

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday, October 9th, 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
 5. Public Comments
 6. Administrative Reports
 - FCTDC Collections Report **Solomon**
 - Visitor Numbers **Solomon**
- Promotions Report**
- FCTV Report **Rolstad**
 - Bay Media **Clark**
 - Web Master Report **Kendrick**

New business

- A. Review of Clicktivated Software

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, November 13th @ 2:00 pm at TDC Office meeting room

Join Zoom Meeting

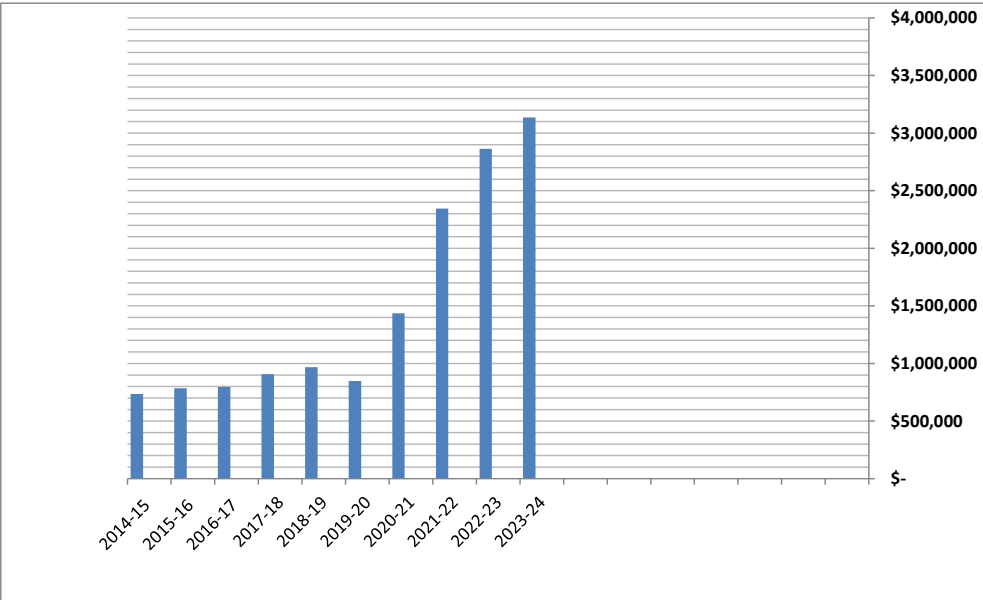
<https://us06web.zoom.us/j/87688695805?pwd=e5zHWSfEnMXhMuaeaf3MBhDOKmIWzu.1>

Meeting ID: 876 8869 5805

Passcode: 227728

**FCTDC Collections Report for 2012-2024 Year-to-Date Report
Through July 2024
September 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	
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	Increase
11	July	\$ 182,236	\$ 253,603	\$ 242,037	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474	\$ 651,425	\$ 601,106	\$ 639,307	6%
14	TOTAL YTD	\$ 735,211	\$ 784,158	\$ 796,636	\$ 906,722	\$ 968,067	\$ 848,281	\$ 1,436,134	\$ 2,345,868	\$ 2,863,226	\$ 3,135,381	
15												
16		\$ 365,804	\$ 48,947	\$ 12,479	\$ 110,086	\$ 61,345	\$ (119,786)	\$ 587,854	\$ 909,733	\$ 517,358	\$ 272,156	
17		99.0%	6.7%	1.6%	13.8%	6.77%	-12.37%	69.30%	63.35%	22.05%	9.51%	
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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	522	91	382	95	1,090
October					
November					
December					
				TOTAL	22,952



October 6, 2024
To: TDC Board Members
From: C. Clark
Subject: October 2024 marketing report

METRICS ANALYSIS OF OCTOBER NEWSLETTER launched Thursday, October 3 to 114,506 recipients. The reader open rate averaged 27% and the click to open rate averaged 3%. There were 78 trackable links in the newsletter. The highest number of click throughs registered as follows: Stem Library Event, Halloween Slime Library Event, Adult Crafternoon Library Event, Pet Friendly Getaway, Florida Seafood Festival.

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410
Total Database: August 4, 2024: 115,788

GETAWAYS:

Petfriendly - Launched 8/8 and will run through 10/10. Signups to date: 2000.

MARKETING/MEDIA COORDINATION

Production: *October Newsletter*
Production: *Emerald Coast Magazine*
Production: *2025 Waterway Guide*
Production *Fall Local Palette Magazine*
Production: *Maritime Museum Exhibit Displays*
Content: *Texas Monthly*

Florida's Forgotten Coast

is a Boater's Paradise

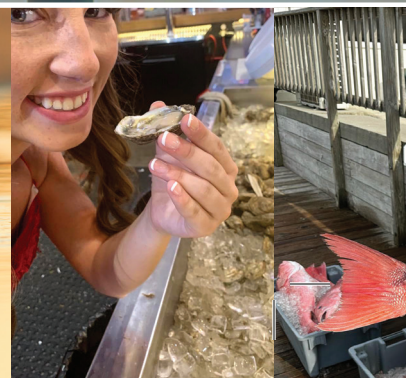


Florida's Forgotten Coast, along the North Florida Gulf Coast, is a boater's paradise with hundreds of miles of freshwater creeks, sloughs and rivers that empty into nutrient-rich bays and out to the Gulf of Mexico.

Getting out on the water is easy here. The area features more than 40 boat ramps stretching from Alligator Point to Apalachicola. Bring your boat and tie up at one of the area's 10 commercial marinas.

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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. Apalachicola's commercial marina facilities include the Scipio Creek, Water Street and Apalachicola Marina with services and available at Scipio Creek and the nearby fuel dock.

EASTPOINT

Across the bay from Apalachicola, Eastpoint features rustic seafood houses, weather-worn docks and fresh seafood markets run by families four generations deep. There are RV parks here, two boat

ramps, a full-service bait and tackle shop, fresh seafood restaurants, casual fare and a waterfront brewery that you can tie up to and enjoy local fare.

ST. GEORGE ISLAND

Just offshore, St. George Island is a 22-mile barrier island that hosts some of Florida's most beautiful and serene beaches. There is a protected anchorage spot on the bayside of St. George Island. Don't expect to walk to amenities from this anchorage but it's not far from the Julian G. Bruce St. George Island State Park which boasts some of the best camping facilities in the region. Elsewhere on the island, accommodations range from quaint beach cottages to luxurious beach homes and can be reserved with any of the island's vacation rental companies. The historic St. George Island Lighthouse is located at the St. George Island public beach park.

CARRABELLE

Carrabelle is about 30 nautical miles from Apalachicola and it's a must stop spot for boaters and fishermen. Carrabelle features three public commercial marinas along the Carrabelle River and all are located within walking distance of restaurants, a grocery and all three offers either fuel or service facilities. There is public dockage along the river and a private boat club nearby on Timber Island.

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. The nearby Crooked River Lighthouse reminds you of the town's maritime importance and features monthly full moon climbs.



To learn more about Franklin County boating, fishing charters, restaurants, and accommodations, visit Floridasforgottencoast.com/FCboat



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

Florida's Forgotten Coast



It's the Florida you remember



The pleasures are simple here and nature provides the entertainment and the menu!

Watch fishing boats unload their daily catch or charter a trip and land your own dinner. 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.



Visit FloridasForgottenCoast.com/foodie24



Florida's Forgotten Coast is a protected oasis with quiet beaches, wooded trails, and easy access to fresh local seafood caught daily.

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. Many who visit say this is the Florida they remember.

APALACHICOLA

The downtown historic district of Apalachicola stretches three blocks deep from where the historic Apalachicola River meets the oyster-famous Apalachicola Bay. 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 downtown eateries.

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 a waterfront brewery.

ST. GEORGE ISLAND

This 22-mile-long island features gentle surf perfect for family-friendly activities. There are fun beachfront restaurants and a lively nightlife. Accommodations range from quaint beach cottages to luxurious beach homes. St. George Island public beaches allow pets on leashes, and many vacation homes are pet friendly. The Julian G. Bruce St. George Island State Park offers great camping facilities and the historic Cape St. George 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. West of town, Carrabelle Beach is a step back in time with its 1950s-style concrete pavilion and roadside beach charm. The beach borders on St. George Sound, and it's a great spot for nature-watching. Just a stone's throw from the beach, you'll find the Crooked River Lighthouse and Museum.

ALLIGATOR POINT

This cozy coastal community is the ultimate getaway for beachgoers seeking tranquility. The Point is bordered on one side by Bald Point State Park, a 5,000-acre protected wildlife area. This prolific park is nationally renowned as bi-annual stopover for migratory birds and butterflies.

THINGS TO DO

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

There are also plenty of winter events along the Forgotten Coast. Download the Florida's Forgotten Coast app and stay up to date on events, activities, lodging specials, and getaway deals at floridasforgottencoast.com/foodie24



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

Florida's Forgotten Coast

Explore North Florida's Forgotten Coast and experience tranquil river vistas, family-friendly beaches and peaceful wooded trails. Discover quiet coastal towns steeped in maritime history and tradition ~ all served with a generous side of art, music and fresh Apalachicola Bay Seafood.



Plan your visit online at FloridasForgottenCoast.com/fall24



Franklin County TDC Monthly Marketing Report

September 2024

2024 Sessions

▲ 105%

136 K

2024 Bounce Rate

▼ 20%

39.27%

2024 Goals Completed

▼ 33%

1,161

Goals Completed

Accommodation Requests

2024 Goals Completed

▼ 7%

261

Getaway Signups

2024 Goals Completed

▲ 52%

204

Visitor Guide Requests

2024 Goals Completed

▼ 12%

314

Visitor Guide Views

2024 Goals Completed

▲ 12%

169

Newsletter Signups

2024 Goals Completed

▼ 70%

168

Newsletter Views

2024 Goals Completed

▼ 84%

38

Top Cities

Top 10 Cities			
CITY	SESSIONS	VIEWS	BOUNCE RATE
(not set)	11,461	22,110	39.79%
Atlanta	9,740	18,664	38.56%
Chicago	7,905	15,915	40.32%
Miami	3,099	5,783	41.98%
Dallas	2,583	4,705	38.37%
Ashburn	2,386	4,321	41.62%
New York	2,213	4,249	39.86%
Nashville	2,018	4,106	44.75%
Orlando	1,731	3,388	38.36%
Birmingham	1,450	3,236	36.48%

Most Popular Pages

Top 10 Pages			
LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
/	29,449	58,048	58.82%
/things-to-see-do/webcams/st-george-island-florida-webcam	21,826	34,498	35.76%
/things-to-see-do/webcams/apalachicola-florida-webcam	18,458	42,029	27.68%
/things-to-see-do/webcams/carrabelle-florida-webcam	17,339	25,765	44.47%
/things-to-see-do/webcams	15,926	50,268	11.15%
/st-george-island	8,946	18,295	34.91%
/apalachicola	3,281	7,071	34.23%
(not set)	3,097	0	95.93%
/alligator-point	1,419	2,503	33.76%
/things-to-see-do	1,071	2,694	31.56%

Organic Search

2024 Organic Sessions

▲ 335%

85,206

2024 Organic Pageviews

▲ 376%

170 K

2024 Goals Completed

▲ 28%

369

Paid Search

2024 Sessions

▲ 10%

9,714

2024 Pageviews

▼ 2%

19,740

2024 Goals Completed

▼ 0%

222

Social Media Overview

2024 Social Audience

▲ 3%

262 K

2024 Social Engagement

▲ 111%



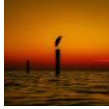







204 K

2024 Social Link Clicks

▼ 31%









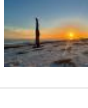

21,395

Most Popular Facebook Posts

f Top 10 Facebook Posts			
DATE	POST	POST IMPRESSIONS	LIKES▼
Sep 23, 2024	 <p>Nothing beats beach giggles and sandy toes on Florida...</p>	15,796	1,797
Sep 10, 2024	 <p>Ready for a fall break that rejuvenates your spirit? Flori...</p>	16,468	1,602
Sep 19, 2024	 <p>Enjoy special discounts on stays along Florida's #Fo...</p>	18,295	1,538
Sep 5, 2024	 <p>Sunset strolls with your furry friends are just a hint of w...</p>	10,939	1,238
Sep 3, 2024	 <p>Rediscover tranquility and marvel at the untouched ...</p>	9,780	1,095
Sep 9, 2024	 <p>Discover exciting events lined up this September on...</p>	15,947	1,076
Sep 13, 2024	 <p>Together by the sea, just where we're meant to be. 🌊 ...</p>	12,206	987
Sep 11, 2024	 <p>Calling all explorers! 🗺️🕒 Want to unlock the secre...</p>	10,458	981
Sep 20, 2024	 <p>Friday calls for a fresh brew! ☕ Start your weekend rig...</p>	13,878	960
Sep 18, 2024	 <p>Ready to plan an awesome pet-friendly vacation on ...</p>	9,800	853

Most Popular Instagram Posts

Top 10 Instagram Posts & Stories

DATE	POST	REACH▼	POST ENGAGEMENT
Sep 2, 2024	 <p>Here's to a Labor Day as serene as the bay! ...</p>	1,961	123
Sep 5, 2024	 <p>Sunset strolls with your furry friends are just ...</p>	1,641	181
Sep 30, 2024	 <p>Here in Franklin County, Florida, we were ...</p>	1,320	228
Sep 13, 2024	 <p>Together by the sea, just where we're meant ...</p>	1,182	62
Sep 6, 2024	 <p>Chasing the tide for treasures untold... Florid...</p>	1,127	106
Sep 19, 2024	 <p>Enjoy special discounts on stays along Fl...</p>	995	96
Sep 18, 2024	 <p>Ready to plan an awesome pet-friendly v...</p>	963	55
Sep 20, 2024	 <p>Friday calls for a fresh brew! ☕ Start your w...</p>	892	51
Sep 17, 2024	 <p>Embrace tranquility with every sunset 🌅 ...</p>	740	77
Sep 10, 2024	 <p>Ready for a fall break that rejuvenates your s...</p>	738	114

Print

2024 Sessions ▼ 31%**27**2024 Pagevi... ▼ 27%**48**2024 Goals ... ▼ 100%**0**

Email Newsletters

2024 Sessions ▼ 83%**159**2024 Pagevi... ▼ 79%**335**2024 Goals ... ▼ 21%**33**

Banners

2024 Sessions ▼ 99%**18**2024 Pagevi... ▼ 99%**26**2024 Goals ... ▼ 100%**0**

QR

2024 Sessions ▲ 100%**63**2024 Pagevi... ▲ 100%**125**2024 Goals ... ▲ 100%**10**

October 2, 2024

**Clicktivated + Franklin County Tourism Development Council aka Florida's Forgotten Coast (FFC)
REVISED Proposal Overview for FY '25**

Welcome to Clicktivated: The leading interactive video marketing platform for Travel & Tourism, transforming any video into an engaging, clickable experience, connecting viewers to specific information on attractions, activities, etc. instantly as they watch.

Collaboration Goals:

- Implement a custom strategy built around Clicktivated's patented interactive video tech and tailored for FFC's target market to maximize impact, engagement, and results.
 - Leverage Clicktivated's Interactive Video technology, expertise and experience to help enhance FFC's connection with its visitors.
 - Promote FFC unique culture, activities, attractions, food and ease of travel by **activating videos on site and through a programmatic media buy**. Emphasis on:
 - Educating travelers on the ease of travel to Franklin County and all that it has to offer for a truly unique Florida experience.
 - Establish FFC as a premier destination in Florida.
 - Provide viewers with simple and engaging access to information and planning tools.
-

Interactive Video License Options:

- **\$500 per month for 2x video activations on site.**
- **\$1,000 monthly for unlimited on-site video activations and distribution**

Includes:

- 12-Month license
 - Full-service account management
 - Monthly data and analytics reporting
 - Customer and technical support
 - Hosting
 - Video creative consulting
 - Custom video editing is available
-

Clicktivated Interactive Video Ads

Objectives: Build a custom plan to help achieve the following:

1. Build positive brand association, awareness and engagement with Franklin County.
2. Enhance 1st party data and onsite actions.
3. Deliver viewer behavior insights.
4. Increase ad spend ROI.

KPI: 0.3% Interaction rate (3x increase vs. market averages)

Tactics & Targeting:

- **Format:** Interactive/clickable video (:15 or :30)
- **Timing:** 2024/2025
- **Geo:** TBD (Midwest, Northeast, Mid Atlantic)
- **Demo:** 35-65 M/F



Clicktivated

Chris Roebuck | chris@clicktivated.com | +1. 248.515.6311

- **Prospecting (recommend 30% of spend):** Our approach involves targeting a broad reach specific to individual geo and demo targets. By using a combination of data-driven targeting and creative messaging, we aim to capture the attention of the target audience.
- **Contextual & Behavioral (recommend 60% of spend):** To increase the effectiveness of targeted advertising by leveraging contextual and behavioral factors such as key interests and page categories. Our approach involves reaching out to the target audience on websites that align with their interests and preferences, as well as using keyword contextual targeting to match ads with specific page content. **Examples targets: Arts & culture, Food & Drink, Air Travelers, road trippers, new adventures, Outdoor activities & sports, Fishing, Golf etc.**
- **Retargeting (recommend 10% of spend):** Utilizing retargeting programmatic media advertising tactics effectively reach a target audience. Through a data-driven approach, we aim to identify and engage with individuals who have previously seen or engaged with FFC advertising. The goal is to improve conversion rates and maximize

Programmatic Interactive Video Campaign Packages:

- | | | |
|--|--|--|
| • Minimum 1,000,000 impressions served | • Minimum 2,500,000 impressions served | • Minimum 5,000,000 impressions served |
| • \$20 CPM | • \$20 CPM | • \$20 CPM |
| • \$20,000 | • \$50,000 | • \$100,000 |

All Tiers Include:

- Full-service account management
- Custom media plan creation and execution
- Video activation, license, and support
- Monthly data and analytics reports
- Customer and technical support
- Custom video editing available



Clicktivated