

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 |
| • Expense to Budget Report | Davis |
| Promotions Report | |
| • FCTV Report | Rolstad |
| • Bay Media | Clark |
| • Web Master Report | Kendrick |

New business

- A. Request from Visit Florida to host travel writer/ Influencer Olga Valentin, VF Covering Tavel, TDC Part would be Accommodations, Meals and Activities. Request up to \$1,500 out of Travel writer portion of budget
- B. Request to reimburse \$270 to Administration for TDC Forgotten Coast Banner for display at events.
- C. Request to approve up to \$50,000 (for materials and labor) to repair the decking and railing on the two fishing piers at the Buddy Ward Seafood Landing Park & Museum.
- D. Request to approve the beach park facilities bid for SGI Pickleball Court and Basketball Court – the low valid bid (We opened two bids on Tuesday from Premier, the first one was supposed to be mailed back as it was submitted before all the addendums were issued as the original due date was moved due to hurricane warnings) was Premier Surfacing for \$289,650. This amount will be paid by the 10% beach park facility improvement funds.
- E. Request to approve funding the new batting cage structures for the two sports arenas: DW Wilson Sport Arena and Kendrick Sports Arena, bids are being opened at the next commission meeting in November.
- F. Request to approve up to \$25,000 for fencing replacement on primary field, and up to \$25,000 for additional spectator seating (3) 21' aluminum 5 row bleacher sets) at DW Wilson Park.
- G. Updated Re-request for printing, shipping and design of the Chestnut Street Cemetery Walking Brochures. Also, request for project to be completed within 90 days of approval.

Reports by Local Government Representatives:

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

7. Reports from Member Organizations
8. Board Comments

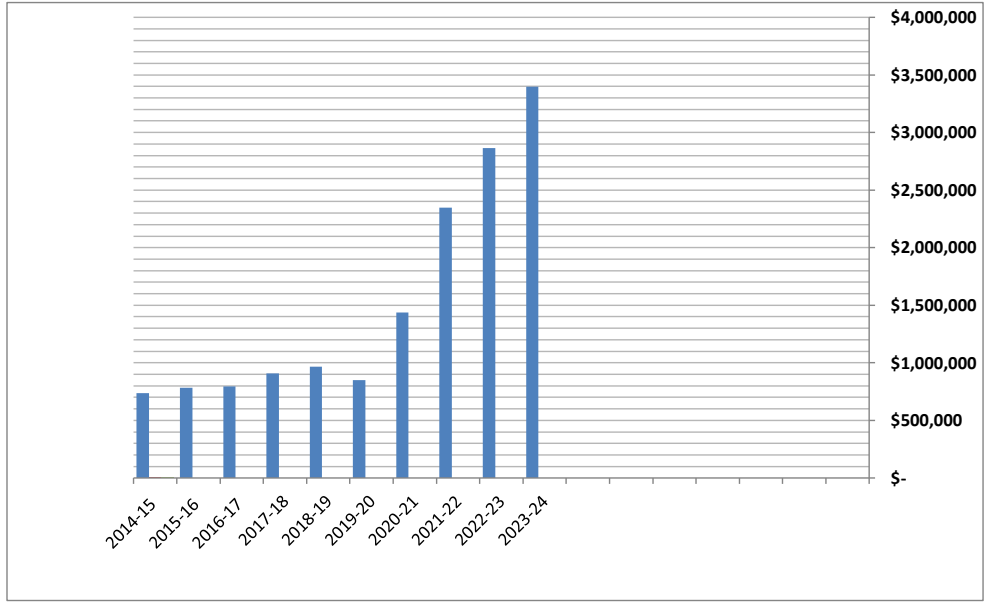
Meeting Announcements: TDC Board Meeting Wednesday, January 8th @ 2:00 pm at TDC Office meeting room

Join Zoom Meeting: <https://us06web.zoom.us/j/82762572378?pwd=pqEvDCKyKaMSakLxOQUY5AH8cb1Bue.1>

Meeting ID: 827 6257 2378 / Passcode: 661948

**FCTDC Collections Report for 2012-2024 Year-to-Date Report
Through August 2024
(October 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	23%
11	July	\$ 182,236	\$ 253,603	\$ 242,037	\$ 215,933	\$ 209,374	\$ 253,488	\$ 551,474	\$ 651,425	\$ 601,106	\$ 639,307	6%
12	August	\$ 129,880	\$ 82,664	\$ 121,809	\$ 111,323	\$ 134,239	\$ 190,136	\$ 306,565	\$ 246,874	\$ 217,277	\$ 263,394	21%
13	September	\$ 75,778	\$ 81,869	\$ 90,214	\$ 70,419	\$ 90,052	\$ 140,186	\$ 164,076	\$ 236,109	\$ 249,963	\$ -	
14	TOTAL YTD	\$ 735,211	\$ 784,158	\$ 796,636	\$ 906,722	\$ 968,067	\$ 848,281	\$ 1,436,134	\$ 2,345,868	\$ 2,863,226	\$ 3,398,775	
15												
16		\$ 365,804	\$ 48,947	\$ 12,479	\$ 110,086	\$ 61,345	\$ (119,786)	\$ 587,854	\$ 909,733	\$ 517,358	\$ 535,549	
17		99.0%	6.7%	1.6%	13.8%	6.77%	-12.37%	69.30%	63.35%	22.05%	18.70%	



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	1,456	138	651	185	2,430
November					
December					
				TOTAL	25,382

2023-24 Budget
October 1,2023 - September 30 2024

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	COUNTY ADMINISTRATION - 60003	\$ 2,000			
3	INFRASTRUCTURE - 60004	\$ 939,310	\$ 1,209,611	\$ 270,301	78%
4	Aid to Local Governments - 60005	\$ 664,972	\$ 894,611	\$ 229,639	74%
13	Aid to Non-Profits - 60012	\$ 240,000	\$ 285,000	\$ 45,000	84%
16	Maintenance and Repairs - 60015	\$ 34,338	\$ 30,000	\$ (4,338)	114%
22	PROMOTIONAL BUDGET - 60017	\$ 939,485	\$ 1,267,812	\$ 328,327	74%
23	Non-Profit and Museum Events - 60018	\$ 72,372	\$ 228,000	\$ 155,628	32%
24	New Promotional Opportunities - 60021	\$ 30,900	\$ 30,000	\$ (900)	103%
25	Vendor Contracted Retainers - 60023	\$ 297,366	\$ 305,000	\$ 7,634	97%
26	ABCC - Admin - 60002	\$ 164,703	\$ 174,000	\$ 9,297	95%
27	2K Webgroup - Internet - 60024	\$ 42,917	\$ 40,000	\$ (2,917)	107%
28	Bay Media - Web - 60025	\$ 39,996	\$ 40,000	\$ 4	100%
29	Forgotten Coast TV - 60026	\$ 36,000	\$ 36,000	\$ -	100%
30	Oyster Radio - 60027	\$ 13,750	\$ 15,000	\$ 1,250	92%
31	Internet Advertising - 60028	\$ 226,001	\$ 242,600	\$ 16,599	93%
32	2K Social Media Campaigns - 60029	\$ 32,083	\$ 35,000	\$ 2,917	92%
33	Non-Contractual Website - 60030	\$ 2,302	\$ 10,000	\$ 7,698	23%
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	\$ 133,952	\$ 130,000	\$ (3,952)	103%
37	14% Production - 60034	\$ 24,225	\$ 23,100	\$ (1,125)	105%
38	Website Revisions - 60035	\$ 387	\$ 6,000	\$ 5,613	6%
39	Print - 60036	\$ 178,474	\$ 246,012	\$ 67,538	73%
40	Digital/ Banner Adds (Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
41	14% Production - 60038 (Banner and Print)	\$ 17,651	\$ 22,912	\$ 5,261	77%
42	Content Production - 60039	\$ 3,290	\$ 12,000	\$ 8,710	27%
43	Print Advetising - 60040	\$ 133,327	\$ 150,000	\$ 16,673	89%
44	Printing Promotional Materials (brochures) - 60041	\$ 18,256	\$ 35,000	\$ 16,744	52%
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	\$ 6,195	\$ 55,000	\$ 48,805	11%
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	\$ 4,425	\$ 20,000	\$ 15,575	22%
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	\$ 20,950	\$ 51,000	\$ 30,050	41%
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	\$ 9,000	\$ 5,000	\$ (4,000)	180%

2023-24 Budget
October 1,2023 - September 30 2024

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
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	\$ 38,948	\$ 29,000	\$ (9,948)	134%
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	\$ 15,650	\$ 6,000	\$ (9,650)	261%
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 Chocatawhatcee	\$ 2,000	\$ 2,000	\$ -	100%
85					
86	TOTAL BUDGET 2023-24	\$ 2,045,497	\$ 2,651,423	\$ 607,926	77%
87					



November 5, 2024
To: TDC Board Members
From: C. Clark
Subject: November 2024 marketing report

METRICS ANALYSIS OF NOVEMBER NEWSLETTER launched Thursday, October 24 to 114,647 recipients. The reader open rate averaged 26% and the click to open rate averaged 4%. There were 63 trackable links in the newsletter. The highest number of click throughs registered as follows: Florida Seafood Festival, Interactive Video, Restaurants, Forgotten Coast Freedom Fest

EMAIL MARKETING DATABASE DETAILS:

Total Database: June 19, 2011: 7,410
Total Database: August 4, 2024: 116,053

GETAWAYS:

Petfriendly - Launched 8/8 and ran through 10/10. Total signups: 2015

MARKETING/MEDIA COORDINATION

Production: *November Newsletter*
Production: *Saltwater Fishing Guide*
Production: *HGTV/Good Housekeeping*
Production: *BassMaster Tournament digital ads*

AD BUY REQUEST (2024-25 budget)

- **Kayak Angler, Paddling Magazine** - Spring Issue - Print and digital. Audience: Outdoor Enthusiasts. Full page ad in both publications plus email sponsorship in Kayak Angler or Paddling Magazine newsletter (80,000+ recipients), email sponsorship in Wired2Fish email (111,000+ recipients), 120,000 banner ad impressions on kayakanglermag.com or paddlingmag.com, 120,000 banner ad impressions on wired2fish.com. VF co-op. **Price: \$13,073.** (VF co-op discount of \$6,778 or 37%)
- **Dreamscape Travel & Lifestyle Magazine** - Winter issue. Print and Digital. Total readership: 464,000. Double page spread. VF co-op. **Price: 6,783** (50% discount)
- **Atlanta Journal-Constitution - Sunday Travel Issue.** February, 19, 2025. Print and digital. Print ad, 2 travel newsletter issues, digital ad 100,000 Imp. **Price: \$5130.** VF co-op. 26% discount.
- **Chicago Magazine** - February, 2025. Print and digital. Full page ad. **Price: \$7780.50.** VF co-op. 64% discount.
- **Undiscovered Florida** (Smithsonian magazine insert) Spring issue. Print and digital. 1/2 page plus enewsletters and digital banner. 1.3 million impressions. **Price: \$12,483.** VF co-op. 25% discount.

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

Forgotten Coast Fishing

in the Florida You Remember ...



Scan the code for complete Forgotten Coast launch,
marina, guide and tackle information or visit
www.FloridasforgottenCoast.com/fish25



Florida's Forgotten Coast

The Florida you remember

PLAN A TRIP TODAY!

Florida's Forgotten Coast

It's the Florida you remember ...
CLICK TO LEARN MORE

Florida's Forgotten Coast

the Florida you remember ...

Plan A Trip Soon!

Florida's Forgotten Coast

It's the Florida you remember ...
CLICK TO LEARN MORE

Florida's Forgotten Coast

The Florida You Remember

PLAN A TRIP TODAY!

Florida's Forgotten Coast

The Florida You Remember

PLAN A TRIP TODAY!



Franklin County TDC Monthly Marketing Report

October 2024



2024 Sessions

▲ 3%

49,054

2024 Bounce Rate

▲ 15%

49.82%

2024 Goals Completed

▼ 37%

788

Goals Completed

Accommodation Requests

2024 Goals Completed

▼ 42%

185

Getaway Signups

2024 Goals Completed

▲ 100%

134

Visitor Guide Requests

2024 Goals Completed

▼ 34%

198

Visitor Guide Views

2024 Goals Completed

▼ 4%

110

Newsletter Signups

2024 Goals Completed

▼ 67%

124

Newsletter Views

2024 Goals Completed

▼ 82%

26

Top Cities

Top 10 Cities			
CITY	SESSIONS	VIEWS	BOUNCE RATE
(not set)	4,713	7,390	54.55%
Atlanta	3,384	6,090	48.46%
Chicago	3,055	4,888	50.34%
Ashburn	1,555	2,007	75.11%
Miami	1,380	2,049	50.58%
Orlando	968	1,471	47.73%
Dallas	934	1,569	46.15%
Nashville	831	1,492	54.15%
New York	780	1,178	48.85%
Tallahassee	668	1,232	33.08%

Most Popular Pages

Top 10 Pages			
LANDING PAGE	SESSIONS	VIEWS	BOUNCE RATE
/	18,700	30,488	61.70%
/st-george-island	5,429	11,339	33.54%
/apalachicola	2,889	5,856	35.76%
/things-to-see-do/webcams/st-george-island-florida-webcam	1,731	2,608	47.08%
(not set)	1,233	0	97.16%
/2023/03/where-is-the-forgotten-coast-and-why-is-it-forgotten	991	1,422	51.56%
/things-to-see-do/webcams/carrabelle-florida-webcam	905	1,290	61.44%
/things-to-see-do	871	1,972	35.25%
/event/florida-seafood-festival	781	1,164	33.42%
/things-to-see-do/webcams/apalachicola-florida-webcam	688	1,067	53.49%

Organic Search

2024 Organic Sessions

▲ 5%

17,729

2024 Organic Pageviews

▼ 1%

30,067

2024 Goals Completed

▼ 32%

210

Paid Search

2024 Sessions

▲ 4%

7,495

2024 Pageviews

▲ 3%

15,739

2024 Goals Completed

▼ 12%

158

Social Media Overview

2024 Social Audience

▲ 3%

262 K

2024 Social Engagement

▲ 7%











71,857

2024 Social Link Clicks

▼ 28%











13,865

Most Popular Facebook Posts

f Top 10 Facebook Posts			
DATE	POST	POST IMPRESSIONS	LIKES▼
Oct 17, 2024	 <p>Every day is a good day with paws in the sand on Flori...</p>	11,112	966
Oct 31, 2024	 <p>Get the inside scoop on Florida's #ForgottenCoast with...</p>	10,898	942
Oct 30, 2024	 <p>Wander through the whispers of history at Chestnut ...</p>	13,740	869
Oct 9, 2024	 <p>As the season turns, so do the tides. Gather your famil...</p>	17,655	781
Oct 24, 2024	 <p>Unwind, #EmbraceThePace, and let the #Forgotten...</p>	9,135	715
Oct 11, 2024	 <p>Chasing the waves into the weekend like... 🌊 Who els...</p>	7,303	714
Oct 14, 2024	 <p>Explore the uncharted beauty of Florida's #ForgottenC...</p>	9,765	579
Oct 21, 2024	 <p>Take a leisurely walk down our shaded paths and fin...</p>	12,495	542
Oct 15, 2024	 <p>Navigating through nature's best canvas. ✨ 📸 IG/...</p>	8,549	523
Oct 29, 2024	 <p>Meet our friendly beach dwellers on your next getaway ...</p>	12,006	456

Most Popular Instagram Posts

Top 10 Instagram Posts & Stories

DATE	POST	REACH▼	POST ENGAGEMENT
Oct 18, 2024	 <p>Relaxation mode: activated. 😊 There's n...</p>	1,558	83
Oct 1, 2024	 <p>Nothing says 'perfect day at the beach' quit...</p>	1,253	99
Oct 30, 2024	 <p>Wander through the whispers of history at...</p>	1,218	126
Oct 10, 2024	 <p>Discover local treasures on your next shoppi...</p>	1,205	132
Oct 29, 2024	 <p>Meet our friendly beach dwellers on your nex...</p>	1,196	217
Oct 7, 2024	 <p>Discover exciting events lined up this Oct...</p>	1,000	118
Oct 25, 2024	 <p>🌳 Make memories on Florida's #Forgo...</p>	993	49
Oct 22, 2024	 <p>Are you planning a trip to Florida's #Forgo...</p>	992	119
Oct 4, 2024	 <p>Friday vibes brought to you by fiery skies an...</p>	951	198
Oct 21, 2024	 <p>Take a leisurely walk down our shaded pa...</p>	881	78

Print

2024 Sessions ▼ 98%**13**2024 Pagevi... ▼ 99%**25**2024 Goals ... ▼ 75%**1**

Email Newsletters

2024 Sessions ▲ 64%**1,761**2024 Pagevi... ▲ 79%**3,134**2024 Goals ... ▲ 435%**139**

Banners

2024 Sessions ▲ 274%**396**2024 Pagevi... ▲ 288%**563**2024 Goals Co... 0%**0**

QR

2024 Sessions ▲ 100%**34**2024 Pagevi... ▲ 100%**73**2024 Goals Co... 0%**0**