

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday, September 11th , 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 August 14 th | Action Item | Davis |
| 5. Public Comments | | |
| 6. Administrative Reports | | |
| • FCTDC Collections Report | | Davis/Solomon |
| • Expenditures to Budget | | Davis |
|
 | | |
| Promotions Report | | |
| • FCTV Report | | Rolstad |
| • Bay Media | | Clark |
| • Web Master Report | | Kendrick |
| • Visitor Numbers | | Solomon |
| • Administrative Items | | Solomon |

New business

- A. Approve Franklin County Portion of Shipping Cost for Lighthouse Driving Tour Brochures

Reports by Local Government Representatives:

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

7. Reports from Member Organizations
8. Board Comments

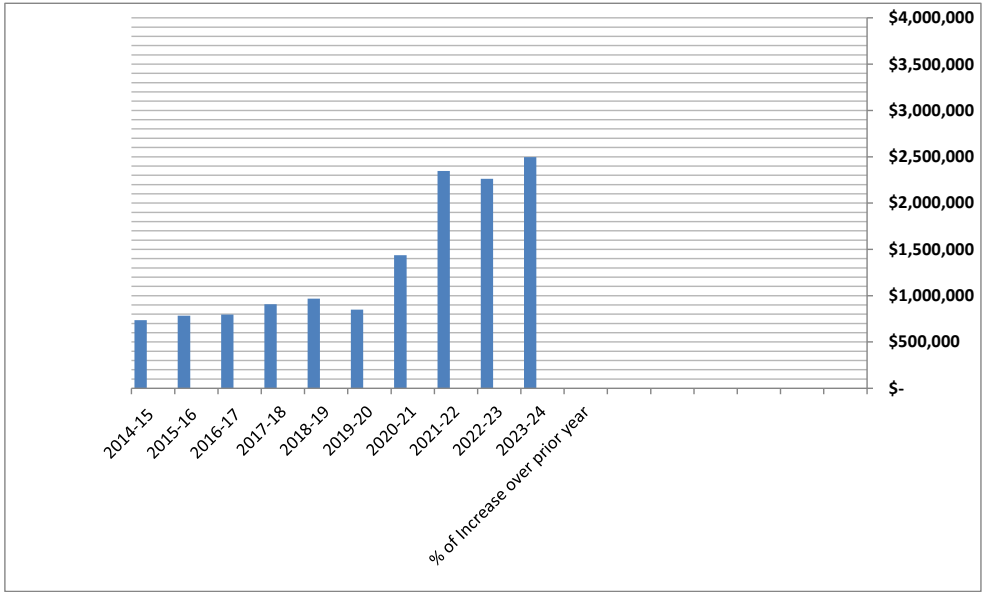
Meeting Announcements: TDC Board Meeting Wednesday, October 9th @ 2:00 pm at TDC Office meeting room

Join Zoom Meeting
<https://us06web.zoom.us/j/85955717523?pwd=XQ8SKoJwmhuaC7Viweib2PxuodfXbl.1>

Meeting ID: 859 5571 7523
Passcode: 961670

**FCTDC Collections Report for 2012-2024 Year-to-Date Report
Through June 2024
(August DOR Report)**

	C	D	E	F	G	H	I	J	K	L	M	N
1		2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	% of Increase over prior year
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	
8	April	\$ 101,310	\$ 103,120	\$ 89,950	\$ 103,422	\$ 82,258	\$ 20,067	\$ 181,178	\$ 281,271	\$ 295,444	\$ 274,443	
9	May	\$ 143,700	\$ 131,348	\$ 110,485	\$ 140,130	\$ 166,130	\$ 123,839	\$ 276,459	\$ 351,652	\$ 333,083	\$ 408,855	
10	June	\$ 195,093	\$ 213,949	\$ 226,795	\$ 269,049	\$ 300,092	\$ 283,735	\$ 327,038	\$ 569,447	\$ 502,792	\$ 617,426	23%
14	TOTAL YTD	\$ 735,211	\$ 784,158	\$ 796,636	\$ 906,722	\$ 968,067	\$ 848,281	\$ 1,436,134	\$ 2,345,868	\$ 2,262,120	\$ 2,496,075	
15												
16		\$ 365,804	\$ 48,947	\$ 12,479	\$ 110,086	\$ 61,345	\$ (119,786)	\$ 587,854	\$ 909,733	\$ (83,748)	\$ 233,955	
17		99.0%	6.7%	1.6%	13.8%	6.77%	-12.37%	69.30%	63.35%	-3.57%	10.34%	
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2023-24 Budget
October 1,2023 - August 27, 2024

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	COUNTY ADMINISTRATION - 60003	\$ 2,000			
3	INFRASTRUCTURE - 60004	\$ 736,883	\$ 1,209,611	\$ 472,728	61%
4	Aid to Local Governments - 60005	\$ 477,130	\$ 894,611	\$ 417,481	53%
5	Infrastructure Projects - per statue - 60006	\$ 353,130	\$ 695,611	\$ 342,481	51%
6	4601 - Coastal Dredging Channels	\$ 10,130	\$ 375,950	\$ 365,820	3%
7	6200 - Land Acquisition/ EP Nature Center	\$ -	\$ 146,545	\$ 146,545	0%
8	Moby Mats - 60008	\$ -	\$ 30,000	\$ 30,000	0%
9	Beach Park Facilities - Peoples Bank LOC	\$ 143,116	\$ 143,116	\$ -	
10	SGI - Dune Walkovers	\$ 196,868			
11	Beach Cleanup (Quarterly) - 60007	\$ 99,000	\$ 99,000	\$ -	100%
12	Museum Infrastructure Grant Program - 60011	\$ 25,000	\$ 100,000	\$ 75,000	25%
13	Aid to Non-Profits - 60012	\$ 243,750	\$ 285,000	\$ 41,250	86%
14	Museum Grants - \$15,000 (\$3,750 each per quarterly) - 60013	\$ 63,750	\$ 105,000	\$ 41,250	61%
15	Visitor Centers (Quarterly) - 60014	\$ 180,000	\$ 180,000	\$ -	100%
16	Maintenance and Repairs - 60015	\$ 16,003	\$ 30,000	\$ 13,997	53%
17	TDC Building Maintenance /Repairs - 60016	\$ 677			
18	Chapman Auditorium - Curtains(50%)	\$ 11,967			
19	SGI Playground Repairs	\$ 2,000			
20	Insurance TDC Property Insurance	\$ 1,359			
21	SGI Lighthouse Museum Flood Insurance	\$ -			
22	PROMOTIONAL BUDGET - 60017	\$ 840,309	\$ 1,267,812	\$ 427,503	66%
23	Non-Profit and Museum Events - 60018	\$ 59,000	\$ 228,000	\$ 169,000	26%
24	New Promotional Opportunities - 60021	\$ 30,900	\$ 30,000	\$ (900)	103%
25	Vendor Contracted Retainers - 60023	\$ 249,045	\$ 305,000	\$ 55,955	82%
26	ABCC - Admin - 60002	\$ 139,965	\$ 174,000	\$ 34,035	80%
27	2K Webgroup - Internet - 60024	\$ 39,583	\$ 40,000	\$ 417	99%
28	Bay Media - Web - 60025	\$ 29,997	\$ 40,000	\$ 10,003	75%
29	Forgotten Coast TV - 60026	\$ 27,000	\$ 36,000	\$ 9,000	75%
30	Oyster Radio - 60027	\$ 12,500	\$ 15,000	\$ 2,500	83%
31	Internet Advertising - 60028	\$ 203,257	\$ 242,600	\$ 39,343	84%
32	2K Social Media Campaigns - 60029	\$ 32,083	\$ 35,000	\$ 2,917	92%
33	Non-Contractual Website - 60030	\$ 2,004	\$ 10,000	\$ 7,996	20%
34	Search Engine Optimization - 60031	\$ 24,600	\$ 28,500	\$ 3,900	86%
35	Market Research & email marketing - 60032	\$ 8,451	\$ 10,000	\$ 1,549	85%
36	Internet Marketing (Google, etc) - 60033	\$ 119,063	\$ 130,000	\$ 10,937	92%
37	14% Production - 60034	\$ 16,669	\$ 23,100	\$ 6,431	72%
38	Website Revisions - 60035	\$ 387	\$ 6,000	\$ 5,613	6%
39	Print - 60036	\$ 178,235	\$ 246,012	\$ 67,778	72%
40	Digital/ Banner Adds (Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
41	14% Production - 60038 (Banner and Print)	\$ 19,499	\$ 22,912	\$ 3,413	85%
42	Content Production - 60039	\$ 1,203	\$ 12,000	\$ 10,798	10%
43	Print Advetising - 60040	\$ 133,327	\$ 150,000	\$ 16,673	89%
44	Printing Promotional Materials (brochures) - 60041	\$ 18,256	\$ 35,000	\$ 16,744	52%

2023-24 Budget
October 1,2023 - August 27, 2024

	A	B	C	D	E
1		Expended YTD	Budget	Balance	% of Budget
45	Photography - 60042	\$ -	\$ 13,200	\$ 13,200	0%
46	Photo Library - 60043 (was provided by VF)	\$ -	\$ 8,500	\$ 8,500	0%
47	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
48	Welcoming Tourists - 60045	\$ 5,520	\$ 55,000	\$ 49,480	10%
49	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 1,770	\$ 10,000	\$ 8,230	18%
50	Historical Signage - 60048	\$ -	\$ 25,000	\$ 25,000	0%
51	Additional Signage (roadside, storefront, billboards) - 60049	\$ 3,750	\$ 20,000	\$ 16,250	19%
52	TV and Radio Advertising - 60050	\$ 10,000	\$ 45,000	\$ 35,000	22%
53	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
54	Television Advertising - 60052 Sinclair Broadcasting	\$ 10,000	\$ 35,000	\$ 25,000	29%
55	Television Advertising - 60052 Sinclair Broadcasting				
56	Video Production - 60053	\$ 14,950	\$ 51,000	\$ 36,050	29%
57	Video Library - 60054	\$ 2,200	\$ 10,000	\$ 7,800	22%
58	Commercials / Specials - 60055	\$ 9,750	\$ 10,000	\$ 250	98%
59	Video Production- PSAs - 60056	\$ 3,000	\$ 5,000	\$ 2,000	60%
60	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
61	Special Events and Outreach - 60070	\$ 58,279	\$ 165,500	\$ 107,221	35%
62	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
63	Get-a-Way Contests - 60072	\$ 2,522	\$ 20,000	\$ 17,479	13%
64	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
65	Journalists Visits - 60074	\$ -	\$ 10,000	\$ 10,000	0%
66	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
67	Promotional Items - 60076	\$ 5,305	\$ 5,000	\$ (305)	106%
68	Visitor Guide Production - 60077	\$ 7,540	\$ 25,000	\$ 17,460	30%
69	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 14,259	\$ 35,000	\$ 20,741	41%
70	Software for Museum	\$ 36			
71	CrowRiff - 60082	\$ 7,718	\$ 7,000	\$ (718)	110%
72	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
73	Simpleview	\$ 6,500	\$ 8,000	\$ 1,500	81%
74	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
75	Forgotten Coast Mobile App - 60085	\$ -	\$ 8,000	\$ 8,000	0%
76	Dues/Memberships/Meetings /Conferences - 60090	\$ 31,123	\$ 29,000	\$ (2,123)	107%
77	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ -	\$ 6,000	\$ 6,000	0%
78	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ -	\$ 4,000	\$ 4,000	0%
79	Coalition of NW Florida - Triumph Dues 2024	\$ 15,650	\$ 16,000	\$ 350	98%
80	Explore NW Florida (Riverway South) Membership - 60094	\$ 7,825	\$ 6,000	\$ (1,825)	130%
81	Vist Florida Sponsorship- Gov Conference 2024	\$ 1,597	\$ 1,597	\$ -	100%
82	Destination Florida Membership 2023-24	\$ 3,801	\$ 3,801	\$ -	100%
83	Trail of Florida Indian Heritage	\$ 250	\$ 250	\$ -	100%
84	Riverway South Apalach Chocatawattee	\$ 2,000	\$ 2,000	\$ -	100%
85					
86	TOTAL BUDGET 2023-24	\$ 1,719,157	\$ 2,651,423	\$ 934,266	65%
87					



September 2024 Update

We are working on a video interview project for the TDC's Maritime Museum. Those videos will also be on display at the museum when it opens. We have completed three out of eight videos as of this report.



September 3, 2024
To: TDC Board Members
From: C. Clark
Subject: October 2024 marketing report

METRICS ANALYSIS OF SEPTEMBER NEWSLETTER launched Thursday, August 22 to 113,382 recipients. The reader open rate averaged 24% and the click to open rate averaged 9%. There were 75 trackable links in the newsletter. The highest number of click throughs registered as follows: Pet Friendly Getaway, Camping Content, Beaches, Sandy Beach Properties Vacation rentals.

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410
Total Database: August 4, 2024: 114,968

GETAWAYS:

Petfriendly - Launched 8/8 and will run through 10/10. Signups to date: 1676.

MARKETING/MEDIA COORDINATION

Production: *September Newsletter*
Production: *Tallahassee Magazine*
Production: *Undiscovered Florida newsletter*
Production: *Origins Magazine*
Production: *Maritime Museum Exhibit Displays*
Content: *Tallahassee magazine, Origins Magazin, Undiscovered Florida Magazine*
Content: *Pet Friendly Getaway special eblast to Visit Florida attendees*
Press Release: *Flagler awards, Pet-friendly getaway*

AD BUY REQUEST (2024-25 budget)

- **Local Palette Magazine - Print** November/December issue - 2 page spread 300K readership \$10,545
- **HGTV and Good Housekeeping - VF print and digital co-op** - 1/2 page in each publication plus digital and leads. 325K subscribers, 970,000 readership. 30% discount. \$11,115.



ENTER TO WIN A
Pet Friendly VACATION!

Enjoy a 2-night stay on St. George Island, meals at pet-friendly restaurants, a gift certificate for goodies and a beach photo session with your pet!



Take a Fall Roadtrip and Enjoy Seasonal Getaway Specials

There's no better way to send summer packing than with a late summer/early fall getaway road trip. Along the way, you'll encounter dozens of parks, wildlife areas, museums and recreational opportunities. Many lodging providers are pulling out the stops to offer getaway packages.

APALACHICOLA
[Robinson Vacation Rentals](#) is teaming up with [Robinson Brothers Guide Service](#) to offer a [discounted fishing trip](#) during your stay and discounts.

[The Water Street Hotel](#) features [Senior Discounts](#), [AAA](#), [Military](#), [Government](#), [group](#) and [Florida resident discounts](#).

[The Gibson Inn](#) is featuring a [10% Florida resident discount](#) and a [15% discount off standard rates](#) when you book [14 days in advance](#).

Sign Up For a Chance to Win a Pet-Friendly Getaway to the Beach!

The Franklin County Tourist Development Council (FCTDC) has launched a pet-friendly getaway contest designed to pamper you and your furry family member with a relaxing mini-beach vacation to Florida's Forgotten Coast. [Click here to enter or enter online at Floridasforgottencoast.com](#) for a chance to win a two-night stay on St. George Island, meals in pet-friendly restaurants, a gift certificate for pet goodies and a beach photo session with your pet. The contest will run through October 10, 2024.

Florida's Forgotten Coast Loves Its Fur Babies
Beaches Franklin County offers some of the best beaches to bring your



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

FloridasForgottenCoast.com

**The Franklin County
Tourist Development
Council welcomes you to
GC24 in Tampa Aug. 28-30!**

The Franklin County Tourist Development Council (FCTDC) is a proud sponsor of VISIT FLORIDA'S GC24 and we invite you to stop by our booth #610 during the conference to meet the team and sign up to win a **Forgotten Coast Gift Basket** and enter to win a **Pet-Friendly Vacation to St. George Island** featuring a 2-night stay, meals and lots of pet-friendly amenities to enjoy!

While you're at conference, be sure to catch FCTDC Director John Solomon's spotlight session **"Winning Big by Promoting Small"** on Thursday, Aug. 29 (10:20 am) in the West Hall. Learn how small DMOs can market lesser-known destinations by capitalizing on their unique amenities to win big in the tourism arena. John will share with you how to use the advantages of Visit Florida and other co-ops to get into markets you would not normally be able to afford and how to leverage your assets to appeal to the discerning traveler looking to capture memories of the Florida we all remember!

Come by booth #610 to sign up for the gift basket and vacation getaway contest. While you're here, learn more about about Florida's Forgotten Coast and the small string of unique coastal communities including **Apalachicola, Alligator Point, Carrabelle, St. George island** and **Eastpoint**. [Click here to see a quick video of Franklin County produced by VISIT FLORIDA.](#)

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

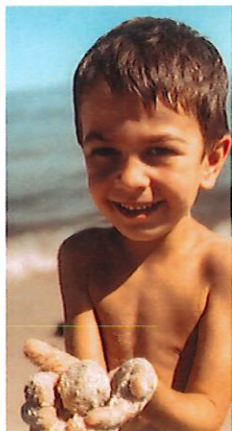


Florida's Forgotten Coast

The *Florida* you remember



FLORIDASFORGOTTENCOAST.COM/TRAVEL



Explore a quiet shoreline or plan an outdoor adventure to hike, fish or relax on family-friendly beaches. Discover coastal towns steeped in maritime history and blended with local art, shopping, music and restaurants serving fresh local seafood.

Embrace the pace!



FRANKLIN COUNTY, FLORIDA

Instagram: @forgottencoast
floridasforgottencoast.com

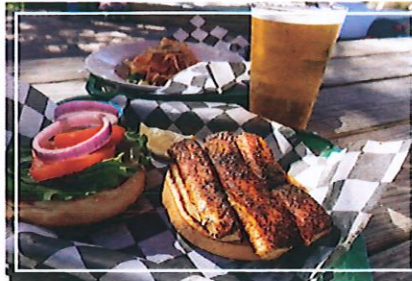


EMBRACE *the Pace*
 in the **FLORIDA** You Remember



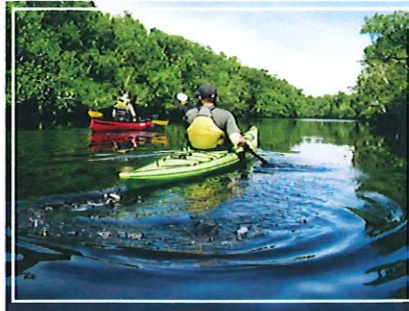
APALACHICOLA

The downtown historic district of Apalachicola stretches three blocks deep from where the historic Apalachicola River meets the oyster-famous Apalachicola Bay. Everything is walkable here—stroll along the wide tree-lined streets with historic Victorian homes or hole up along the waterfront and enjoy the music scene in pubs and local eateries just blocks from the waterfront.



EASTPOINT

Across the bay from Apalachicola, Eastpoint features rustic seafood houses, weathered fishing docks, and fresh seafood markets run by families four generations deep. Camp along the waterfront, enjoy fresh seafood in restaurants overlooking the bay, and relax in the waterfront brewery.



Tucked away along Florida's Northern Gulf Coast is a two-lane coastal highway that meanders through the quiet coastal communities of Apalachicola, St. George Island, Carrabelle, Eastpoint, and Alligator Point. This is Florida's Forgotten Coast, a protected oasis with quiet beaches, wooded trails, and easy access to excellent year-round fresh- and saltwater fishing.

Many who visit say this is the Florida they remember from childhood. Today, the area is attracting a new generation of outdoor enthusiasts in search of finding big adventure with a small footprint.

Adventure seekers will appreciate that more than 80 percent of Franklin County's 545 square miles is publicly owned with hundreds of miles of rivers, creeks, and coastal shallows to explore. Boat ramps and canoe/kayak launches abound, and there are more than 40 camping areas and campgrounds ranging from primitive sites to luxury waterfront RV parks.

Art, cuisine, and history enthusiasts will appreciate the fresh local seafood, unique galleries, and historic landmarks you'll discover in Apalachicola and Carrabelle.

Hundreds of miles of rivers, creeks, and coastal shallows to explore.

ST. GEORGE ISLAND

This 22-mile-long island features gentle surf perfect for family-friendly activities. Rent a kayak, boat, bicycle, or golf cart or charter a fishing trip. There are fun beachfront restaurants and a lively nightlife. Accommodations range from quaint beach cottages to luxurious beach homes and can be reserved with any of the island's vacation rental companies. St. George Island public beaches allow pets on leashes, and many of the vacation homes are pet friendly. St. George Island is home to the Julian G. Bruce St. George Island State Park, which boasts some of the best camping facilities in the region. The historic St. George Island Lighthouse is located at the St. George Island public beach park.

CARRABELLE

Carrabelle is considered ground zero for fishing enthusiasts because of its easy access to offshore fishing and boating. The town features a natural deep-water harbor plus a nearby renowned golf resort. Located just west of town, Carrabelle Beach is a step back in time with its 1950s-style concrete pavilion and roadside beach charm. Lots of parking here, and the beach park features restrooms, outdoor showers, bathrooms, and covered picnic tables. The beach borders on St. George Sound, and it's a great spot for nature-watching. Dolphins often hunt mullets in the shallows, and birders congregate here for the annual spring and fall bird migrations. Just a stone's throw from the beach, you'll find the Crooked River Lighthouse and Museum.



WHAT ELSE IS THERE TO DO HERE?

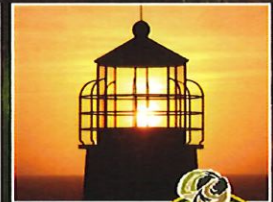
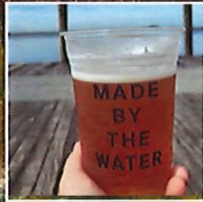
- 1 Take a relaxing sunset tour of Apalachicola's historic waterfront aboard one of several adventure tour boats
- 2 Charter an offshore fishing trip in Carrabelle
- 3 Relax on pet-friendly beaches on St. George Island
- 4 Climb the area's two historic lighthouses during monthly full moon climbs

There are also plenty of fall and winter events along the Forgotten Coast, including the annual Porch Fest music festival and the Florida Seafood Festival in November. Download the Florida's Forgotten Coast app and stay up to date on events, activities, lodging specials, and getaway deals at floridasforgottencoast.com/travel.

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

Florida's Forgotten Coast

Embrace the PACE This Fall



FALL EVENTS FLORIDASFORGOTTENCOAST.COM/FC

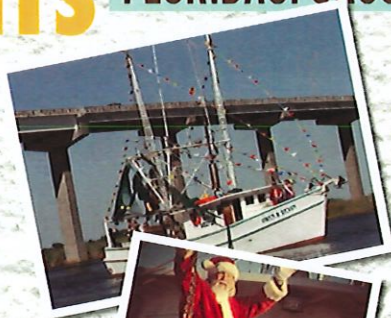
NOVEMBER

- Florida Seafood Festival
- Lighthouse Full Moon Climbs
- Apalachicola Holiday Celebration

DECEMBER

- Carrabelle Holiday on the Harbor
- St. George Island Palm Lighting
- Apalachicola Holiday Fresh Market

Complete event list online at www.Floridasforgottencoast.com/fc



Plan a weekend trip to Franklin County this fall and embrace the pace of fall on the **Forgotten Coast**. Come hike a wooded trail, stroll a deserted beach, book a fall fishing trip or enjoy a hometown festival. Make plans now for a weekend getaway to Apalachicola, Carrabelle and our other coastal communities to enjoy quiet, pet-friendly beaches, local events, historic landmarks and fresh local seafood.



August 29, 2024

For more information, contact FCTDC 850-670-3474

Franklin County Tourism Rebounds in June and TDC Earns State Marketing Awards

Two Franklin County non-profits earned State recognition this week for their efforts in promoting the county and nonprofit events. The recognition follows on the heels of more good news from the State Department of Revenue that Franklin County tourism numbers in June jumped nearly 11% over last year.

The Franklin County Tourist Development Council (TDC) brought back two VISIT FLORIDA Marketing Awards this week from the VISIT FLORIDA Governor's Conference held in Tampa, August 28-30. The Franklin County TDC was awarded a Silver Flagler award for its direct marketing campaign featuring the TDC's e-newsletter and a Bronze Flagler for print advertising. The TDC e-newsletter, which reaches a nationwide audience of more than 110,000 each month, was recognized for its coverage of area events and activities. The print ad was recognized for its effective design and messaging to the Canadian travel audience in *Dreamscapes Magazine*.

The Apalachicola Bay Chamber also brought home a Silver Flagler Award for its 2023 Butts-N-Clucks event promotion that brought the nationally-recognized Food Network Channel to Apalachicola and many visitors to the area during January when tourism numbers are traditionally low.

The Flagler awards were presented during the 24th annual Governor's Conference Chairman's Dinner in Tampa on August 28, 2024. Franklin County Tourist Development Council (TDC) director John Solomon and TDC vendors Tana Kendrick, (2K Web Group), Royce Rolstad, (Forgotten Coast TV) and Cindy Clark (Bay Media Services) were on hand to accept the awards.

"VISIT FLORIDA is once again acknowledging the amazing marketing work coming from our Franklin County TDC team! It's truly rewarding to see their efforts being recognized!" said Franklin County Commission Chairman Ricky Jones.

This makes the 10th VISIT FLORIDA Flagler award that the Franklin County TDC team has earned in the last five years.

"I am so very honored for the Franklin County TDC team which includes the Franklin County Commission, TDC Board of Directors, the TDC Vendors, our partners and everyone that works in the hospitality industry in Franklin County,-said director Solomon. "Having our entire marketing team here to accept these awards is a special experience. Flagler Awards are not a participation award. They recognize the great works of everyone in the state for their hard work and dedication to the tourism industry. Seeing the marketing team hear Franklin County's name called out as a Flagler winner is a wonderful experience."

731 US Highway 98, Eastpoint, FL 32328 850-670-3474 www.Floridasforgottencoast.com



For More Information, contact:

FCTDC 850-670-3474

press@floridasforgottencoast.com

Franklin County is “Going to the Dogs” as Part of a Pet Friendly Getaway

The Franklin County Tourist Development Council (FCTDC) just launched a pet-friendly getaway contest designed to pamper you and your furry family member with a relaxing mini beach vacation to Florida’s Forgotten Coast. Enter online at Floridasforgottencoast.com for a chance to win a two-night stay on St. George Island, meals in pet-friendly restaurants, a gift certificate for pet goodies and a beach photo session with your furry family member. The contest will run through October 10, 2024.

Florida’s Forgotten Coast Loves its Furry Family Members

Looking for great pet-friendly destinations for your next getaway? Pet-friendly vacations are easy in Apalachicola, Carrabelle, St. George Island and Eastpoint with plenty of lodging and outdoor adventures that welcome well-mannered pups.

Beaches Franklin County offers some of the best beaches to bring your dog. Book a beachside cottage, and spend your days basking, while your dog runs and splashes in the surf. St. George Island features many pet-friendly accommodations and dogs who love waves will love the safe and gentle surf of the Gulf of Mexico.

Hiking Franklin County’s Tate’s Hell State Forest and Apalachicola National Forest feature miles of rivers, lakes and creeks available for canoeing, boat and fishing. Hiking is a great way to experience the forest, although the heat and mosquitos often put a damper on hiking during the summer months. Camping opportunities abound and leashed pets are welcome on most forest trails in designated areas.

Camping In addition to State-forest and national forest primitive camping, there are a number of RV campgrounds in the county that welcome pets.

Aqua Adventures: Several local outfitters offer boat, kayak and paddleboard rentals that you can try with your furry friend. All of them would be happy to recommend calm water locations to enjoy with your pet.

Pet Events: There are a growing number of annual pet events in Franklin County including the Mardi-Gras Pet Parade and Holiday events throughout the county.

For a complete list of pet-friendly accommodations, restaurants and activities, visit Floridasforgottencoast.com.

#



Franklin County TDC Monthly Marketing Report

August 2024



2024 Sessions

▼ 47%

52,690

2024 Bounce Rate

▲ 3%

43.78%

2024 Goals Completed

▲ 18%

2,460

Goals Completed

Accommodation Requests

2024 Goals Completed

▼ 40%

248

Getaway Signups

2024 Goals Completed

▲ 358%

1,534

Visitor Guide Requests

2024 Goals Completed

▼ 33%

264

Visitor Guide Views

2024 Goals Completed

▼ 36%

126

Newsletter Signups

2024 Goals Completed

▼ 61%

206

Newsletter Views

2024 Goals Completed

▼ 64%

76

Top Cities

Top 10 Cities			
CITY	SESSIONS	VIEWS	BOUNCE RATE
(not set)	4,420	7,568	49.39%
Atlanta	3,992	7,284	45.37%
Chicago	3,690	7,232	45.66%
Orlando	1,733	2,820	45.24%
Miami	1,717	2,743	48.22%
Nashville	1,051	2,138	51.09%
Dallas	1,004	1,827	40.54%
Ashburn	881	1,548	46.42%
Tallahassee	765	1,477	28.76%
Jacksonville	747	1,332	44.98%

Most Popular Pages

Top 10 Pages			
LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
/	15,327	29,947	59.84%
/st-george-island	6,656	14,283	32.62%
/things-to-see-do/webcams/st-george-island-florida-webcam	3,220	5,528	33.07%
/e-newsletter	2,656	3,312	76.73%
/apalachicola	2,441	6,401	32.53%
/getaway	2,098	3,162	26.55%
(not set)	1,290	0	96.59%
/alligator-point	1,089	1,845	33.61%
/things-to-see-do	1,031	2,715	29.10%
/things-to-see-do/webcams/carrabelle-florida-webcam	934	1,337	50.32%

Organic Search

2024 Organic Sessions

▼ 57%

19,597

2024 Organic Pageviews

▼ 59%

35,851

2024 Goals Completed

▼ 47%

245

Paid Search

2024 Sessions

▼ 30%

8,280

2024 Pageviews

▼ 27%

18,324

2024 Goals Completed

▼ 21%

238

Social Media Overview

2024 Social Audience

▲ 4%

263 K

2024 Social Impressions

▼ 28%

1.68 M











2024 Social Link Clicks

▼ 41%

14,699











Most Popular Facebook Posts

f Top 10 Facebook Posts

DATE	POST	POST IMPRESSIONS	LIKES
Aug 7, 2024	 <p>Celebrate #NationalLighthouseDay by exploring the ... Photos from Florida's Forgotten Coast's post</p>	27,733	1,565
Aug 20, 2024	 <p>Pup's night out! 🐶 Even the furriest locals love a good ...</p>	13,752	1,300
Aug 16, 2024	 <p>Let the waters and skies of Franklin County, #Florid...</p>	23,831	1,221
Aug 29, 2024	 <p>Rooted in history, reaching for the sky—Apalachicol...</p>	13,325	1,141
Aug 6, 2024	 <p>Reflecting on the quiet beauty of Florida's #Forgotte...</p>	15,566	1,035
Aug 22, 2024	 <p>Looking for a picture-perfect beach vacation destina...</p>	11,168	1,028
Aug 13, 2024	 <p>Get the inside scoop on Florida's #ForgottenCoast ...</p>	15,203	958
Aug 15, 2024	 <p>Escape to the tranquility of Franklin County #Florida...</p>	12,041	899
Aug 9, 2024	 <p>Treasure every moment and find your own adventure o...</p>	9,241	811
Aug 28, 2024	 <p>Take a break from the hustle and bustle, embrace th...</p>	10,966	799

Most Popular Instagram Posts

Top 10 Instagram Posts & Stories

DATE	POST	REACH▼	POST ENGAGEMENT
Aug 12, 2024	 Say 'hi' 🐾 to our latest visitor enjoying the p...	1,758	101
Aug 29, 2024	 Rooted in history, reaching for the sky—A...	1,483	241
Aug 27, 2024	 Looking for a getaway this Labor Day we...	1,225	75
Aug 20, 2024	 Pup's night out! 🐾 Even the furriest locals lo...	1,133	116
Aug 21, 2024	 Share your vacation photos on Florida's For...	1,122	44
Aug 29, 2024	 Congratulations to Franklin County! The F...	1,059	48
Aug 19, 2024	 Catch the wave of laughter and endless bea...	926	72
Aug 2, 2024	 Even the littlest fans know, Franklin County i...	901	74
Aug 16, 2024	 Let the waters and skies of Franklin Coun...	867	191
Aug 6, 2024	 Reflecting on the quiet beauty of Florida's...	832	143

Print

2024 Sessions ▼ 49%

20

2024 Pagevi... ▼ 37%

50

2024 Goals ... ▼ 33%

2

Email Newsletters

2024 Sessions ▲ 10%

2,347

2024 Pagevi... ▼ 18%

3,734

2024 Goals ... ▲ 445%

1,215

Banners

2024 Sessions ▼ 99%

13

2024 Pagevi... ▼ 99%

14

2024 Goals ... ▼ 100%

0

QR

2024 Sessions ▲ 100%

43

2024 Pagevi... ▲ 100%

87

2024 Goals ... ▲ 100%

5

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	1,364	228	747	226	2,565
July	1,144	159	739	253	2,295
August	879	115	553	194	1,741
September					
October					
November					
December					
				TOTAL	21,862