

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday, June 12th, 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 April 10 th | Action Item | Davis |
| 5. Public Comments | | |
| 6. Administrative Reports | | |
| • FCTDC Collections Report | | Davis/Solomon |
| • Expenditures to Budget | | Davis |

Promotions Report

- | | |
|------------------------|-----------------|
| • Bay Media | Clark |
| • Web Master Report | Kendrick |
| • Visitor Numbers | Solomon |
| • Administrative Items | Solomon |

New business

- A. RAO Visit Florida Co-Op Video Program (Mid Month)
- B. Draft Budget Approval
- C. Draft Grants Applications & Time Frame Approval
- D. Request to Print Carrabelle Light House Brochures
- E. B.A.S.S. Redfish Tournament (Promotional)
- F. VISIT FLORIDA GC24 Sponsorship
- G. Museum infrastructure Grant Request for SGI Lighthouse Repairs
- H. Beach Park Facilities Funding Request

Reports by Local Government Representatives:

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

7. Reports from Member Organizations

8. Board Comments

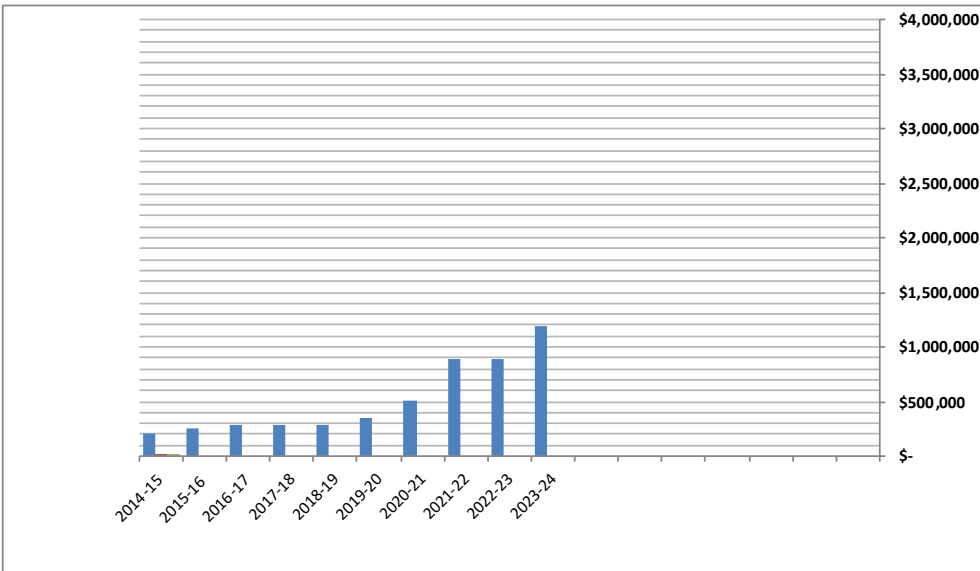
Meeting Announcements: TDC Board Meeting Wednesday , August 14th , 2024, at 1:30 pm for Grants Meeting and 2:00 pm for regular meeting at TDC Office meeting room

Zoom Meeting ID: <https://us06web.zoom.us/j/89352992501>

Meeting ID: 893 5299 2501

**FCTDC Collections Report for 2012-2024 Year-to-Date Report
Through March 2024
(May DOR Report)**

	A	B	C	D	E	F	G	H	I	J	K	L
1	Month	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	
2	October	\$ 58,876	\$ 75,085	\$ 95,108	\$ 85,823	\$ 38,417	\$ 89,660	\$ 147,542	\$ 294,549	\$ 280,910	\$ 235,669	
3	November	\$ 40,066	\$ 44,449	\$ 46,044	\$ 49,441	\$ 87,784	\$ 57,067	\$ 86,470	\$ 144,833	\$ 146,699	\$ 139,188	
4	December	\$ 30,979	\$ 24,693	\$ 41,580	\$ 37,182	\$ 46,715	\$ 52,527	\$ 67,724	\$ 116,196	\$ 128,229	\$ 158,894	
5	January	\$ 38,805	\$ 47,002	\$ 41,669	\$ 51,389	\$ 52,063	\$ 54,422	\$ 115,730	\$ 144,327	\$ 155,971	\$ 160,292	
6	February	\$ 42,755	\$ 64,494	\$ 60,423	\$ 58,338	\$ 66,632	\$ 95,017	\$ 84,508	\$ 182,356	\$ 170,298	\$ 199,889	
7	March	\$ 83,626	\$ 80,018	\$ 84,583	\$ 111,947	\$ 127,975	\$ 71,947	\$ 149,485	\$ 261,238	\$ 248,693	\$ 301,419	
14	Totals	\$ 211,480	\$ 255,722	\$ 284,823	\$ 282,173	\$ 291,612	\$ 348,693	\$ 501,974	\$ 882,259	\$ 882,107	\$ 1,195,351	
15												
16	YOY%	\$ 73,539	\$ 44,242	\$ 29,101	\$ (2,650)	\$ 9,439	\$ 57,081	\$ 153,281	\$ 380,285	\$ (152)		
17		7.5%	20.9%	11.4%	-0.9%	3.35%	19.57%	43.96%	75.76%	-0.02%		



35 * October and November 2018 due to Hurricane Michael statistically are outliers.
36 October and November 2019 compared with 2017-18 amounts are more representative,
37 thus, these months show increases of 10% and 9% respectively, or YTD increase of 31%.
38 * Coronavirus-19 March 1 - May 18 2020
39 * July 1, 2021 Increase in tax rate to 3%
40 * 2020-21 increase if rate had stayed at 2% > \$685,452.64 or 47.86% increase
41

**2023-24 Budget
May 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	ADMINISTRATION - 60002	\$ 96,705	\$ 174,000	\$ 77,295	56%
3	COUNTY ADMINISTRATION - 60003	\$ 500			
4	INFRASTRUCTURE - 60004	\$ 612,646	\$ 3,645,376	\$ 3,032,730	17%
5	Aid to Local Governments - 60005	\$ 435,302	\$ 3,330,376	\$ 2,895,074	13%
6	Infrastructure Projects - per statue - 60006	\$ 373,203	\$ 1,564,188	\$ 1,190,985	24%
14	Beach Cleanup (Quarterly) - 60007	\$ 49,500	\$ 99,000	\$ 49,500	50%
15	Armory Website Page Addition - 60009	\$ -	\$ 3,000	\$ 3,000	0%
16	Museum Infrastructure Grant Program - 60011	\$ 788	\$ 100,000	\$ 99,213	1%
17	Aid to Non-Profits - 60012	\$ 165,000	\$ 285,000	\$ 120,000	58%
18	Museum Grants - (\$3,750 each per quarterly) - 60013	\$ 30,000	\$ 105,000	\$ 75,000	29%
19	Visitor Centers (Quarterly) - 60014	\$ 135,000	\$ 180,000	\$ 45,000	75%
20	TDC Maintenance and Repairs - 60015	\$ 12,344	\$ 30,000	\$ 17,656	41%
21	TDC Building Maintenance /Repairs - 60016	\$ 377			
22	Chapman and Armory	\$ 11,967			
23	Insurance TDC Property Insurance	\$ -			
24	SGL Lighthouse Museum Flood Insurance	\$ -			
25	PROMOTIONAL BUDGET - 60017	\$ 562,567	\$ 1,267,812	\$ 705,245	44%
26	Non-Profit Event Promotions - 60018	\$ 40,307	\$ 163,000	\$ 122,693	25%
27	Non-Profit Promotion Grants - 60019	\$ 267	\$ 123,000	\$ 82,693	33%
28	Museum Promotional Grants (Events by Museums) 60020	\$ 40,040	\$ 40,000	\$ 39,733	1%
29	New Promotional Opportunities - 60021	\$ 30,900	\$ 30,000	\$ (900)	103%
30	Vendor Contracted Retainers - 60023	\$ 78,498	\$ 131,000	\$ 52,502	60%
31	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 26,667	\$ 40,000	\$ 13,333	67%
32	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 23,331	\$ 40,000	\$ 16,669	58%
33	Forgotten Coast TV (\$ 3000 / Month) - 60026	\$ 21,000	\$ 36,000	\$ 15,000	58%
34	Oyster Radio (\$ 1,250 / Month) - 60027	\$ 7,500	\$ 15,000	\$ 7,500	50%
35	Internet Advertising - 60028	\$ 157,187	\$ 238,600	\$ 81,413	66%
36	2K Social Media Campaigns - 60029	\$ 23,333	\$ 35,000	\$ 11,667	67%
37	Non-Contractual Website - 60030	\$ 1,046	\$ 10,000	\$ 8,954	10%
38	Search Engine Optimization - 60031	\$ 17,290	\$ 28,500	\$ 11,210	61%
39	Market Research & email marketing - 60032	\$ 7,651	\$ 6,000	\$ (1,651)	128%
40	Internet Marketing (Google, etc) - 60033	\$ 92,648	\$ 130,000	\$ 37,352	71%
41	14% Production - 60034	\$ 15,219	\$ 23,100	\$ 7,881	66%
42	Website Revisions - 60035	\$ -	\$ 6,000	\$ 6,000	0%
43	Print - 60036	\$ 148,957	\$ 246,012	\$ 97,055	61%
44	Digital/ Banner Adds (Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
45	14% Production - 60038 (Banner and Print)	\$ 9,192	\$ 22,912	\$ 13,720	40%
46	Content Production - 60039	\$ 878	\$ 12,000	\$ 11,123	7%
47	Print Advetising - 60040	\$ 115,678	\$ 150,000	\$ 34,322	77%
48	Printing Promotional Materials (brochures) - 60041	\$ 17,260	\$ 35,000	\$ 17,740	49%
49	Photography - 60042	\$ -	\$ 13,200	\$ 13,200	0%
50	Photo Library - 60043	\$ -	\$ 8,500	\$ 8,500	0%
51	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%

2023-24 Budget

May 2024

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
52	Welcoming Tourists - 60045	\$ 5,520	\$ 55,000	\$ 49,480	10%
53	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 1,770	\$ 10,000	\$ 8,230	18%
54	Historical Signage - 60048	\$ -	\$ 25,000	\$ 25,000	0%
55	Additional Signage (roadside, storefront, billboards) - 60049	\$ 3,750	\$ 20,000	\$ 16,250	19%
56	TV and Radio Advertising - 60050	\$ 2,500	\$ 45,000	\$ 42,500	6%
57	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
58	Television Advertising - 60052	\$ 2,500	\$ 35,000	\$ 32,500	7%
59	Video Production - 60053	\$ 14,950	\$ 51,000	\$ 36,050	29%
60	Video Library - 60054	\$ 2,200	\$ 10,000	\$ 7,800	22%
61	Commercials / Specials - 60055	\$ 9,750	\$ 10,000	\$ 250	98%
62	Video Production- PSAs - 60056	\$ 3,000	\$ 5,000	\$ 2,000	60%
63	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
64	Partnerships (co-ops) - 60058	\$ 15,650	\$ 30,500	\$ 14,850	51%
65	VF State Welcome Center - Kids Corner - 60059	\$ -	\$ 4,000	\$ 4,000	0%
66	Explore NW Florida Beaches/ Visit Florida Grant - 60062	\$ 15,650	\$ 16,000	\$ 350	98%
67	98 Corridor Mkting - 60060	\$ -	\$ 5,000	\$ 5,000	0%
68	COCA Banner - 60061	\$ -	\$ 5,500	\$ 5,500	0%
69	Special Events and Outreach - 60070	\$ 38,571	\$ 170,500	\$ 131,929	23%
70	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
71	Get-a-Way Contests - 60072	\$ 2,522	\$ 20,000	\$ 17,479	13%
72	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
73	Journalists Visits - 60074	\$ -	\$ 10,000	\$ 10,000	0%
74	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
75	Promotional Items - 60076	\$ -	\$ 5,000	\$ 5,000	0%
76	Visitor Guide Production - 60077	\$ 7,540	\$ 25,000	\$ 17,460	30%
77	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 7,574	\$ 35,000	\$ 27,426	22%
78	New Software Advancements - 60081	\$ 6,536	\$ 13,000	\$ 6,464	50%
79	CrowRiff - 60082	\$ -	\$ 7,000	\$ 7,000	0%
80	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
81	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
82	Forgotten Coast Mobile App - 60085	\$ -	\$ 8,000	\$ 8,000	0%
83	Dues/Memberships/Meetings /Conferences - 60090	\$ 29,526	\$ 29,000	\$ (526)	102%
89	VF, STS, FOWA, NOWA,COCA,DMO Assn, NWTDC - 60093	\$ 29,526	\$ 13,000	\$ (16,526)	227%
90	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ -	\$ 6,000	\$ 6,000	0%
91	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ -	\$ 4,000	\$ 4,000	0%
92	Explore NW Florida (Riverway South) Membership - 60094	\$ -	\$ 6,000	\$ 6,000	0%
93	TOTAL BUDGET2023-24	\$ 1,272,417	\$ 5,087,188	\$ 3,815,271	25%



June 5, 2024

To: TDC Board Members

From: C. Clark

Subject: June 2024 marketing report

METRICS ANALYSIS OF MAY NEWSLETTER launched Thursday, May 23 to 111,096 recipients. The reader open rate averaged 26.5% and the click to open rate averaged 4.6%. There were 39 trackable links in the newsletter. The highest number of click throughs registered as follows: Crooked River Lighthouse Climb(4.2%), SGI Full Moon Climb (4.1%), Independence Eve Celebration (4%), SGI Mullet Toss (3.7%).

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410

Total Database: January 3, 2024: 112,144

MARKETING/MEDIA COORDINATION

Production: *June Newsletter*

Production: *Maritime Museum Exhibit Displays*

Production: *Florida Sport Fishing*

Production: *Nashville Magazine* Media Assist

Production: *East Alabama Living Magazine* Media Assist

Production: *AAA Magazine* Media Assist

LATE SUMMER/FALL AD BUY REQUESTS

ROVA Magazine (print) - August/September issue (top fishing destinations issue) Full page. \$5130

Florida is for Foodies - October. Print and digital. **Food Network Magazine, The Pioneer Woman Magazine.** 1/2 page ad plus advertorial, social media and listing on culinary-themed newsletter. \$13,811.10. (A Visit Florida Co-op savings of 25%)

Chicago Magazine - November. Digital, Print. Full page includes advertorial, newsletter inclusion. \$7,780.50 (A Visit Florida co-op savings of 64%)

Texas Monthly - November. Digital, print. Full page includes advertorial, Trip Planner newsletter. Half Page ad. \$9671.76. (A Visit Florida co-op 57%)

MARKETING MATERIALS

Crooked River Lighthouse Fresnel Lens Rack Card - 10,000: 4x9 rack cards: \$996

Turtle Rack Card. Request from ANERR to reprint the Turtle Rack Card originally printed by IFAS/County and distributed by Visitor Centers/Lodging Providers. 20,000 4x9 rack card: \$1406.

let's go fishing!

along Florida's Forgotten Coast

full service marinas . guide services . bait, tackle and outfitters
pet-friendly beaches . kayaking . history . hiking . golf
full range of lodging options . restaurants . breweries/live music



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

Plan your next trip at FloridasForgottenCoast.com/fish24



NASHVILLE

LIFESTYLES

30
FUN THINGS
TO DO THIS
SUMMER

TRAVEL TO
GORGEOUS
ST. GEORGE
ISLAND

+

**CARLY
PEARCE**
ON HER NEW
ALBUM AND
HEALING

KIX BROOKS

LOOKS BACK AT 20+ YEARS
OF GROWING 'TENNESSEE'S
WINE COUNTRY' AT
ARRINGTON VINEYARDS



Secluded Stay

EXPERIENCE UNSPOILED BEACHES AND GET LOST IN NATURE ON FLORIDA'S IDYLIC BARRIER ISLAND, ST. GEORGE.

BY TRISHA BOYER

Nestled between the Gulf of Mexico and Apalachicola Bay in North Florida, St. George Island offers an idyllic getaway steeped in natural beauty and history. There are no high-rise condos or buzzing late-night bars here. Just 22 miles of unspoiled beaches—ideally suited for swimming, fishing, paddling, and shelling—surrounded by a lush landscape that hums with wildlife.

Exhale a deep breath and let the four-mile drive across the bridge that separates the barrier island from mainland Florida set the tone for this serene summer getaway.

ANCHOR YOUR STAY

There are a handful of low-density hotels and inns on the island, with the 88-room Buccaneer Inn as the largest (and only hotel directly beachfront), but rooms fill up quickly, so most opt for one of the private rentals that dot the coastline. From standard condos to luxury abodes with private pools, or spectacular camping at Dr. Julian G. Bruce St. George Island State Park, there's something to accommodate every type of traveler. You'll want to park your car and rent bikes or a golf cart for your stay—the petite island is easily navigated by either.

PHOTO BY FRANKLIN COUNTY TDC/CYCLEHERE



DISCOVER ISLAND HISTORY

Europeans arrived on St. George more than 300 years ago, and rapid expansion followed. By the 1900s, the Island's focus shifted from community building and tourism to military support, as it became an important source of turpentine, which is made by distilling resin from pines. Harvesters slashed through the tree's outer layers, creating a "cat face" scar to release the materials. The majestic cat-face pines, with their centuries-old markings, can still be seen throughout Dr. Julian G. Bruce St. George Island State Park today.

History buffs will also appreciate the St. George Island Lighthouse. Originally built in 1852 and rebuilt multiple times over the years due to hurricane damage, it collapsed into The Gulf in 2005. The community rallied and erected a replica, Cape St. George Light, in a more protected area so visitors can continue to experience breathtaking views from the top, while learning more about the island in the museum.

GET OUT AND EXPLORE

St. George Island is a dream for beachgoers, paddlers, and anglers alike. Days can be spent relaxing on the white sand beneath an umbrella, dipping into the clear surf, and searching for shells, or out on the open water with a chartered fishing expedition from Island Charters. Under their helpful guidance, you're all but guaranteed



to hook a redfish or speckled trout from the bountiful waters.

For all levels of paddleboarders, the beach near the lighthouse offers a calm place to embrace the splendor of the crystal blue waters to their fullest. For a completely different paddleboarding experience, Dr. Julian G. Bruce St. George Island State Park provides easy access to the Apalachicola River. It's another gentle waterway for paddlers and also has a canoe and kayak launch ramp for peaceful afternoons rowing in the warm summer sun.

For a family-friendly Apalachicola Bay experience, check out the dolphin tours with Journeys of St. George Island. During the two-hour powerboat expeditions, expect glimpses dolphins frolicking in the waves with possible

bald eagle, osprey, heron, and jumping fish sightings along the way. There are morning and evening runs, with the latter boasting spectacular Panhandle sunset viewing from the boat deck.

SAVOR COASTAL CUISINE

When it comes to dining, what St. George lacks in quantity; it makes up for in quality. Like the rest of the island, restaurants echo a distinctly laid-back vibe. Paddy's Raw Bar is a must-visit for oysters by the dozen, simple sandwiches, and local peel-and-eat shrimp by the pound. The sun-drenched deck at The Blue Parrot Oceanfront Café is where you want to be for fresh seafood straight from the shores. It's the only restaurant directly beachside, so you can

PHOTO BY FRANKLIN COUNTY TDC/CYCLE HERE



PHOTO BY FRANKLIN COUNTY TDC/CYCLE HERE

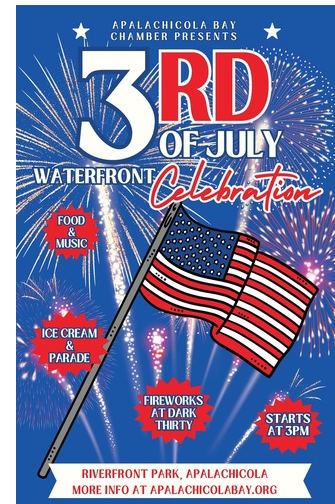


expect stunning views anytime day or night. Oysters, blue crab claws, New Orleans-style gumbo, and grouper and shrimp prepared a variety of ways hit the spot, along with ice-cold beer, island drinks, and a sweet serenade of lapping waves in the distance. For those who prefer dining in, Island View Seafood has everything you need for a seafood feast at home. They'll pack up the morning's catch on ice and are generous with prep tips if you ask.

At the end of the night, satisfy your sweet tooth with a cool treat: a few scoops of hand-dipped ice cream or milkshake from Aunt Ebbey's Ice Cream; or a house-made waffle cone filled with soft serve and toppings from Adventure Island Ice Cream.

DAY TRIP TO APALACHICOLA

If time allows, add in a day trip to the quaint, neighboring fishing town Apalachicola (less than 40 minutes by car). Grab a latte and a chocolate covered turtle from Apalachicola Chocolate & Coffee Company to fuel an afternoon perusing the historic downtown's eclectic boutiques and art galleries. As you're shopping, keep an eye out for the highly prized local Tupelo honey. Valued for its silky texture and complex flavor, it's a rare find and makes an excellent souvenir for foodie friends back home. And be sure to make a reservation for Owl Café, where you'll enjoy classics like BBQ shrimp, fried oysters, and shrimp and grits, alongside a craft cocktail or glass of wine in a welcoming casual-meets-upscale setting. It's a great representation of what makes the "Forgotten Coast" so special.



Beach Bound This Month!

Franklin County features more than 250 miles of beachy shoreline. Gulf beaches with miles of gently rolling surf, bay beaches with nature and privacy, beaches that are perfect for families, beaches that are great for fishing, beaches you can drive to and beaches you'll need a boat to enjoy. Every one of our beaches is beautiful but each one is different. [Learn more about our different beaches here.](#)

About this time last year, we learned that the Julian G. Bruce St. George Island State Park was named the best beach in the United States by Dr. Stephen Leatherman (Dr. Beach) who ranked the beaches of this 1,962-acre state park Number One in the nation for 2023. Once at the top, number one beaches are removed from Dr. Leatherman's rankings so you may not see this park in the national rankings any longer but we know this unique beach park is still number one in your hearts!



About the Julian G. Bruce 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

Independence Day Celebrations Planned

From Alligator Point to Apalachicola, almost every community is planning Independence Day festivities.

Eastpoint - July 1

[Come enjoy fireworks over the Bay at the 3rd Annual Eastpoint Freedom Festival, hosted by the Eastpoint Civic Association.](#) Fireworks will begin at dark-thirty on Saturday July 1.

Carrabelle - July 5

[Carrabelle will host its annual fireworks extravaganza on Friday, July 5](#) along the Carrabelle Waterfront at dark-thirty.

Apalachicola - July 3

In Apalachicola, [the Apalachicola Bay Chamber](#) presents Apalachicola's

bicyclists, hikers or boaters. Wheelchair accessibility to the water is enhanced by Four mobility mats installed at two pull-offs and at each of the two large beach use areas. Three standard beach wheelchairs, two motorized 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.

Bicycling - The park has four miles of paved road along the main park drive and a five mile 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. **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. 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. **Hiking** - The park features two 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. **Camping** - 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 park offers a full facility family campground that would rival some of the best campgrounds in the region. The park features 60 campsites, 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. [Learn more about the St. George Island State Park here.](#)



Turtles and Tourists Share The Forgotten Coast Beaches

Beginning in May, female sea turtles worldwide began an annual migration to beaches across the globe to lay their fragile eggs at night near the dune lines. Interested in learning more? The Apalachicola National Estuarine Research Reserve in Eastpoint will host local ["Turtle Talks" each Tuesday this summer beginning June 4 from 2-3 pm.](#) These

[Waterfront July 3rd Celebration on Wednesday, July 3](#) featuring all-American food vendors, music and fireworks.

St. George Island - July 4
[On St. George Island, everyone is welcome to join in the annual July 4th celebration.](#) Stick around all day and enjoy festivities and fireworks on the beach behind the Blue Parrot Oceanfront Cafe about dark-thirty.

CGJ D-Day Commemoration Exhibits Opens June 4

The Camp Gordon Johnston WWII Museum in Carrabelle will present a special exhibit commemorating the 80th Anniversary of D-Day. This exhibit will open on Tuesday, June 4 and will be on display until Saturday, July 20. The museum is open every Tuesday through Saturday from 11 am to 5 pm. There is no charge for admission, but donations are gladly accepted. When Camp Gordon Johnston opened in 1942 in Carrabelle, FL, its main purpose was to train entire infantry divisions, including the U. S. Army's 4th Infantry Division and their support units in amphibious warfare.

June Farmers and Artisans Markets

Apalachicola
The Apalachicola Farmers' Market will host its June events on [Saturday June 8 and June 22 from 9 am to 1pm at the Mill Pond at Scipio Creek.](#) Can't wait till the weekend? The Apalachicola

weekly talks, which will run through August, help visitors learn all about our nesting sea turtles. The talks are free and registration is not required; however seating is limited. Visitors interested in learning about sea turtle nesting can visit the St. George Island Visitor's Center (at the St. George Island Lighthouse Park) to pick up turtle information.

Please note that Franklin County has a Leave No Trace Ordinance that requires chairs, umbrellas and equipment to be removed nightly from the public beaches in order to help mama turtles more easily navigate the beaches to nest and allow hatchlings a clear path back to the water from their nests in the dunes. And, if you dig a hole on the beach during the day, fill it in! [Learn more here.](#)



Fish Free In June!

You can fish free in Florida's state saltwater areas June 3-4. The State's free fishing days in June for freshwater areas is June 10-11. License-free fishing days provide an excellent opportunity for those who don't yet have a fishing license to experience fishing, take youth fishing, or for avid anglers to introduce a friend to fishing without having to purchase a license. On these days, the fishing license requirement is waived for all recreational anglers, including both residents and non-residents. All other rules such as seasons, bag and size limits apply. [Learn more here.](#)

Need a guided tour? Charter captains are booking trips now! [For a list of Franklin County's fishing charter guides, click here.](#)

Producers Market features fresh vegetables, micro greens, coffee, gourmet goodies and more. [Held most Wednesdays from 9am to noon at 56 Commerce Street in Apalachicola.](#)

Carrabelle

The Crooked River Lighthouse is hosting a Country Farmer's Market Saturday, June 1, 15 and again on June 29 from 9 am-1 pm at the foot of the lighthouse at 1975 Hwy 98 W, Carrabelle Beach. The Market will feature vendors from the community with locally made goods, fresh roasted coffee, veggies, plants, art, baked goods, photography, craft items, and unique maritime items in the Lighthouse Gift Shop.

EVENTS

June 1, 15, 29 - Carrabelle Country Market

June 1, 22 - An Evening On the Edge of the Sea

June 4, 11, 18, 25 - [Turtle Talks](#)

June 4-July 20 - Camp Gordon Johnston Commemoration Exhibit

June 7 - First Friday Event, Rio Carrabelle

June 8 - Rivers' Edge Basket Weaving Class

June 8 - [SGI Mullet Toss](#)

June 7, 10, 12, 14, 17, 19, 21, 24, 26, 28 - Apalach Ghost Tour

June 8, 22 - [Apalachicola Farmers' Market](#)

June 11, 18, 25 - Bits and Pieces Art Class

June 21 - [Full Moon Climb, Cape St. George Lighthouse](#)

June 21 - [Full Moon Climb, Crooked River Lighthouse](#)

June 5, 12, 19, 26 -

Apalachicola Downtown Market
Through June 30 - CGJ D-Day Exhibit



June 10, 24 - Apalachicola
Farmers' Market
June 15 - [C-Quarters Kingfish
Shootout](#)
July 1- [Eastpoint Freedom
Festival](#)
July 5- [Carrabelle Fireworks](#)
July 3 - [Apalachicola Fireworks](#)
July 4 - [SGI Fireworks](#)

Lighthouse Full Moon Climbs June 21

Two historic lighthouses in the county will host full moon climbs on Friday, June 21. [The Crooked River Lighthouse will host a Full Moon Lighthouse Climb on from 8-10 pm.](#) [The Cape St. George Lighthouse on St. George Island Sunset and Full Moon Climb will be held from 8 pm until 10 pm.](#)

Franklin County Tourist Development Council • 731 Hwy. 98, Eastpoint, FL 32329 • 866-914-2068

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Franklin County TDC Monthly Marketing Report

May 2024



2024 Sessions

83,439

2024 Bounce Rate

54.04%

2024 Goals Completed

1,811

2023 Sessions
(May 1, 2023 - May 31, 2023)

108 K

2023 Bounce Rate
(May 1, 2023 - May 31, 2023)

67.53%

2023 Goals Completed
(May 1, 2023 - May 31, 2023)

3,151

Goals Completed

Accommodation Requests

Getaway Signups

2024 Goals Completed

468

2023 Goals Completed
(May 1, 2023 - May 31, 2023)

837

2024 Goals Completed

0

2023 Goals Completed
(May 1, 2023 - May 31, 2023)

105

Visitor Guide Requests

Visitor Guide Views

2024 Goals Completed

434

2023 Goals Completed
(May 1, 2023 - May 31, 2023)

838

2024 Goals Completed

250

2023 Goals Completed
(May 1, 2023 - May 31, 2023)

317

Newsletter Signups

Newsletter Views

2024 Goals Completed

507

2023 Goals Completed
(May 1, 2023 - May 31, 2023)

845

2024 Goals Completed

134

2023 Goals Completed
(May 1, 2023 - May 31, 2023)

191

Top Cities

Top 10 Cities			
CITY	SESSIONS	VIEWS	BOUNCE RATE
Ashburn	8,262	9,162	94.29%
(not set)	6,609	13,222	47.28%
Atlanta	5,688	11,196	43.92%
Coffeyville	4,516	4,639	99.87%
Chicago	3,899	7,399	48.70%
Miami	2,039	3,569	40.76%
Los Angeles	1,945	2,019	97.17%
Nashville	1,789	3,897	47.96%
Orlando	1,673	2,976	38.37%
New York	1,499	1,936	80.25%

Most Popular Pages

Top 10 Pages			
LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
/	22,238	50,316	53.83%
/st-george-island	10,976	24,649	31.85%
/e-newsletter	5,031	6,583	70.05%
/apalachicola	3,284	7,916	27.25%
/series/apalachicola-farmers-market	2,881	2,869	99.69%
/things-to-see-do/beaches	2,467	3,914	70.81%
/business/st-george-island-state-park	1,957	2,405	82.22%
(not set)	1,718	2,428	96.80%
/things-to-see-do/beaches/beach-safety	1,676	1,827	89.38%
/things-to-see-do	1,401	3,817	26.41%

Organic Search

2024 Organic Sessions

21,555

2024 Organic Pageviews

41,747

2024 Goals Completed

3482023 Organic Sessions
(May 1, 2023 - May 31, 2023)**41,032**2023 Organic Pageviews
(May 1, 2023 - May 31, 2023)**79,481**2023 Goals Completed
(May 1, 2023 - May 31, 2023)**971**

Paid Search

2024 Sessions

13,371

2024 Pageviews

29,201

2024 Goals Completed

3232023 Sessions
(May 1, 2023 - May 31, 2023)**22,691**2023 Pageviews
(May 1, 2023 - May 31, 2023)**43,022**2023 Goals Completed
(May 1, 2023 - May 31, 2023)**602**

Social Media Overview

2024 Social Audience

264 K











2024 Social Impressions

3.00 M


2024 Social Link Clicks











25,1092023 Social Audience
(May 1, 2023 - May 31, 2023)**252 K**2023 Social Impressions
(May 1, 2023 - May 31, 2023)**2.86 M**2023 Social Link Clicks
(May 1, 2023 - May 31, 2023)**30,515**

Most Popular Facebook Posts

Top 10 Facebook Posts				
DATE	POST	POST IMPRESSIONS▼	LIKES	CLICKS
May 30, 2024	 Meet the locals of Florida's #ForgottenCo...	27,018	497	605
May 8, 2024	 From quaint boutiques to local markets, s...	14,195	63	220
May 20, 2024	 The quiet side of Florida awaits you... 🌊...	7,456	187	131
May 7, 2024	 Crafting unforgettable moments under t...	7,074	36	38
May 28, 2024	 A dozen reasons to smile 😊👍📸 IG/@p...	7,043	102	107
May 14, 2024	 Sun, smiles, and sandy toes! ☀️🌊📸 I...	5,791	30	61
May 23, 2024	 Making memories in front of one of Fra...	5,727	39	54
May 15, 2024	 Stumble upon nature's gifts along our ...	4,749	77	30
May 15, 2024	 We're thrilled to announce the launch of o...	4,716	52	62
May 1, 2024	 Happy first day of sea turtle nesting se...	4,446	111	21

Most Popular Instagram Posts

 Top 10 Instagram Posts & Stories

DATE	POST	REACH▼	POST ENGAGEMENT
May 8, 2024	 <p>From quaint boutiques to local markets, sho...</p>	1,770	102
May 7, 2024	 <p>Crafting unforgettable moments under the ...</p>	1,528	83
May 1, 2024	 <p>Happy first day of sea turtle nesting seas...</p>	1,446	179
May 23, 2024	 <p>Making memories in front of one of Frankl...</p>	1,374	96
May 10, 2024	 <p>Celebrating #NationalShrimpDay on Flori...</p>	1,063	68
May 27, 2024	 <p>As we gather on Florida's #ForgottenCoa...</p>	1,044	121
May 14, 2024	 <p>Sun, smiles, and sandy toes! 🌞🐾📸 @_jj...</p>	1,044	56
May 24, 2024	 <p>As the sun sets, the lights glow—creating a ...</p>	1,006	71
May 9, 2024	 <p>Let the landscapes inspire you, the colors m...</p>	912	109
May 28, 2024	 <p>A dozen reasons to smile 😊📸 @proptal...</p>	889	121

Print

2024 Sessions

41

2024 Pageviews

102

2024 Goals Completed

0

Email Newsletters

2024 Sessions

17,722

2024 Pageviews

18,506

2024 Goals Completed

31

Banners

2024 Sessions

23

2024 Pageviews

31

2024 Goals Completed

0

QR

2024 Sessions

68

2024 Pageviews

123

2024 Goals Completed

0



June 2024 Update

We have completed a series of six Re-Enactment videos that will be displayed at the TDC's Maritime Museum (Lombardi Property) when it opens later this year.

These videos highlight various industries that used or made a living on our local waterways. Topics include oystering, shrimping, crabbing, logging, fin fishing, and steamboats.

A future project that we will be working on for the TDC's Maritime Museum is interviewing locals who have or currently work in our local seafood industry. Those videos will also be on display at the museum.

2024 VISITOR COUNT

Month

	Apalachicola	EPVC	SGI	Carrabelle	Total
January	1,563	205	684	191	2,643
February	1,864	357	931	283	3,435
March	1,873	377	968	287	3,505
April	1,588	311	822	273	2,994
May	1,495	223	715	251	2,684
June					
July					
August					
September					
October					
November					
December					
				TOTAL	15,261



1. RAO VISIT FLORIDA Video Marketing Program – Streaming Commercials for 8 weeks, Starting August till October 2024. Estimated Impressions 1,760,000. TDC Pays **\$6,000** – Visit Florida Co-op pays \$24,000 – Mid Month Approved Need Ratification.
2. VISIT FLORIDA GC24 Sponsorship—\$5,497—Breakout Session Sponsor and Speaking at the breakout session and placement of Visitor Guides on each seat in session, 10x10 Space in Media Section, Logo on the conference website, Logo on GC24 App for Conference, Logo & Mention in Conference Handout Program, Logo visible during the entire conference and 4 Conference registrations.

TDC 2024-25 Promotional Budget- Draft

	A	B
1		Budget
2	INFRASTRUCTURE - 60004	\$ 2,257,000
3	Aid to Local Governments - 60005	\$ 1,832,000
4	Infrastructure Projects - per statue - 60006	\$ 1,632,000
5	Bridge and Beach Cleanup (Quarterly) - 60007	\$ 135,000
6	County Owned Property Insurance	\$ 35,000
7	County Owned TDC Visitor CentersProperty Maintenance - 60015	\$ 30,000
8	Aid to Non-Profits - 60012	\$ 425,000
9	Museum Infrastructure Grant Program - 60011	\$ 125,000
10	Museum Grants - (\$5,000 each per quarterly) - 60013	\$ 120,000
11	Visitor Centers Operational Funds(Quarterly) - 60014	\$ 180,000
12	PROMOTIONAL BUDGET - 60017	\$ 1,394,112
13	Non-Profit Event Promotions - 60018	\$ 163,000
14	Non-Profit Promotion Grants - 60019	\$ 163,000
15	New Promotional Opportunities - 60021	\$ 30,000
16	Vendor Contracted Retainers - 60023	\$ 305,000
17	Apalachicola Bay Chamber - Administration	\$ 174,000
18	2-K Web Group - Internet Marketing	\$ 40,000
19	Bay Media - Marketing	\$ 40,000
20	Forgotten Coast TV - Marketing	\$ 36,000
21	Oyster Radio - Radio Marketing	\$ 15,000
22	Internet Advertising - 60028	\$ 249,100
23	2K Social Media Campaigns - 60029	\$ 35,000
24	Non-Contractual Website - 60030	\$ 14,000
25	Search Engine Optimization - 60031	\$ 28,500
26	Market Research & email marketing - 60032	\$ 6,000
27	Internet Marketing (Google, etc) - 60033	\$ 140,000
28	14% Production - 60034	\$ 19,600
29	Website Revisions - 60035	\$ 6,000
30	Print - 60036	\$ 258,812
31	Digital/ Banner Adds (Bay Media) - 60037	\$ 25,800
32	Banner Ads - 14% Production - 60038 *	\$ 3,612
33	Content Production - 60039	\$ 12,000
34	Print Advetising - 60040	\$ 160,000
35	14% Production (Print Advertising) - 60038 *	\$ 22,400
36	Printing Promotional Materials (brochures) - 60041	\$ 35,000
37	Photography - 60042	\$ 13,200
38	Photo Library - 60043	\$ 8,500

TDC 2024-25 Promotional Budget- Draft

	A	B
1		Budget
39	Photo Setup (materials, actors, etc.) - 60044	\$ 4,700
40	Welcoming Tourists - 60045	\$ 45,000
41	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 10,000
42	Signage (roadside, storefront, billboards, historical) - 60049	\$ 35,000
43	TV and Radio Advertising - 60050	\$ 65,000
44	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ 15,000
45	Television Advertising - 60052	\$ 50,000
46	Video Production - 60053	\$ 41,000
47	Video Library - 60054	\$ 10,000
48	Commercials / Specials - 60055	\$ 10,000
49	Video Production- PSAs - 60056	\$ 5,000
50	Video Production -TV Shows - 60057	\$ 16,000
51	Partnerships (co-ops) - 60058	\$ 32,500
52	VF State Welcome Center - Kids Corner - 60059	\$ 4,000
53	Explore NW Florida Beaches/ Visit Florida Grant - 60062	\$ 18,000
54	98 Corridor Mkting - 60060	\$ 5,000
55	COCA Banner - 60061	\$ 5,500
56	Special Events and Outreach - 60070	\$ 158,500
57	Webcam Installation/Maintenance - 60071	\$ 1,000
58	Get-a-Way Contests - 60072	\$ 20,000
59	Hospitality Training - 60073	\$ 30,000
60	Journalists Visits - 60074	\$ 20,000
61	Mentoring /Scholarships - 60075	\$ 2,000
62	Promotional Items - 60076	\$ 6,000
63	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 35,000
64	New Software Advancements - 60081	\$ 15,000
65	CrowRiff - 60082	\$ 7,000
66	Wander Map - 60083	\$ 6,000
67	Keydata Dashboard - 60084	\$ 8,500
68	Forgotten Coast Mobile App - 60085	\$ 8,000
69	Dues/Memberships/Meetings /Conferences - 60090	\$ 33,000
75	VF, STS, FOWA, NOWA,COCA,DMO Assn, NWTDC - 60093	\$ 15,000
76	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ 7,000
77	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ 5,000
78	Explore NW Florida (Riverway South) Membership - 60094	\$ 6,000
79	TOTAL BUDGET2023-24	\$ 3,651,112



**Franklin County Tourist Development Council
501(c)(3) Museum Projects Grant Application
2024-25**

The Franklin County, Tourist Development Council, has identified the 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, any improve any 501c3 non-profit corporations and governmental organizations for participation in the TDC's **501(c)(3) Museum Projects Grant**. This grant program is designed to provide financial assistance to local museums for Repairs, Additions, and Expansions costs. The TDC has identified \$125,000 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 the amount budgeted for the fiscal year.

Eligibility:

Applicants must meet the following minimum requirements:

- The organization must be a 501c3 non-profit corporation or governmental organization located in Franklin County and operating 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 apply 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.
- The grant application will be reviewed before it is presented to The TDC Board to verify that it meets the statute requirements.
- If the grant is approved, the grantee will not be eligible to apply or receive another Museum Project Grant for 1 fiscal year (between 10/1/24 – 9/30/25).

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. The 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@floridasforgottencoast.com .



**Franklin County Tourist Development Council
501(c)(3) Museum Projects Grant Application
2024-25**

Section 1. Organizational Information:

Organization Corporate or Government Name:

Address:

Contact Person:

Phone Number

Email Address

FEIN #:

W-9 Form

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

Section 2. Museum Information:

Name:

Location:

Hours of Operation:

Manager:

Manager email:

Web Site:

Section 3. Supporting Information to be Provided:

- A brief description of the project and how it will improve in promoting tourism and preserving the heritage of the community, to attract tourists and improve the property opened to the public.
- Project budget and bids
- Corporate filing or Government Resolution
- Documentation of Participation with Accrediting or Funding organization

Signature of Authorized Agent

Date



**Franklin County Tourist Development Council 2024-25
Non-Profit Promotional Event
\$2,000 Grant Application, Information and Procedures**

The Franklin County Tourist Development Council will accept applications from any 501c non-profit and governmental organizations for participation in the TDC Events Promotion Grant Program. This reimbursement grant program is designed for one-day events to assist local non-profit organizations in marketing their local area events.

Eligibility:

Applicants must meet the following minimum requirements:

- Organization must be a 501c-non-profit corporation or governmental organization located and doing business in Franklin County.
- Applicants must complete an application requesting funds and provide all information and documents requested by the TDC, by the posted deadline.
- Applicant organization must have been in operation for a minimum of two (2) years and have conducted the event(s) for which funds are requested for a minimum of one (1) year.
- Grants are designed for one-day events
- Application must include a schedule of the event
- Application must include a current W-9 Form
- Events must be held in Franklin County
- Events must be held within the grant period (October 1, 2024 - September 30, 2025)

Application Deadlines:

Applicants must submit the required application and supporting documents to the Franklin County TDC Office located at 731 Highway 98, Eastpoint, Florida. 32328 no later than 4:00 pm on Friday, August 2, 2024. Applications can also be submitted via email to grants@floridasforgottencoast.com.

Review and Ranking:

Grant applications will be reviewed by the TDC Grants Committee at their meeting beginning **at 1:30 pm on August 14, 2024**, at the Eastpoint Visitor Center. Applications will be ranked by Committee members in accordance with the following ranking methodology:

Application meets Submission Requirements	15%
Consistency of event with TDC Brand elements	35%
Demonstration of ability to conduct event	40%
Documentation of Event's previous ability to Attract visitors to Franklin County	10%

Applicants are encouraged to attend the Grants Committee meeting and be prepared to answer questions if requested by the Committee. Applicants are not required or requested to make a presentation.

06/17 - 08/2	Grant Application Period
08/2 4:00 pm	Grant Application Period Closes
08/14 1:30pm	Grant Meeting
08/14 2:00 pm	TDC Board Meeting

Events must be held within the grant period of October 1, 2024, through September 30, 2025.

Grants award: Grants provided under this program are for promotional activities only (i.e. television, print media, social media, radio). Please note that printed T-shirts do not qualify. Also, grants are subject to availability.

Application Deadlines: Applicants must submit the required application and supporting documents to the Franklin County TDC Office located at 731 Highway 98, Eastpoint, Florida. 32328 no later than 4:00 pm on Friday, August 2, 2024. Applications can also be submitted via email to grants@floridasforgottencoast.com.

Review and Ranking: Grant applications will be reviewed by the TDC Grants Committee at their meeting beginning **at 1:30 pm on August 14, 2024**, at the Eastpoint Visitor Center. Applications will be ranked by Committee members in accordance with the following ranking methodology:

Application meets Submission Requirements	15%
Consistency of event with TDC Brand elements	35%
Demonstration of ability to conduct event	40%
Documentation of Event's previous ability to attract visitors to Franklin County	10%

TDC Brand Elements:

- Beaches Maritime History
- Fishing
- Art & Culture Culinary
- Outdoor Adventure
- Provided in a pet and family friendly environment.

Applicants are encouraged to attend the Grants Committee meeting and be prepared to answer questions if requested by the Committee. Applicants are not required or requested to make a presentation.

06/17 - 08/2	Grant Application Period
08/2 4:00 pm	Grant Period Closes
08/14 1:30pm	Grant Meeting
08/14 2:00 pm	TDC Board Meeting

Cancellation Policy: In addition to funds awarded under this program, the TDC will be promoting non-profit events through their standard marketing channels. If it is necessary to cancel events for any reason, it is the responsibility of the organization to give notice of such cancellation to the TDC no later than five (5) days before the event is scheduled to occur. Failure to provide such notice will result in the organization being disqualified from applying for grant funds in the next year's cycle. The TDC will not reimburse organizations for

any funds for an event that has been cancelled. Should it be necessary to reschedule an event, the TDC must be notified two (2) days prior to the Board meeting immediately prior to the originally scheduled event or sooner to obtain approval for rescheduling the event.

Reimbursement: This is a reimbursement grant program. Applicants must submit a request for reimbursement on forms approved by the FCTDC within 90 days of the event. Requests are required to include receipts for all expenditures, copies of the advertising, and copies of proof of payment (front and back of cancelled checks, bank statements, or credit card statements) for which reimbursement is being requested. Please see the Expense Reimbursement Form at the end of this packet. Reimbursements requested after 120 days of the event will not qualify for reimbursement.

Web Site Linkage and Marketing Coordination: TDC funded grant recipients must participate in an exchange of web links as a condition of funding. All funded grant requests will be promoted by TDC during its annual promotional activities and marketing coordination. In addition, grant recipients must locate, in a prominent location on the grant recipient's web site home page, a copy of the TDC logo which links directly to the TDC web site. Grantees will include the words "Funded in part by the Franklin County TDC" underneath the TDC logo. High resolution copies of the TDC logo can be obtained by contacting the TDC office at the previously stated email address. All Promotional Print, Television Commercials and social media advertisements and solicitations must include the TDC logo. All radio advertisements must include the phrase "Funded in part by the Franklin County TDC".

Application Questions: Applicants may request clarification regarding any provision of this application by emailing deb@floridasforgottencoast.com



**Franklin County Tourist Development Council 2024-25
Non-Profit Major Two-Day Event
\$3,500 Promotional Grant Application,
Information and Procedures**

The Franklin County Tourist Development Council will accept applications from any 501c non-profit and governmental organizations for participation in the TDC Events Promotion Grant Program. This reimbursement grant program is designed for major two-day events to assist local non-profit organizations in marketing their local area events (advertising via media outlets). The TDC has identified funds for five (5) \$3,500 grants under this program. Organizations may only apply for one grant for this grant category.

Eligibility Requirements:

- Organization must be a 501c-non-profit corporation or governmental organization located and doing business in Franklin County.
- Applicants must complete an application requesting funds and provide all information and documents requested by the TDC, by the posted deadline.
- Applicants must include a current W-9 Form with the application
- Applicant organization must have been in operation for a minimum of two (2) years and have conducted the event(s) for which funds are requested for a minimum of one (1) year.
- Grants are designed for two-day events. Each day must be open to the public for a minimum of six hours (auction viewing, dinners, or receptions do not qualify).
- Application must include a schedule of events for the two days.
- Events must be held in Franklin County
- Events must be held within the grant period of October 1, 2024, through September 30, 2025.

Grants award: Grants provided under this program are for promotional activities only (i.e. television, print media, social media, radio). Please note that printed T-shirts do not qualify. Also, grants are subject to availability.

Application Deadlines: Applicants must submit the required application and supporting documents to the Franklin County TDC Office located at 731 Highway 98, Eastpoint, Florida. 32328 no later than 4:00 pm on Friday, August 2, 2024. Applications can also be submitted via email to grants@floridasforgottencoast.com.

Review and Ranking: Grant applications will be reviewed by the TDC Grants Committee at their meeting beginning **at 1:30 pm on August 14, 2024**, at the Eastpoint Visitor Center. Applications will be ranked by Committee members in accordance with the following ranking methodology:

Application meets Submission Requirements	15%
Consistency of event with TDC Brand elements	35%
Demonstration of ability to conduct event	40%
Documentation of Event’s previous ability to Attract visitors to Franklin County	10%

TDC Brand Elements:

- Beaches Maritime
- History Fishing
- Art & Culture
- Culinary
- Outdoor Adventure
- Provided in a pet and family-friendly environment.

Applicants are encouraged to attend the Grants Committee meeting and be prepared to answer questions if requested by the Committee. Applicants are not required or requested to make a presentation.

06/17 - 08/2	Grant Application Period
08/2 4:00 pm	Grant Application Period Closes
08/14 1:30pm	Grant Meeting
08/14 2:00 pm	TDC Board Meeting

Cancellation Policy: In addition to funds awarded under this program, the TDC will be promoting non-profit events through their standard marketing channels. If it is necessary to cancel events for any reason, it is the responsibility of the organization to give notice of such cancellation to the TDC no later than five (5) days before the event is scheduled to occur. Failure to provide such notice will result in the organization being disqualified from applying for grant funds in the next year’s cycle. The TDC will not reimburse organizations for any funds for an event that has been cancelled. Should it be necessary to reschedule an event, the TDC must be notified two (2) days prior to the Board meeting immediately prior to the originally scheduled event or sooner to obtain approval for rescheduling the event.

Reimbursement: This is a reimbursement grant program. Applicants must submit a request for reimbursement on forms approved by the FCTDC within 90 days of the event. Requests are required to include receipts for all expenditures, copies of the advertising, and copies of proof of payment (front and back of cancelled checks, bank statements, or credit card statements) for which reimbursement is being requested. Please see the Expense Reimbursement Form at the end of this packet. Reimbursements requested after 120 days of the event will not qualify for reimbursement.

Web Site Linkage and Marketing Coordination: TDC funded grant recipients must participate in an exchange of web links as a condition of funding. All funded grant requests will be promoted by TDC during its annual promotional activities and marketing coordination. In addition, grant recipients must locate, in a prominent location on the grant recipient’s web site home page, a copy of the TDC logo which links directly to the TDC web site. Grantees will include the words “Funded in part by the Franklin County TDC” underneath the TDC logo. High resolution copies of the TDC logo can be obtained by contacting the TDC

office at the previously stated email address. All Promotional Print, Television Commercials and social media advertisements and solicitations must include the TDC logo. All radio advertisements must include the phrase “Funded in part by the Franklin County TDC”.

Application Questions: Applicants may request clarification regarding any provision of this application by emailing deb@floridasforgottencoast.com.

DRAFT



**Franklin County Tourist Development Council
Non-Profit Major Two-Day Event \$3,500
Promotions Grant 2024-25 Application**

Section 1. Organizational Information

Organization Corporate or
Government Name:

Address:

Contact Person:

Phone Number:

Email Address

FEIN #:

W-9 Form

Have you previously received TDC funding for this event? Y N

Section 2. Event Information

Event: Please provide a description of the event.

Name:

Location of Event:

Date and Times of Event:

Event Coordinator:

Web Site:

Section 3. Support Information Needed:

- One High Resolution Promotional Photo
- Application must include a schedule of events for the two days
- Brief Description of Event
- Most Recent 990
- W-9 Form
- Description of Rain Date alternatives
- Event Budget

Signature of Authorized Agent

Date



2023 Redfish Cup By the Numbers



Attendance

800



Bassmaster.com

Total Uniques: 112K

Site Visits: 193K

Page Views: 918K



Livestream

Streaming: 12K

Minutes Streamed: 254K



Social

Impressions: 2.5M

Video Views: 746K

Engagements: 65K



Total reach across the two days of FS1's coverage was 941,000 viewers.



3rd Party Media


Total Potential Audience: 8.8 Million






SOCIAL SIZZLE


IMPRESSIONS: 2,505,777 | VIDEO VIEWS: 745,794 | ENGAGEMENTS: 65,137

 Bassmaster
Sun 10/29/2023 4:03 pm CDT


Fred Myers III and Cody Chivas have won the 2023 Yamaha Bassmaster Redfish Cup Championship presented by Skeeter Boats...




Impressions 71,435

 Bassmaster
Sat 10/28/2023 11:53 am CDT


Jeremy Reeves and Travis Land have taken over the lead after landing three strong keepers! The rush of reeling in two redfish at...




Impressions 64,778

 Bassmaster
Fri 10/27/2023 4:18 am CDT


Day 2 of the Yamaha Bassmaster Redfish Cup Championship presented by Skeeter Boats kicks off with LIVE coverage on FS1 and...



Impressions 48,847

 Bassmaster
Sat 10/28/2023 2:16 am CDT

We are LIVE on Bassmaster.com for Day 2 weigh-in of the Yamaha Bassmaster Redfish Cup Championship presented by Skeeter Boats!



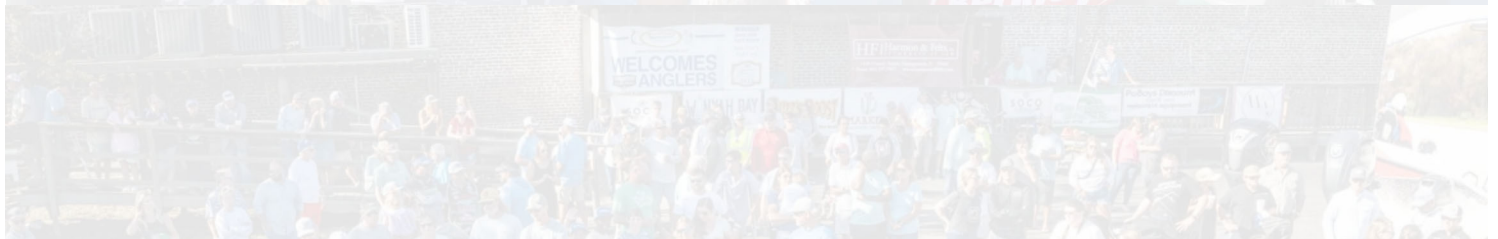
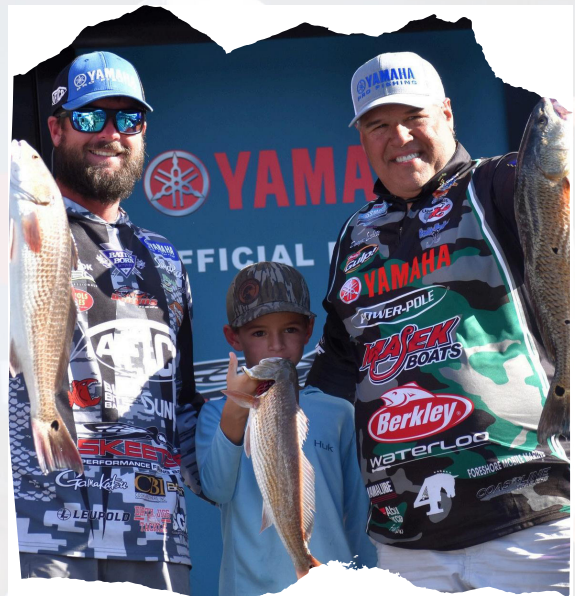
Impressions 48,070

**2024 REDFISH CUP
APALACHICOLA, FL
OCTOBER 25-27, 2024**


B.A.S.S. DELIVERABLES

B.A.S.S. shall use commercially reasonable efforts to conduct the Tournament to be determined by B.A.S.S., and, in connection with the Tournament, B.A.S.S. shall:

- Stage and be responsible for all expenses incurred in connection with the Tournament (with the exception of those listed below as the Host's responsibility), including the obtaining of all necessary licenses and permits. Provide rules and regulations for the Tournament, and solicit and acquire all entries for the Tournament. Arrange for all assignment of observers and/or co-anglers. Pay the expenses of all personnel specifically engaged by B.A.S.S. to work in connection with the Tournament.
- Stream 6 hours of LIVE coverage per day to Bassmaster.com.
- Provide host opportunity of four in-show features of LIVE broadcast per day.
- Design, arrange, print and distribute the official schedule of events for the Tournament.
- Brief, supervise and instruct all workers in connection with the Tournament.
- List tournament on B.A.S.S. web page dedicated to tournament trail destinations.
- Post Tournament results in B.A.S.S. Times. B.A.S.S. Times has over 300,000 readers per month.
- Provide host mentions on site during weigh-in.
- Provide host official opportunity to welcome anglers at briefing/registration.
- Ability for host to distribute collateral to anglers regarding the destination.
- Pre-event stories compiled by and distributed by B.A.S.S. Communications Department to national media.
- Host-provided :30 commercial spot to run twice per hour within the Bassmaster.com digital stream (36 total spots over 3 days).
- Host-provided digital banners to run within the daily live-streamed weigh-in page on Bassmaster.com.






PRESENTED BY  K&N
OFFICIAL OIL

HOST FEE: \$20K



PRESENTED BY  K&N
OFFICIAL OIL

NEWSPAPER



St. George Lighthouse Association, Inc.

June 5, 2024

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

Dear Tourist Development Council,

Attached for your consideration is the St. George Island Lighthouse Association's application for the **2023-2024 501c3 Museum Projects Grant Program**. We are respectfully requesting a grant in the amount of \$3,245 to cover the cost of two projects -replacement of the wooden stair treads on the front museum steps and a rotted post on the handicapped accessible ramp as well as repairs to four of the covered benches in Lighthouse Park. The two quotes for these repairs from Dodd Construction are attached. These repairs are necessary to continue serving those that visit our facility and Lighthouse Park.

The Lighthouse Association has been a committed member of the Franklin County community for over 15 years and the museum welcomes an estimated 75,000 visitors a year with 25,000 of those visitors climbing the lighthouse. The museum includes well curated exhibits regarding the historical maritime activities of the area as well as artifacts and replicas specific to the Cape St. George Light. Visitors are greeted with a description of the area's growth as a shipping port in the 19th century and the importance of lighthouses during that time. The artifacts and displays illuminate daily life for Lighthouse Keepers and residents of St. George Island as well as Apalachicola during the Lighthouse's history. Finally, the story of the collapse and rebuilding of the Lighthouse on St. George Island is told through photos, videos and personal accounts.

To sustain our activities, in addition to monies raised by lighthouse climbs, merchandise sales, memberships, and donations, the Association had previously organized ten years of the St. George Island Tour of Homes every February, and in May of 2022 and 2023 hosted the SGI Shrimpfest. In 2023 SGLA discontinued the Tour of Homes and replaced the Tour with the SGI Shrimpfest as our primary annual fundraiser. In 2024 the SGI Shrimpfest was moved from mid-May to mid-February to better support tourism during non-peak season.

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

SGLA is looking forward to continuing the partnership that we have built with the TDC over the years. If you have any questions, please feel free to contact me.

Sincerely,

Amy M. Hodson

Amy Hodson
Executive Director
St. George Lighthouse Association, Inc.

2-B East Gulf Beach Drive, St. George Island, FL 32328
Museum & Gift Shop (850)927-7745

www.stgeorgelight.org



**Franklin County Tourist Development Council
501(c)(3) Museum Projects Grant Application
~~2021-22~~
2023-2024**

Section 1. Organizational Information:

Organization Corporate or Government Name: [St. George Lighthouse Association, Inc.](#)
Address: [2-B East Gulf Beach Drive, St. George Island, FL 32328](#)
Contact Person: [Amy Hodson, Executive Director](#)
Phone Number Office: [850-927-7745](#) cell: [850-653-6880](#)
Email Address execdirector@stgeorgelight.org
FEIN #: [20-1905208](#)
Have you previously received TDC funding for this program? Y N

Section 2. Museum Information:

Name: [Cape St. George Lighthouse Museum](#)
Location: [2-B E Gulf Beach Dr., St. George Island, FL 32328](#)
Hours of Operation: [Spring/Summer: Mon-Sat 10am-5pm, Sundays Noon-5pm](#)
[Fall/Winter: Mon, Tue, Wed, Fri, Sat 10am-5pm, Sundays Noon-5pm Closed Thursdays](#)
Manager: [Amy Hodson, Executive Director](#)
Manager email: execdirector@stgeorgelight.org
Web Site: www.stgeorgelight.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.
- Project budget and bids
- Corporate filing or Government Resolution
- Documentation of Participation with Accrediting or Funding organization

Amy M Hodson

Signature of Authorized Agent

06.05.2024

Date

2024 FLORIDA NOT FOR PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# N04000011390

Entity Name: ST. GEORGE LIGHTHOUSE ASSOCIATION, INC.

Current Principal Place of Business:

2-B EAST GULF BEACH DRIVE
ST. GEORGE ISLAND, FL 32328

Current Mailing Address:

2-B EAST GULF BEACH DRIVE
ST. GEORGE ISLAND, FL 32328 US

FEI Number: 20-1905208

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

HODSON, AMY
2-B EAST GULF BEACH DRIVE
ST. GEORGE ISLAND, FL 32328 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: AMY HODSON

04/22/2024

Electronic Signature of Registered Agent

Date

Officer/Director Detail :

Title VP
Name BALDINO, SUSAN
Address 2602 LOTUS DR.
City-State-Zip: TALLAHASSEE FL 32312

Title TREASURER
Name ROBERTSON, DREW
Address 250 PRADO ST
City-State-Zip: APALACHICOLA FL 32320

Title DIRECTOR
Name EDWARDS, CUTLER
Address 242 PRADO ST
City-State-Zip: APALACHICOLA FL 32320

Title PRESIDENT
Name LOMBARDO, CHUCK
Address 416 WEST PINE AVE
City-State-Zip: ST GEORGE ISLAND FL 32328

Title SECRETARY
Name AGUIAR, NATALIE KATE
Address 564 EAST BAYSHORE DRIVE
City-State-Zip: SAINT GEORGE ISLAND FL 32328

Title DIRECTOR
Name VEST, PAM
Address 1499 E GULF BEACH DR
City-State-Zip: ST. GEORGE ISLAND FL 32328

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 617, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: CHUCK LOMBARDO

PRESIDENT

04/22/2024

Electronic Signature of Signing Officer/Director Detail

Date



St. George Lighthouse Association

St. George Island, Florida

- ☰
- Contacts
- Organizations
- Communications
- Help Desk
- Users
- Activity
- My Account
- Contacts

St. George Lighthouse Association

[Edit Organization or Person](#)

Institutional - 05/01/2025 - \$300.00

St. George Island, Florida

- General**
- Membership Renewal
- Properties
- Designated
- Category & Groups

Member Category: Institutional

[Refresh Member](#)

- Contact Groups:**
- Institutional Contacts
 - Art Section
 - Children's Section
 - History Section
 - Science Section

Dues Amount: \$300.00

Expiration: 04/30/2025

FRANKLIN COUNTY

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



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

June 4th, 2024
RE: Beach-Park Facilities Funding Request

Dear Franklin County Tourist Development Council,

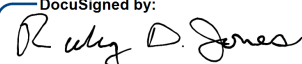
Franklin County would like to request funding assistance for the following beach park facility upgrades: a full renovation/restoration of the old St. George Island Restrooms and the concrete surfacing, roofing and ADA picnic tables for the new picnic pavilion at the beach park's inclusive playground. The overwhelming volume of tourist traffic at the beach park location warrants the restoration/renovation of the facilities as both bathroom structures are needed to meet demand during peak season and during special events at the park. The requested scope, order, and budget detail is provided below, and all work shall be done by various local vendors/contractors/suppliers. The playground has also proven to be a favorite attraction for many families on vacation and additional shaded seating is needed for visitors. Current project grant funds are not sufficient to cover all the expenses for the pavilion and seating which are the last project elements to be completed.

Old SGI Restrooms – total to not exceed \$55,000:

- Removal of existing damaged tile floors and damaged tile wall covering, repair of floor decking and walls from water damage inside restroom, pressure wash/clean decking, remove old partitions and fixtures – cost to not exceed \$10,000
- Repair/replace copper plumbing, installation of new fixtures, run lines for additional outdoor showers – cost to not exceed \$10,000
- Direct purchase of new fixtures: toilets, sinks, mirrors, outdoor shower heads – cost to not exceed \$7,500
- Install new pressure treated restroom partitions, install fiber cement board (painted Hardie board and batten chair rail to top of partitions), miscellaneous patch work of damaged deck boards, addition of slatted wood screening beneath structure to protect utilities from unauthorized access – cost to not exceed \$10,000
- Direct purchase tile material for new floor covering – cost to not exceed \$7,500
- Installation of new tile floors – cost to not exceed \$10,000

Inclusive Playground Project – ADA Accessible Picnic Pavilion – total to not exceed \$15,000:

- Concrete surface for picnic pavilion and repair of damaged/uneven sidewalk surfaces – cost to not exceed \$10,000
- Metal roof for ADA Accessible Picnic Pavilion – cost to not exceed \$2,000
- ADA Accessible Picnic Tables – cost to not exceed \$3,000

Sincerely,
DocuSigned by:

Ricky D. Jones
Chairman