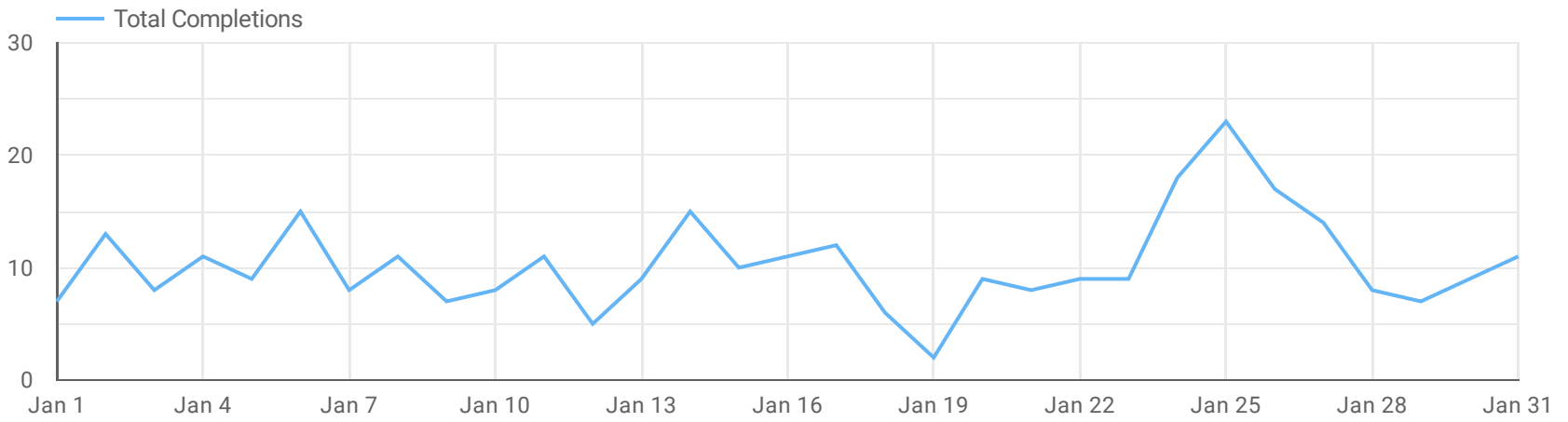
Goals Completed: Newsletter Signups

Total Completions

320

↑ 2.56%

Compared to previous year

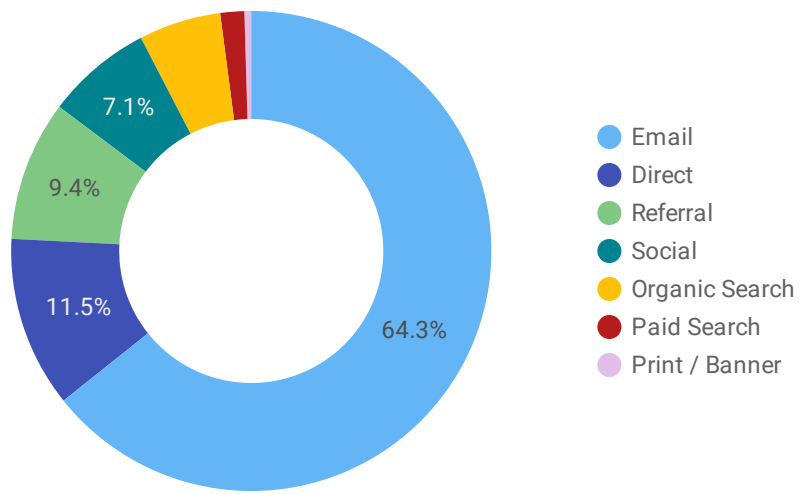
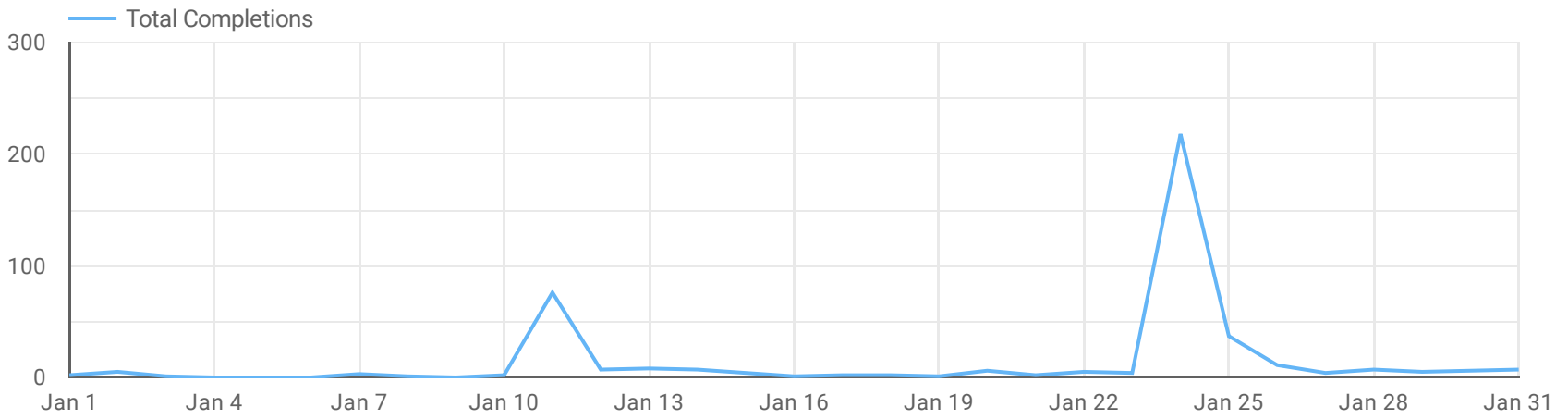


Channel	Total Completions
Organic Search	136
Social	68
Paid Search	64
Direct	30
Referral	12

Limited to top 5

Goals Completed: Getaway Signups

Total Completions
434



Channel	Total Completions
Email	279
Direct	50
Referral	41
Social	31
Organic Search	24

Limited to top 5

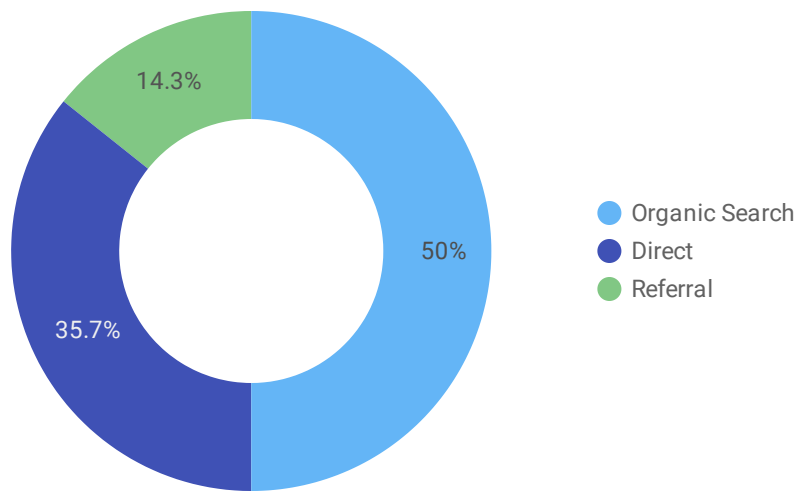
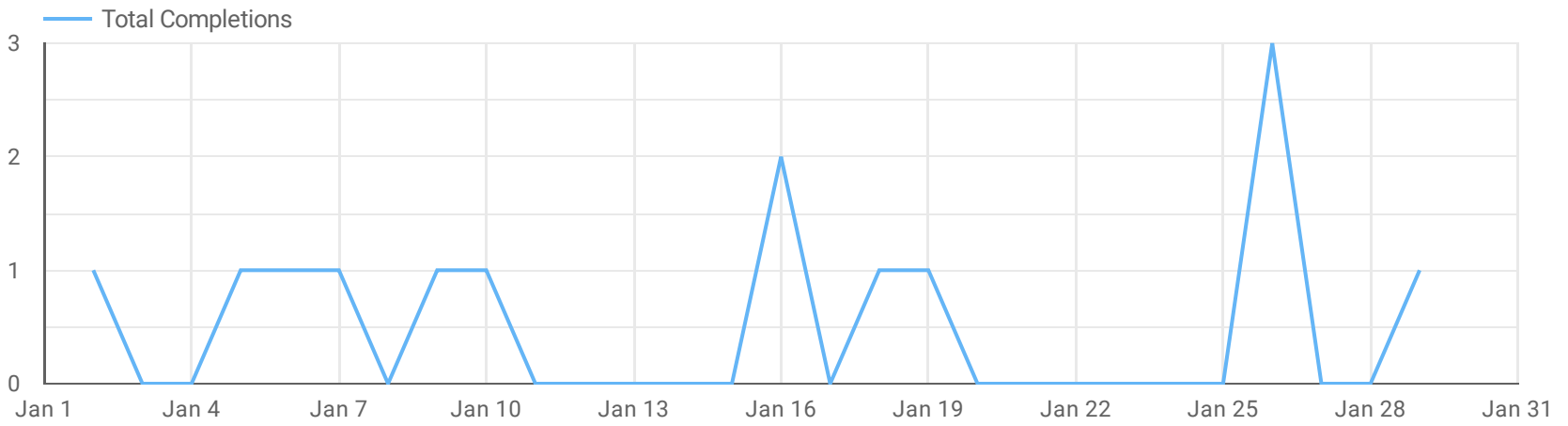
Goals Completed: Contact Form

Total Completions

14

↑ 7.69%

Compared to previous year



Channel	Total Completions
Organic Search	7
Direct	5
Referral	2

Limited to top 5

Most Popular Pages

Page	Sessions ▾	Pageviews	Bounce Rate
/st-george-island/	13,189	15,999	67.09%
/apalachicola/	5,186	6,351	62.59%
/	4,297	6,120	66.7%
/places-to-stay/vacation-rentals/	1,578	3,411	30.04%
/alligator-point/	1,434	1,985	67.5%
/carrabelle/	1,362	1,894	59.84%
/things-to-see-do/	1,351	2,186	61.95%
/things-to-see-do/webcams/st-george-island-florida-webca...	1,295	1,729	85.1%
/event/butts-clucks-cook-off-on-the-bay/	1,027	1,329	62.03%
/places-to-stay/	884	2,085	41.86%
/visitors-guide/	848	2,359	68.63%
/event/oyster-cook-off/	773	865	60.28%
/2023/01/enter-to-win-a-family-adventure-for-four-getaway-...	597	659	82.75%
/events/	585	3,039	55.56%
/getaways/	513	755	31.38%
/event/chili-cook-off/	500	622	63%
/things-to-see-do/beaches/	449	957	72.83%
/event/forgotten-coast-plein-air/	414	516	41.79%
/business/st-george-island-state-park/	382	955	47.64%
/eastpoint/	353	547	63.46%
/app/	333	619	69.97%
/2020/07/tips-for-night-beach-walks-during-sea-turtle-nesti...	319	327	92.16%
/event/apalachicola-oyster-cook-off/	271	490	75.65%
/event/hcola-history-festival/	266	330	57.52%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	264	337	75.76%

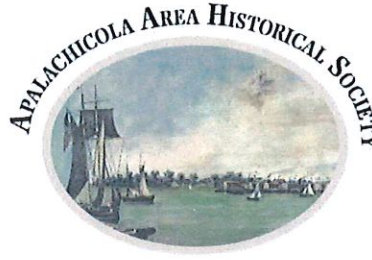
Limited to top 25

Top Cities

City	State	Sessions ▾	Pageviews	Bounce Rate
Atlanta	Georgia	3,780	6,737	65.58%
Chicago	Illinois	1,986	3,770	66.41%
Orlando	Florida	1,402	2,232	66.55%
Ashburn	Virginia	1,177	1,904	70.09%
(not set)	(not set)	1,072	1,426	85.17%
Tallahassee	Florida	1,047	1,867	60.74%
(not set)	Florida	1,004	1,757	65.44%
Eastpoint	Florida	782	1,400	58.7%
Miami	Florida	728	1,102	72.53%
New York	New York	726	1,283	70.39%
Dallas	Texas	724	1,293	66.71%
Nashville	Tennessee	693	1,201	67.68%
(not set)	Georgia	680	1,341	61.03%
Birmingham	Alabama	495	905	61.82%
Tampa	Florida	492	843	70.73%
Jacksonville	Florida	492	879	60.37%
Berlin	Berlin	423	428	99.76%
Port St. Joe	Florida	305	707	49.51%
Boston	Massachusetts	304	488	68.09%
Apalachicola	Florida	278	535	55.04%
Panama City Beach	Florida	233	474	57.51%
(not set)	Illinois	231	430	61.47%
Philadelphia	Pennsylvania	228	428	65.35%
Columbus	Ohio	228	358	67.54%
(not set)	Michigan	221	419	57.92%

Limited to top 25

APALACHICOLA AREA HISTORICAL SOCIETY, INC.
P. O. BOX 75
APALACHICOLA, FL 32329



November 14, 2022

Franklin County Tourist Development Council

The Apalachicola Area Historical Society was very appreciative of receiving a grant for \$25,000 in the last budget cycle. The grant was to support the replacement of the columns on the Raney House (128 Market Street, Apalachicola).

Because of the complexity of ordering the columns from the chosen vendor, Somerset Door & Column, this effort could not meet the TDC financial deadline of September 15.

This TDC grant was applied for before the State Division of Historical Resources awarded a Special Category grant which covers the columns.

This application, since we did not receive any funds previously, is for a different purpose. Although significant funds have been granted for exterior maintenance, funds were not solicited for repair or maintenance of the HVAC units. It was only brought to my attention that these units are reaching the end of their functional life span.

Please accept the Historical Society's new application for review.

Cordially,

A handwritten signature in cursive script that reads 'Catharine R. Greene'. The signature is written in black ink and is positioned below the word 'Cordially,'.

Catharine Greene, President
Apalachicola Area Historical Society, Inc.

**Franklin County Tourist Development Council
501(c)(3) Museum Projects Grant Application
2022-23**

Section 1. Organizational Information:

Organization Corporate Name: Apalachicola Area Historical Society

Address: P. O. Box 75 Apalachicola FL 32329

Contact Person: Catharine Greene

Phone Number 850-323-2305

Email Address aahs.raney@gmail.com

FEIN #: 59-1677700 (DUNS # 019548730)

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

Section 2. Museum Information:

Name: Raney House Museum

Location: 128 Market Street Apalachicola, FL 32320

Hours of Operation: Tuesday -Saturday 10am to 4pm

Manager: Caty Greene

Manager email: catygreene32320@gmail.com

Web Site: apalachicolahistoricalsociety.org

Section 3. Supporting Information to be Provided:

- A brief description of the project and how it will improve in promoting tourism and preserving the heritage of the community, to attract tourists and improve the property that is open to the public.

The Raney House Museum is a prominent feature of Apalachicola's heritage tourism. It offers visitors the experience of life in the Florida Territorial Period (1821-1845) and beyond, with period displays of furnishings and artifacts. Its docents offer guided tours of the house, and provide not only information about the Raney Family, but the area from the antebellum period through the Civil War. The Museum sells popular books whose contents promote the history and natural beauty of Franklin County.

While the Apalachicola Area Historical Society has received a grant from the Division of Historical Resources, it's Scope of Work, written in May 2021, covers much of the exterior work. This scope did not however include the HVAC units, as they were functioning adequately.

○ Project budget and bids

Replacement of two HVAC units (first and second floor) and unit for Carriage House. It is estimated that these three units are over 12 years old and need to be replaced.

Quotes have been received from AirCon in Crawfordville (separate main house and Carriage House); ^{Taylor} Weston AC, Apalachicola and Pruett AC, Eastpoint. Each of these quotes are for approximately \$25,000. See each attached.

GRANT REQUEST: \$25,000

- Corporate filing or Government Resolution (included as separate document)
- Documentation of Participation with Accrediting or Funding organization Member, Florida Museum Association (attached), recipient of TCTDC museum funds




Signature of Authorized Agent



Date

You have a new estimate from Air Con of Wakulla

 Carrier Estimate

 Tue Aug 9, 2022 10:00am

 128 Market St, Apalachicola, FL 32320

Option #1

\$6,600.00

APPROVE

DECLINE

Estimate Details

Service	Total
Carrier Estimate	\$6,600.00
Qty: 1	Unit Price: \$6,600.00

Carriage House
Existing system: 5.0 ton Goodman. Refrigerant 22
Payment due upon completion of work
[SHOW MORE](#)

Subtotal \$6,600.00

Total \$6,600.00

Note

Thank you for your business


Payment is due at time of service

We grow our company through referrals from family and friends. If we did a great job, please let them know. If we didn't, please let us know.

Created: Oct 03, 2022

Contact us

Air Con of Wakulla

 (850) 926-5592

 airconofwakulla@embarqmail.com

[See our Terms & Conditions](#)



ESTIMATE	#245
TOTAL	\$25,000.00

Taylor Air Conditioning and Property Services

Apalachicola Area Historical Society
128 Market Street, Raney House Museum
Apalachicola, FL 32320

CONTACT US
50 Squire Rd
Apalachicola, FL 32320

(850) 323-2305
catygreene32320@gmail.com

(850) 653-7877
mail@taylor-ac.com

ESTIMATE

Services	qty	unit price	amount
Custom Amount	1.0	\$25,000.00	\$25,000.00

Main house systems:

Upstairs system consist of 4 ton split system heat pump. Will remove and replace indoor unit and outdoor unit, secondary pan and float switches thermostat and (1) duct run will be modified to allow for unobstructed access to attic. New system will conform to 2023 Seer2 basic efficiency requirements. Will install central air filter at air handler to eliminate need to replace multiple filters in ceiling. Will flush and reuse copper lines.

Downstairs system is 3.5 ton package heat pump. System will consist of new pad. Will reuse existing duct work. (Some ductwork underneath needs to be resecured. Will reuse ductwork, will install new thermostat.

Carriage house system.

5 ton split system heat pump will remove and replace. Will reuse copper and ductwork. Will install media filter at air handler in attic space to reduce filter. change frequency. (Same as upstairs of main house). System will be installed in new secondary drain pan with overflow switches. Will replace pad at outdoor unit as well. System will conform to 2023 minimum efficiency standards.

All three systems will have 10 year parts/1 year labor.

System brand is Coleman by York/Johnson controls. Includes all applicable permitting and inspections with city of Apalachicola.

Total **\$25,000.00**

Pruett Air Conditioning Inc.

314 Carroll St Eastpoint FL 32328
850-670-9000 pru911@fairpoint.net
Lic#RA0066942

This Estimate is for Caty Greene, to replace the existing heating and cooling systems at the Rainy house and carriage house located at 192 Coach Wagner Blvd Apalachicola, Fl. 32320. These systems are well beyond their service life and must be replaced.

Scope Of Work.

Remove existing systems from building and carriage house. Flush refrigerant line sets with R11x line flush for R410a refrigerant. Install Trane 3.5 Ton R410a split heat pump system for top floor with 10KW auxiliary strip heater. Install Trane 3.5 Ton packaged heat pump system for ground floor with 10 KW strip heater. Install Trane 3 Ton R410a split heat pump system into carriage house with 10 KW strip heater. Install digital thermostats for all units. Re-pipe and wire systems to building service. Evacuate systems and charge with R410a refrigerant. Start systems and check for proper performance.

Equipment

Trane 4TWR4036 heat pump condensing unit.
Trane GAM536 air handling unit.
Trane 4TWR4042 condensing unit
Trane GAM542 air handling unit.
Trane 4WCC4042 packaged heat pump system
Trane 10KW aux heat strip X 3.
Trane TECONT401 Digital thermostats X 3.

Warranty.

Five years warranty on all functional parts and an additional five years parts warranty with system registration for a total of ten years limited parts warranty. One year total service labor warranty provided by Pruett Air Conditioning Inc.

Total cost to replace 3 heat pump systems24,904.00

[Home](#) > [Tax Exempt Organization Search](#) > **Apalachicola Area Historical Society Inc.**

[< Back to Search Results](#)

Apalachicola Area Historical Society Inc.

EIN: 59-1677700 | Apalachicola, FL, United States

> **Other Names**

Publication 78 Data ⓘ

Organizations eligible to receive tax-deductible charitable contributions. Users may rely on this list in determining deductibility of their contributions.

On Publication 78 Data List: Yes

Deductibility Code: PC

Form 990-N (e-Postcard) ⓘ

Organizations who have filed a 990-N (e-Postcard) annual electronic notice. Most small organizations that receive less than \$50,000 fall into this category.

> **Tax Year 2021 Form 990-N (e-Postcard)**

Tax Period:

2021 (01/01/2021 - 12/31/2021)

EIN:

59-1677700

Legal Name (Doing Business as):

Apalachicola Area Historical Society Inc



Museums

Welcome to the **FAM** on-line database of Florida museums. This database of over 400 Florida museums includes in-depth information on their collections, exhibits, programs, etc. This information is constantly updated, and we're adding new information and museums all the time. So bookmark this database and visit it whenever you need to research Florida museums.

Search Phrase	Museum Type	Region	City	
<input type="text" value="Raney House Museum"/>	<input style="border: none; border-bottom: 1px solid #ccc;" type="text" value="Historic House"/>	<input style="border: none; border-bottom: 1px solid #ccc;" type="text" value="Northwest"/>	<input type="text" value="apalachicola"/>	Search

Results: 1-1 of 1.

The Apalachicola Area Historical Society (AAHS) [↗](#)
Apalachicola, Florida

History, Historic House, Historical Society

The chief responsibility of the AAHS is the operation and management of the 1838 Raney House Museum which is owned by the City of Apalachicola and was officially recorded in National Register of Historic Places on January 22, 1973. The Raney House Museum has on display furniture, documents and other artifacts from the 19th century.

<https://aahs.wildapricot.org/>

Results: 1-1 of 1.

[↩ Back To Top](#)

ADDRESS	PO Box 10951 Tallahassee, FL 32302	PHONE & FAX	P: 850.222.6028 F: 850.222.6112 fam@flamuseums.org	STAY IN TOUCH	Like Us On Facebook Follow Us On Twitter
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2023 VISITOR TRACKING

Month

	Apalachicola	EPVC	SGI	Carrabelle	Total
January	1,321	347	706	260	2,634
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
				TOTAL	2,634

Heading west of Carrabelle on US 98, you'll pass two entrances to Tate's Hell State Forest: Tate's Hell High Bluff Tract and Ralph G. Kendrick Dwarf Cypress Dome. Follow the signs for 6 miles to find the Cypress Dome. The route through Tate's Hell State Forest is graded and will accommodate two-wheel drive vehicles. There are also many water ways to kayak into these mysterious wetlands. Learn more at:

carrabellehistorymuseum.org
 Florida Fish & Wildlife Commission
 Florida Dept. of Agriculture



DESIGN: Joan Matey



This legend of the Forgotten Coast and our Native American heritage was preserved in a short film created by Florida State University in 1983.



See the movie at the **Carrabelle History Museum**
 106 Avenue B Carrabelle, Florida 850 697-2141

TATE'S HELL

Carrabelle, Florida

a swamp with a story to tell

The beautiful Forgotten Coast of Franklin County Florida offers an awesome view of the Gulf of Mexico as you travel down Highway 98. The sea calls to us with a timeless sense of romance. But if you should turn your gaze inland you will also be intrigued by an ancient tract of land, brimming with wildlife and veiled in mystery.

Locals have hunted and fished in Tate's Hell for many generations. Long term residents know about the dwarf cypress grove where the trees are 150 years old but only 15 feet tall. Many a youngster learned to drive on the old hunting roads, nervously lining up their tires on the two railroad ties that crossed the gulches, long before the state put in wooden bridges. Old folks remember when cracker cattle roamed wild through the open grasslands. Everybody knows you do not want to get lost in those woods.

This is the stuff from which legends and ballads are made - and there are plenty of versions of what took place in that swamp well over a hundred years ago.



Famed Florida folk singer - songwriter Will McLean, wrote the Ballad of Tate's Hell

THE LEGEND OF TATE'S HELL



Jebediah Tate

*was a superstitious farmer who lived north west of Carrabelle in Sumatra, Florida. He was a Civil War veteran who paid \$5 for 160 acres as a homestead grant after the war. His wife was half Cherokee and they had only one son, born just before the war, and they named him **Cebe Tate**.*

Cebe helped his father; clearing land, chasing cattle, gathering pine oil. His mother died of yellow fever sometime after the war. It was hard going, and Cebe's father made a pact with a local medicine man for good fortune. As long as they stayed out of the tiny cypress forest and gave him one pig every year, they would have good fortune.

For 3 years, they gave up a pig when the Indian came around, and things were good. But in 1874, they decided to keep the pig and deny the old Indian. The medicine man warned them that they would not only see hard times, they would go through hell. That year Cebe's father died of malaria, the pine trees gave very little sap, the sugar cane was stunted and the scrub cattle began to disappear. But the pigs ate good and multiplied and Cebe had to build two new pens in the fall.

In spring of 1875 Cebe married a mail-order bride from New York City. She was a fiery German immigrant. But there was a problem. Cebe had only pigs left and she was of Jewish faith.

She ate corn, potatoes, pancakes and molasses, but she wanted beef. Cebe took off into the woods to find a cow, to quiet his bride. Armed with a shotgun and accompanied by his hunting dogs, he journeyed into the swamp in search of a scrub cow. His dogs took off chasing a panther, and he lost his shotgun in the mud. Tate was lost in the swamp for seven days and nights. He went into the dwarf cypress stand to escape the relentless bugs and fell asleep against the trees that were protected by the Indian's magic.

He awoke when bitten by a snake and ran blindly through the swamp, delirious from the bite and from drinking the murky water. Finally he came to a clearing near Carrabelle, living only long enough to murmur the words, " My name is Cebe Tate and I've just come through hell!"

Tate's Hell State Forest

is 202,437 acres of wilderness that was owned by the timber industry from the 1950s through the 1990s.



This large tract of dense wilderness, so unique to Florida, was purchased and preserved by the state. The restored health of the region is evident by many diverse ecosystems. The wet prairie, the wet flatwoods, the upland hardwood forest and the flood plain swamp are just a few of the "communities" that are home to hundreds of species of animals and unique plantlife. Like the famous Everglades, this natural region is an important asset in Franklin County. Adventurous visitors can access the area via a network of well graded forest roads for a most memorable journey.



Dwarf Cypress Forest

The Ralph G. Kendrick Boardwalk offers an easy access observation tower overlooking a stand of pond cypress trees in a basin swamp habitat. These trees are documented to be over 150 years old but only reach a mature height of approximately 15 feet, hence the name "dwarf cypress." Current science suggests that poorly drained, nutrient deficient soils contribute to the size of these trees.

DATE: January 5, 2023
TO: John Solomon
CC: Deb Davis
FROM: Tamara Allen
RE: Reprinting of the Tate's Hell Brochure

Several years ago, our museum developed a brochure about Tate's Hell for the visitors to Franklin County. It was designed by local artist Joan Matey and handed out throughout the county. The Franklin County Tourist Development Council used their approved vendor and paid for the printing. The brochures were very popular and are now gone.

We are again requesting that the TDC pay for a 10,000 reprint of the brochure to be used throughout the County.

We obtained a quote from Cindy Clark for the reprinting as follows:

5,000 copies: \$640 plus \$84 shipping
10,000 copies: \$1202 plus \$147 shipping
20,000 copies: \$2172 plus \$274 shipping



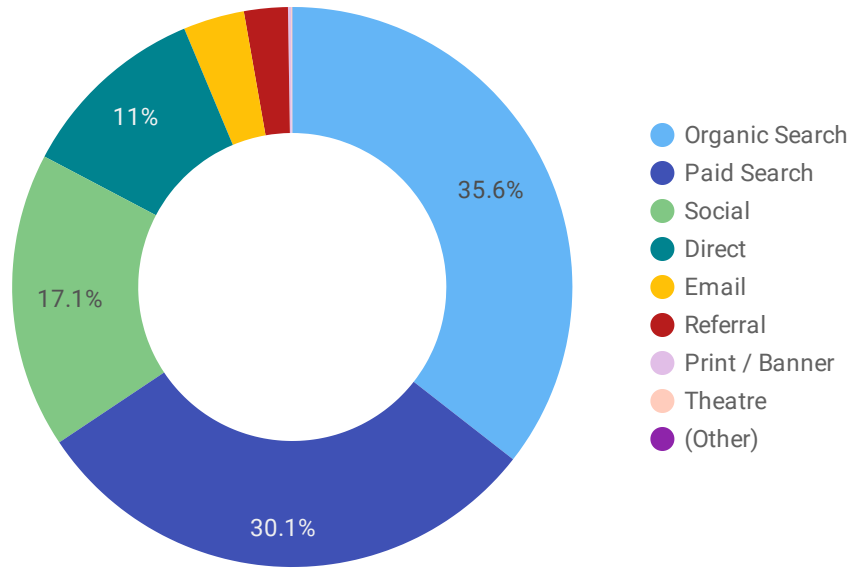
Franklin County TDC Monthly Marketing Report

Dec 1, 2022 - Dec 31, 2022

Report Prepared by 2K Web Group



Website Traffic Summary



Sessions
37,701
↓ -10.62%
Compared to previous year

Pageviews
67,407
↓ -13.78%
Compared to previous year

Bounce Rate
66.82%
↑ 1.06%
Compared to previous year

Goals Completed
1,389
↑ 23.36%
Compared to previous year

Channel	Sessions	Pageviews	Bounce Rate	Goals Completed
Organic Search	13,403	25,141	63.42%	274
Paid Search	11,342	21,844	65.24%	265
Social	6,439	10,093	70.2%	521
Direct	4,141	6,168	79.01%	77
Email	1,331	1,826	65.21%	208
Referral	952	2,122	59.77%	36
Print / Banner	69	186	57.97%	8
Theatre	23	26	95.65%	0
(Other)	1	1	100%	0

Limited to top 10

Organic Search

Sessions
13,403
↓ -19.26%
Compared to previous year

Pageviews
25,141
↓ -21.81%
Compared to previous year

Goals Completed
274
↑ 24.55%
Compared to previous year

Keyword	Clicks	Impressions
st george island	879	18,201
st george island florida	278	4,625
alligator point florida	235	3,399
florida's forgotten coast	207	621
florida forgotten coast	167	413
st. george island	162	2,715
forgotten coast	144	725
forgotten coast florida	115	534
apalachicola	109	12,427
carrabelle boat parade 2022	94	279

Limited to top 10 keywords in Google Search

Paid Search Campaigns

Ad Budget Spent
\$7,791.11
↓ -14.29%
Compared to previous year

Sessions
11,342
↓ -12.30%
Compared to previous year

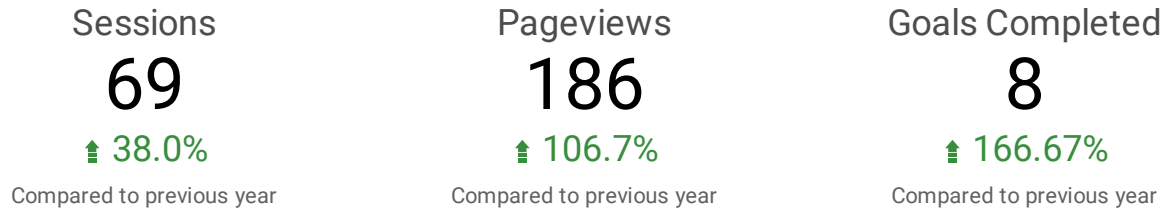
Pageviews
21,844
↓ -16.96%
Compared to previous year

Goals Completed
265
↑ 7.29%
Compared to previous year

Keyword	Clicks	Bounce rate
st george island	3,764	64.91%
apalachicola	1,644	61.41%
st. george island florida	1,016	64.11%
bed and breakfast florida	564	73.19%
saint george florida	396	67.48%

Limited to top 5 keywords

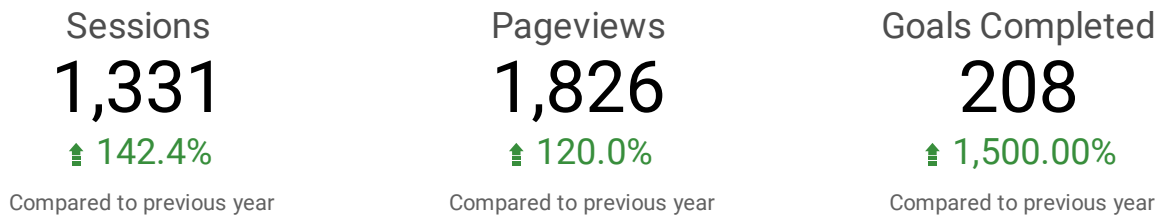
Paid Print Campaigns



Campaign	Sessions	Pageviews	Bounce Rate
villages / print	23	85	30.43%
visit-florida-remarketing / banner	9	9	100%
living-bird-magazine / print	7	32	14.29%
fido-friendly / banner	5	5	100%
other-side-of-florida / banner	5	5	100%
canada-magazine / print	4	27	0%
carvertise / print	3	3	100%
national-geographic / print	3	4	66.67%
Garden & Gun / banner	2	2	100%
florida-outdoor-sportsman / print	1	1	100%

Limited to top 10 campaigns

Email Newsletters



Campaign	Sessions	Pageviews	Bounce Rate
January 2023	1,225	1,704	63.59%
December 2022	80	95	80%
November 2022	13	13	100%
December 2021	6	6	100%
march 2022	2	3	50%
august	1	1	100%
april 2022	1	1	100%
July	1	1	100%
february	1	1	100%
December -2020	1	1	100%

Limited to top 10 campaigns

Social Media

Audience
238,041
161,417
Previous year











Impressions
1,572,895
1,505,528
Previous year

Engagements
130,530
69,030
Previous year

Link Clicks
8,119
6,904
Previous year











Top Facebook Posts

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

 <p>Florida's Forgotten C... Wed 12/28/2022 9:25 am EST</p> <p>With hundreds of thousands of protected acres to explore, hiking and trail riding opportunities are...</p>  <p>Impressions 223,558</p> <p>Boosted</p>	 <p>Florida's Forgotten C... Sat 12/24/2022 7:30 pm EST</p> <p>Franklin County, Florida is the winter home of many species including ducks, loons and other water birds...</p>  <p>Impressions 188,106</p> <p>Boosted</p>	 <p>Florida's Forgotten C... Fri 12/9/2022 5:14 pm EST</p> <p>Want to learn more about Apalachicola, Carrabelle, St. George Island, or Eastpoint, Florida? Get o...</p> <p>Florida's Forgotten Coast - M...</p>  <p>Impressions 103,588</p> <p>Boosted</p>	 <p>Florida's Forgotten C... Mon 12/26/2022 3:56 pm EST</p> <p>Searching for pet-friendly beaches? Look no further than Florida's Forgotten Coast! With dog-friendly...</p>  <p>Impressions 80,989</p> <p>Boosted</p>	 <p>Florida's Forgotten C... Tue 12/27/2022 9:05 am EST</p> <p>Looking for special offers on your next stay on Florida's Forgotten Coast? 🌞 🍹 🏖️ #beach #deals...</p> <p>Special Offers & Packages - ...</p>  <p>Impressions 80,271</p> <p>Boosted</p>
--	---	---	---	--

Instagram Top Posts & Stories

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

 <p>forgottencoast Tue 12/20/2022 3:18 pm EST</p> <p>Did you know?? 🤔 Apalachicola's original name was "Cottonton" in 1824 and was the 3rd busiest port ...</p>  <p>Impressions 4,804</p>	 <p>forgottencoast Thu 12/29/2022 6:41 pm EST</p> <p>How many differences can you spot? 🔍 #apalachicola #florida #forgottencoast #ispy #tbt</p>  <p>Impressions 4,479</p>	 <p>forgottencoast Fri 12/30/2022 5:20 pm EST</p> <p>Have you ever seen a picture of the stars quite like this?? 🤔👁️ This type of shot is a continuous,...</p>  <p>Impressions 4,232</p>	 <p>forgottencoast Sun 12/18/2022 7:38 pm EST</p> <p>We're excited to kick off the New Year on The Forgotten Coast! 🎉 Take a look at the events and...</p> <p>Florida's Forgotten Coast January Happenings 2023</p>  <p>Impressions 3,807</p>	 <p>forgottencoast Sat 12/31/2022 9:19 am EST</p> <p>Join us for the annual Apalachicola Oyster Cook-Off. This is a fun-filled, family and pet-friendly event at th...</p> <p>5TH ANNUAL APALACHICOLA OYSTER COOK-OFF SATURDAY, JANUARY 14, 2023 WWW.OYSTERCOOKOFF.COM</p>  <p>Impressions 3,326</p>
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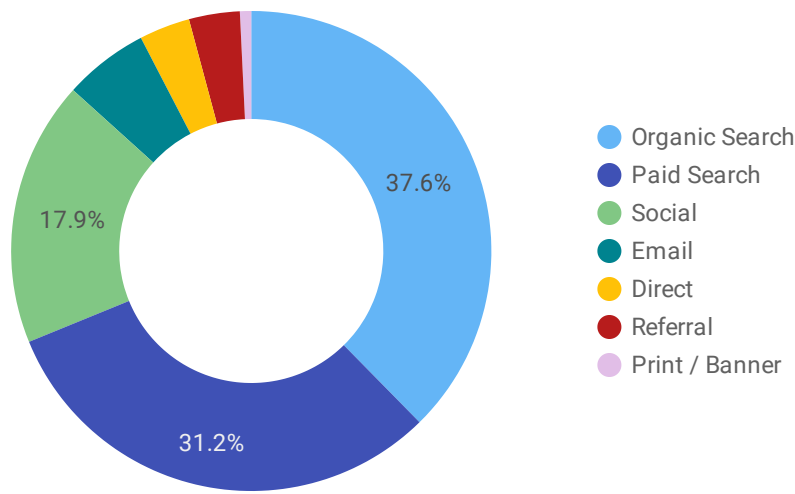
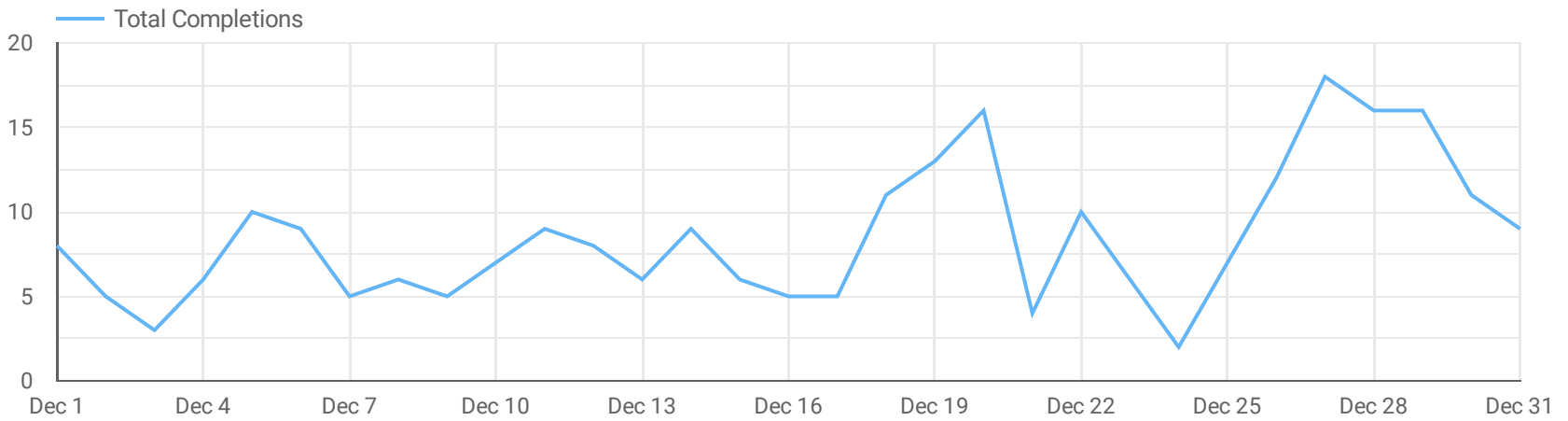
Goals Completed: Accommodation Requests

Total Completions

263

↑ 66.46%

Compared to previous year



Channel	Total Completions
Organic Search	99
Paid Search	82
Social	47
Email	15
Direct	9

Limited to top 5

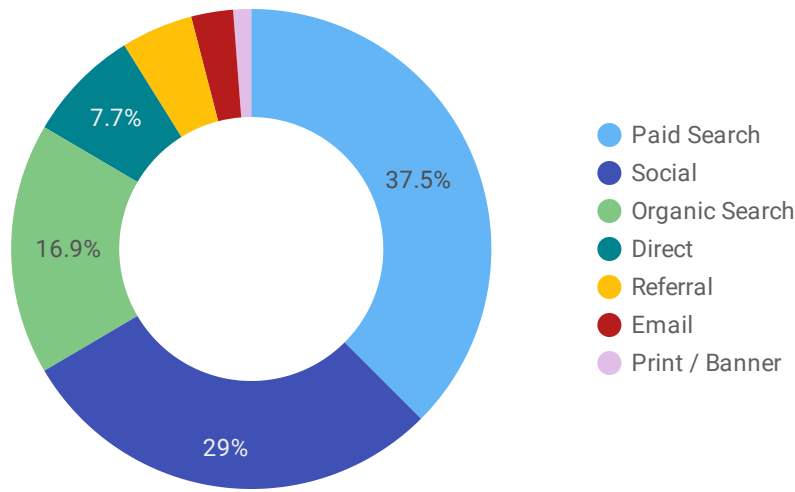
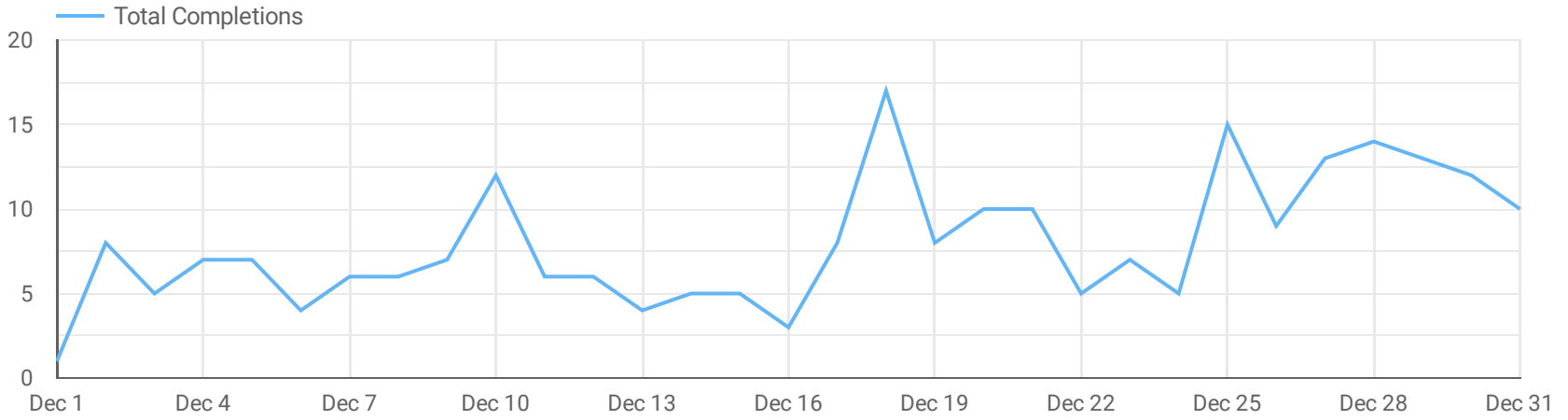
Goals Completed: Visitor Guide Requests

Total Completions

248

↓ -38.15%

Compared to previous year



Channel	Total Completions
Paid Search	93
Social	72
Organic Search	42
Direct	19
Referral	12

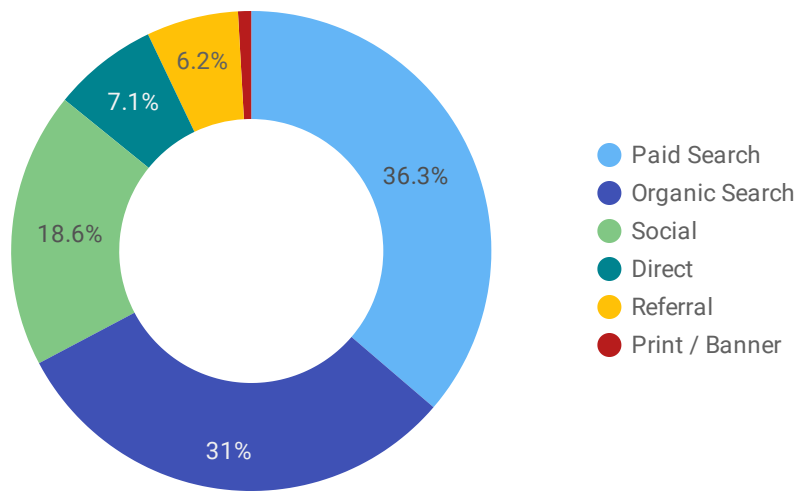
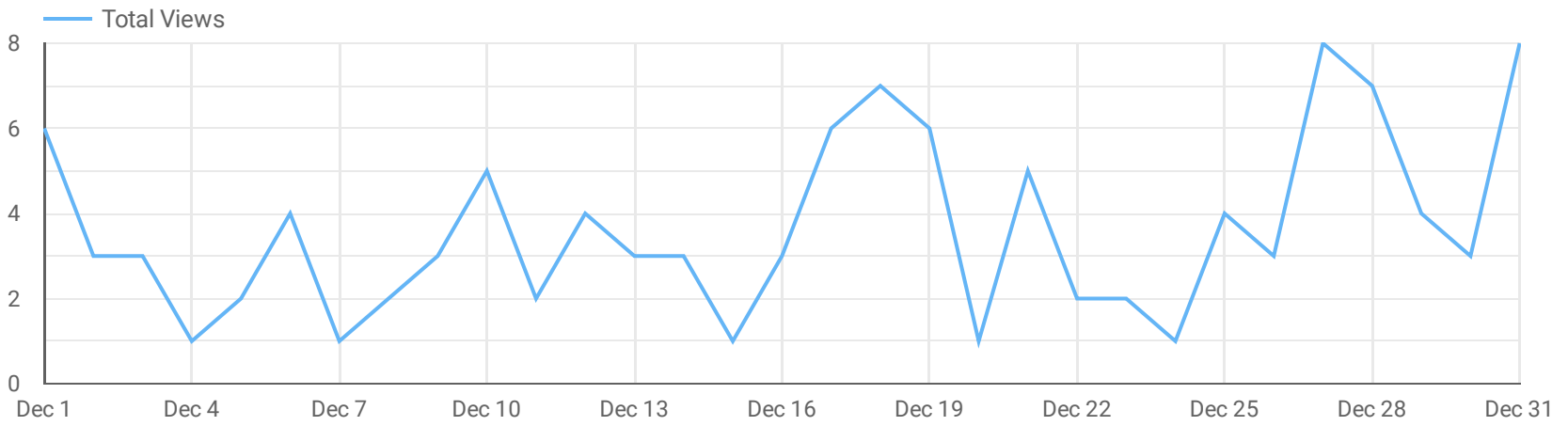
Limited to top 5

Goals Completed: Visitor Guide Views

Total Views

113

↓ -73.16%



Channel	Total Views
Paid Search	41
Organic Search	35
Social	21
Direct	8
Referral	7

Limited to top 5

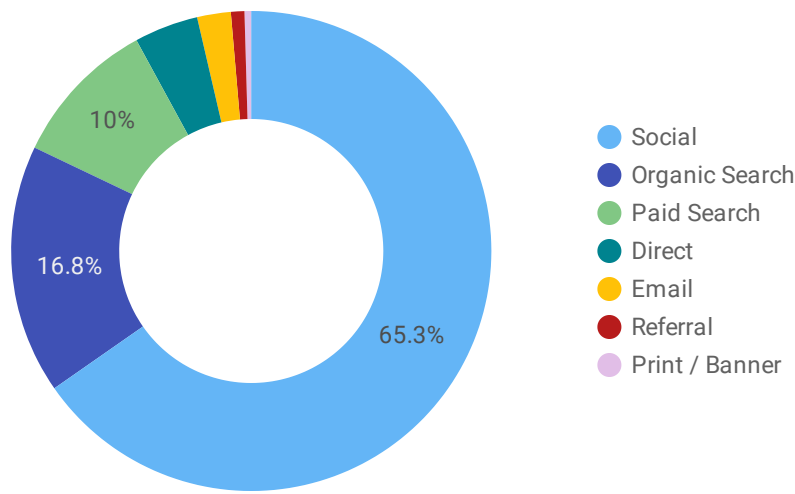
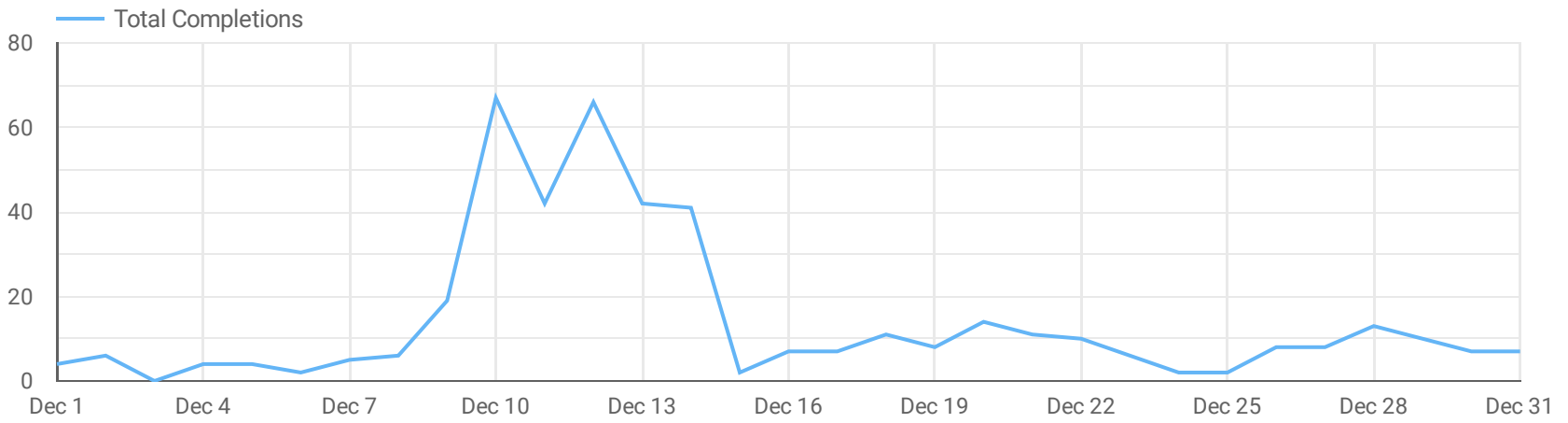
Goals Completed: Newsletter Signups

Total Completions

441

↑ 236.64%

Compared to previous year

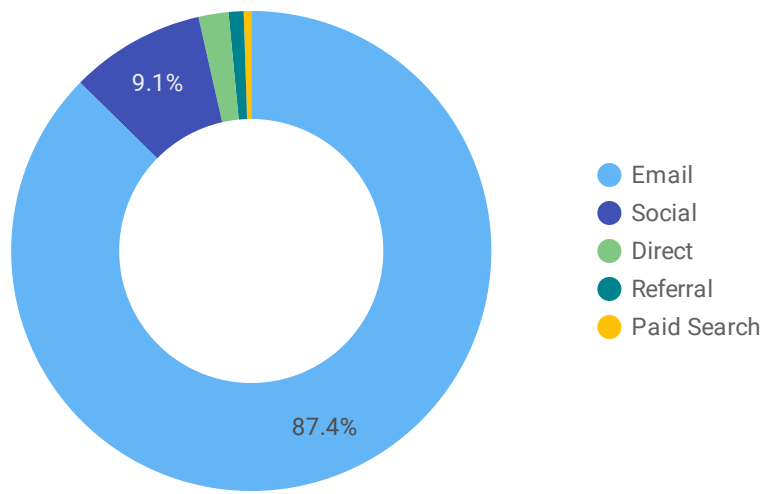
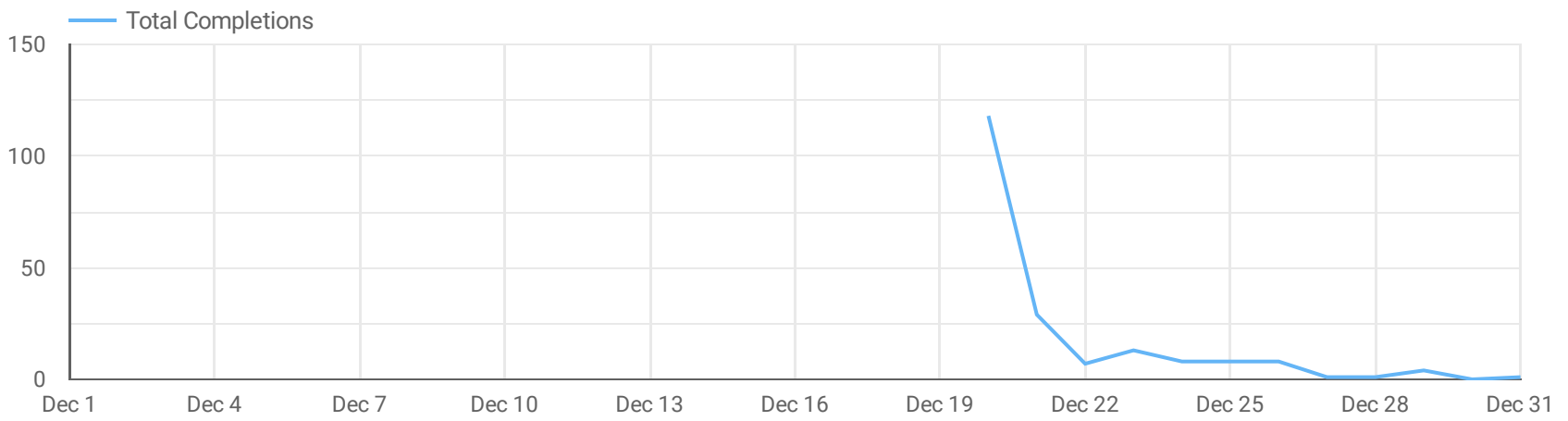


Channel	Total Completions
Social	288
Organic Search	74
Paid Search	44
Direct	19
Email	10

Limited to top 5

Goals Completed: Getaway Signups

Total Completions
198



Channel	Total Completions
Email	173
Social	18
Direct	4
Referral	2
Paid Search	1

Limited to top 5

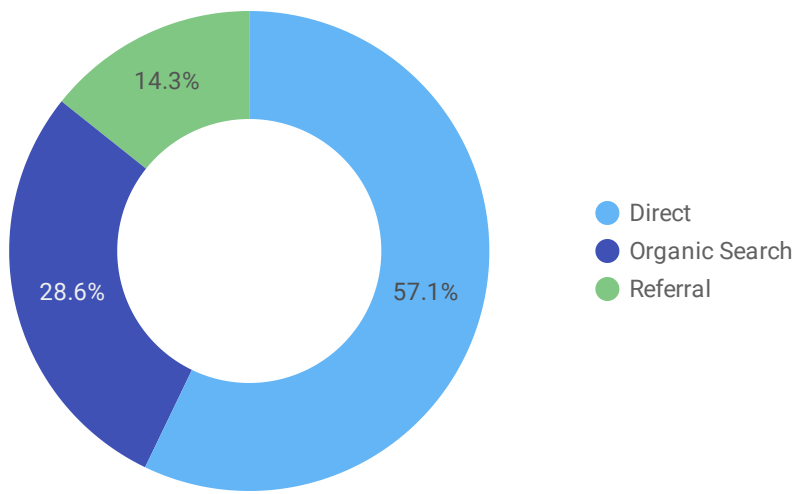
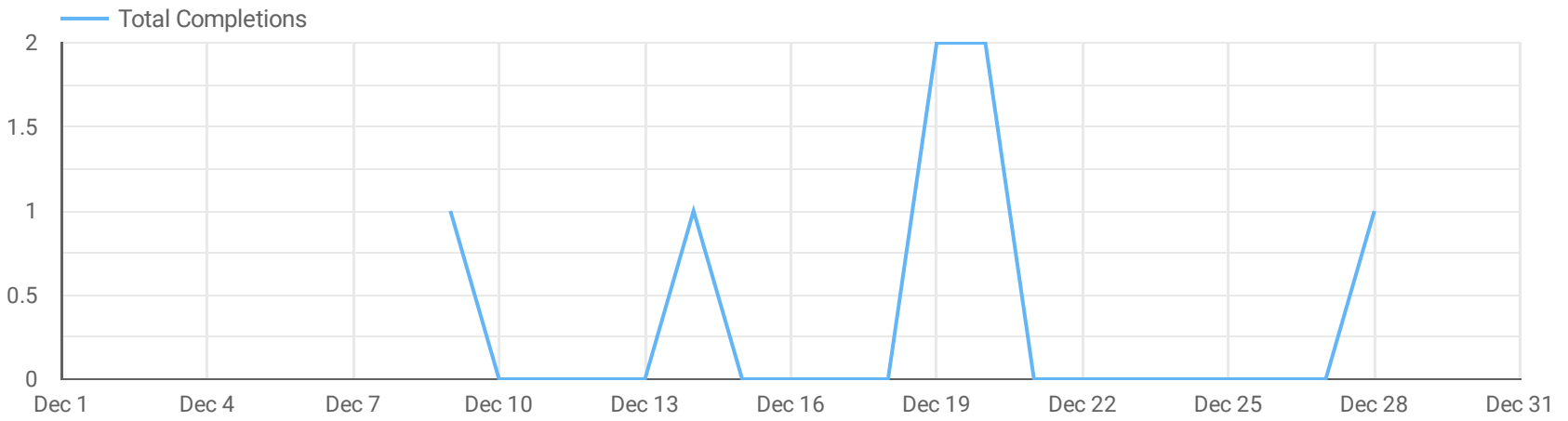
Goals Completed: Contact Form

Total Completions

7

↓ -50.00%

Compared to previous year



Channel	Total Completions
Direct	4
Organic Search	2
Referral	1

Limited to top 5

Most Popular Pages

Page	Sessions ▾	Pageviews	Bounce Rate
/st-george-island/	7,378	8,919	67.97%
/apalachicola/	3,657	4,353	68.31%
/	3,479	4,744	70.51%
/things-to-see-do/	1,209	1,773	60.79%
/alligator-point/	1,028	1,385	68.97%
/things-to-see-do/webcams/st-george-island-florida-webca...	1,015	1,346	84.14%
/carrabelle/	995	1,341	63.92%
/places-to-stay/	656	1,273	36.28%
/places-to-stay/vacation-rentals/	655	1,488	29.62%
/events/	608	2,049	61.35%
/event/christmas-in-carrabelle/	602	732	85.38%
/things-to-see-do/pet-friendly-activities/	420	711	61.67%
/event/apalachicola-oyster-cook-off/	329	390	71.12%
/2022/12/january-2023-happenings/	296	370	84.46%
/getaways/	274	355	35.04%
/things-to-see-do/beaches/	273	522	65.93%
/eastpoint/	253	356	67.98%
/business/st-george-island-state-park/	240	612	50.42%
/e-newsletter/	227	361	49.34%
/things-to-see-do/food-drink/	203	1,008	65.02%
/things-to-see-do/fishing/fishing-resources/seasonal-fishin...	181	221	71.27%
/things-to-see-do/fishing/ways-to-fish/shore-fishing/	167	211	74.85%
/event/forgotten-coast-plein-air/	163	203	31.9%
/visitors-guide/	153	969	65.36%
/event/butts-clucks-cook-off-on-the-bay/	149	225	51.01%

Limited to top 25

Top Cities

City	State	Sessions ▾	Pageviews	Bounce Rate
Atlanta	Georgia	2,679	4,691	68.12%
Chicago	Illinois	1,158	2,053	66.75%
Orlando	Florida	1,141	1,877	66.87%
Tallahassee	Florida	713	1,307	62.69%
(not set)	Florida	679	1,142	68.92%
Ashburn	Virginia	672	1,053	73.81%
Eastpoint	Florida	617	1,117	60.13%
Nashville	Tennessee	542	892	70.48%
(not set)	(not set)	532	679	84.96%
(not set)	Georgia	498	947	62.25%
Miami	Florida	494	816	66.4%
New York	New York	415	678	70.6%
Jacksonville	Florida	412	701	69.9%
Birmingham	Alabama	397	727	61.71%
Dallas	Texas	353	606	67.71%
Tampa	Florida	350	569	68.57%
Port St. Joe	Florida	253	709	57.31%
Indianapolis	Indiana	216	438	59.26%
Crawfordville	Florida	177	278	66.1%
(not set)	Illinois	175	379	61.14%
Boston	Massachusetts	172	310	67.44%
Apalachicola	Florida	170	273	59.41%
Columbus	Ohio	157	288	72.61%
Philadelphia	Pennsylvania	121	188	71.07%
New Orleans	Louisiana	117	203	62.39%

Limited to top 25

**FCTDC Collections Report for
2022-23 Year-to-Date Report
Through November 2022**

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Month	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
2	October	\$ 35,409	\$ 32,810	\$ 39,697	\$ 38,598	\$ 39,568	\$ 36,996	\$ 48,383	\$ 53,543	\$ 57,652	\$ 58,876	\$ 75,085	\$ 95,108
3	November	\$ 24,824	\$ 24,717	\$ 27,183	\$ 25,889	\$ 25,863	\$ 26,438	\$ 34,442	\$ 40,334	\$ 34,741	\$ 40,066	\$ 44,449	\$ 46,044
4	December	\$ 20,422	\$ 16,056	\$ 22,987	\$ 23,167	\$ 16,531	\$ 19,936	\$ 21,597	\$ 21,511	\$ 29,748	\$ 30,979	\$ 24,693	\$ 41,580
5	January	\$ 19,681	\$ 26,490	\$ 22,911	\$ 22,960	\$ 26,171	\$ 23,359	\$ 30,393	\$ 33,657	\$ 34,707	\$ 38,805	\$ 47,002	\$ 41,669
6	February	\$ 29,294	\$ 44,901	\$ 40,835	\$ 39,452	\$ 33,679	\$ 34,981	\$ 52,046	\$ 49,366	\$ 52,883	\$ 42,755	\$ 64,494	\$ 60,423
7	March	\$ 51,243	\$ 45,643	\$ 61,091	\$ 49,779	\$ 53,117	\$ 61,990	\$ 66,598	\$ 80,880	\$ 78,180	\$ 83,626	\$ 80,018	\$ 84,583
8	April	\$ 69,609	\$ 70,430	\$ 66,135	\$ 73,881	\$ 53,935	\$ 70,611	\$ 81,642	\$ 90,243	\$ 81,115	\$ 101,310	\$ 103,120	\$ 89,950
9	May	\$ 100,486	\$ 114,101	\$ 123,222	\$ 104,769	\$ 120,471	\$ 90,635	\$ 140,204	\$ 115,590	\$ 135,897	\$ 143,700	\$ 131,348	\$ 110,485
10	June	\$ 107,484	\$ 166,404	\$ 138,840	\$ 143,508	\$ 151,641	\$ 172,030	\$ 143,805	\$ 195,838	\$ 210,506	\$ 195,093	\$ 213,949	\$ 226,795
11	July	\$ 149,857	\$ 95,128	\$ 128,027	\$ 131,277	\$ 114,121	\$ 147,874	\$ 140,000	\$ 153,198	\$ 164,200	\$ 182,236	\$ 253,603	\$ 242,037
12	August	\$ 51,353	\$ 69,864	\$ 57,498	\$ 56,312	\$ 71,378	\$ 60,698	\$ 93,912	\$ 86,743	\$ 107,784	\$ 129,880	\$ 82,664	\$ 121,809
13	September	\$ 38,598	\$ 46,282	\$ 45,740	\$ 41,299	\$ 47,760	\$ 57,593	\$ 63,037	\$ 57,171	\$ 64,199	\$ 75,778	\$ 81,869	\$ 90,214
14	Totals	\$ 698,262	\$ 752,825	\$ 774,166	\$ 750,890	\$ 754,234	\$ 803,141	\$ 916,059	\$ 978,073	\$ 1,051,612	\$ 1,123,104	\$ 1,202,294	\$ 1,250,696
15													
16	YOY %		\$ 54,564	\$ 21,341	\$ (23,275)	\$ 3,344	\$ 48,907	\$ 112,918	\$ 62,014	\$ 73,539	\$ 71,492	\$ 79,190	\$ 48,401
17			7.8%	2.8%	-3.0%	0.4%	6.5%	14.1%	6.8%	7.5%	6.8%	7.1%	4.0%
18													
19	Month	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	Increase / Decrease					
20	October	\$ 85,823	\$ 38,417	\$ 89,660	\$ 147,542	\$ 294,549	\$ 280,910	\$ (13,638.70)					
21	November	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 146,699	\$ 1,866.61					
22	December	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724	\$ 116,196							
23	January	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327							
24	February	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508	\$ 182,356							
25	March	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238							
26	April	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271							
27	May	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652							
28	June	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038	\$ 569,447							
29	July	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474	\$ 651,425							
30	August	\$ 111,323	\$ 134,239	\$ 190,136	\$ 306,565	\$ 246,874							
31	September	\$ 70,419	\$ 90,052	\$ 140,186	\$ 164,076	\$ 236,109							
32	Totals	\$ 1,304,398	\$ 1,401,732	\$ 1,432,091	\$ 2,458,249	\$ 3,480,276	\$ 427,609						
33													
34	YOY %	\$ 53,702	\$ 97,334	\$ 30,360	\$ 1,026,157	\$ 1,022,027	\$ (3,052,667)						
35		4.29%	7.46%	2.17%	71.65%	41.58%	-87.71%						
36													
37	* October and November 2018 due to Hurricane Michael statistically are outliers.												
38	October and November 2019 compared with 2017-18 amounts are more representative,												
39	thus, these months show increases of 10% and 9% respectively, or YTD increase of 31%.												
40	* Coronavirus-19 March 1 - May 18 2020												
41	* July 1, 2021 Increase in tax rate to 3%												
42	* 2020-21 increase if rate had stayed at 2% > \$685,452.64 or 47.86% increase												



Franklin County Tourist Development Council
Events Promotions Grant
2022-23 Application

Section 1. Organizational Information

Organization Corporate or Government Name: Ocean Aid 360, Inc
Address: 125 18th Ave S St. Petersburg, FL 33705
Contact Person: Vice President
Name: Danielle Dawley
Phone Number : 512-944-5882
Email Address : danielle@oceanaid360.org
FEIN #: 82-3008707
Have you previously received TDC funding for this event? Y N - NO

Section 2. Event Information *(Note: A separate application is required for each application of funds under this program)*

Event: Please provide a description of the event.

It's just like your favorite inshore fishing tourney, but instead of redfish and trout, we'll be weighing in collected plastics, derelict crab traps, and other forms of marine debris after your 4-hour search. It's all for a great cause - and **thousands in industry prizes** for top collectors at each tournament event. We will be gathering at Ten Foot Hole Boat Ramp at 9:30am to check everyone in, give out swag bags to the teams and give a short talk about the event. Everyone will return back to the dock at 2pm for weigh-in, lunch and the prize ceremony!

The Ghost Trap Rodeo Tournament Series will contribute to the stewardship and restoration of sensitive marine habitat upon which residents depend as a source of cultural pride, resources, and as a tourism draw. To date OA360 has organized 18 cleanups around Florida and has weighed in close to 150,000lbs of marine debris.

Name: The Ghost Trap Rodeo Tournament Series
Location of Event: Ten Foot Hole Boat Ramp
Date and Times of Event: January 7th, 2023 :: 10am - 2pm
Event Coordinator: Danielle Dawley
Web Site: www.oceanaid360.org

Section 3. Support Information to be Provided:

- One High Resolution Promotional Photo - Included in previous email
- Brief Description of Event - see above
- Most Recent 990 - attached
- Description of Rain Date alternatives - None at this time
- Event Budget - Total Budget : \$11,000
 - Includes OA360 Cost Share of \$3,200
 - Local Donations and In-Kind contributions are still being collected to offset costs

Signature of Authorized Agent

 Danielle K. Dowling

Date

12/13/2022