



Flagler County Tourist Development Council Agenda

July 12, 2023 • 9:00 a.m.

Government Services Building 2, Board Chambers, 1769 E. Moody Blvd., Bunnell, FL 32110

Meetings streamed live on Spectrum Channel 492 and YouTube <https://www.youtube.com/flaglercounty/live>

- 1) **Pledge to the Flag and Moment of Silence**
- 2) **Meeting Minutes:** Request the Board approve the minutes from the following meeting(s):
 - a) April 19, 2023, Regular Meeting
- 3) **Financial Reports:** Request the Board approve the financial report(s) listed below:
 - a) Revenue Report
 - b) Budget to Actual
- 4) **Marketing Reports:** Request the Board approve the marketing report(s) listed below:
 - a) April 2023 Marketing Report
 - b) May 2023 Marketing Report
- 5) **Tourist Development Tax Update:**
Shelly Edmonson, Flagler County Tax Collector's Office
- 6) **Fund 110 FY23 Special Event Marketing Grant:** Review and recommendation to the Board of County Commissioners for the following grants:
 - a) \$2,847.75 - Flagler Beach Historical Museum, Inc., Fall for Flagler, September 23, 2023
- 7) **Fund 110 FY24 Special Event Marketing Grant:** Review and recommendation to the Board of County Commissioners for the following grants:
 - a) \$15,000.00 - Flagler Auditorium Governing Board, Flagler Auditorium, 2023-2024 Show Season
 - b) \$8,000.00 - Flagler Broadcasting LLC, Creekside Festival 2023, October 7-8, 2023
 - c) \$6,000.00 - City Lites Inc. LLC, Motown 'n' Mo Show, December 2, 2023
 - d) \$15,000.00 - African American Cultural Society Inc. 2023 – 2024 Season
- 8) **Fund 110 FY23 Discretionary Event Funding:** Review and recommendation to the Board of County Commissioners for the following events:
 - a) \$4,900 Florida Elite Soccer, Boy's Invitational, August 18-20, 2023
 - b) \$4,900 Florida Elite Soccer, Girl's Invitational, August 25-27, 2023
- 9) **FY 2023-2024 Budget for Funds 1109, 1110 & 1111:** Review and recommendation to the Board of County Commissioners for:
 - a) 1109 FY 2023-2024 Budget
 - b) 1110 FY 2023-2024 Budget
 - c) 1111 FY 2023-2024 Budget
- 10) **Quarterly Marketing Update:**
Courtnee Brokaw, Marketing Manager
- 11) **Tourism Development Office Update:**
Amy Lukasik, Executive Director
 - a) Palm Coast Southern Recreation Center Capital Project Status Report

- 12) **Community Outreach**: Thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.
- 13) **Board Member Commentaries**
- 14) **Adjournment**

Please take notice that individual Commissioners of the Board of County Commissioners may attend this meeting. The Commissioners who attend, except for the Commissioners who serve on the designated board being noticed, will not take any action or take any vote at this meeting.

This is not an official meeting of the Board of County Commissioners of Flagler County. This notice is being provided to meet the spirit of the Sunshine Law to inform the public that commissioners may be present at these discussions.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in this meeting should contact the number listed above at least 48 hours prior to the meeting.

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
April 19, 2023
9:00 A.M.
Minutes**

MEETING CALLED TO ORDER BY CHAIR DAVID SULLIVAN AT 9:01 A.M.

Chair Sullivan led the pledge to the flag and requested a moment of silence.

Attendance

Present: Chair David Sullivan, Felicia Cook, Eric Cooley, Pam Walker, Lisa Robinson, Stephen Baker, Nick Klufas.

Excused Absent: John Lulgjuraj

Staff: Amy Lukasik, Candi Breckenridge, Debra Naughton, Courtnee Brokaw, Christina Hutsell

- 1) **Chair Sullivan** led the pledge to flag and requested a moment of silence.

Sullivan read into the record four Form 8B's filed with the Board Secretary from the January 18, 2023, meeting per FS112.3143(4)(a).

- 2) **Meeting Minutes:**

a) Request the Board approve the meeting minutes from January 18, 2022, meeting.

Cook/Walker. Motion to adopt the January 18, 2023 meeting minutes. Motion Carries.

- 3) **Financial Reports:** Request the Board approve the financial report(s) listed below:

- a) Revenue Report
b) Budget to Actual

Lukasik – reported on Revenue Report – We have recovered from the hurricane decrease in March due to Bike Week. - We are trending up at 6%.

Lukasik – reported on Budget to Actual – Nothing to report we are on track.

Cook/Cooley. Motion to accept the Revenue Report. Motion Carries.

Cook/Walker. Motion to accept the Budget to Actual Report. Motion Carries.

- 4) **Marketing Reports:** Request the Board approve the marketing report(s) listed below:

- a) January 2023 Marketing Report
b) February 2023 Marketing Report
c) March 2023 Marketing Report

Brokaw – January out of State traffic was up 40%. Visitor Guides 378 requested. The events page saw a 48% increase.

Brokaw – February we had 252 unique newsletter signups. Top partner referrals were Equestrian Adventures, Princess Place and Marineland. The top three cities for social media traffic were Atlanta, New York, and Ashburn.

Brokaw – In March blog posts held three of the top twenty overall landing paggers, a 22% increase, year-over-year. Visitor guide requests year to date are up 34.8%.

Klufas/Cook. Motion to accept January 2023 Marketing Report. Motion Carries.

Walker/Cooley. Motion to accept February 2023 Marketing Report. Motion Carries.

Klufas/Cooley. Motion to accept March 2023 Marketing Report. Motion Carries.

5) **Tourist Development Tax Update:**

Shelly Edmonson, Flagler County Tax Collector's Office. (Please see attached)

6) **Fund 110 FY23 Discretionary Event Funding:** Review and recommend to the Board of County Commissioners for the following events:

a) \$4,000 – Continuing Education Company – Summer Conference – July 10-14, 2023

Baker – Declared conflict of Interest for 6a). Form 8b completed and signed (Please see attached).

Klufas/Cook. Motion to recommend to the Board of County Commissioners to fund \$4,000.00 for Continuing Education Company Summer Conference, July 10-14, 2023. Motion carries with **Baker** abstaining.

7) **Fund 110 FY24 Discretionary Event Funding:** Review and recommendation to the Board of County Commissioners for the following events:

a) \$6,500.00 – NCCAA, Golf Championship – October 21 – 25, 2023

Baker – Declared conflict of Interest for 7a). Form 8b completed and signed (Please see attached).

Walker/Cook. Motion to recommend to the Board of County Commissioners to fund the \$6,500.00 for NCCAA, Golf Championship – October 21-25, 2023. Motion Carries. with **Baker** abstaining.

8) **Marketing Recap and Presentation:**

Candi Breckenridge, Tourism Marketing Media Manager
Courtnee Brokaw, Marketing Manager

Brokaw - In January we focused on wellness tourism and a bucket list blog. In February we featured couple's getaways and Valentines Day. In March, we highlighted spring break and bike week.

Breckenridge – At a FB3 meeting we had eight restaurants express interest in us going and taking photos and videos in their business as it is slow season. The partner benefit is approximately \$2,000.00 per business. We have placed another billboard at exit 284 highlighting how close the beach is from I95. We are also advertising other areas of the County and promoting Eco-Tourism.

9) **2022 Year in Review Presentation:**

Amy Lukasik, Executive Director

Lukasik – Presented an overview on the State of Tourism meeting held in January. Presented last year in review in sales and occupancy for hotels and vacation rentals. Updated on the status of our Strategic Plan.

Breckenridge – Outlined the overview of how we support local business including referrals, blogs, and events. In the last year we have tracked the value of each type of advertising we do with each of the partners and provided information to the partners.

10) **Flagler County Visitor Eco Discovery Center Update:**

Amy Lukasik, Executive Director

Lukasik- Provided an update on the grant availability and property. Shared video of the Pedestrian Bridge project. Provided drone footage of the "Shell Pit" for the Visitor Eco Discovery and how it would connect to the Pedestrian Bridge. The funding is 100% tourism reserves and grants.

11) **Tourism Development Office Update:**

Amy Lukasik, Executive Director

Lukasik – Local FC3 update – Board members have been appointed. Provided marketing efforts and memberships. The next step is a strategic plan.

Lukasik - At Tourism Day in Tallahassee, our representatives were not able to meet with us. The Governor recommended a budget for Visit Florida of \$100 million. The senate came back with \$80 million, the house came back with zero, they did not include a line item in the budget. After the conference the house submitted a bill to dissolve Visit Florida. We are waiting to see if this bill is heard with only 24-hour notice this Friday.

Lukasik - NTTW week is May 7 – 13 we are going before the BOCC for a proclamation on May 1, 2023.

Lukasik - Ryan Crab is no longer with Hilton Garden Inn and has been replaced by Daniel Mundrean, he is now the General Manager. We have met with him, and he is excited to retain the seat on the board.

Lukasik - In July we expect a report from Palm Coast on the expansion of the Tennis Center. Also, an update from Marineland Marina.

Lukasik - Concerning the beach fund, we are working on the resolution and will clean up all the old grant programs and do one large resolution to address all the process.

12) Community Outreach:

A thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.

13) Board Member Commentaries

Robinson – Great first quarter and we are fully staffed. We have a new program called Connect to Room, we were the test property. This program manages your stay through the T.V. I will be reaching out to Amy for help with the directory. We saw a weak April.

Baker – We have finally opened the Beach stores. The old gift shops will be grab and go shop. We also saw a drop in business, and this is our focus.

Walker – We have noticed that people are traveling all over the world. A new thing is coming out, the airlines use something called Dynamic Pricing and now hotels are using it. The premise is if it's full the prices go up if it's not the prices are reduced. The problem is when a client checks a rate on one day and the price can change the next day. I will be writing about it in my next newsletter.

Klufas – One highlight, we have a new public- private partnership with Loopers Restaurant. We are adding water access at Waterfront Park. Thank you for the year in review.

Cooley – Thank you for having me back. Can we pull up slide four of the Tax presentation. We would like to address the issue of getting the people of the County to the beach in a way that does not conflict with tourists. It is on Flagler Beach's radar. Thank you for helping with all of the beach events and our restaurants. I need to plug our dog surfing event.

Cook- Earth Day is April 22, 2023, we have a beach cleanup. We will sort all the pollution that is collected, and it will be sent to the State for data collection. Please contact the speaker of house and the ways and means committee members and the house representatives, as this could come to the table on Friday and will catch people unaware. We are hiring, we are at 50% of staffing due to our location.

Adjournment

Cook/Klufas Motion to adjourn meeting at 11:16

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

[TDC MEETING 10/20/2021](#)

If a person decides to appeal any decision made by the Tourist Development Council with respect to any matter considered at the meeting, a record of the proceedings may be needed and, for such purposes, the person may need to ensure that a verbatim record is made, which record includes the testimony and evidence upon which the appeal is to be based.

DRAFT

January Marketing Report

- OUT-OF-STATE TRAFFIC EXPERIENCED A 40% INCREASE, FROM 21,700 SESSIONS IN 2022 TO 30,400 SESSIONS IN 2023. SESSIONS FROM ATLANTA, WHICH EXPERIENCED THE LARGEST GROWTH, WERE CONCENTRATED ON THE HOMEPAGE (436 SESSIONS), WEBCAMS (677 SESSIONS) AND EVENTS (222 SESSIONS).
- THERE WERE 378 VISITOR GUIDE REQUESTS.
- THE MOST POPULAR BLOG POST IN JANUARY WAS THE BUCKET LIST FEATURE WITH 5,936 PAGE VIEWS.
- THE EVENTS PAGE SAW A 48% INCREASE IN CLICKS AND A 181% INCREASE IN IMPRESSIONS. TERMS WITH THE HIGHEST GROWTH IN CLICKS WERE RELATED TO "THINGS TO DO", AND TERMS WITH THE HIGHEST GROWTH IN IMPRESSIONS WERE RELATED TO THE DESTINATION NAME.



February Marketing Report

- THERE WERE 252 UNIQUE NEWSLETTER SIGNUPS.
- TOP PARTNER REFERRALS WERE EQUESTRIAN ADVENTURES OF FLORIDA, PRINCESS PLACE PRESERVE, AND MARINELAND DOLPHIN ADVENTURE.
- ATLANTA, NEW YORK, AND ASHBURN WERE THE TOP 3 CITIES FOR OUT-OF-STATE TRAFFIC. ABOUT 60% OF SOCIAL TRAFFIC CAME FROM FACEBOOK AND WENT TO THE BUCKET LIST BLOG POST.

Palm Coast AND THE
FLAGLER BEACHES
www.visitflagler.com



Welcome to Taco-topia!

Cheesy, crunchy, and bursting with Baja Mexican flavor. We've found some of the best burritos and tacos in town.

[Awesome Eats](#)

March Marketing Report

- BLOG POSTS HELD THREE OF THE TOP 20 OVERALL LANDING PAGES, AND THE BLOG AS A WHOLE DROVE 15,800 SESSIONS IN MARCH, A 22% INCREASE YEAR-OVER-YEAR.
- 217 PEOPLE SELECTED “EVENTS AND FESTIVALS” AS THEIR INTEREST WHEN SIGNING UP FOR THE VISITOR NEWSLETTER (THE HIGHEST NUMBER OF CLICKS AMONG THE EMAIL SIGNUP INTERESTS).
- VISITOR GUIDE REQUESTS YEAR-TO-DATE ARE UP 34.8%.





Palm Coast
AND THE *Coast*
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE

**QUARTERLY
MARKETING
UPDATE**

January

WELLNESS TOURISM + 2023 PREVIEW

Eat Well at Ohana Food Co. in Palm Coast and the Flagler Beaches

Overhedge during the holidays? Start the new year off right with a stop at Ohana Food Co. in Flagler Beach. This small family-owned restaurant serves up delicious, fresh and good-for-you meals for breakfast and lunch each day.



Breakfast options include everything from oatmeal to smoothies, topped with fresh fruit. We like the Acai Protein Superfood Smoothie. Acai, banana, blueberry, a spoonful of coconut, vanilla, cherries, and acai are blended, creating a protein ball. Then it's topped with crunchy toffee granola, more fresh fruit, and a drizzle of honey. Last thing you'd want to miss? Our Juices! Look to the Loaded Guava Lemonade Toast—a slice of multigrain, sprouted toast with guava, strawberry, kiwi, orange, lemon, lime, honey, nutmeg, and pickled beets and onions. Pair it with a glass of coconut cashew milk or a honey ginger tea for a nutrient-packed meal.



Ohana also boasts some of the best lunch options in Flagler Beach—without compromising on taste. Feast on the hearty So Co Bowl, a savory mix of farro, mushrooms, shaved kale, apple, broccoli, carrots, onions, and onions. Grass-fed sirloin steak, chickpeas, and a side of tahini sauce on top. Or enjoy a spoonful of liquid gold when you order one of Ohana's tasty croon omelets. There's also highballs with sides, soups, and hummus, falafel, and more.

5 Best Things to Do in Palm Coast and the Flagler Beaches

With so many exciting things to do in Palm Coast and the Flagler Beaches, deciding on our favorite activities is no easy feat. From hiking through pristine state parks to horseback rides on the beach, we've ranked these activities as the 5 best things to do in Palm Coast and the Flagler Beaches.

Swim with Dolphins at Marineland Dolphin Adventure

Splash with flippered friends at Marineland Dolphin Adventure. Choose from several different packages including the Royal Swim—an option that gets you into the water with these magnificent animals. Soak up the thrills as a dolphin propels you through the water.



2023 Palm Coast and the Flagler Beaches Bucket List

We're kicking off the new year with some epic experiences to add to your bucket list in 2023. Check out these fun things to do each month in Palm Coast and the Flagler Beaches.

January:

Start the year on the right track with these 5 Ways to Stay Fit in Palm Coast and the Flagler Beaches.



February:

Learn about the rich history of indigenous peoples at the Native American Festival.



February

COUPLES GETAWAYS + WEDDINGS

5 Valentine's Day Activities We Love in Palm Coast and the Flagler Beaches

Forget the flowers. Chuck the chocolates. Instead, plan a date to remember with one of these unique things to do for Valentine's Day in Palm Coast and the Flagler Beaches. From floating tiki to throwing axes, we've got activities and adventures for every couple.

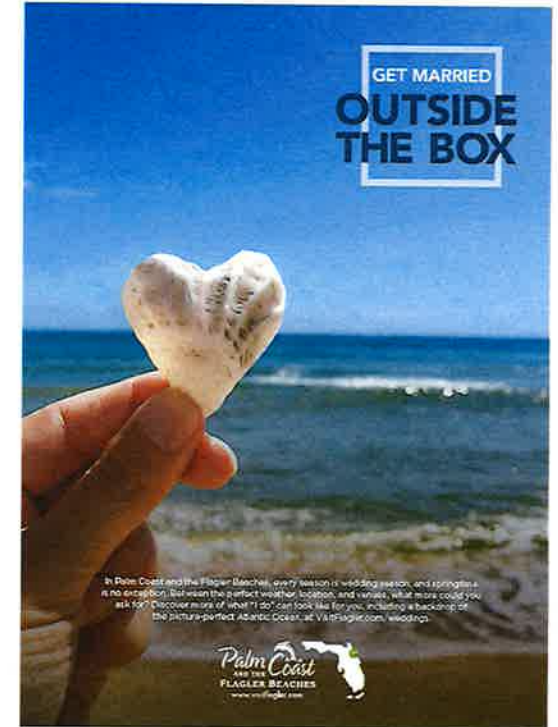
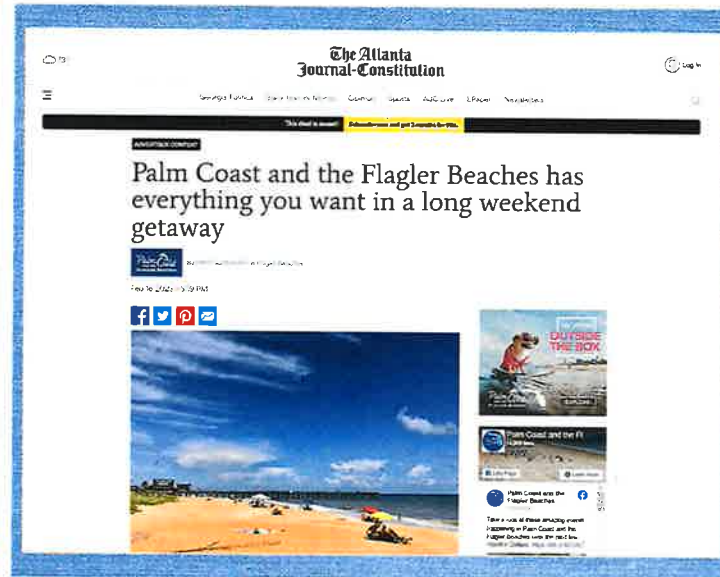
Float Away with Palm Tiki Adventures

Book a two-hour trip down the beautiful Intracoastal waterway on this adorable floating tiki pontoon. A standard charter includes up to six guests—so you can bring along friends and make it a double (or triple) date this Valentine's Day.



Set Sail on a Mystic Knot Romantic Sunset Cruise

Suaigle up on this sunset cruise offered by Mystic Knot Boat Tours. The departure times are updated according to the sunset, so you won't miss a minute of Mother Nature's evening glow. The tour includes complimentary light appetizers, water, soft drinks, a bottle of Prosecco, and a surprise welcome gift—meaning you and your date can sit back, relax, and soak up the scenery.



February

GOLF IN PALM COAST AND THE FLAGLER BEACHES



PALM COAST & THE FLAGLER BEACHES

Arnold Palmer, Jack Nicklaus, Gary Player. These are just some of the legends who have designed golf courses in "the Pebble Beach of Florida." In addition to immaculately manicured links with challenging topographical contrasts, the surrounding scenery will take your breath away. Play amongst inland marshes, freshwater lakes, maritime woodlands, and on courses so close to the ocean you'll feel the sea breeze on your backswing. Plus, year-round golfing weather means anytime can be tee time. Vacation outside the box in Palm Coast and the Flagler Beaches, a golfer's paradise for players of all skill levels.

[LEARN MORE](#)



MEDIA VISIT:

**GRANT FRASER
OF
FLAGSTICK.COM
AND GOLF THE
WORLD.CA**

March

SPRING BREAK + BIKE WEEK

The Ultimate FUNcation Itinerary to Palm Coast and the Flagler Beaches

Whether you're gearing up for a kid-friendly spring break or a planning a family summer getaway, Palm Coast and the Flagler Beaches is the ideal spot for a memorable FUNcation in Florida. From swimming with dolphins to sampling the local flavors - there's so much to do, see and taste. That's why we've mapped out the ultimate family FUNcation itinerary.

Day 1:

Welcome to Palm Coast and the Flagler Beaches! Get checked in, then activate vacation mode with a splash of fun.

Check In:

Resort life is the best life. Just steps from the beautiful Atlantic Ocean, Hammock Beach Golf Resort and Spa is a luxurious, yet family-friendly spot to spend your spring break FUNcation. With beautifully appointed rooms, plenty of on-site dining, and activities like golf, a kid club, and tennis, this four-star resort is a great homebase during your stay in Palm Coast and the Flagler Beaches.



Palm Coast and the Flagler Beaches is with Finn's Beachside Pub and 3 others
March 6

Escape the Bike Week crowds and hit the road for the short trip up A1A Scenic and Historic Coastal Byway to Palm Coast and the Flagler Beaches for a burger and a beer. 🍔 🍺 #VisitFlagler

@foodiephotos (The Brown Dog)
Full blog post available at <https://bit.ly/3F3He5k>



Bikes, Burgers and Brews in Palm Coast and the Flagler Beaches

We're gearing up for a good time this March in Palm Coast and the Flagler Beaches. Each spring, thousands of bikers roll into northeast Florida in celebration of the annual Bike Week rally—a ten day event filled with scenic rides, great eats, and tasty brews. Held in nearby Daytona Beach, this year's iconic event is set for March 3-12, 2023. Whether you're planning to attend or save these ideas for a bike-themed trip further down the road (no pun intended!), we've put together a guide to restaurants and breweries ideal for exploring on two wheels.



Q1

Q1 RECAP: MEDIA



- Targeting Families, Winter Sun Seekers, and Impulse Getaways
- Exposure across all Expedia Brand Portfolio sites (like Expedia, Travelocity, Orbitz) Google Display Network, and Sojern.
- Targets key in-state and out-of-state DMAs (designated market areas) (southeast)

SPECIAL PROJECTS & INITIATIVES

FB3/PARTNER BENEFITS


TOURISM PARTNER BENEFITS

Palm Coast and the Flagler Beaches Tourism Development Office offers a variety of programs and services to help local tourism-related businesses attract more customers. Becoming a partner is easy and FREE! Here are some of the most common ways we promote our tourism partners.

BUSINESS LISTING

All tourism-related businesses get a FREE business listing on visitflagler.com. Each listing includes location and contact information, description, photo gallery, reviews, and social and website links.



VALUED AT \$690 - FREE TO YOU!

BLOG FEATURE

Our marketing department publishes blog content every month, featuring local tourism-related businesses. The blog posts get distributed via social media, e-newsletters, paid media and more.



VALUED AT \$200 EACH - FREE TO YOU!

VISITOR E-NEWSLETTER

Our visitor e-newsletter currently has more than 22,000 subscribers. Each month we share new blog content, upcoming events, partner features and more.



VALUED AT \$150 EACH - FREE TO YOU!

SOCIAL MEDIA

We promote our partners across all of our social media platforms, which collectively have over 33,000 followers. Follow us @visitflagler on Facebook, Instagram, Pinterest and YouTube.





VALUED AT \$350 EACH - FREE TO YOU!

EVENTS CALENDAR

The events calendar is one of the top viewed pages of our website. We promote partner events by adding them to our calendar on visitflagler.com, and sharing via blog posts, e-newsletters and social media. This partner benefit is valued at \$200, and it's FREE to you!

Your go-to resource for partnership related questions: www.visitflagler.com/partners


HOW TO GET THE MOST FROM OUR PARTNERSHIP



- Stay informed with our industry and visitor newsletters
- Share blog posts, videos and other free marketing content we create to promote you
- Like, share, subscribe and connect with us on social media
- Make sure we have current contact information on file for you
- Allow us to take photos and/or videos of your business when we have a need for specific content
- Be flexible and respond quickly when a marketing opportunity is presented
- Share photos with us using our public uploader

- Keep your business listing up-to-date
- Submit your events online and inform us of special announcements
- Stock up on our collateral for your guests

CONNECT WITH US

@VISITFLAGLER



Palm Coast and the Flagler Beaches
Tourism Development Office
120 Airport Rd., Suite 3
Palm Coast, FL 32164
(386) 313-4230
www.visitflagler.com

BUSINESS LISTINGS & EVENTS

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BLOG & NEWSLETTERS

Courtnee Brokaw
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SOCIAL MEDIA & CONTENT

Candi Breckenridge
cbreckenridge@visitflagler.com

Your go-to resource for partnership related questions: www.visitflagler.com/partners

RESTAURANT PHOTOGRAPHY

Palm Coast and the Flagler Beaches

8 Restaurants

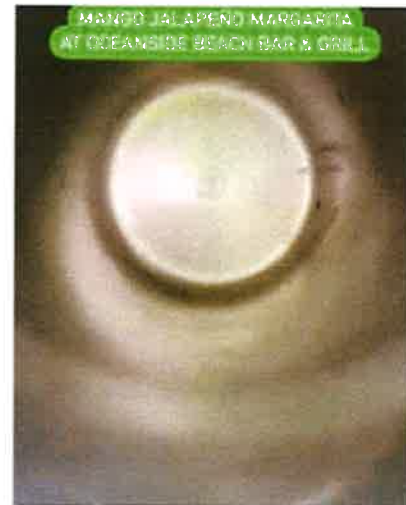
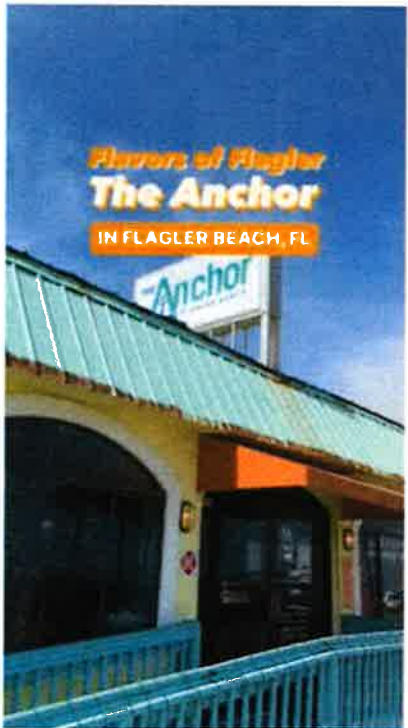
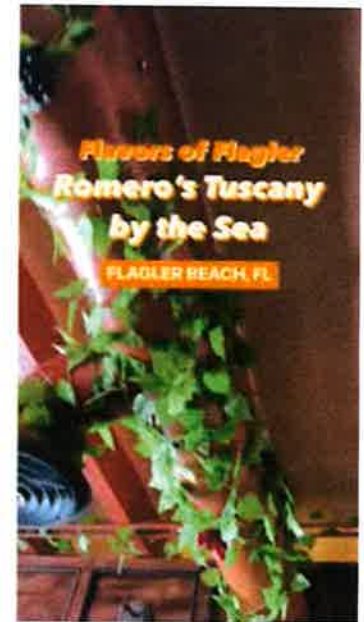
Beach Front Grille Photo Shoot 3-1-23

Search assets



\$2,000 Value Per Restaurant







The Anchor





Romero's Tuscany by the Sea



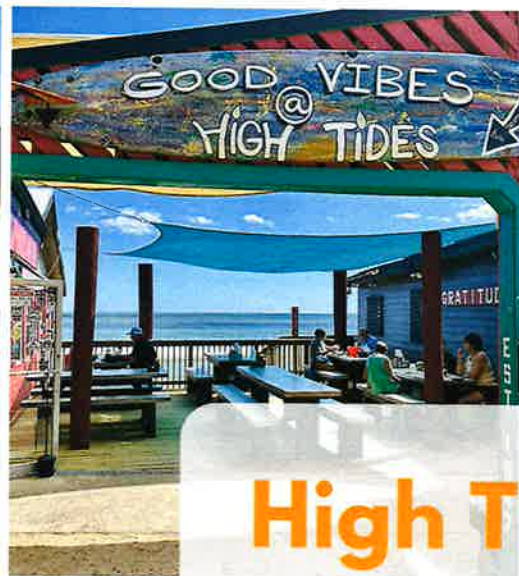
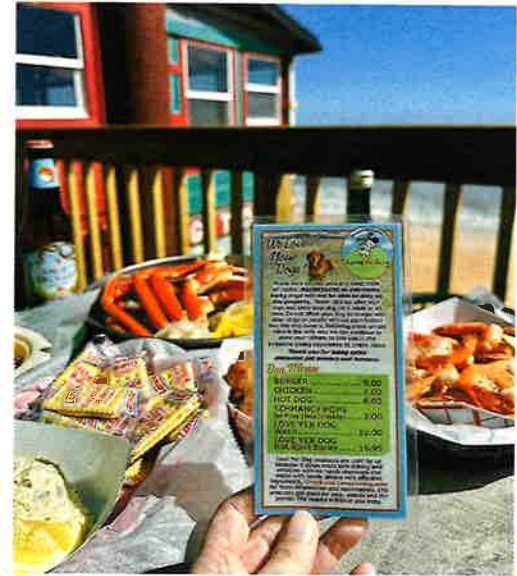


Flagler Fish Company



Beach Front Grille





High Tides at Snack Jack





Oceanside Beach Bar & Grill





Golden Lion Cafe



NEW BILLBOARD ON I-95



MILES OF
**OCEANVIEW
DINING**

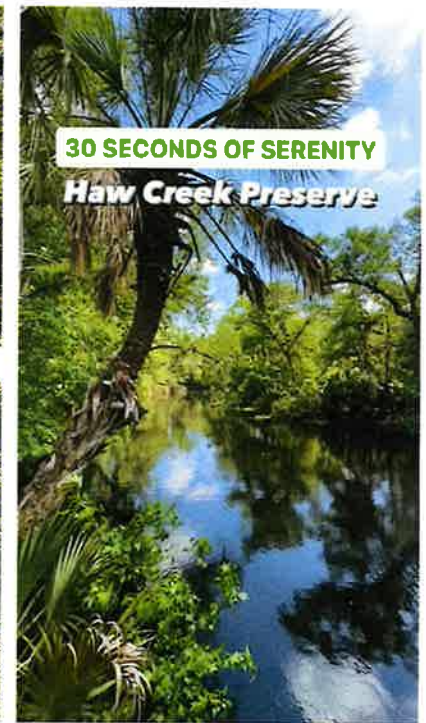
Palm Coast
AND THE
FLAGLER BEACHES

Just 3 Miles. Exit Now.

The billboard features a photograph of a dining table set with various seafood dishes, including a large platter of lobster, a bowl of shrimp, a burger, and fries. A person's hand is visible holding a cocktail glass. The background shows a beach and ocean scene. The text is overlaid on the image in white and orange colors.



SPREADING THE LOVE



ECO TOURISM FOCUS



Meet a Local: Lori Ottlein from Volusia/Flagler Turtle Patrol

Meet Lori Ottlein, a volunteer with the Volusia/Flagler Turtle Patrol. Ottlein has dedicated 23 years to the organization, helping to protect these magnificent sea creatures. Why did you decide to become a volunteer with the Turtle Patrol? I wanted to volunteer for something that helped animals...

[Continue Reading →](#)



Ecotourism Adventures in Palm Coast and the Flagler Beaches

Palm Coast and the Flagler Beaches is one of the best ecotourism destinations in Florida. Nature's been nurtured here—beaches left untouched, wildlife roams about, and canopied trails still provide shade from the hot Florida sun. Ecotourism activities range from serene birdwatching to intense...

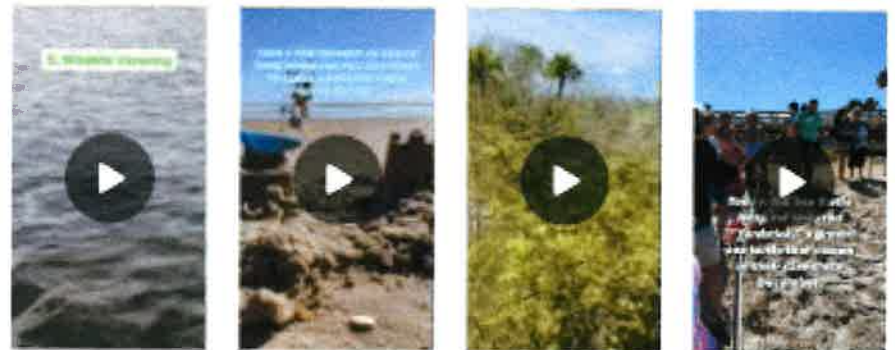
[Continue Reading →](#)



Protecting and Preserving Palm Coast and the Flagler Beaches

There's no place like Palm Coast and the Flagler Beaches. Miles of beautiful beaches. Canopied trails. Lush parks. And a variety of wildlife. It's a special place — and that's why our local cities and organizations are doing their part to protect it. Through sustainable actions, volunteer efforts...

[Continue Reading →](#)



EVENT PROMOTION



Watch Rover Ride the Waves at the Hang 8 Dog Surfing Competition in Flagler Beach

Hit the paws button—we're about to share some exciting news! The Hang 8 Dog Surfing Competition will return in 2023 with even more tail-wagging fun. Watch as pups soar across the waves at this family-friendly event in Palm Coast and the Flagler Beaches. This year's dog surfing competition is slated...



Meet a Local: Garry Lubi from Palm Coast Songwriters Festival

Meet Garry Lubi, co-founder and president of the Palm Coast Songwriters Festival. We chatted with Lubi on what inspired him to start the festival, what makes it unique, this year's event, and more. The 2023 Palm Coast Songwriters Festival is May 4-7 at the Daytona State Palm Coast Amphitheater...



Spring Events in Palm Coast and the Flagler Beaches

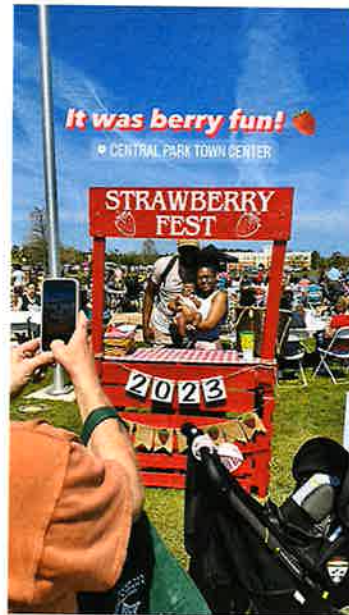
Looking for fun things to do in Palm Coast and the Flagler Beaches this spring? From food festivals to cultural celebrations, there's plenty of family-friendly fun this time of year. Here's a list of some of the best festivals, events, and more. Flagler Native American Festival February 25 and 26...

[Continue Reading →](#)



EVENT PROMOTION

Strawberry Festival



EVENT PROMOTION

Princess Place Pow Wow



EVENT PROMOTION



**THANK
YOU!**

Palm Coast
AND THE
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE





**FLAGLER COUNTY TAX COLLECTOR
TOURIST TAX DEPT.**



QUARTERLY COLLECTION REPORT

APRIL 2023

Active Accounts as of April 2023

1379

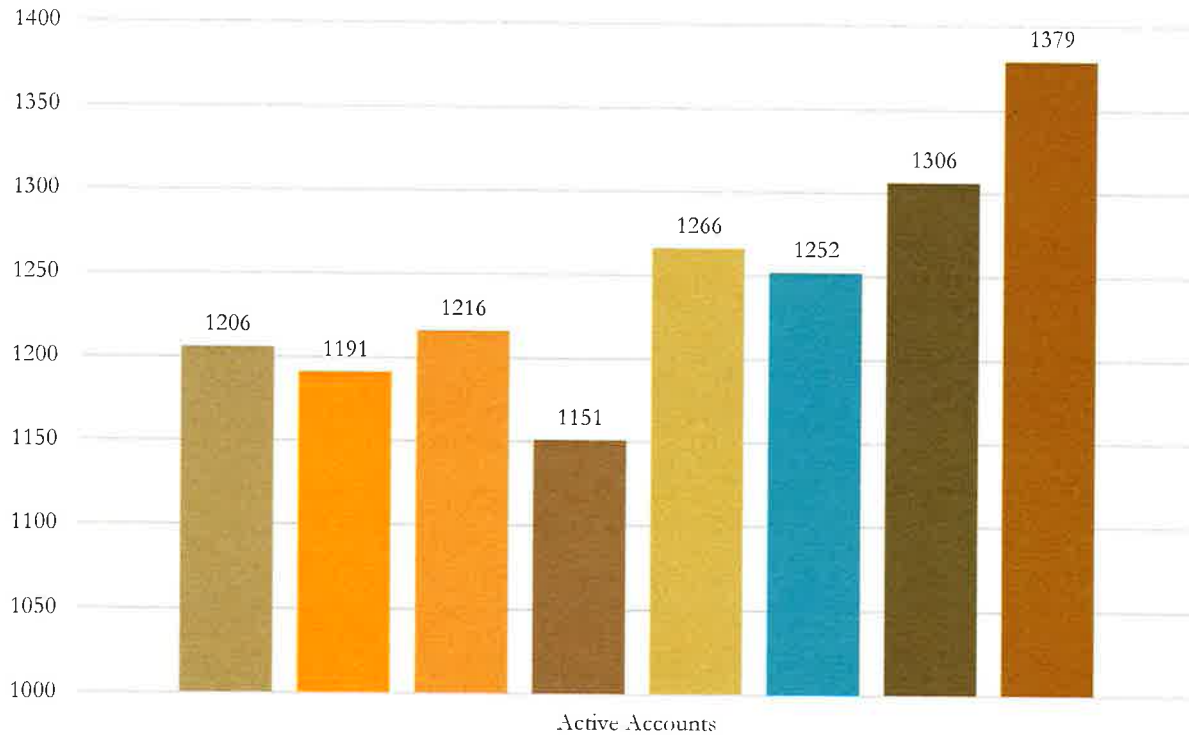
- 539 - Single Family (last quarter 495)
- 34 - Partial (Single Room) (last quarter 30)
- 19 - Duplex (last quarter 18)
- 716 - Condo / Town house (last quarter 696)
- 9 - RV / Campground (last quarter 9)
- 17 - Hotels / Motels / Chains (last quarter 17)
- 45 - Remaining Miscellaneous (last quarter 41)

(Manufactured Homes, Cooperatives, Misc Residentials
(Boarding), Multi Unit Homes (3-9), Rental Memberships, Marinas,
Bed & Breakfast)



SPE7
SPE8
SRE9

Active Account Quarterly Comparison



■ 21-Jul ■ 21-Oct ■ 22-Jan ■ 22-Apr ■ 22-Jul ■ 22-Oct ■ 23-Jan ■ 2023-April

Slide 3

- SRE7** Dave Sullivan likes this report
Shelly R Edmonson, 1/26/2022
- SRE8** Numbers are constantly changes due to buying and selling.
Shelly R Edmonson, 1/26/2022
- SRE9** Active accounts are increasing. Granicus steady finding us new accounts
Shelly R Edmonson, 1/26/2022

Rental Zones - April 2023

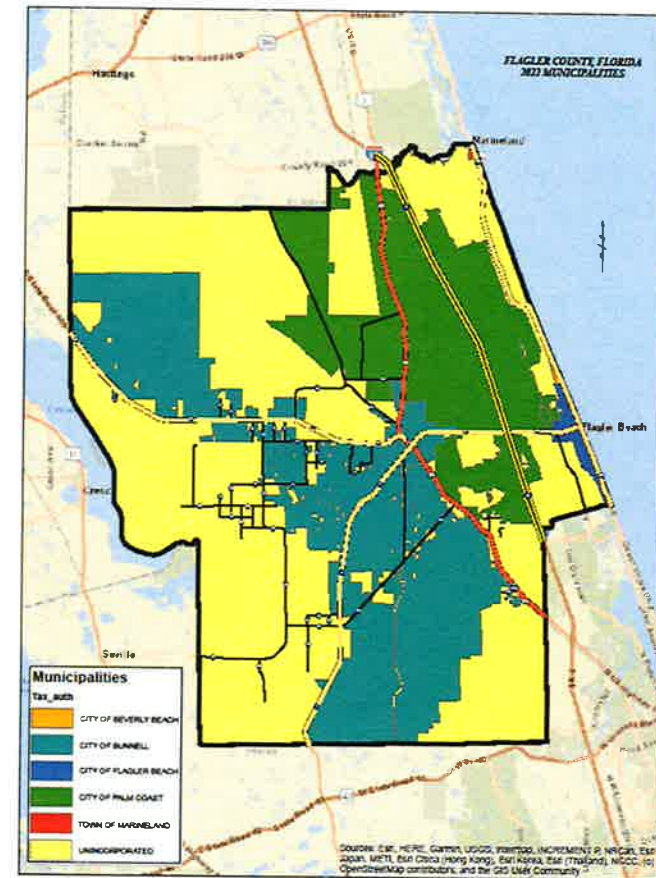
Where are they located?

775 - Unincorporated (751 previous quarter)

402 – City of Palm Coast (366 previous quarter)

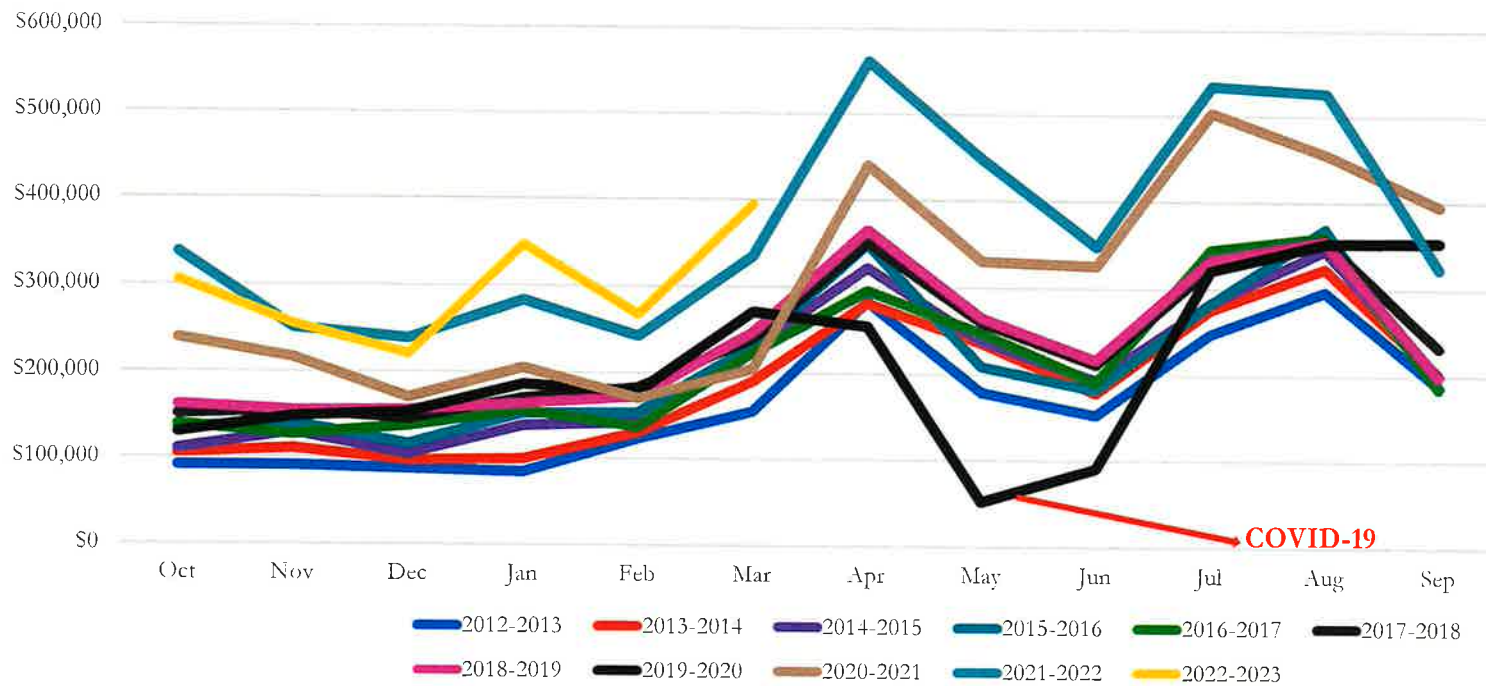
178 – City of Flagler Beach (169 previous quarter)

24 – City of Bunnell / Town of Marineland /
City of Beverly Beach (20 previous quarter)

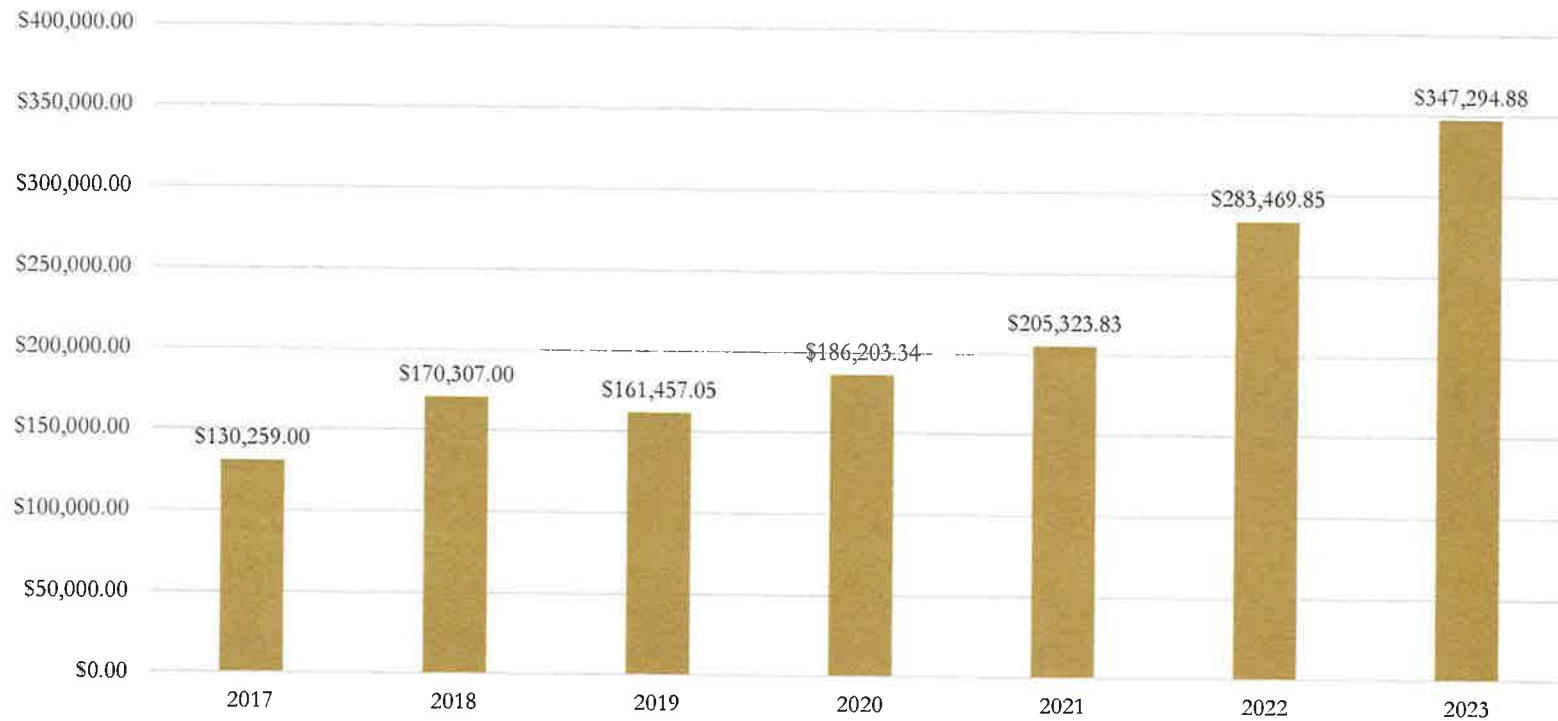


Flagler County Total TDT Collections

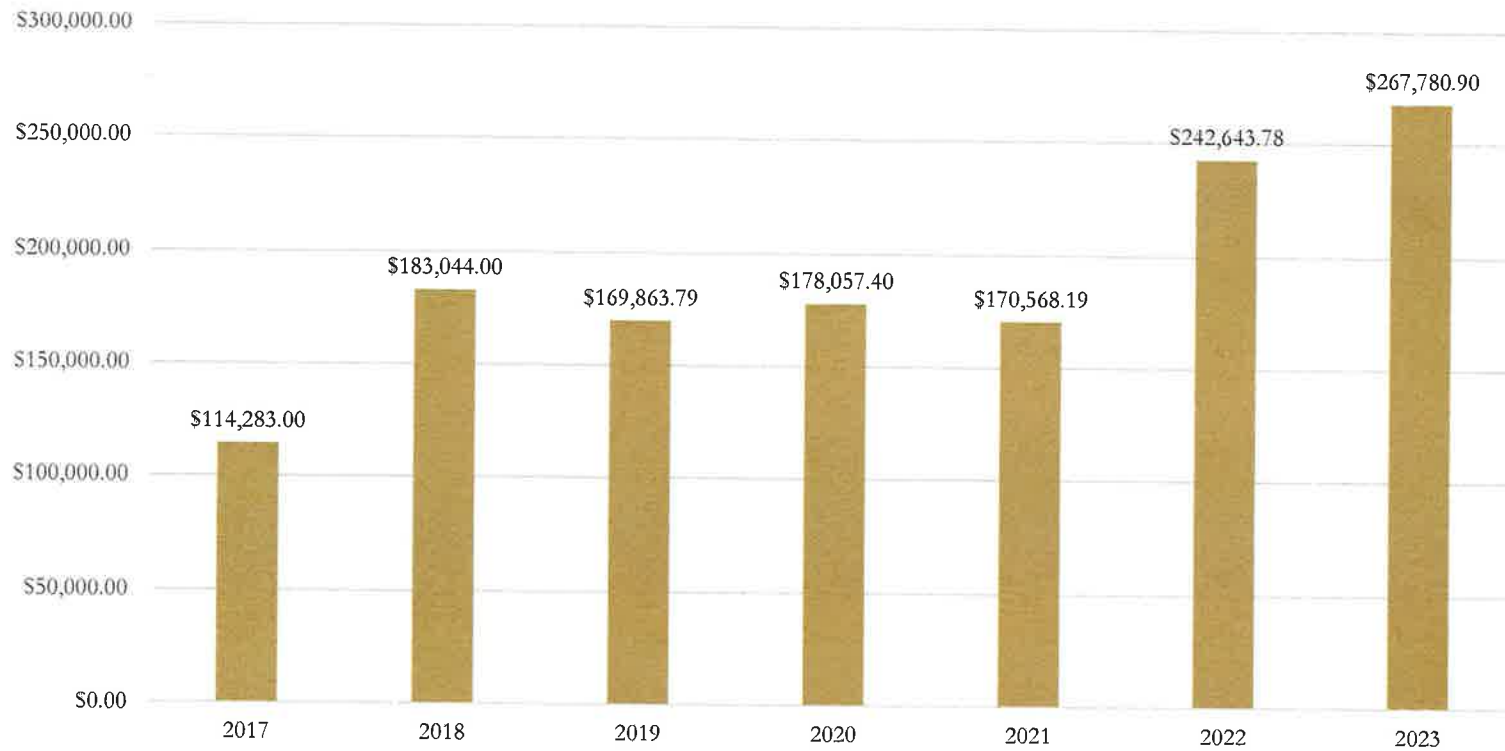
(includes TC Fee & Collection Allowance, all years adjusted for increase to 5% per collection month)



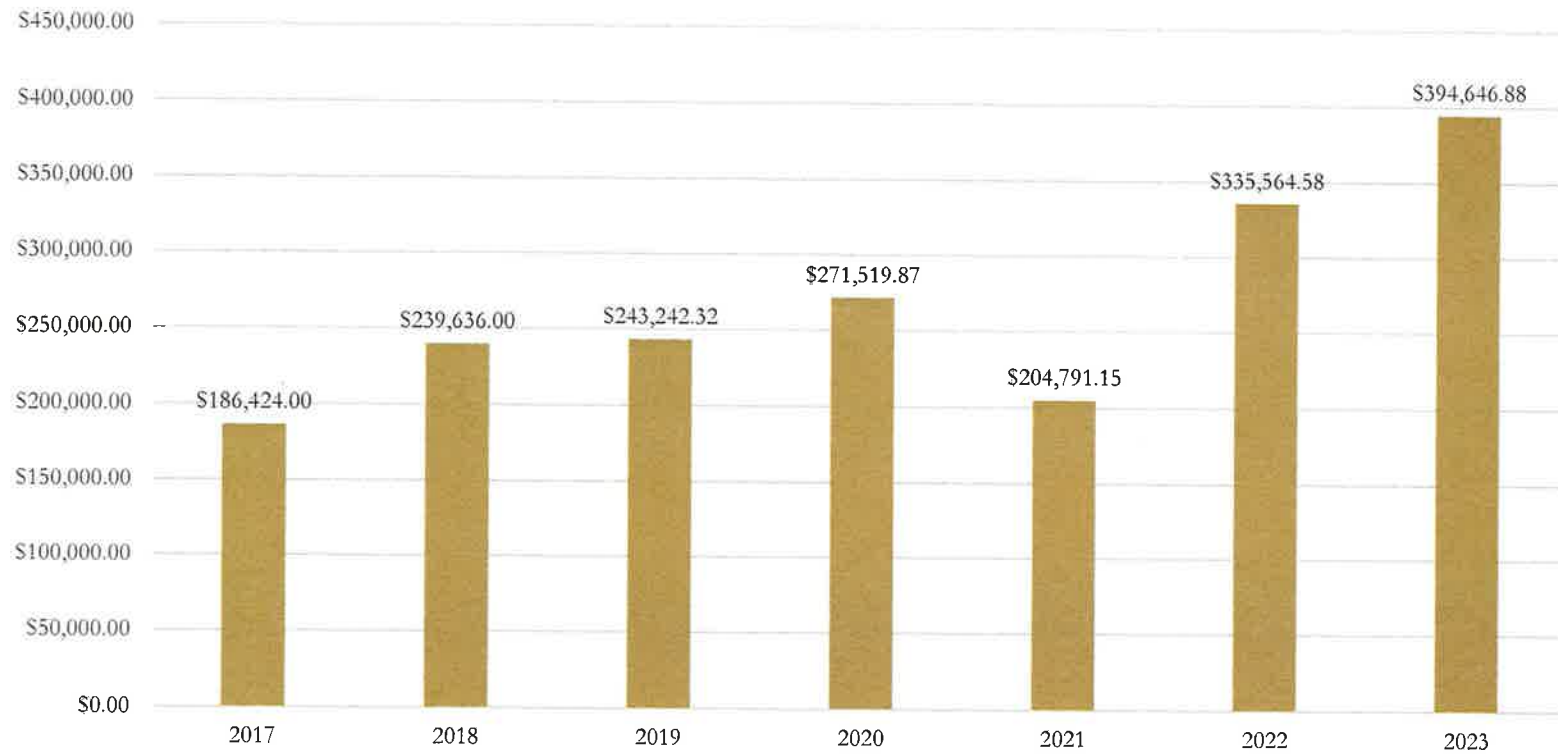
January Collection Comparison



February Collection Comparison



March Collection Comparison



Suzanne Johnston
FLAGLER COUNTY TAX COLLECTOR

Enforcements Update:

In the last 90 days:

16 Enforcement Actions

0 Pending Tax Warrants

\$7,307 Enforcement Collections



Flagler County Tax Collector



PENDING TAX WARRANT **ASSESSMENT RETURNS HAVE BEEN FILED BY THE** **FLAGLER COUNTY TAX COLLECTOR'S OFFICE**

YOU HAVE 20 DAYS TO RESPOND FROM POSTED DATE BEFORE A TAX WARRANT IS FILED

Certain tax has not been paid and the owner or property manager becomes personally liable for all tax, penalty, and fees. Failure to comply is punishable as provided in Florida Statute 775.082 or Statute 775.083. Assessment Return(s) have been filed by the Flagler County Tax Collector's Office.

Rule 12-6.0033, F.A.C., affords all taxpayers a review to resolve disputes arising from billings. A written protest request for a billing review must be made within 20 consecutive calendar days from the billing date. The billing will become final for purposes of chapter 72, Florida Statute (F.S.), upon the expiration of the 20 consecutive calendar days if a dispute is not timely received. The request for a review must be sent to the address listed on this billing and must include attached documents to support a change to this billing. If you do not intend to dispute this billing, you should pay the amount due within 20 days of the date of the bill. Failure to either make payment within 20 days or submit your written protest request within 20 consecutive calendar days may result in further enforcement action without delay or additional notice. Enforcement action may include placing a lien on the property of your business and/or freezing your bank account(s) pursuant to Florida Statutes, Chapters: 212.03(5), 212.04(7), 212.14(1), 213.73(3), and 213.731.

If you are the owner/manager, you will need to contact the Flagler County Tax Collector's Office immediately.

Phone Number: (386)313-4165

Email: taxcollector@flaglertax.com

Property Address: 123 Main Street
Beachtown, FL 12345

Date Posted: _____

**** DO NOT REMOVE THIS NOTICE ****

Suzanne Johnston, CFC- Flagler County Tax Collector- 1769 E. Moody Blvd, Bldg. 2, Ste 102 Bunnell, FL 32110 www.flaglertax.com

TAX PAID



Anonymous Reporting Update:

In the last 90 days:

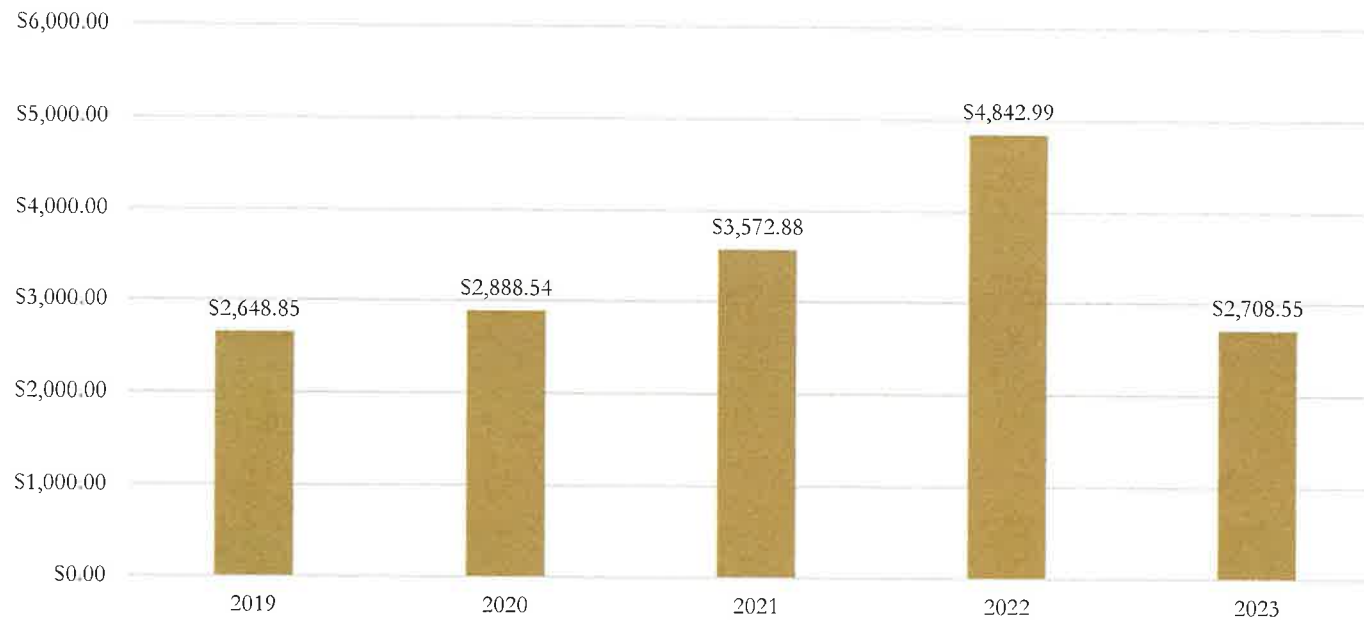
3 Anonymous Reportings

We average 1 to 2 month



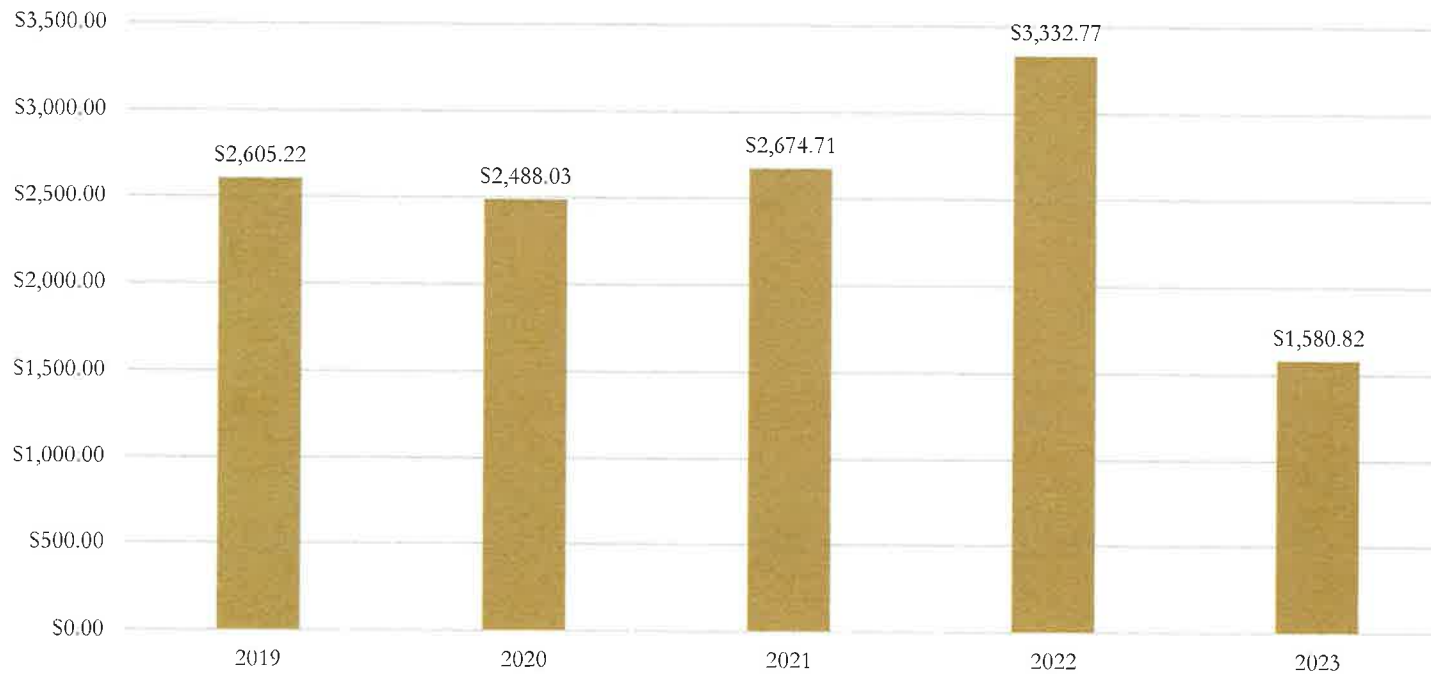
January Collection Allowance Comparison

The collection allowance is 2.5% (.025) of the first \$1,200 of tax due, not to exceed \$30 for each reporting location. If you have less than \$1,200 in tax due, your collection allowance will be less than \$30



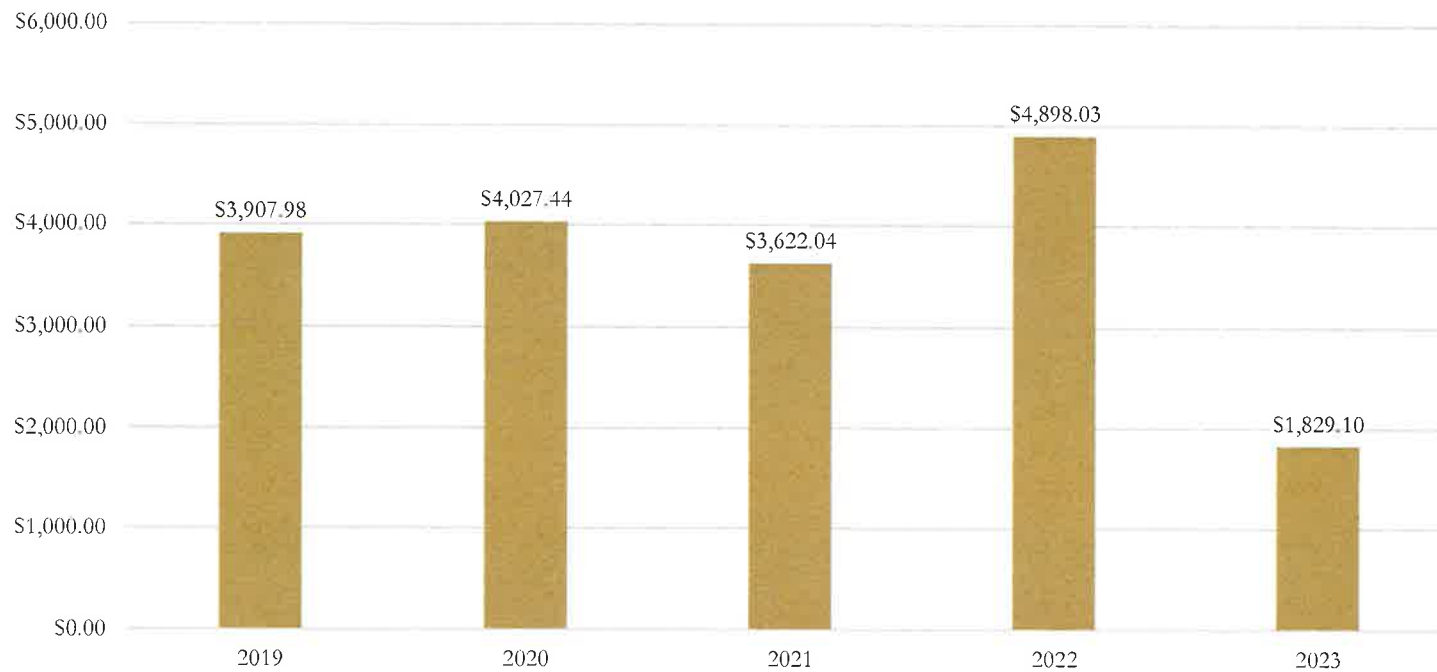
February Collection Allowance Comparison

The collection allowance is **2.5% (.025)** of the first **\$1,200** of tax due, not to exceed **\$30** for each reporting location. If you have less than \$1,200 in tax due, your collection allowance will be less than \$30



March Collection Allowance Comparison

The collection allowance is **2.5% (.025)** of the first **\$1,200** of tax due, not to exceed **\$30** for each **reporting location**. If you have less than \$1,200 in tax due, your collection allowance will be less than \$30





QUESTIONS?

Shelly Edmondson, CFCIA, CEL, CBTO, RMLO

sedmondson@laglertax.com

486-313-1100

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Baker Stephen	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourism Development Council
MAILING ADDRESS 200 Ocean Crest Drive	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:
CITY COUNTY Palm Coast , FL Flagler	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
DATE ON WHICH VOTE OCCURRED April 19,2023	NAME OF POLITICAL SUBDIVISION: MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

Stephen Baker, hereby disclose that on April 19, 20 23 ;

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of Hammock Beach Golf Resort, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am the Director of Group Sales at the Hammock Beach Golf Resort & Spa in Palm Coast, Fl, Flagler County.
 Item 6a) on the TDC agenda for April 19,2023 allocates funds to the following:
 6a) Continuing Education Company - Summer Conference - July 10-14,2023

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

4/19/23
Date Filed

Stephen T Baker
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Baker Stephen	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourism Development Council
MAILING ADDRESS 200 Ocean Crest Drive	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
CITY COUNTY Palm Coast , FL Flagler	NAME OF POLITICAL SUBDIVISION:
DATE ON WHICH VOTE OCCURRED April 19,2023	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE

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* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

- PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*
- WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

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- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of Hammock Beach Golf Resort, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am the Director of Group Sales at the Hammock Beach Golf Resort & Spa in Palm Coast, Fl, Flagler County. Item 7a) on the TDC agenda for April 19, 2023 allocates funds to the following:

7a) NCCAA, Golf Championship - October 21-25, 2023

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

4/19/23
Date Filed

Stephen Baker
Signature

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2022 Year in Review

Palm Coast
AND THE
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE





OUR MISSION

To elevate Flagler County as a viable and sustainable place to live, work, and visit.

OUR VISION

To connect people with rewarding experiences that empower and inspire them to make a positive contribution within their own communities.

OUR VALUES

Integrity

We do the right thing. Always.

Passion

We're intensely enthusiastic. It's authentic.

Teamwork

We get the job done. Together.

Community

We value our neighbors.

Transparency

We're an open book. Just ask.

Inclusivity

We welcome you. And you. And you.

Sustainability

We protect what we love.

How Did We Do Last Year?

Total Accomodation Sales

FY22 \$89,301,476

FY21 \$75,163,537

+18.8%

F/Y Collection Year Total 21/22

Type	Potential	Actual	Occ %	Sales	Pct	Bed Tax
Single Fam / B&B	167,836	83,863	49.97%	\$19,859,493.59	22.45%	\$995,222.27
Town/Condo	199,841	98,434	49.26%	\$21,355,949.70	23.73%	\$1,051,936.86
Man / Coop / RV / Campground	154,319	90,351	58.55%	\$6,594,738.72	6.96%	\$308,583.27
Duplex / Multi units	15,058	5,623	37.34%	\$1,058,461.62	1.20%	\$53,181.02
Hotel Chain / Hotel Condos	343,692	227,476	66.19%	\$35,398,422.12	40.04%	\$1,774,665.92
Hotel / Motel	69,242	15,981	23.08%	\$2,813,855.73	2.96%	\$131,330.16
Misc	53,308	15,262	28.63%	\$2,220,554.89	2.65%	\$117,296.20
Total	1,003,296	536,990	53.52%	\$89,301,476.37	100.00%	\$4,432,215.70

SMITH TRAVEL RESEARCH (STR)

Occupancy (%)	2022
This Year	62.3%
Last Year	58.9%
Percent Change	+5.9%

AirDNA

Occupancy (%)	2022
This Year	58.5%
Last Year	62%
Percent Change	-5.8%

SMITH TRAVEL RESEARCH (STR)

Average Daily Rate (ADR)	2022
This Year	\$174.22
Last Year	\$162.64
Percent Change	+7.1%

Air DNA

Average Daily Rate (ADR)	2022
This Year	\$331.25
Last Year	\$311.50
Percent Change	+6.3%

SMITH TRAVEL RESEARCH (STR)

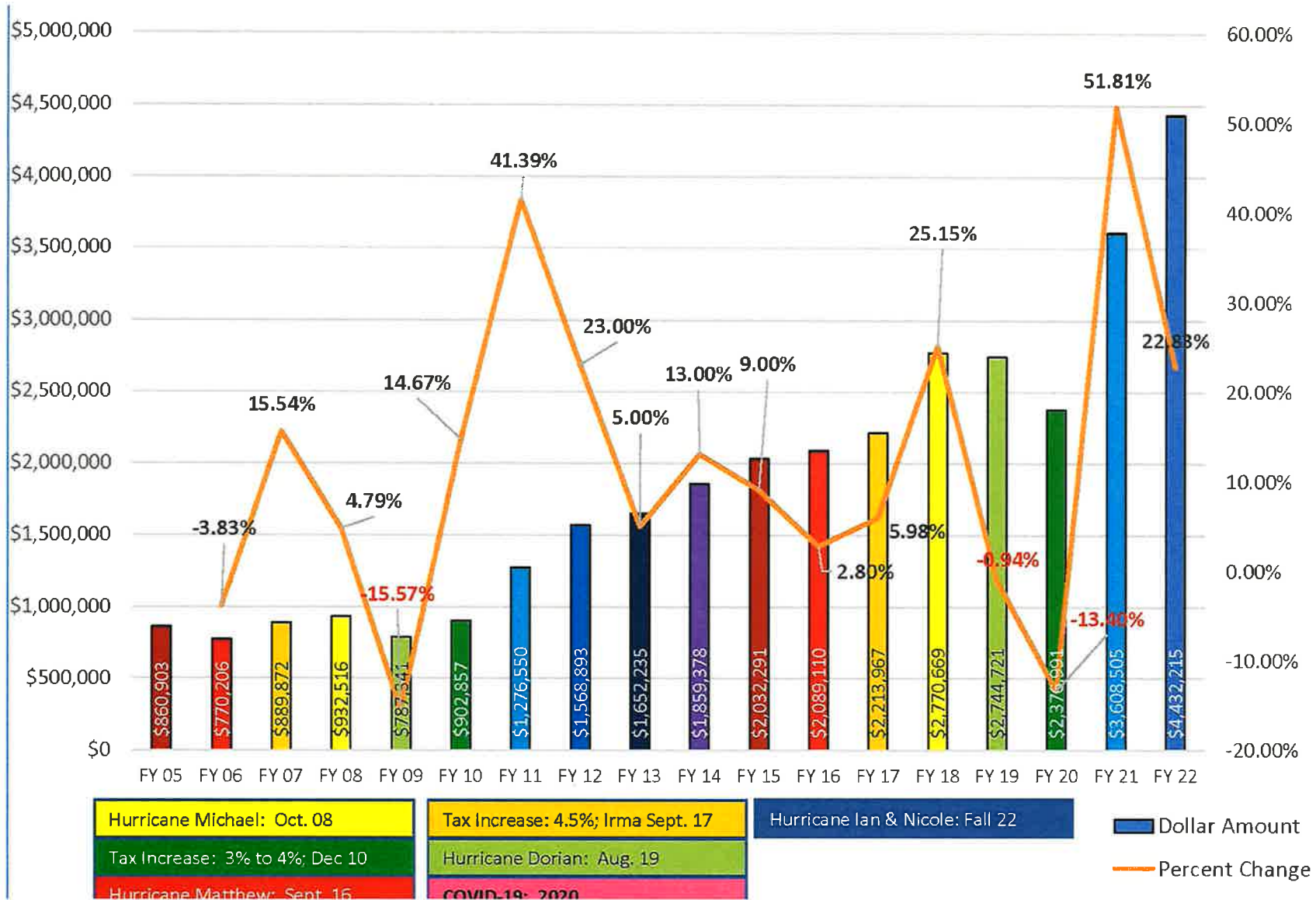
Revenue Per Available Room (RevPAR)	2022
This Year	\$108.59
Last Year	\$95.73
Percent Change	+13.4%

AirDNA

Revenue Per Available Room (RevPAR)	2022
This Year	\$194.67
Last Year	\$196.42
Percent Change	-0.89%

Tourist Development Tax History

FY2022	\$4,432,215	+22.83%
FY2021	\$3,608,505	+51.81%
FY2020	\$2,376,991	-13.40%
FY2019	\$2,744,721	-0.94%
FY2018	\$2,770,669	+25.14%



**So where does
that money go?**



60%

Marketing/Personnel/Operations

- Advertising
- Special Event Grants & Sponsorships
- Sports Tournaments
- Meetings
- Arts/Culture/Historical - Local Arts Agency
- Staff
- Operations & Fees

20%

Beach Renourishment

- **Improvements**
- **Maintenance**
- **Renourishment**
- **Restoration**
- **Erosion Control**
- **Shoreline Protection**
- **Public Access**

20%

Capital Projects Grant

- **Palm Coast Southern Recreation Center**
- **Indian Trails Sports Complex**
- **Flagler Beach Pier**
- **Town of Marineland Marina**
- **Princess Place Preserve**

What is our primary resource that guides us on the best use for how those dollars are to be spent?

A. Social Media Comments

B. Political Interests

C. Strategic Plan

D. None of the Above



2020-2022 STRATEGIC PLAN

FLAGLER COUNTY TOURIST DEVELOPMENT OFFICE



Palm Coast
AND THE
FLAGLER BEACHES

Keep It Beautiful • Discover It Right • Enjoy It Right
The Peninsula • The Inland

VISITOR EXPERIENCE OBJECTIVES



OBJECTIVE B

Support the Sustainability of Flagler County's Beaches & Environment



Recommended Tactics

- B1. Continue to appropriately guide TDT revenues towards beach renourishment efforts.
- B2. Work to extend the "Dodge the Dunes" program to future beach conservation/educational campaigns.



VISITOR EXPERIENCE OBJECTIVES



OBJECTIVE A

Advance Flagler County's Festival Culture

Recommended Tactics

- A1. Determine organizations and agencies that possess an interest in staying destination-defining events. Events would be a point of differentiation from other regional events and somewhat unique in concept, such as:
 - Arts Alliance
 - Local Service Clubs
 - Others as identified
- A2. Build upon the region's culture as an arts and music destination.
- A3. Consider working with nationally known artists to design festivals around their mediums.
- A4. Partner to develop and grow a signature event every quarter once identified.



DESTINATION DEVELOPMENT OBJECTIVES



OBJECTIVE C

Strengthen the County's Arts & Culture Offerings

Recommended Tactics

- C1. Support the Arts Alliance in its ongoing efforts to build an Arts culture in Flagler County.
- C2. Encourage the development of an Arts Festival during the Shoulder Season thru the Arts Alliance.
- C3. Explore the creation of an Arts, History & Culture Council.



DESTINATION DEVELOPMENT OBJECTIVES



OBJECTIVE B

Improve Destination Signage and Environmental Messaging



Recommended Tactics

- B1. Partner with the City of Flagler Beach to address aesthetic improvements (facade, curb appeal).
- B2. Partner with the City of Flagler Beach for possible environmental messaging opportunities.
- B3. Enhance wayfinding signage throughout the county to create strong quality of place.





OBJECTIVE D

Enhance Event Facilities



Recommended Tactics

- D1. Utilize recent facility audit to identify destination deficiencies and opportunities.
- D2. Based on results through research and feasibility studies determine which project(s) would have the greatest potential for increased visitation and economic impact to Flagler County.
- D3. Strategically guide efforts to enhance or develop facilities as to their viability, costs/ROI, and means of implementation.
- D4. Work with community leaders to identify resident needs vs. group event opportunities.



OBJECTIVE A

Refine TDC Grant Programs and Capital Projects Fund to Achieve a Higher ROI



Recommended Tactics

- A1. Develop new Policies and Procedures for awarding grant funds.
- A2. Create a numeric "scorecard" to award funds based upon merit.
- A3. Consider a time limitation on funding (e.g., 3-years).
- A4. Consider a policy in which eligibility ends upon an event's profitability.

Category	Item	Value	Notes
Capital Projects Fund	2023-2024	1,000,000	
	2024-2025	1,000,000	
	2025-2026	1,000,000	
	2026-2027	1,000,000	
TDC Grant Programs	2023-2024	500,000	
	2024-2025	500,000	
	2025-2026	500,000	
	2026-2027	500,000	
TOTAL PROJECT		4,000,000	



OBJECTIVE D

Optimize Staff and Operational Responsibilities

Recommended Tactics

- D1. Align staff job responsibilities and adequately assign roles with the strategic plan.
- D2. Determine the need for and related responsibilities for any outsourcing, in-house staff, and fixed assets.
- D3. Establish organization core values including a mission and vision statement.
- D4. Establish departmental policies that ensure consistency and budgetary transparency.
- D5. Continue to build collaborative and cooperative efforts with community partners and stakeholders.

MISSION

To elevate Flagler County as a viable and sustainable place to live, work, and visit.

VISION

To connect people with rewarding experiences that empower and inspire them to make a positive contribution within their own communities.

VALUES

- Integrity
- Passion
- Teamwork
- Community
- Transparency
- Inclusivity
- Sustainability



OBJECTIVE C

Expand Community Outreach to Communicate the Value of a Visitor Economy

Recommended Tactics

- C1. Utilize the completion of AIA reconstruction to reintroduce the TDC to the community.
 - The TDC is dedicated to community sustainability and beach re-nourishment
 - The TDC helps keep resident taxes low through attracting visitors to the county
 - The TDC should be a shared community value
- C2. Develop a personal contact strategy to communicate with the top 100+ thought leaders in the community.
 - TDC Board to divide the list for personal conversations about the future of Flagler County
 - Consider opportunities to present the TDC message to area service and social clubs
- C3. Develop a video on the TDC and its ROI for distribution online and on FCTV.



**NOW LET'S
TALK ABOUT
HOW WE GET
TO THOSE
NUMBERS**

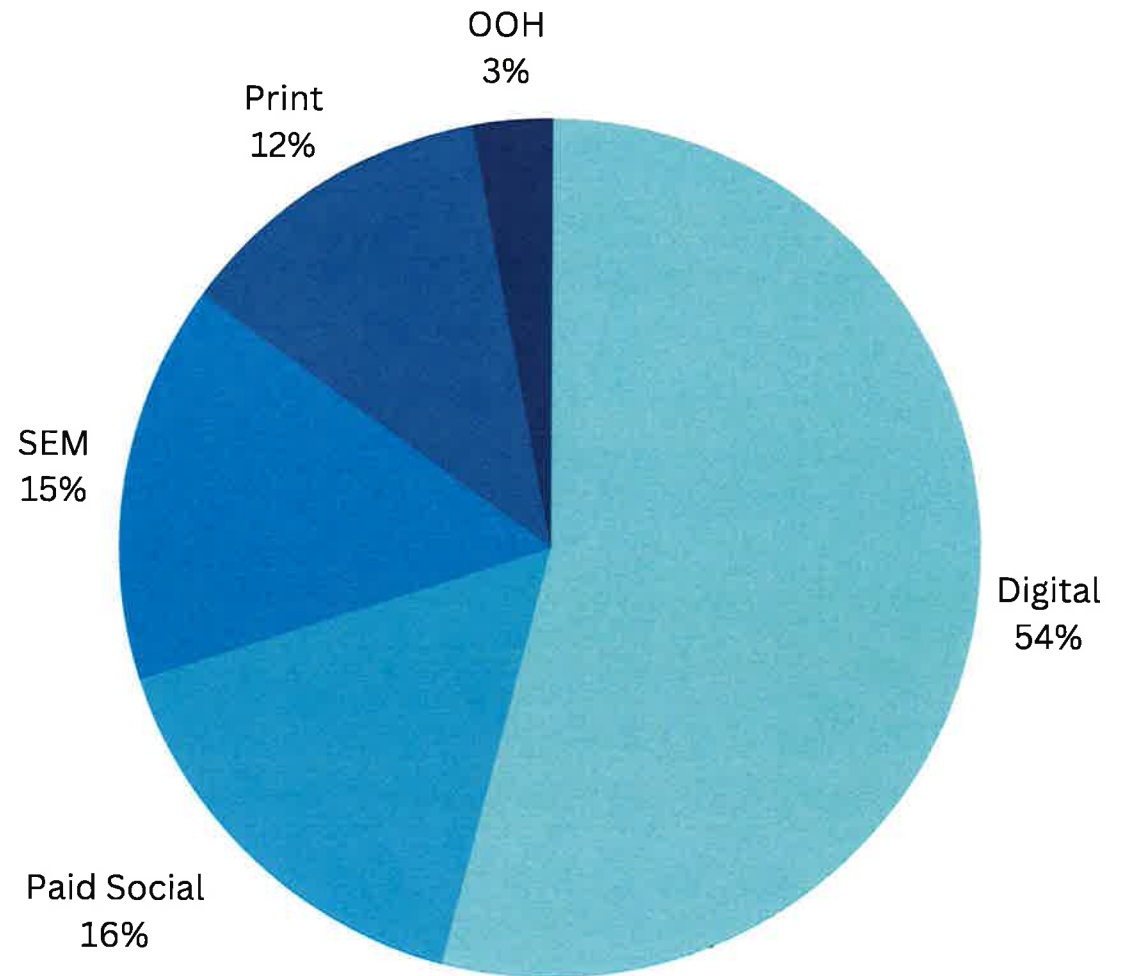


**What helped John and Jane decide
on the Perfect Place?**

Advertising & marketing are key!



What are some of the ways we advertise and market Flagler County?



JUST 3 MILES TO THE BEACH



Palm Coast AND THE FLAGLER BEACHES

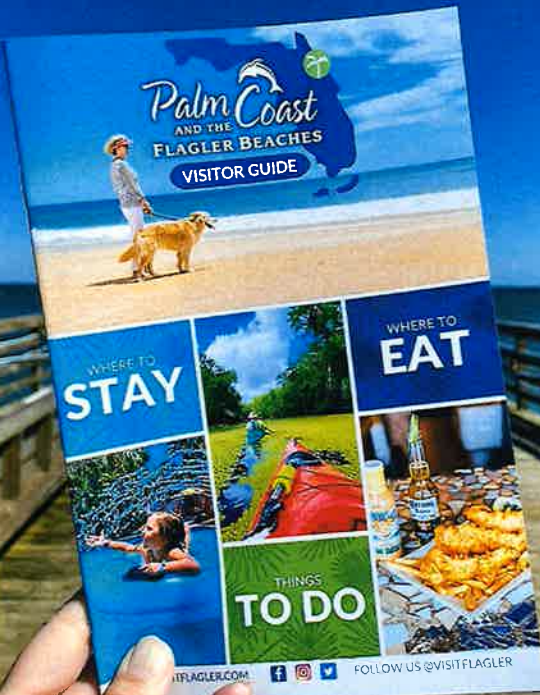
Oysters in Palm Beaches

ready to ship, or down home and dehydrated

PLAY OUTSIDE THE BOX

EXPLORE

VISITFLORIDA



2022

Palm Coast Songwriters Festival 2022

Tickets are on sale now for the Palm Coast Songwriters Festival! Secure your 3-day pass or single day ticket for fun in the sun!

Palm Coast and the Flagler Beaches 782 followers

Note to self What do you want to remember about this Pin?

Add no

DISCO OUTS THE WATER HAZARD? MORE LIKE WATER FEATURE.



visitflagler.com

Discover

Palm Coast and the Flagler Beaches are a little different. Here's to a destination.

Palm Coast and the Flagler Beaches 792 followers

Note to self What do you want to remember about this Pin?

Comments

Add a comment

Palm Coast AND THE FLAGLER BEACHES

st Songwriters Festival 2022

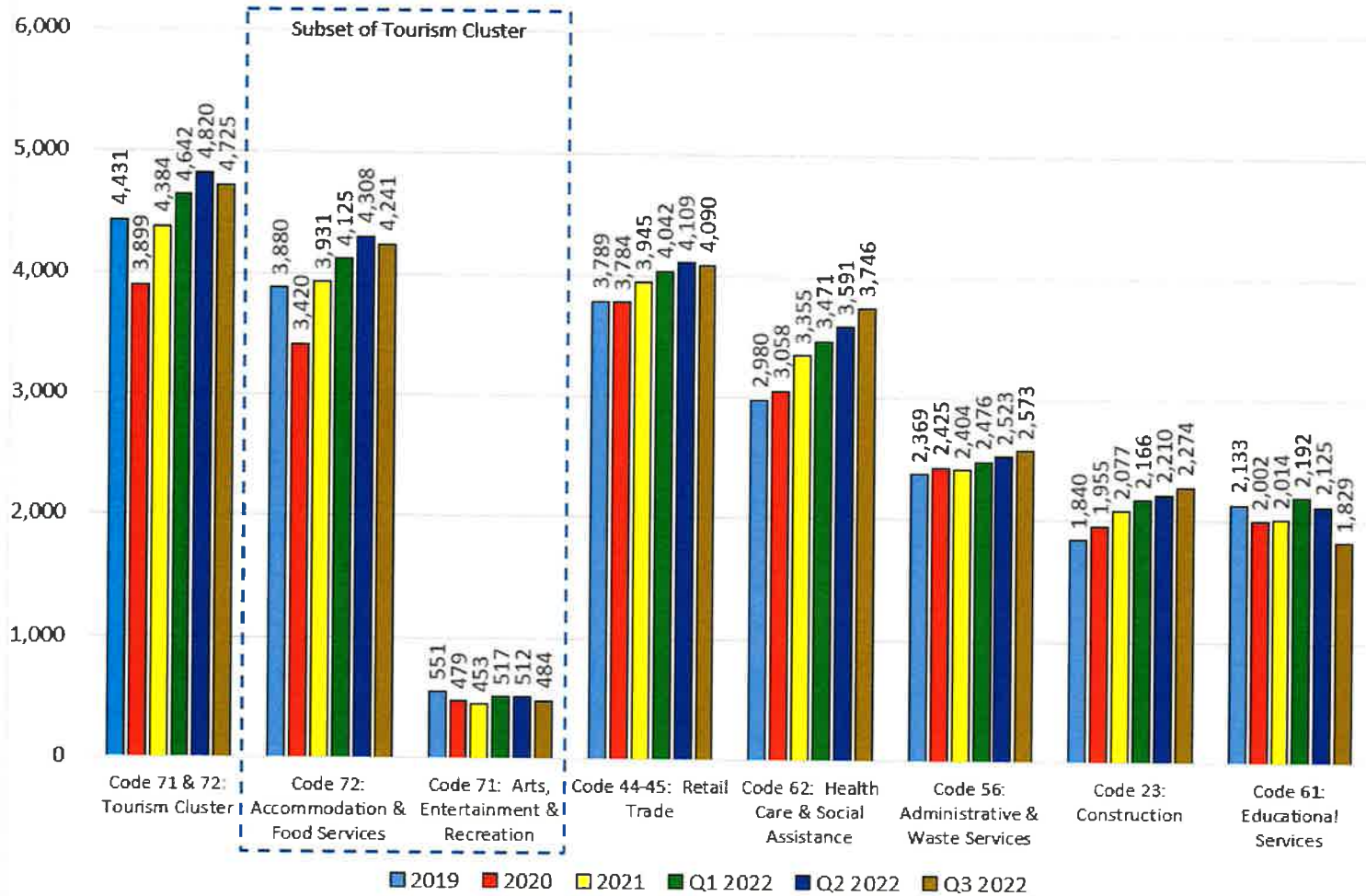
JOHN & JANE MADE A SIGNIFICANT IMPACT TO FLAGLER COUNTY AND ITS RESIDENTS



JOBS!

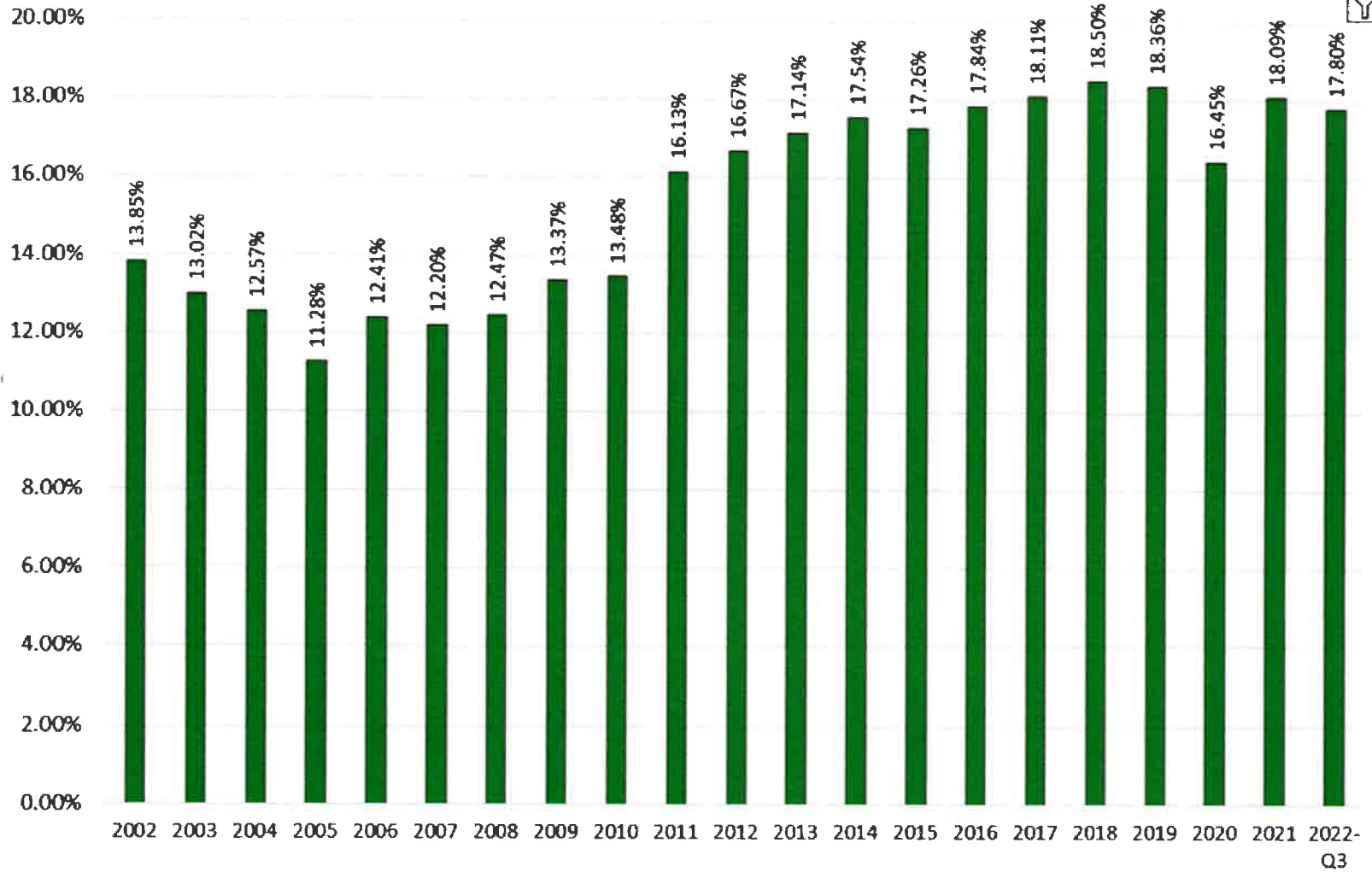
TOP INDUSTRY SECTORS BY EMPLOYMENT | FLAGLER COUNTY

Data Source: Florida Department of Economic Opportunity - Florida Insight: Data with Meaning



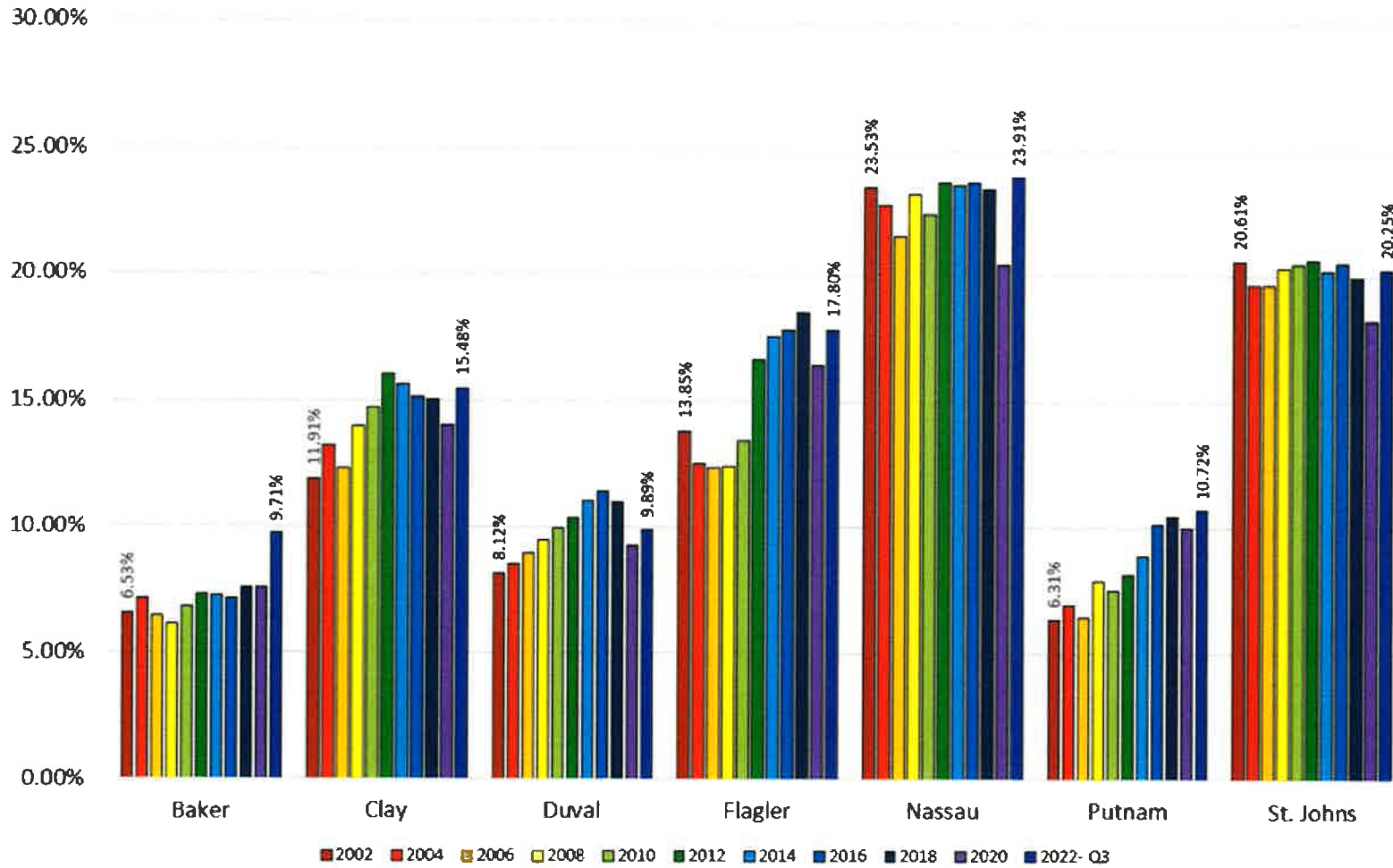
PERCENTAGE OF WORKFORCE EMPLOYED IN TOURISM CLUSTER | FLAGLER COUNTY

DATA SOURCE: [HTTPS://WWW.FLORIDAJOBS.ORG/ECONOMIC-DATA/QUARTERLY-CENSUS-OF-EMPLOYMENT-AND-WAGES-\(QCEW\)/EMPLOYMENT-WAGES-BY-COUNTY](https://www.floridajobs.org/economic-data/quarterly-census-of-employment-and-wages-(qcew)/employment-wages-by-county)



PERCENTAGE OF WORKFORCE EMPLOYED IN THE TOURISM CLUSTER | NE FLORIDA COUNTIES

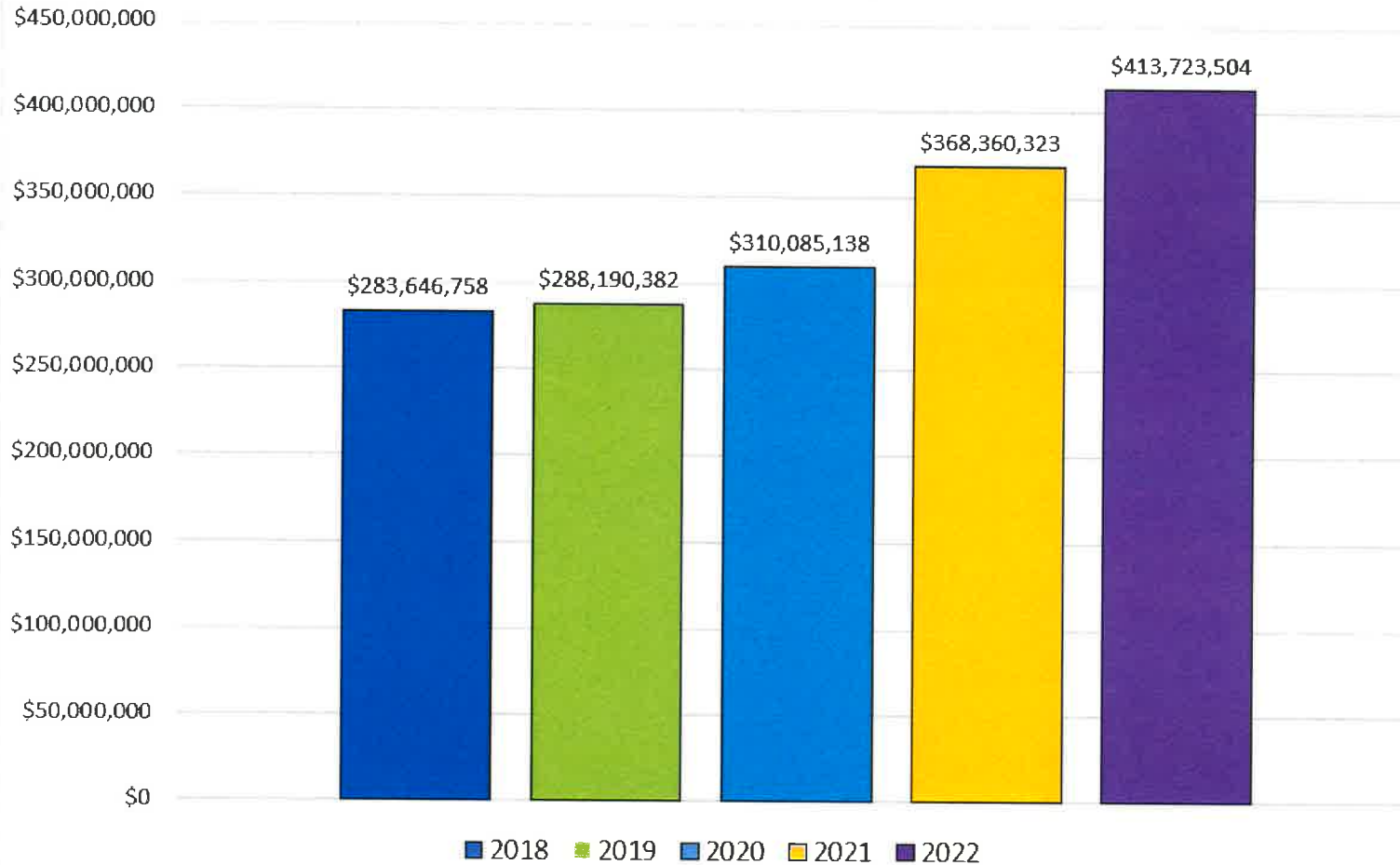
DATA SOURCE: [HTTPS://WWW.FLORIDAJOBS.ORG/ECONOMIC-DATA/QUARTERLY-CENSUS-OF-EMPLOYMENT-AND-WAGES-\(QCEW\)/EMPLOYMENT-WAGES-BY-COUNTY](https://www.floridajobs.org/economic-data/quarterly-census-of-employment-and-wages-(qcew)/employment-wages-by-county)



LOCAL SALES TAX!

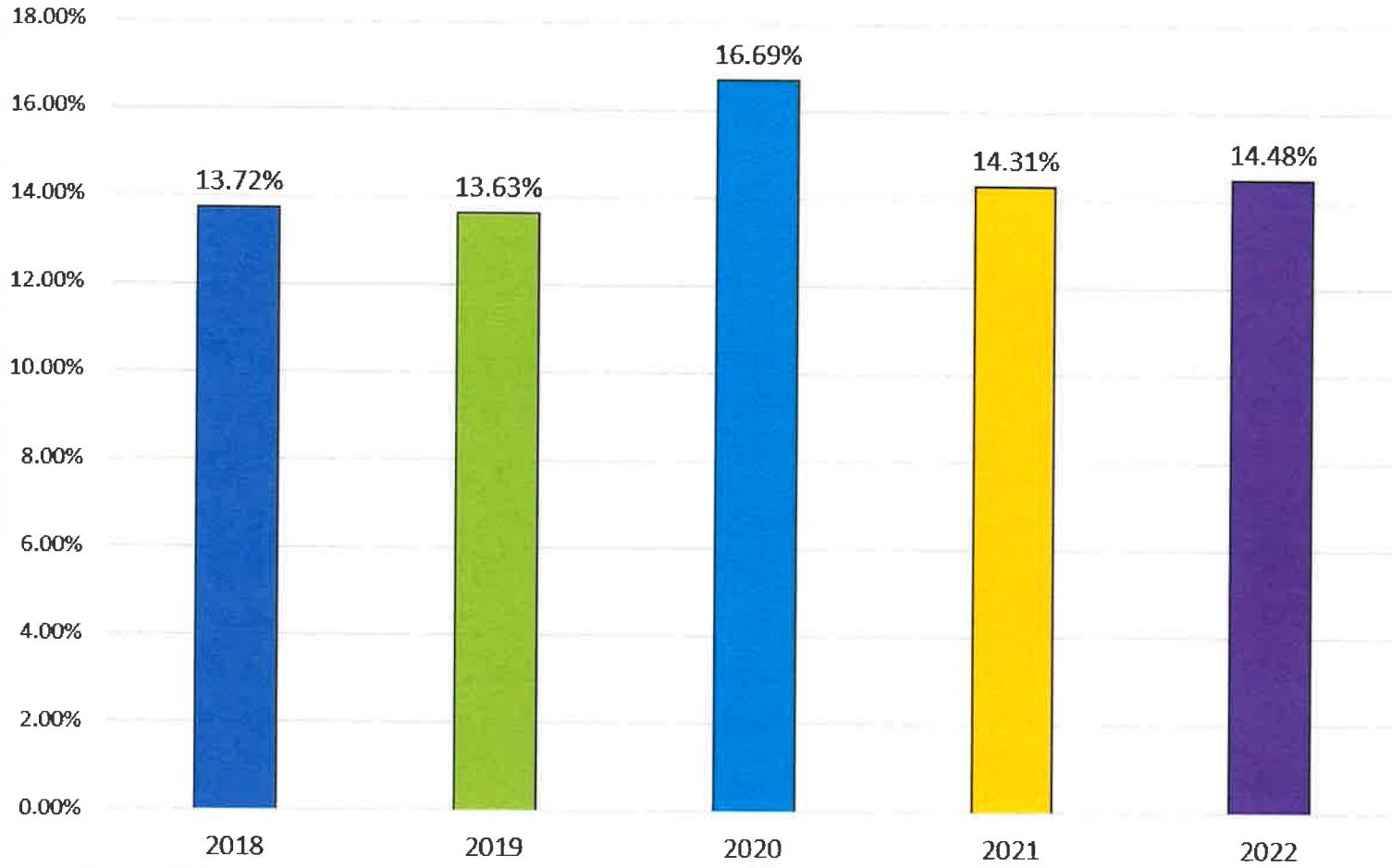
VALIDATED GROSS SALES TAX DERIVED FROM TOURISM CLUSTER FLAGLER COUNTY

DATA SOURCE: [HTTPS://FLORIDAREVENUE.COM/DATAPORTAL/PAGES/TAXRESEARCH.ASPX](https://FLORIDAREVENUE.COM/DATAPORTAL/PAGES/TAXRESEARCH.ASPX)



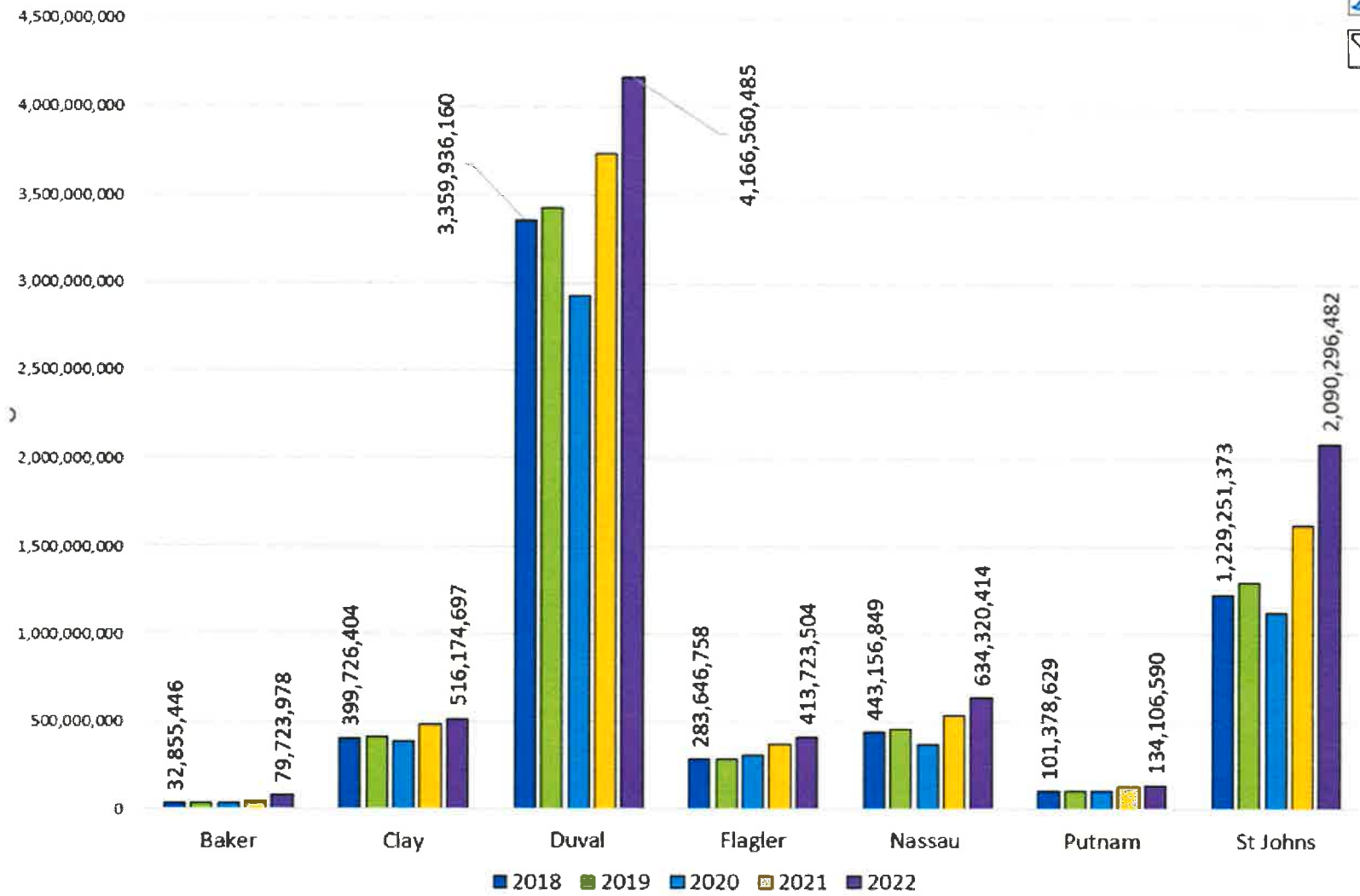
% OF VALIDATED GROSS SALES TAX DERIVED FROM TOURISM CLUSTER FLAGLER COUNTY

DATA SOURCE: [HTTPS://FLORIDAREVENUE.COM/DATAPORTAL/PAGES/TAXRESEARCH.ASPX](https://FLORIDAREVENUE.COM/DATAPORTAL/PAGES/TAXRESEARCH.ASPX)



VALIDATED TAX RECEIPTS DERIVED FROM TOURISM CLUSTER

DATA SOURCE: [HTTPS://FLORIDAREVENUE.COM/DATAPORTAL/PAGES/TAXRESEARCH.ASPX](https://FLORIDAREVENUE.COM/DATAPORTAL/PAGES/TAXRESEARCH.ASPX)



PERCENTAGE OF TOTAL VALIDATED TAX RECEIPTS DERIVED FROM TOURISM CLUSTER

DATA SOURCE: [HTTPS://FLORIDAREVENUE.COM/DATAPORTAL/PAGES/TAXRESEARCH.ASPX](https://FLORIDAREVENUE.COM/DATAPORTAL/PAGES/TAXRESEARCH.ASPX)

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022

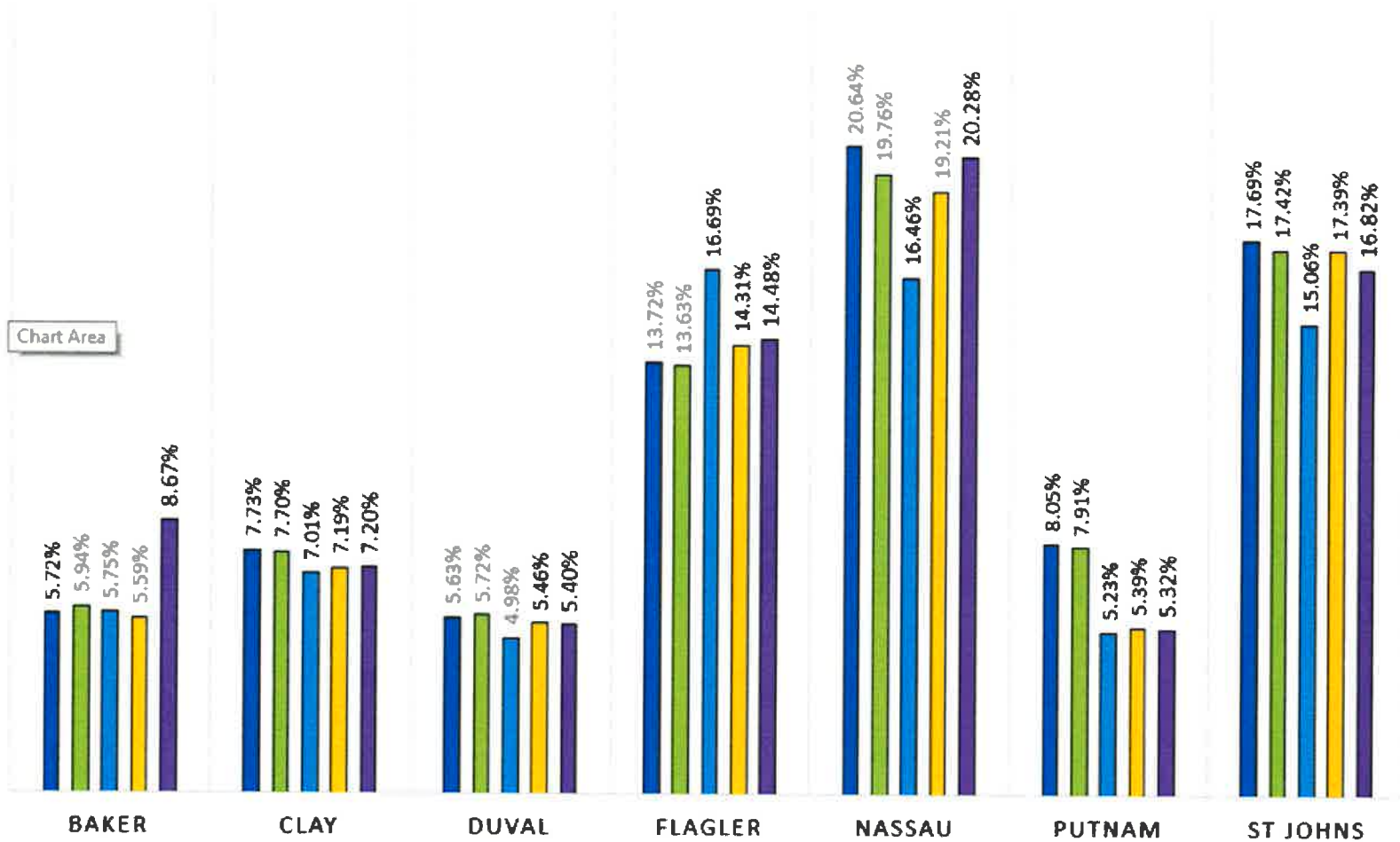


Chart Area



CY2021 Tourism Economic Impact



Flagler County attracted
963,500
visitors

Visitors to Flagler County
Saved Residents

\$512

In Taxes Per Household in CY 2021



\$824,655,698
in economic impact to
Flagler County generated
by visitor spending

TAXES PAID IN FLAGLER COUNTY



COST OF SERVICING



**CELEBRATE OUR
SUCCESS!**



2022 ACCOMPLISHMENTS

Promoting & Marketing Flagler County

- In 2021, Flagler County Tourism generated over \$824 million in economic impact, nearly 1 million visitors and over 4,000 direct tourism jobs.
- Continued to promote tourism efforts through Tourist Development Tax collections, which saw a 23% increase in 2022.
- Awarded \$739,158 from Capital Project Funding Program for the Palm Coast Southern Recreation Facility
- Distributed \$339,478 from Beach Restoration Fund for entire amount of required local share
- Dedicated over \$230,000 in funding support for sports tournaments, special events, conferences and, arts and culture organizations

2022 ACCOMPLISHMENTS

Promoting & Marketing Flagler County

- Formed Local Arts Agency dba Flagler County Cultural Council
- Hosted the Florida Sports Foundation Annual Conference
- Sponsorship for the Scenic A1A Byway Conference
- Committed \$25,000 to relaunch the Dodge the Dunes educational campaign
- 100% funded signage for Flagler Beach parking lots

2022 ACCOMPLISHMENTS

Promoting & Marketing Flagler County

- Recognized front line tourism employees with appreciation gift for National Travel & Tourism Week
- Launched monthly partner newsletter, added new transparency page on website for reporting
- Community outreach programs with Flagler County Rotary, Palm Coast Regional Chamber of Commerce, various local radio shows, Flagler Beach Business Bureau, and Matanzas High School
- Developed official Flagler County Tourism Brand Guidelines Book

2022 ACCOMPLISHMENTS

Awards & Recognitions

- Telly Award for Handcrafted & Homegrown video series featuring local business owners
- Starry Nights Certificate of Appreciation from City of Flagler Beach
- Certificate of Completion from Destinations International's Equity, Diversity & Inclusion Leadership Series - Debra Naughton
- Certificate of Completion from Southeast Tourism Society Year 1 Marketing College - Debra Naughton

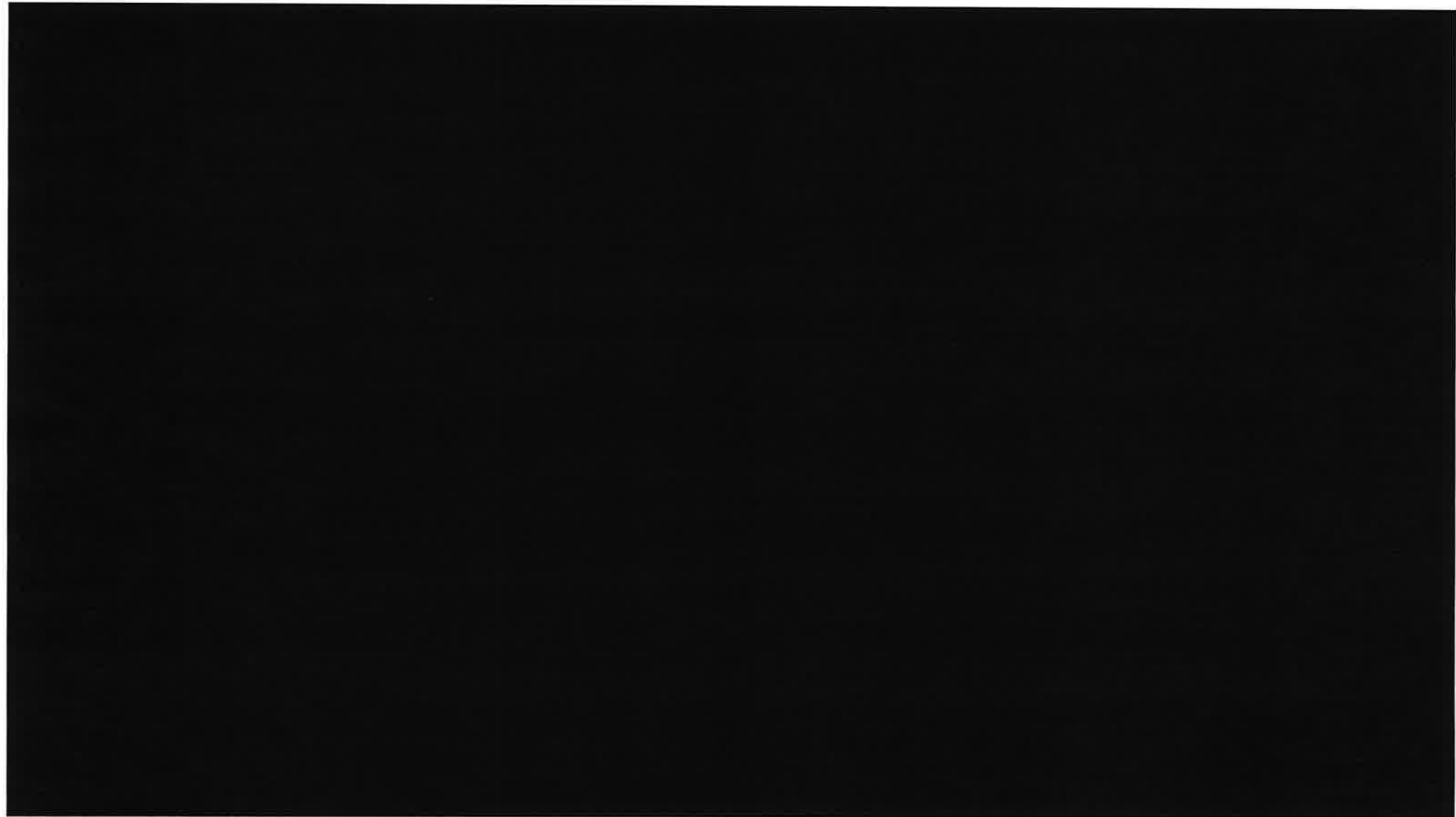


What's New in
2023?

2023 AREAS OF FOCUS

- **Flagler County Tourism Master & Sustainability Plan**
- **Visitor & Eco-Discovery Center - Federal Grant Programs**
- **Eco-Tourism Study- 100% state grant**
- **Pier Thru The Years Campaign-Partnerships**
- **Bettering Our Beaches - "open for business" strategy**
- **Flagler County Cultural Council- Strategic Plan & Events**
- **Develop Plan to Enhance Eco-Tourism Product and Experiences**
North East Florida Regional Council Priority & Steering Committee

partner



BUSINESS LISTING ON VISITFLAGLER.COM



OCEANSIDE BEACH BAR & GRILL

1848 S Oceanshore Blvd., Flagler Beach, FL 32136

★★★★★ yelp
55 • 699 reviews

Learn More



THE TURTLE SHACK CAFE

2123 N Oceanshore Blvd., Flagler Beach, FL 32136

★★★★★ yelp
55 • 367 reviews

Learn More



MAMALING

1280 Palm Coast Pkwy. SW, Palm Coast, FL 32164

★★★★★ yelp
55 • 337 reviews

Learn More



JAVA JOINT

2201 N Oceanshore Blvd., Flagler Beach, FL 32136

★★★★★ yelp
5 • 274 reviews

Learn More



PORTUGAL WINE BAR & GRILL

15 Palm Harbor Village Way, Palm Coast, FL 32137

★★★★★ yelp
55 • 253 reviews

Learn More



VESSEL SANDWICH CO.

213 S 2nd St., Flagler Beach, FL 32136

★★★★★ yelp
55 • 83 reviews

Learn More

The Turtle Shack Cafe

2123 N Oceanshore Blvd., Flagler Beach, FL 32136

(386) 493-4851

Book a Table

WiFi

★★★★★ yelp
55 • 367 reviews

TripAdvisor Traveler Rating

★★★★★



Photo Gallery

OVERVIEW



The Turtle Shack Cafe re-opened to great fan fare in March 2011. This Flagler Beach landmark is known for it's fresh local food and homemade specialties. Sit on the patio and enjoy a spectacular cross breeze while enjoying their amazing hamburgers and tasty seafood specialties; however, make sure you try their black and blue chips and other treats.

HOURS

- Mon Closed
- Tue 11:00am - 8:00pm
- Wed 11:00am - 8:00pm
- Thu 11:00am - 8:00pm
- Fri 11:00am - 9:00pm
- Sat 11:00am - 9:00pm
- Sun 11:00am - 8:00pm



WE GET RESULTS

**52,000 Partner
Referrals in FY22**

Referrals = clicks to partner websites
from business listings on [visitflagler.com](https://www.visitflagler.com)

FEATURE IN BLOG POSTS

NEW TO THE BLOG



THINGS TO DO
2023 Palm Coast and the Flagler Beaches Bucket List
1 MIN



COUPLE'S GETAWAY
Unique Proposal Spots in Palm Coast and the Flagler Beaches
2 MIN



FOOD & DRINK
Eat Well at Ohana Food Co. in Palm Coast and the Flagler Beaches
2 MIN

[view all](#)

Eat Well at Ohana Food Co. in Palm Coast and the Flagler Beaches

Introducing the most flavorful and healthy restaurant in the area. Ohana Food Co. is a new addition to the local dining scene, offering a variety of dishes that are both delicious and nutritious. From fresh seafood to hearty comfort food, there's something for everyone at Ohana.



Ohana Food Co. is a new addition to the local dining scene, offering a variety of dishes that are both delicious and nutritious. From fresh seafood to hearty comfort food, there's something for everyone at Ohana.

5 Reasons There's No Place Like Palm Coast and the Flagler Beaches for the Holidays

From relaxing on the beach to enjoying the festive decorations, there are many ways to celebrate the holidays in Palm Coast and the Flagler Beaches. Here are five reasons why it's the perfect destination for your holiday getaway.

- 1. Santa Claus is SkyDiver to Town**
Each year, Santa Claus makes his way to Palm Coast and the Flagler Beaches in a unique way. He skydives from the sky, bringing joy and excitement to everyone who witnesses the event.
- 2. Good Tidings We Bring**
The holidays are a time to bring good tidings to those around you. In Palm Coast and the Flagler Beaches, there are many ways to do this, from volunteering to charity events to simply spreading joy to those in need.



5 Valentine's Day Activities We Love in Palm Coast and the Flagler Beaches

Valentine's Day is a special time to spend with the ones you love. In Palm Coast and the Flagler Beaches, there are many ways to celebrate this day. Here are five activities that are perfect for couples.

1. First Away with Palm Coast Activities
Start your Valentine's Day celebration with a first away from home. Palm Coast offers a variety of activities that are perfect for couples, from beach walks to romantic dinners.

2. Set Sail on a Yacht
Set sail on a yacht and enjoy the view of the ocean. This is a romantic way to spend the day, with the soft sounds of the waves and the gentle breeze.

3. Create a Work of Art
Create a work of art together. Palm Coast offers many art studios and galleries where you can create a masterpiece together. This is a fun and creative way to spend the day.



Step Back in Time at These Museums in Palm Coast and the Flagler Beaches

Step back in time and explore the rich history of Palm Coast and the Flagler Beaches. There are several museums in the area that offer a unique perspective on the region's past.



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Rekindle the Romance with a Romantic Getaway to Palm Coast and the Flagler Beaches

Rekindle the romance with a romantic getaway to Palm Coast and the Flagler Beaches. There are many ways to spend the day, from relaxing on the beach to enjoying a romantic dinner.

WHERE TO STAY



Rekindle the romance with a romantic getaway to Palm Coast and the Flagler Beaches. There are many ways to spend the day, from relaxing on the beach to enjoying a romantic dinner.

Kick Back in The Hammock

Kick back in the hammock and enjoy the view of the ocean. This is a relaxing way to spend the day, with the soft sounds of the waves and the gentle breeze.

WHERE TO DINE



Kick back in the hammock and enjoy the view of the ocean. This is a relaxing way to spend the day, with the soft sounds of the waves and the gentle breeze.

OUR CONTENT IS CAPTIVATING



128,000+
Blog Views FY22

47 Blog Posts
Published FY22

EVENT PROMOTION

Keyword Search

Search & Submit

Show Events For

Today This Weekend

This Week This Month

Show Events between

12/01/2022 and 12/31/2023

January 2023

SU MO TU WE TH FR SA

1 2 3 4 5 6 7

8 9 10 11 12 13 14


15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30 31 1 2 3 4

Categories

- Community (38)
- General (31)
- Arts & Culture (30)
- Festivals (6)
- History (5)




2023 FLAGLER FILM FESTIVAL

Dates vary between January 20, 2023 - January 22, 2023

Blue Western Plus Flagler Beach Area Inn & Suites

[Learn More](#)




RENT

Dates vary between January 19, 2023 - February 5, 2023

Flagler Playhouse

[Learn More](#)




UNBOSSED & UNBOWED

January 22, 2023

African American Cultural Society

[Learn More](#)




FARMER'S MARKET

Recurring weekly on Sunday

European Village

[Learn More](#)




HONKY TONK ANGELS

January 22, 2023

City Repertory Theatre

[Learn More](#)



HONKY TONK ANGELS

January 13, 2023 - January 22, 2023

City Repertory Theatre

[Learn More](#)

Bachelors Of Broadway

5500 E. 100
Palm Coast, FL 32164

[Website](#) [Email](#)

Presented By: **Flagler Auditorium**
 Dates: January 29, 2023
 Location: **Flagler Auditorium**
 Time: 7:00 PM to 9:30 PM
 Price: \$50 & \$40
 (386) 437-7547



OVERVIEW



Take a trio of dashing men, add soaring melodies from stage and screen, and then refine the sound with contemporary three-part vocal harmony — you've got a ticket to BACHELORS OF BROADWAY: Gentlemen of the Theatre. This exciting three-man act features lush symphonic arrangements of songs from modern and classic musicals like WICKED, THE PHANTOM OF THE OPERA, JERSEY BOYS, 42ND STREET, HAMILTON, MISS SAIGON, THE GREATEST SHOWMAN, DEAR EVAN HANSEN, LES MISERABLES, and many more. Starring New York City's top theatrical talent, BACHELORS OF BROADWAY offers a fresh take on audience favorites that have captivated millions worldwide.

WE BRING THE PEOPLE TO YOU




15,000 Event Referrals in FY22

Referrals = clicks to event websites from event listings on visitflagler.com

FEATURE IN NEWSLETTER




AN EVER-GROWING SUBSCRIBER LIST



The Inside Scoop: Our Favorite Ice Cream Shops

Creamy soft serve, artisan flavors, brownie sundaees oozing with hot fudge—indulge your sweet tooth with a sweet treat.


[Sprinkle on Some Happy](#)



Kick Back in The Hammock

Full of eco-adventures and charming roadside eateries, The Hammock is worth exploring.

[Adventure Awaits](#)



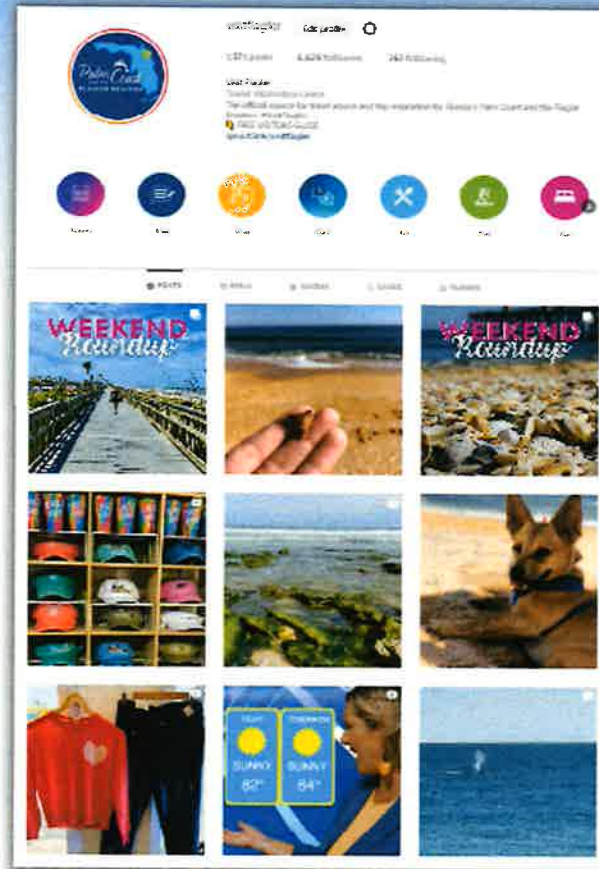
Simple Fun for a Day in the Sun

Check out our list of 50 easy, eco-approved beach activities.

[Ready, Set, Play!](#)

22,000
Newsletter
Subscribers

EXPOSURE ON @VISITFLAGLER'S SOCIAL ACCOUNTS









WE HAVE AN ENGAGED AUDIENCE

More than 33,000
followers at our
fingertips



Total Engagements FY22
460,000+

-  kasey713 this makes me want to hop in my car rn from chicago and be there by tomorrow
-  lyfizgud05 This place looks amazing! Can't wait to try it 🍷🍷
154w 1 like Reply
-  ameliapetty71 I can not wait to come back to Flagler Beach one day!
-  Susanne Ruggiero
Amy Leigh next time you are down, we will definitely go here! 🙌👍 2
Like Reply Hide 11w
-  Amy Leigh
Susanne Ruggiero this looks awesome! 🙌
Like Reply Hide 11w
-  Pam McCallister
Thank you!!! I really needed this right now 🍷 2
Love Reply Hide 5w

AND WE'RE A TRUSTED SOURCE

Palm Coast AND THE FLAGLER BEACHES

Q A

Ask us anything about Palm Coast and the Flagler Beaches. 📍

Type something...

Ask us anything about Palm Coast and the Flagler Beaches. 📍

What are your best spots for little kids?

- 📍 BEACHES
- 📍 MARINELAND DOLPHIN ADV
- 📍 JAMES F. HOLLAND MEMORI
- 📍 FLORIDA AGRICULTURAL ML
- 📍 SWILLERBEES DONUTS & CC
- 📍 WHAAM BURGER
- 📍 SALLY'S ICE CREAM
- 📍 HAMMOCK BEACH GOLF RES

[@MORE IDEAS](#)

Ask us anything about Palm Coast and the Flagler Beaches. 📍

Dog friendly restaurants?

OUR DINING GUIDE INCLUDES PET-FRIENDLY RESTAURANT LISTINGS. LOOK FOR THE 📍 TO SEE WHICH ONES WELCOME PUPS.

[@CLICK TO SEE DINING GUI](#)

Ask us anything about Palm Coast and the Flagler Beaches. 📍

What are the best beaches for shark teeth & sea glass finds?

WHICH BEACHES THAT HAVE LARGE TREES LIKE THE ONE PICTURED HERE. JUNGLE TREES IN MARINELAND ARE BOTH GREAT PLACES TO HUNT FOR TREASURE. CHECK OUT THE PALM OAKS ONCE IT REOPENS.

[@LOCATION DETAILS](#)

Ask us anything about Palm Coast and the Flagler Beaches. 📍

Beach wheel chair rentals within the county?

FREE BEACH WHEEL CHAIR RENTALS ARE AVAILABLE AT THE FLAGLER BEACH PIER BAIT SHOP. (386) 517-2436

Ask us anything about Palm Coast and the Flagler Beaches. 📍

Mommy and me activities?

- 📍 DOLPHIN ENCOUNTER @MARINELAND
- 📍 HUNT FOR SEASHHELLS AT THE BEACH
- 📍 ATTEND A SEA TURTLE NEXT CLEANING
- 📍 DONUTS AND COFFEE AT SWILLERBEES
- 📍 PHOTO SHOOT IN FRONT OF MURALS
- 📍 PICNIC AND PLAYTIME AT HOLLAND PARK
- 📍 RIDE BIKES AT LEHIGH TRAIL
- 📍 SHOP LOCAL BOUTIQUES
- 📍 TEA TIME @FLAGLERTEACOMPANY

[@INSTA: JILL](#)

**CAN YOU IMAGINE HOW MUCH
VALUE WE CAN PROVIDE IF WE
WORK TOGETHER?**



GET THE MOST FROM YOUR PARTNERSHIP



- **Keep your business listing up-to-date**
- **Submit your events and inform us of special announcements**
- **Stock up on our collateral for your guests**
- **Stay informed with our industry and visitor newsletters**
- **Share photos with us using our public uploader**

- **Share blog posts, videos and other free marketing content we create to promote you**
- **Like, share, subscribe and connect with us on social media**
- **Make sure we have current contact information on file for you**
- **Allow us to take photos and/or videos of your business when we have a need for specific content**
- **Be flexible and respond quickly when a marketing opportunity is presented**



Your go-to resource for any partnership related questions:

WWW.VISITFLAGLER.COM/PARTNERS

TRACKING THE VALUE TO PARTNERS

General Information

Advertisement Name: [21-22 Partner Advertising Benefits](#)

Total Amount: : \$5,950.00

Account: Washington Oaks Gardens State Park

Contact: Renee Paolini

Notes/Description:

Partner Ads

Type	Category	Cash Amount
Misc. Collateral Listing	Brochures	\$350.00
Press Release Inclusion (Regional)	Press Release	\$500.00
Social Media Posts	Social Media	\$2,100.00
Visitor Guide Listing	Visitor Guide	\$500.00
Feature in Guide	Visitor Guide	\$500.00
Blog Mentions	Website	\$1,400.00
Website Partner Listing	Website	\$600.00
Total:		\$5,950.00

Washington Oaks Gardens State Park

6400 N Oceanshore Blvd.
Palm Coast, FL 32137
(386) 446-6780



TripAdvisor Traveler Rating
★★★★★ 751 reviews



View Gallery



Rekindle the Romance with a Romantic Getaway to Palm Coast and the Flagler Beaches

Quiet beaches, spectacular sunrises, cinnamon sands—you'll fall in love with everything Palm Coast and the Flagler Beaches has to offer. The best part, though, is sharing it with someone special. From snuggling up at an intimate inn to sipping fruity cocktails al fresco, Palm Coast and the Flagler...

CONNECT WITH US



@VISITFLAGLER



Palm Coast and the Flagler Beaches
Tourism Development Office
120 Airport Rd., Suite 3
Palm Coast, FL 32164

(386) 313-4230

WWW.VISITFLAGLER.COM

BUSINESS LISTINGS & EVENTS

Christina Hutsell
chutsell@visitflagler.com

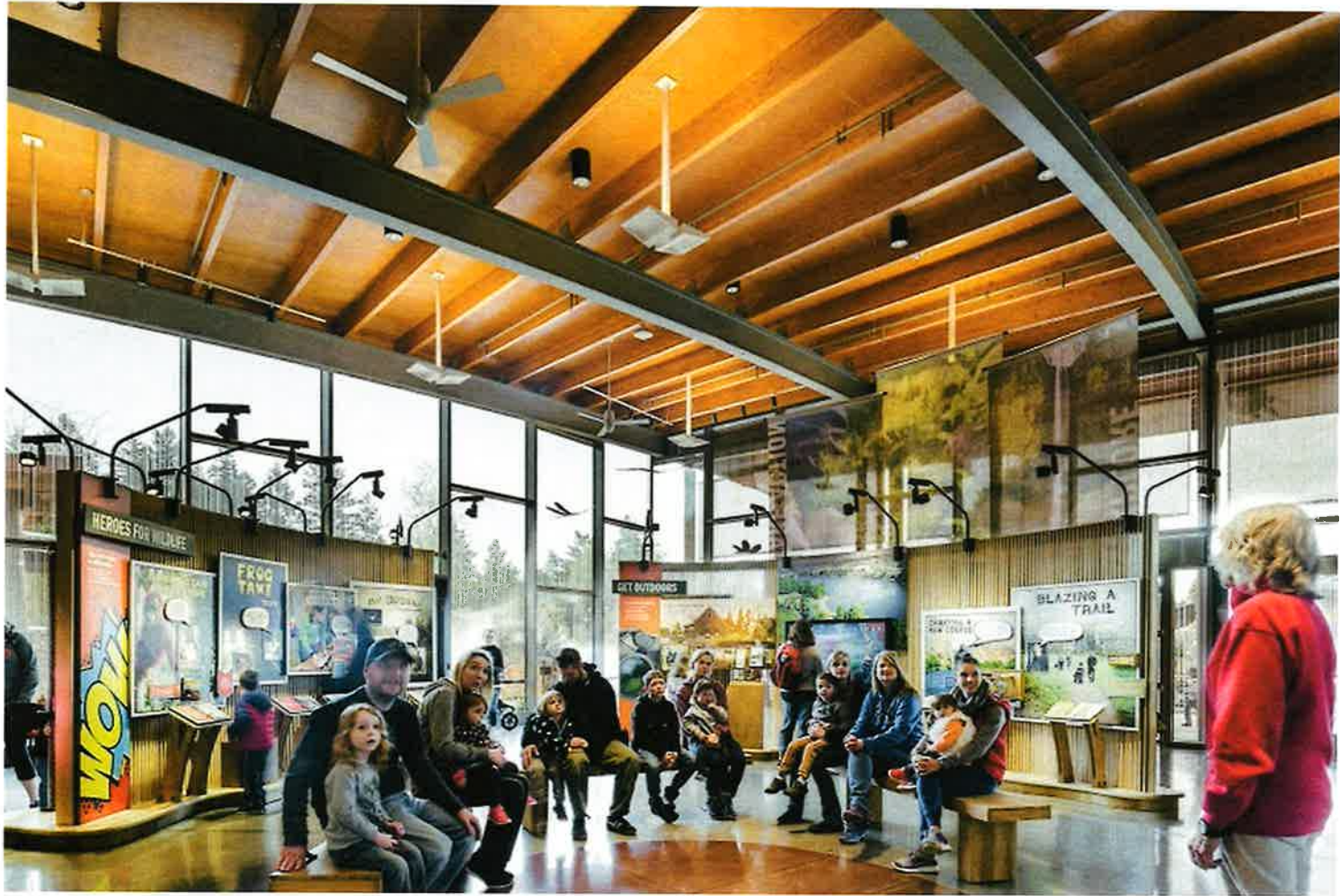
BLOG & NEWSLETTERS

Courtnee Brokaw
cbrokaw@visitflagler.com

SOCIAL MEDIA & CONTENT

Candi Breckenridge
cbreckenridge@visitflagler.com























Pedestrian Bridge Imagery:

https://platform.crowdriff.com/m/s-r_2gt2_XMQm0TdBG



PHASE 1

- ✓ Organization name
- ✓ Vision statement
- ✓ Mission statement
- ✓ Purpose statement
- ✓ Membership structure
- ✓ By-Laws
- ARTICLES OF INCORPORATION
 - Corporate name
 - Principal place of business and Mailing address
 - Specific purposes
 - Election of Directors
 - Initial Directors and Officers
 - Registered agent office
- ✓ Stakeholder meeting to approve ALL draft documents
- ✓ Legal Review
- ✓ Sunbiz registration
- ✓ Obtain IRS tax ID number
 - Apply for IRS tax-exemption
 - APPROVED JULY 2022
 - Open IRS pay.gov account
- ✓ Open bank account

TARGET COMPLETION DATE =
SEPTEMBER 30, 2021

PHASE 2

- ✓ Install elected Board
- ✓ BOCC Resolution
- ✓ Identify Stakeholders
 - Recruit members Register with relevant organizations at the state and national level
- ✓ Create partnerships **IN PROCESS**
- ✓ Obtain a URL
- ✓ Create informational brochure
 - Logo design
 - Content
- ✓ Plan a budget **IN PROCESS**
- ✓ Identify potential revenue sources
- ✓ Finalize Service Agreement with County
 - **IN PROCESS**

TARGET COMPLETION DATE =
JULY 30, 2022

PHASE 3

- ✓ Develop Strategic Plan **IN PROCESS**
- ✓ Communication Marketing Plan
 - **IN PROCESS**
- ✓ Apply for grants to support organizations – **SEARCHING NOFO'S**
- ✓ Continue recruitment of members
- Paid staff member
- Develop public arts, culture and history programs
- Develop grant programs to support local organizations
- Create promotional opportunities to draw tourists to the community
- Develop resources to be the “go to” expert and advocate spokesperson for members and the community
- Develop an Arts Festival during the shoulder season for tourism

TARGET COMPLETION DATE =
FY 2023-2024



FLAGLER COUNTY CULTURAL COUNCIL

- 10 Board Directors Representing
 - Performing Arts
 - Visual Arts
 - Culture and Heritage
 - History
 - Commissioner Pennington Appointed to FC3 Board with Commissioner Sullivan as the Alternate.
- Marketing
 - FaceBook
 - Last 30 days post reach +3,400 with 1,279 engagements
 - eNewsletter – Launch Date May 1, 2023
 - Brochures
 - Pop-up Banner Donated by Flagler Auditorium
 - Website Design/Development – Targeted to go live July 1, 2023
- Partner Organizations
 - Florida Cultural Alliance
 - Americans for the Arts
 - Visit Florida
- FC3 Memberships
 - 9 Business Memberships
 - 17 Individual Memberships
 - 15 Supporter Memberships
 - Currently Renewing Memberships
- Community Engagement
 - Supported Flagler Creates “Witches on Bikes”
 - Partnered with City Repertory Theatre for December Performance and Fundraiser - \$3,980 Raised – Free event for Members
 - Received Turtle Trail project and future installations from Palm Coast Arts Foundation Currently 17 turtles – Estimate to Add 4 Turtles/Year for Annual Revenue of \$10,000
 - Host the Palm Coast Spring Arts Festival – April 29, 2023
 - Food Truck Tuesday Beneficiary for August 15, 2023



AEP6 is the sixth economic impact study of the nonprofit arts and culture industry in the U.S. This study is conducted approximately every five years to gauge the economic impact (on employment, government revenue, and household income) of spending by nonprofit arts and culture organizations and the event-related spending by their audiences.



THE GOAL

Collect 800 surveys from attendees to a diverse, inclusive, and representative sample of the arts and cultural activities that take place in Flagler County during the 13-month period from May 1, 2022, through May 31, 2023.

STATUS UPDATE

- Identified 58 Not-For-Profit Arts & Culture Organizations
- Partnered With 14 Organizations
- Attended 20 Events
- Collected 726 Surveys

**Flagler County Board of County Commissioners
Analysis of Monthly Tourist Development Tax Collections
Fiscal Year 2018-19 Through 2022-2023**

Prepared By:
Tourist Development Office

Month	Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change		Fiscal Year		Annual Change	
	2018-19	2019-20	Amount	Percentage	2020-21	Amount	Percentage	2021-22	Amount	Percentage	2022-23	Amount	Percentage	2022-23	Amount	Percentage
October	\$ 158,643.51	\$ 129,420.78	\$ (29,222.73)	-18.42%	\$ 216,179.13	\$ 86,758.35	67.04%	\$ 337,090.11	\$ 120,910.98	55.93%	\$ 305,578.71	\$ (31,511.40)	-9.35%			
November	\$ 152,524.56	\$ 148,228.03	\$ (4,296.53)	-2.82%	\$ 190,467.11	\$ 42,239.08	28.50%	\$ 250,882.67	\$ 60,415.56	31.72%	\$ 255,047.26	\$ 4,164.59	1.66%			
December	\$ 153,399.68	\$ 153,342.82	\$ (56.86)	-0.04%	\$ 170,473.85	\$ 17,131.03	11.17%	\$ 238,904.87	\$ 68,431.02	40.14%	\$ 220,994.04	\$ (17,910.83)	-7.50%			
January	\$ 161,457.05	\$ 186,203.34	\$ 24,746.29	15.33%	\$ 205,323.83	\$ 19,120.49	10.27%	\$ 283,469.85	\$ 78,146.02	38.06%	\$ 347,294.88	\$ 63,825.03	22.52%			
February	\$ 169,863.79	\$ 178,057.40	\$ 8,193.61	4.82%	\$ 170,568.19	\$ (7,489.21)	-4.21%	\$ 242,643.78	\$ 72,075.59	42.26%	\$ 267,780.90	\$ 25,137.12	10.36%			
March	\$ 243,242.32	\$ 271,519.87	\$ 28,277.55	11.63%	\$ 204,791.15	\$ (66,728.72)	-24.58%	\$ 335,564.58	\$ 130,773.43	63.86%	\$ 394,772.97	\$ 59,208.39	17.64%			
April	\$ 359,606.26	\$ 254,911.26	\$ (104,695.00)	-29.11%	\$ 440,138.42	\$ 185,227.16	72.66%	\$ 562,223.43	\$ 122,085.01	27.74%	\$ 633,440.22	\$ 71,216.79	12.67%			
May	\$ 261,044.58	\$ 51,851.50	\$ (209,193.08)	-80.14%	\$ 330,508.39	\$ 278,656.89	537.41%	\$ 447,391.80	\$ 116,883.41	35.36%	\$ 422,378.40	\$ (25,013.40)	-5.59%			
June	\$ 213,124.68	\$ 90,527.20	\$ (122,597.48)	-57.52%	\$ 325,957.40	\$ 235,430.20	260.07%	\$ 347,731.27	\$ 21,773.87	6.68%						
July	\$ 327,353.59	\$ 321,497.84	\$ (5,855.75)	-1.79%	\$ 503,493.19	\$ 181,995.35	56.61%	\$ 535,401.34	\$ 31,908.15	6.34%						
August	\$ 348,921.66	\$ 352,540.63	\$ 3,618.97	1.04%	\$ 455,275.28	\$ 102,734.65	29.14%	\$ 527,454.69	\$ 72,179.41	15.85%						
September	\$ 195,539.65	\$ 238,891.11	\$ 43,351.46	22.17%	\$ 395,329.47	\$ 156,438.36	65.49%	\$ 323,456.64	\$ (71,872.83)	-18.18%						
Totals	\$ 2,744,721.33	\$ 2,376,991.78	\$ (367,729.55)	-13.40%	\$ 3,608,505.41	\$ 1,231,513.63	51.81%	\$ 4,432,215.03	\$ 823,709.62	21.33%	\$ 2,847,287.38	\$ 149,116.29	5.53%			
	Hurricane Michael October 2018		Hurricane Dorian August 2019	COVID-19 March 2020				Hurricane Ian September 2022	Hurricane Nicole November 2022							

YEAR-TO-DATE BUDGET REPORT

FOR 2023 05								
ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED	
1109 Tourist Dev Tax-Capital								
1109-147-4700-573800-570-57-000-000-581004-	0	Aid to Other Goverments	889,158	889,158	.00	.00	889,158.00	.0%
1109-147-4700-573800-570-57-000-000-582009-	0	Other Entities	0	0	.00	.00	.00	.0%
1109-147-4700-575300-570-57-000-000-531000-	0	Professional Services	0	0	110.69	.00	-110.69	100.0%
1109-147-4700-575300-570-57-000-000-534008-	24,000	Commission Fee - Tax Collector	0	24,000	6,773.49	.00	17,226.51	28.2%
1109-147-4700-575300-570-57-000-000-534010-	0	Governmental Services	0	0	.00	.00	.00	.0%
1109-147-4700-575300-570-57-000-000-549005-	100	Bank Analysis Fees	0	100	.00	.00	100.00	.0%
1109-147-4700-575600-570-57-000-000-562000-	0	Buildings	0	0	.00	.00	.00	.0%
1109-147-4700-575600-570-57-000-000-563000-	0	Infrastructure	0	0	.00	.00	.00	.0%
1109-147-4700-575800-570-57-000-000-581004-	28,370	Aid to Other Goverments	0	28,370	.00	.00	28,370.00	.0%
TOTAL Tourist Dev Tax-Capital	52,470		889,158	941,628	6,884.18	.00	934,743.82	.7%
TOTAL EXPENSES	52,470		889,158	941,628	6,884.18	.00	934,743.82	

YEAR-TO-DATE BUDGET REPORT

FOR 2023 05

ACCOUNTS FOR:	ORIGINAL APPROP	TRANSFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1110 Tourist Dev Tax-Promotion							
1110-147-4700-559100-550-55-000-000-512000-		Regular Salaries & Wages					
1110-147-4700-559100-550-55-000-000-513000-	385,212	0	385,212	7,024.50	.00	378,187.50	1.8%
1110-147-4700-559100-550-55-000-000-514000-	0	Other Salaries & Wages	0	.00	.00	.00	.0%
1110-147-4700-559100-550-55-000-000-521000-	0	Overtime	0	.00	.00	.00	.0%
1110-147-4700-559100-550-55-000-000-522000-	27,943	FICA Taxes	0	519.96	.00	27,423.04	1.9%
1110-147-4700-559100-550-55-000-000-523000-	67,308	Retirement Contributions	0	1,294.40	.00	66,013.60	1.9%
1110-147-4700-559100-550-55-000-000-524000-	63,775	Life and Health Insurance	0	.00	.00	63,775.00	.0%
1110-147-4700-559300-550-55-000-000-531000-	622	Workers Compensation	0	11.22	.00	610.78	1.8%
1110-147-4700-559300-550-55-000-000-534006-	24,000	Professional Services	0	4,880.89	.00	19,119.11	20.3%
1110-147-4700-559300-550-55-000-000-534008-	417,826	Other Contracted Services	12,000	114,926.73	113,766.23	201,133.04	53.2%
1110-147-4700-559300-550-55-000-000-540000-	72,000	Commission Fee - Tax Collector	0	20,320.47	.00	51,679.53	28.2%
1110-147-4700-559300-550-55-000-000-541001-	7,000	Travel and Per Diem	0	.00	.00	7,000.00	.0%
1110-147-4700-559300-550-55-000-000-541002-	500	Communications Devices & Acces	0	.00	.00	500.00	.0%
1110-147-4700-559300-550-55-000-000-542000-	7,720	Communications Recurring	0	3,562.85	1,372.89	2,784.26	63.9%
1110-147-4700-559300-550-55-000-000-543000-	15,000	Freight & Postage	0	1,655.94	.00	13,344.06	11.0%
1110-147-4700-559300-550-55-000-000-544000-	4,000	Utility Services	280	1,346.06	.00	2,933.94	31.5%
1110-147-4700-559300-550-55-000-000-545001-	52,014	Rentals and Leases	0	26,327.34	26,503.04	-816.38	101.6%
1110-147-4700-559300-550-55-000-000-545003-	1,190	General Liability Insurance	0	-204.00	.00	1,394.00	-17.1%
1110-147-4700-559300-550-55-000-000-545006-	585	Vehicle Insurance	0	564.00	.00	21.00	96.4%
1110-147-4700-559300-550-55-000-000-546001-	0	Other Insurance & Bonds	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-546003-	0	Building/Equipment Repairs	0	.00	.00	.00	.0%
1110-147-4700-559300-550-55-000-000-546004-	1,300	Vehicle Repair	0	20.13	.00	1,279.87	1.5%
	7,830	Maintenance Agreements	0	1,802.96	6,050.05	-23.01	100.3%

YEAR-TO-DATE BUDGET REPORT

FOR 2023 05

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED	
1110 Tourist Dev Tax-Promotion								
1110-147-4700-559300-550-55-000-000-546006-	0	Small Tools & Equipment	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-546008-	0	IT Maintenance Agreements	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-547000-	30,000	Printing and Binding	30,000	3,841.00	22,536.00	3,623.00	87.9%	
1110-147-4700-559300-550-55-000-000-548001-	120,250	Promotional Activities	12,000	132,250	25,150.98	3,000.00	104,099.02	21.3%
1110-147-4700-559300-550-55-000-000-548002-	0	Promotional-Fl County Chamber	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-548003-	0	City of Palm Coast	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-548004-	80,000	Promotional-Special Event	22,500	102,500	17,500.00	.00	85,000.00	17.1%
1110-147-4700-559300-550-55-000-000-548005-	0	Overnight Event	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-548006-	0	Quality of Life Event	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-548007-	0	City of Flagler Beach	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-549000-	17,500	Oth Curr Chgs and Obligations	0	17,500	443.77	.00	17,056.23	2.5%
1110-147-4700-559300-550-55-000-000-549004-	600,000	Advertising	4,000	604,000	234,334.91	250,399.52	119,265.57	80.3%
1110-147-4700-559300-550-55-000-000-549005-	1,300	Bank Analysis Fees	0	1,300	.00	.00	1,300.00	.0%
1110-147-4700-559300-550-55-000-000-549008-	0	Write offs/Shortages	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-551000-	2,000	Office Supplies	0	2,000	419.60	.00	1,580.40	21.0%
1110-147-4700-559300-550-55-000-000-551001-	5,000	Office Equipment	0	5,000	96.72	.00	4,903.28	1.9%
1110-147-4700-559300-550-55-000-000-551003-	0	IT Office Equipment	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-552001-	2,000	Gas, Oil & Lubricants	0	2,000	97.25	.00	1,902.75	4.9%
1110-147-4700-559300-550-55-000-000-552002-	15,000	Other Operating Expenses	0	15,000	3,178.32	.00	11,821.68	21.2%
1110-147-4700-559300-550-55-000-000-552005-	0	Clothing & wearing Apparel	0	.00	.00	.00	.0%	
1110-147-4700-559300-550-55-000-000-552006-	22,300	Data Processing Software	0	22,300	17,711.66	.00	4,588.34	79.4%
1110-147-4700-559300-550-55-000-000-554001-	55,736	Publications/Memberships	0	55,736	19,615.57	.00	36,120.43	35.2%

YEAR-TO-DATE BUDGET REPORT

FOR 2023 05							
ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1110 Tourist Dev Tax-Promotion							
1110-147-4700-559300-550-55-000-000-555001-	2,000	0	2,000	169.00	.00	1,831.00	8.5%
1110-147-4700-559300-550-55-000-000-555002-	8,000	0	8,000	-245.00	.00	8,245.00	-3.1%
1110-147-4700-559600-550-55-000-000-563001-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559600-550-55-000-000-564000-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559600-550-55-000-000-564001-	0	0	0	.00	.00	.00	.0%
1110-147-4700-559600-550-55-000-000-564002-	0	0	0	.00	.00	.00	.0%
TOTAL Tourist Dev Tax-Promotion	2,116,911	50,780	2,167,691	506,367.23	423,627.73	1,237,696.04	42.9%
TOTAL EXPENSES	2,116,911	50,780	2,167,691	506,367.23	423,627.73	1,237,696.04	

YEAR-TO-DATE BUDGET REPORT

FOR 2023 05

ACCOUNTS FOR:	ORIGINAL APPROP	TRANFRS/ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
1111 Tourist Dev-Beach Restore							
1111-147-4700-537300-530-53-000-000-531000-	0	Professional Services	390,420	390,420	26.72	390,420.00	-26.72 100.0%
1111-147-4700-537300-530-53-000-000-534006-	0	Other Contracted Services	25,000	25,000	.00	25,000.00	.00 100.0%
1111-147-4700-537300-530-53-000-000-534008-	24,000	Commission Fee - Tax Collector	0	24,000	6,773.48	.00	17,226.52 28.2%
1111-147-4700-537300-530-53-000-000-545001-	0	General Liability Insurance	0	0	.00	.00	.00 .0%
1111-147-4700-537300-530-53-000-000-545003-	0	Vehicle Insurance	0	0	.00	.00	.00 .0%
1111-147-4700-537300-530-53-000-000-546003-	0	Vehicle Repair	0	0	.00	.00	.00 .0%
1111-147-4700-537300-530-53-000-000-549000-	0	Oth Curr Chgs and Obligations	0	0	.00	.00	.00 .0%
1111-147-4700-537300-530-53-000-000-549005-	0	Bank Analysis Fees	0	0	.00	.00	.00 .0%
1111-147-4700-537300-530-53-000-000-552002-	0	Other Operating Expenses	0	0	.00	.00	.00 .0%
1111-147-4700-537700-530-53-000-000-571001-	0	Principal on Bonds & Notes	0	0	.00	.00	.00 .0%
1111-147-4700-537700-530-53-000-000-572001-	0	Interest on Notes & Bonds	0	0	.00	.00	.00 .0%
1111-147-4700-537700-530-53-000-000-573001-	0	Bond Issuance Costs	0	0	.00	.00	.00 .0%
1111-147-4700-537800-530-53-000-000-581000-	0	Aids to Govt Agencies	0	0	.00	.00	.00 .0%
1111-147-4700-537800-530-53-000-000-581007-	0	Aid to Flagler Beach	0	0	.00	.00	.00 .0%
1111-147-4700-537800-530-53-000-000-582009-	0	Other Entities	0	0	.00	.00	.00 .0%
TOTAL Tourist Dev-Beach Restore	24,000		415,420	439,420	6,800.20	415,420.00	17,199.80 96.1%
TOTAL EXPENSES	24,000		415,420	439,420	6,800.20	415,420.00	17,199.80

YEAR-TO-DATE BUDGET REPORT

FOR 2023 05

	ORIGINAL APPROP	TRANSFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	2,193,381	1,355,358	3,548,739	520,051.61	839,047.73	2,189,639.66	38.3%

** END OF REPORT - Generated by Christina Hutsell **



SEO REPORT

April 2023

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SEO EXECUTIVE SUMMARY

Organic Sessions

31,653

↓ -4.6%

Organic Sessions YTD

129,177

↑ 3.5%

Overall Traffic Performance

In April, the site received 63,200 sessions in total, a 4% decrease from last year. Overall engagement metrics also saw slight decreases: Pages per session decreased 3%, average session duration decreased 8%, and bounce rate increased 2%. Despite decreases, both newsletter signups and Visitor Guide requests notably increased in the first part of the year (See goal performance page for details.).

Organic Traffic Performance

Organic sessions numbered 31,700 in April, down 5% year-over-year. This 1,500-session decrease was most prominent in the 25 Things to Do blog post and the Blueberry Fest listing, which did not have a listing for 2023 and therefore registered a 100% decrease. The topic of the Boat Show drove notable increases, with terms like "palm coast boat show" and "palm coast boat show 2023" driving a total of 200 clicks, up 1,400% year-over-year.

Recommendations

July 4

July 4 is by far the most popular day for DMOs across the country. Visitors use the website to find parades, fireworks and things to do the day and weekend of the holiday. For Visit Flagler, July 4-centric searches started peaking last year around mid-June, but the website currently does not have any July 4 content other than listings. Consider creating an annual event landing page that highlights various events, celebrations and deals in the area. The H1 can be "July 4 in Palm Coast and the Flagler Beaches" or "Celebrate July 4 in Palm Coast and the Flagler Beaches". Organize content using H2s that are based on last year's top terms, putting the most popular first:

1. Parades: "flagler beach 4th of july parade" (80 clicks on 120 impressions), "flagler 4th of july parade" (7 clicks on 30 impressions)
2. Fireworks: "palm coast fireworks july 4" (1 click on 22 impressions); link to and from Fireworks in the Park listing.
3. Events + Activities: "july 4th events" (2 clicks on 11 impressions) and "july 4th activities" (2 clicks on 5 impressions); link to and from the Fabulous Fourth Festival listing.

Pro Rodeo

In Q3 2022, the [Pro Rodeo listing](#) was among the top 10 organic landing pages, with 1,400 sessions from July to September. Furthermore, the search term "flagler rodeo" drove 270 clicks on 391 impressions during the same time period and was also among the top 10 organic search terms outside of webcam-related queries. The only mention of "rodeo" on the Visit Flagler site is on the [Things to Do](#) page, meaning users are not likely to go to the website for this highly searched content. To take advantage of this demonstrated user interest, consider creating a landing page or blog post that can be linked to and from the [Annual Events](#) page.



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

Apr 1, 2023 - Apr 30, 2023

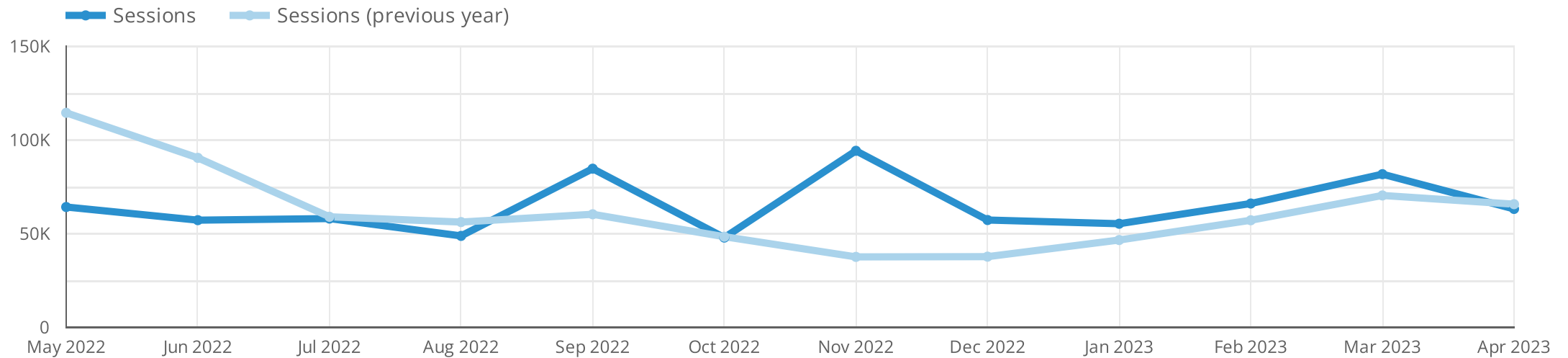
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session D...
April	63,234	-3.9% ↓	45,701	62.31%	97,980	1.55	00:01:19
March	81,794	16.1% ↑	60,894	64.06%	126,803	1.55	00:01:19
February	66,124	15.6% ↑	50,283	64.13%	104,493	1.58	00:01:19
January	55,341	18.7% ↑	41,862	65.17%	86,362	1.56	00:01:20
December	57,316	51.8% ↑	42,901	69.83%	83,653	1.46	00:01:08
November	94,260	150.4% ↑	60,337	54.51%	129,971	1.38	00:01:21

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In April, the site received 63,200 sessions in total, which represents a 4% decrease from last year. Overall engagement metrics also saw slight decreases year-over-year: Pages per session decreased 3% (1.59 to 1.55), average session duration decreased 8% (1:25 to 1:19), and bounce rate increased 2% (61% to 62%). Those same metrics, however, have either improved or remained steady over the past six months.

Overall Traffic Summary | Last Month

Apr 1, 2023 - Apr 30, 2023

What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	% Δ	% of Sessions
Organic Search	31,653	-4.6% ↓	50.06%
Social	12,114	139.5% ↑	19.16%
Direct	12,008	4.2% ↑	18.99%
Paid Search	2,898	-11.2% ↓	4.58%
Display	2,277	32,428.6% ↑	3.6%
Referral	2,023	-10.3% ↓	3.2%
(Other)	253	-97.6% ↓	0.4%
Grand total	63,234	-3.9% ↓	100%

Analysis: Organic search brought in 50% of sessions with 31,700, a 5% decrease year-over-year. For the second consecutive month, Social traffic increased, this month by 140%. The exponential increase in Display traffic mostly comprised an Evergreen campaign.

A full breakdown of the Other, Display and Social channels follows this report.

What were the top campaigns that sent traffic?

by Campaign and Sessions

Campaign	Sessions
Evergreen	2,274
ACQ_Flagler_Location_Specific	1,657
ACQ_Flagler	1,226
welcome-home	158
dm-flpcfb	55
Complete	13
dmflflag	12
melt_prevention	8
dmflpcfb	5

How does my website perform compared to the DMO averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All Traffic, Organic Search and Paid Search

Pages per Sessions			
Channel	Industry	Visit Flagler	% dif
All Channels	1.92	1.54	-19.69%
Organic Search	2.05	1.67	-18.93%
Paid Search	2.07	1.87	-9.93%

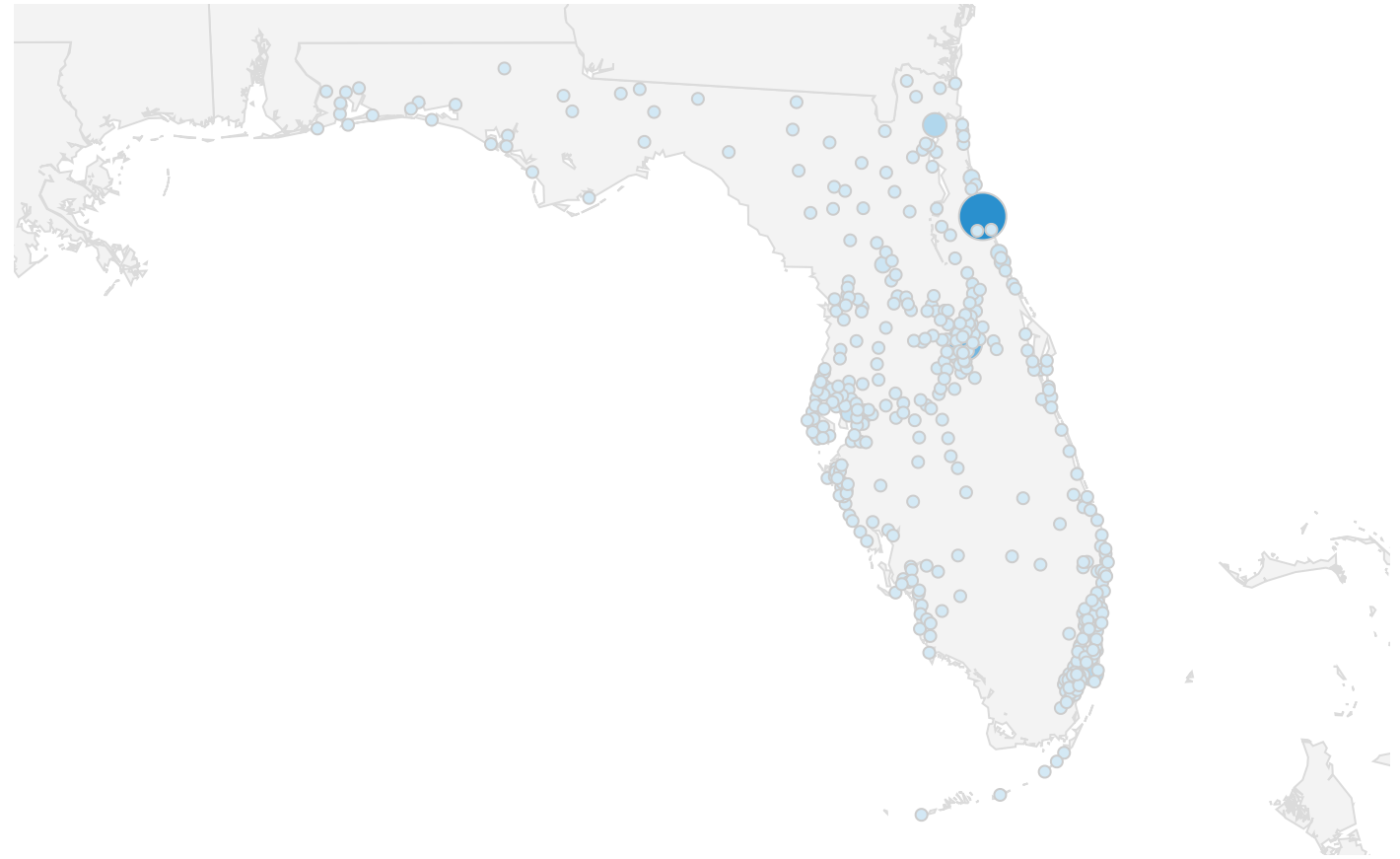
Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:47	00:01:17	-28.34%
Organic Search	00:02:09	00:01:41	-22.16%
Paid Search	00:01:40	00:01:12	-28.14%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.69%	60.86%	11.28%
Organic Search	48.93%	50.95%	4.14%
Paid Search	52.18%	64.74%	24.07%

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	8,388	-42.4% ↓
Orlando	4,668	-22.7% ↓
Jacksonville	1,730	5.7% ↑
Miami	1,567	-24.5% ↓
Tampa	699	55.3% ↑
Daytona Beach	620	-41.8% ↓
Ormond Beach	397	-45.0% ↓
Ocala	360	0.3% ↑
St. Augustine	298	-33.3% ↓
DeLand	193	-37.1% ↓
Gainesville	188	-39.5% ↓
Palatka	160	17.6% ↑
Flagler Beach	156	-20.4% ↓
Bunnell	135	-36.6% ↓
Port Orange	133	-44.6% ↓
Altamonte Springs	132	-25.0% ↓
Four Corners	132	20.0% ↑

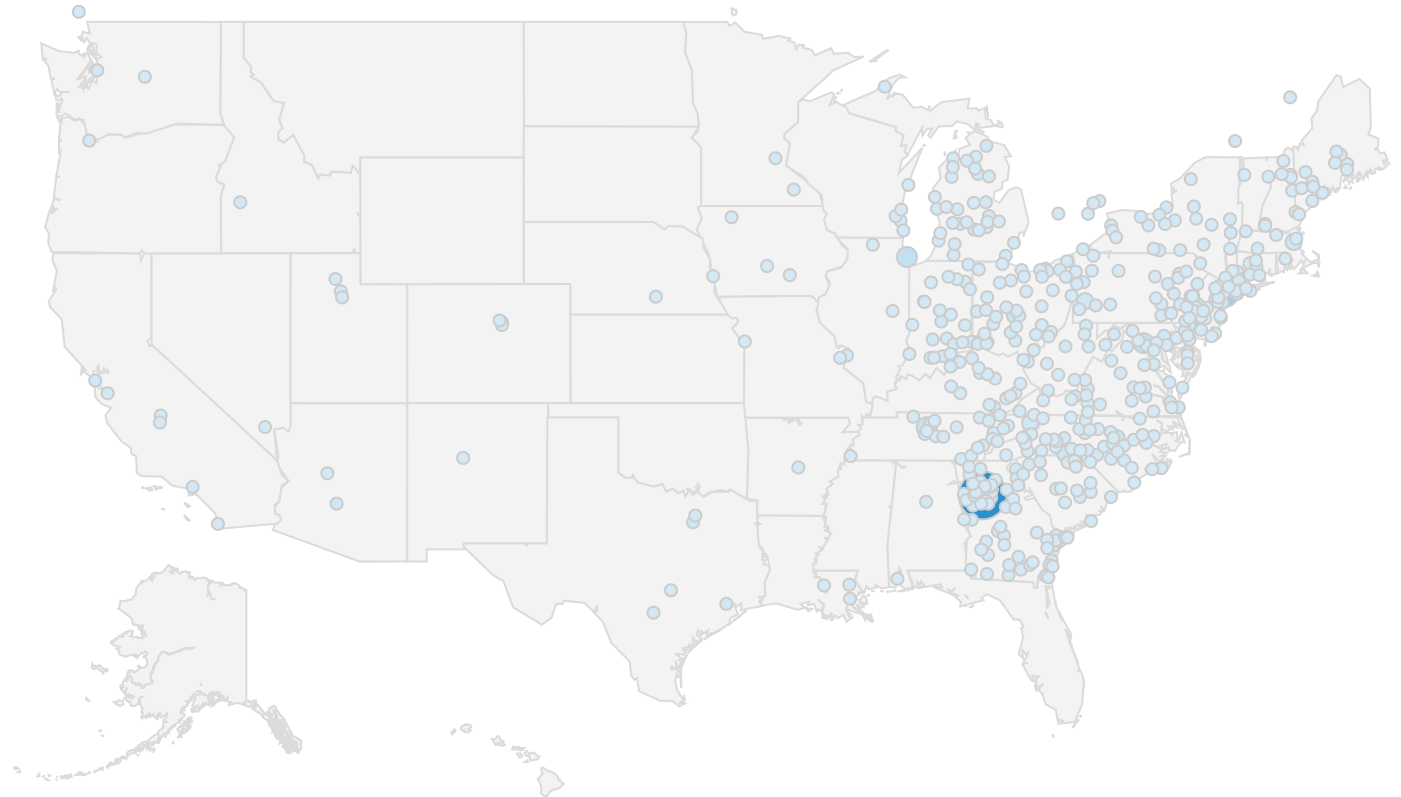


Analysis: Overall, Google Analytics shows a 23% decrease for in-state traffic (from 37,100 last year to 28,500 in 2023).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions ▾	% Δ
Atlanta	3,877	239.2% ↑
New York	1,178	20.4% ↑
Chicago	412	12.3% ↑
Ashburn	407	142.3% ↑
Nashville	361	-17.2% ↓
Columbus	309	-2.8% ↓
Philadelphia	265	12.8% ↑
Charlotte	189	-65.6% ↓
Clinton	163	757.9% ↑
Boston	154	18.5% ↑
Raleigh	152	-41.1% ↓
Dallas	146	-7.6% ↓
Washington	126	-30.8% ↓
Greenville	119	170.5% ↑
Pittsburgh	117	-19.9% ↓
Johnson City	113	564.7% ↑
Bloomington	110	478.9% ↑
Lexington	104	108.0% ↑



12 3,877

Analysis: Out-of-state traffic saw a 21% increase. Atlanta continued to be the top driver of traffic, with sessions concentrated on the webcams page (800 sessions) and the [Bucket List blog post](#) (300 sessions).

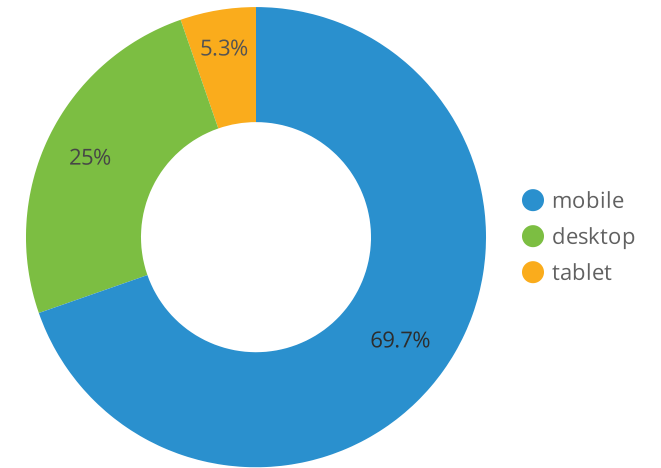
Overall Traffic Device Breakdown | Last Month

Apr 1, 2023 - Apr 30, 2023

What devices are users on my site using?

by Device Category, Sessions, Bounce Rate, Pages per Session, and Avg. Session Duration

Device Category	Sessions	% Δ	Bounce Rate	Pages / Session	Avg. Session D...
Mobile	44,044	1.8% ↑	64.34%	1.49	00:01:11
Desktop	15,828	-18.5% ↓	55.37%	1.74	00:01:42
Tablet	3,362	8.3% ↑	68.23%	1.41	00:01:03
Grand total	63,234	-3.9% ↓	62.31%	1.55	00:01:19



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	8,478	3.1% ↑
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	6,323	-
/	4,615	-28.3% ↓
/events/	1,929	20.8% ↑
/things-to-do/	1,623	142.6% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,480	-37.1% ↓
/where-to-stay/luxury-resort/	1,187	842.1% ↑
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-s...	826	-
/things-to-do/golf/	783	3,815.0% ↑
/beaches/	546	-13.3% ↓

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	6,245	6.1% ↑
/	1,733	-46.2% ↓
/events/	756	14.9% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	272	-48.3% ↓
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	247	-
/lodgings	247	-27.4% ↓
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-su...	176	-
/things-to-do/restaurants-bars/	174	17.6% ↑
/beaches/pet-friendly-zones/	147	-9.8% ↓
/where-to-stay/vacation-rentals/	132	-40.8% ↓

How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	Avg. Session Duration	Bounce Rate
/beaches/webcams/	15,726	00:01:18	62.13%
/blog/post/palm-coast-and-the-flagler-beaches-buck...	6,994	00:00:32	74.01%
/	6,543	00:01:13	69.88%
/events/	2,803	00:02:24	41.74%
/things-to-do/	1,790	00:00:58	70.22%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,790	00:02:27	54.8%
/things-to-do/golf/	1,532	00:00:06	92.36%
/where-to-stay/luxury-resort/	1,259	00:00:46	53.38%
/blog/post/watch-rover-ride-the-waves-at-the-hang-...	1,078	00:01:05	77.27%
/lodgings	773	00:02:25	32.99%
/beaches/	694	00:01:24	57.06%
/things-to-do/restaurants-bars/	638	00:02:43	46.08%
/beaches/pet-friendly-zones/	584	00:01:55	58.05%
/about/visitors-guide-brochures/	516	00:01:20	61.24%
/things-to-do/outdoor-adventures/horseback-riding-...	500	00:01:39	53.6%
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	399	00:01:50	64.41%
/where-to-stay/campgrounds-rv-parks/	382	00:02:04	47.12%
/where-to-stay/vacation-rentals/	341	00:02:32	51.61%
/event/easter-brunch-buffet/21267/	316	00:00:35	68.04%
/event/easter-helicopter-candy-drop/21294/	313	00:01:21	73.16%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	15,723	18,819
/blog/post/palm-coast-and-the-flagler-beaches-bucket...	5,741	6,555
/	5,272	6,602
/events/	1,870	3,184
/where-to-stay/luxury-resort/	1,676	3,009
/things-to-do/golf/	1,497	1,663
/things-to-do/	1,480	2,135
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,238	2,065
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-...	989	1,245
/lodgings	767	958
/about/visitors-guide-brochures/	753	1,734
/beaches/	663	1,114
/where-to-stay/	536	1,215
/things-to-do/restaurants-bars/	528	962
/beaches/pet-friendly-zones/	490	697
/things-to-do/outdoor-adventures/horseback-riding-on...	461	897
/blog/post/6-secret-beaches-to-explore-in-palm-coast-...	393	686
/event/3rd-annual-spring-fling/21266/	372	657
/listing/marineland-dolphin-adventure/270614/	362	809
/event/15th-annual-turtle-fest/21232/	351	579

Analysis: Webcams and the Bucket List blog post drove the highest number of sessions (15,700 and 7,000, respectively). Blog posts held four of the top 20 overall landing pages, and the blog as a whole drove 13,500 sessions in April. See the Blog Traffic & Sources and Blog Content Performance pages for a further insight into how visitors use the blog.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	18,686	00:01:17	61.04%
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	7,756	00:00:32	73.95%
/	7,737	00:01:13	69.68%
/events/	4,413	00:02:24	41.65%
/things-to-do/	2,674	00:00:57	70.5%
/where-to-stay/luxury-resort/	2,481	00:00:46	53.21%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,371	00:02:27	54.8%
/things-to-do/golf/	1,689	00:00:06	92.36%
/about/visitors-guide-brochures/	1,589	00:01:19	61%
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-...	1,334	00:01:05	77.2%
/where-to-stay/	1,259	00:02:00	49.32%
/beaches/	1,241	00:01:24	56.81%
/things-to-do/restaurants-bars/	1,103	00:02:43	46.01%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	1,037	00:01:39	53.6%
/lodgings	964	00:02:25	32.99%
/beaches/pet-friendly-zones/	805	00:01:55	57.95%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	670	00:01:50	64.41%
/listing/marineland-dolphin-adventure/270614/	650	00:02:38	45.28%
/things-to-do/attractions/	617	00:03:12	45.54%
/where-to-stay/campgrounds-rv-parks/	605	00:02:01	46.88%
/event/3rd-annual-spring-fling/21266/	594	00:01:53	50%
/things-to-do/outdoor-adventures/swim-with-dolphins/	556	00:01:33	56.87%
/where-to-stay/vacation-rentals/	534	00:02:33	51.92%

Analysis: The most viewed pages align closely to the top landing pages and are an indication of the most popular topics on the website.

Note: As of the July report, this page has been re-added and includes year-to-date information.

How many goal completions were there last month?

by Unique Visitor Guide Requests and Newsletter Sign Ups

Visitor Guide Requests 297 ↑ 2.1%	Unique Newsletter Sign Up 171 ↑ 30.5%
Visitor Guide Req. YTD 1,542 ↑ 24.9%	Unique Newsltr Sign Up YTD 925 ↑ 57.3%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	130
(direct) / (none)	41
google / cpc	27
m.facebook.com / referral	26
visitflorida.com / referral	25
l.facebook.com / referral	20
lm.facebook.com / referral	18
bing / organic	8
yahoo / organic	4
duckduckgo / organic	3

What interests did those who signed up for email have?

by Interest, Clicks and Percent of Total

Email Signup Inte...	Clicks	% of Total
Arts & Culture	167	62.31%
Beach	198	73.88%
Camping	62	23.13%
Dining	194	72.39%
Events & Festivals	217	80.97%
Family Fun	118	44.03%
Marine Life & Conserv...	137	51.12%
Outdoor Activities	181	67.54%
Pet Friendly	117	43.66%
Weddings	12	4.48%

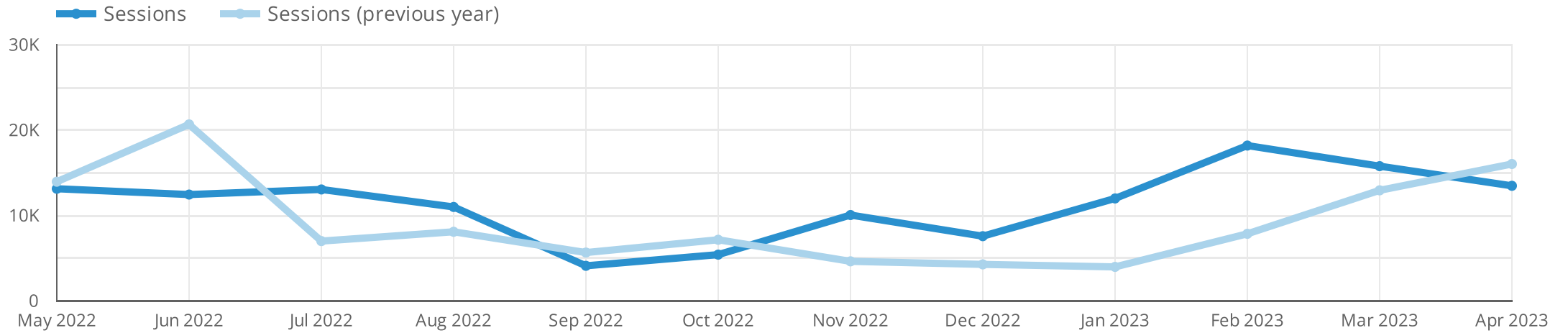
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	12
visitflorida.com / referral	3
(direct) / (none)	3
m.facebook.com / referral	2
google / cpc	2
sprout.link / referral	1
yahoo / organic	1
visitflagler.com / referral	1
bing / organic	1
lm.facebook.com / referral	1

How are blog sessions trending over time?

by Sessions Year over Year



How is my blog traffic performing over time?

by Sessions, Bounce Rate, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
April	14,886	-16.4% ↓	64.16%	00:01:35	1.91
March	18,050	20.7% ↑	62.5%	00:01:50	2.07
February	20,096	111.3% ↑	67.01%	00:01:32	1.89
January	13,397	141.0% ↑	64.66%	00:01:48	1.94
December	9,068	68.0% ↑	60.71%	00:02:01	2.16
November	11,690	117.4% ↑	61.6%	00:01:59	2

What channels are my blog visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	% Δ	% of Sessions
Social	7,593	120.3% ↑	51.01%
Organic Search	4,993	-9.4% ↓	33.54%
Direct	1,732	-23.1% ↓	11.64%
Paid Search	340	16.0% ↑	2.28%
Referral	194	-18.8% ↓	1.3%
Display	18	-	0.12%
Grand total	14,886	-16.4% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	PVs...
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	7,756
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	2,399
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-compe...	1,363
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	685
/blog/post/feast-on-seafood-favorites-at-high-tides-at-snack-jack-in-flagl...	365
/blog/post/moms-perfect-day-in-palm-coast-and-the-flagler-beaches/	348
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-c...	317
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach...	307
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	288
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler...	233

What are the top viewed blog posts year-to-date?

by Page and Pageviews

Page	PVs
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	5,936
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,460
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	2,087
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagler-...	578
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	571
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	448
/blog/post/eat-well-at-ohana-food-co-in-palm-coast-and-the-flagler-beaches/	370
/blog/post/our-favorite-wine-bars-in-palm-coast-and-the-flagler-beaches/	255
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches/	253
/blog/post/unique-proposal-spots-in-palm-coast-and-the-flagler-beaches/	235

What pages are users visiting after landing on a blog post last month?

by Landing Page, Second Page and Sessions

Landing Page	Second Page	Sessions
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/where-to-stay/luxury-resort/	521
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	356
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/where-to-stay/	287
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-fl...	/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-fl...	105
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	86
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	78
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/beaches/	64
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	64
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	61
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	55

What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Pages / Session
Referral	42	47	76.19%	00:01:27	1.12
Direct	7	7	85.71%	00:00:06	1
Organic Search	5	5	80%	00:00:12	1

Grand total **54** **59** **77.78%** **00:01:10** **1.09**

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 28	Link Clicks 0
------------------------------	-------------------------

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
No data	

The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a blurred office setting. Overlaid on the image are several digital graphics: a line graph with data points on the left, a network diagram with nodes and connecting lines on the right, and a series of horizontal bars of varying lengths on the far right. A semi-transparent white box is positioned in the center-left, containing the text 'ORGANIC TRAFFIC'. The overall color palette is dominated by blues, greys, and soft oranges from the background lighting.

ORGANIC TRAFFIC

Organic Sessions

31,653

↓ -4.6%

Percent of Total Sessions

50.06%

↓ -0.8%

% New Sessions

62.46%

↑ 3.4%

Avg. Session Duration

00:01:33

↓ -10.4%

Pages / Session

1.6

↓ -4.1%

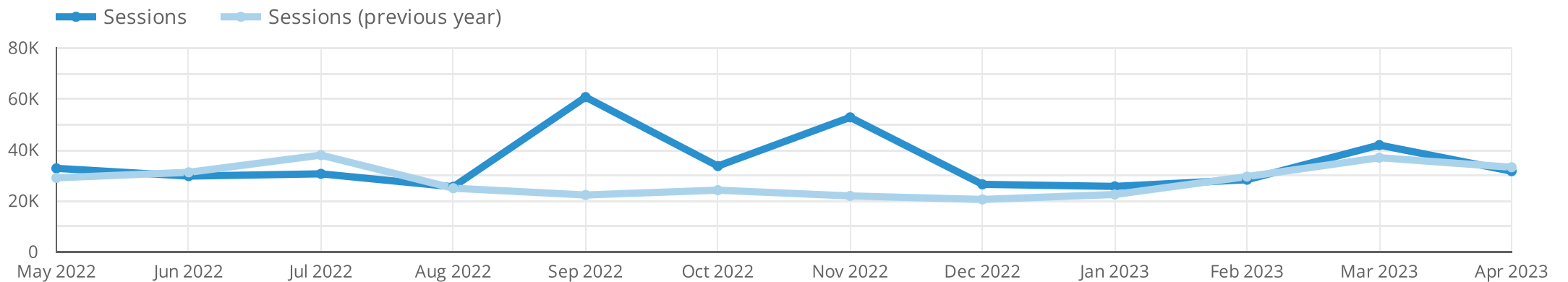
Bounce Rate

55.54%

↑ 1.2%

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

by Landing Page, Sessions, and Percent of Total Sessions Year over Year

Landing Page	Sessions	% Δ
/beaches/webcams/	9,660	0.0%
/events/	2,124	12.6% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-fl...	1,701	-39.3% ↓
/	1,136	-15.1% ↓
/things-to-do/restaurants-bars/	581	10.5% ↑
/things-to-do/outdoor-adventures/horseback-riding-on-the-beac...	387	8.4% ↑
/beaches/	358	-33.2% ↓
/beaches/pet-friendly-zones/	329	-25.1% ↓
/where-to-stay/vacation-rentals/	309	-34.4% ↓
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-...	307	-

Analysis: Organic sessions numbered 31,700 in April, down 5% year-over-year. This 1,500-session decrease was most prominent in the [25 Things to Do blog post](#), which saw a decrease of 1,100 sessions, and the [Blueberry Fest listing](#), which decreased 435 sessions. Because there wasn't a Blueberry Fest listing for 2023, that event listing registered a 100% decrease. For the blog post, the decrease can be partially attributed to a 15% decrease in impressions, meaning user interest was generally lower.

Things to Do pages held top organic spots in April and drove, in total, 2,500 organic sessions to the website. Organic engagement metrics saw slight decreases but remained overall healthy, particularly bounce rate, which registered an impressive 56%.

Webcams experienced no change year-over-year, while the Beaches landing page decreased 33%. See the February 2023 report for ways to improve the Beaches page, including implementing the FAQ widget to capture search interest via Google's structured data.

<p>Organic Clicks</p> <p>24,296</p> <p>↓ -1.6%</p>	<p>Organic Impressions</p> <p>1,193,371</p> <p>↓ -8.4%</p>	<p>Organic CTR%</p> <p>2.04%</p> <p>↑ 7.4%</p>	<p>Average Ranking Position</p> <p>19.15</p> <p>↓ -2.3%</p>
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How is my site performing organically on Google search results?

Top 20 Queries by Clicks, Average Position, and Site Clickthrough Rate Year over Year

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	1,246	1.04	0.04 ↑	60.78%
flagler beach webcam	1,209	1.02	0.01 ↑	67.73%
flagler beach	351	7.07	0.19 ↑	1.47%
flagler beach live cam	339	1.03	0.03 ↑	59.89%
flagler beach surf cam	251	1.04	-0.5 ↓	51.65%
flagler pier cam	229	1.02	0.02 ↑	60.74%
palm coast	192	6.69	0.92 ↑	0.92%
flagler surf cam	161	2.01	-0.27 ↓	21.1%
flagler live cam	137	1	0	60.89%
flagler beach pier cam	137	1.17	0.17 ↑	52.9%
things to do near me	129	22.17	0.1 ↑	6.97%
palm coast florida	114	8.36	0.53 ↑	0.69%
flagler beach web cam	113	1.05	0.05 ↑	61.08%
things to do in palm coast	111	3.15	1.76 ↑	10.46%
flagler webcam	104	1.01	0.01 ↑	46.22%
flagler beach camera	104	1.02	0.02 ↑	70.75%
palm coast boat show	101	1.83	-	63.92%
things to do in palm coast fl	100	3.24	2.06 ↑	13.51%
palm coast fl	97	9.12	1.27 ↑	0.53%
flagler beach pier webcam	93	1.03	0.03 ↑	46.73%

Analysis: Organic clicks reached 23,400, down 5%, and organic impressions reached 1.2 million, down 11%.

Clicks only decreased by 300 and were concentrated between terms related to things-to-do queries:

- "things to do in palm coast fl": -200 clicks
 - "things to do in palm coast": -175 clicks
- As expected, queries related to the Blueberry Fest fell to 0 and impressions decreased 97%.

The topic of the Boat Show drove notable increases, with terms like "palm coast boat show" and "palm coast boat show 2023" driving a total of 200 clicks, up 1,400%, and 2,500 impressions, up 35%. Most clicks led to the [event listing](#).

Webcam-related queries dominated the top organic search terms, and click-through rate for those terms increased about 40%. Webcam searches returned the site, on average, in position 26, a 13% upward movement from last year's 31.

Terms that drove clicks to blog posts were all related to things to do, including "things to do near me" (125 clicks), "things to do in palm coast" (110 clicks) and "things to do in palm coast fl" (99 clicks).

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Equestrian Adventures of Florida	160
Marineland Dolphin Adventure	152
Princess Place Preserve	123
Princess Place Cottages	78
Hammock Beach Golf Resort & Spa	68
Oceanside Beach Bar & Grill	62
Washington Oaks Gardens State Park	56
Treasure By the Sea Campgrounds	52
Bulow Plantation RV Resort	49
River To Sea Preserve	49
Bull Creek Campground/Dead Lake	46
Jungle Hut Road Park - Pet Friendly	46
The Turtle Shack Cafe	45
Swillerbee's Craft Donuts and Coffee Bar	45
Old Salt Park - Pet Friendly	44
Bay Drive Park	44
Beverly Beach RV Camptown Resort	40
Golden Magnolia Resort	39
Grand total	3,269

Organic Listing Referrals YoY

3,269

↓ -13.5%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
3rd Annual Spring Fling	136
Boat Show	117
10th Annual Spring Festival & Plant Sale	94
Palm Coast Spring Arts Festival	80
15th Annual Turtle Fest	80
First Friday	74
Easter Brunch Buffet	63
Palm Coast Songwriters Festival	55
2nd Annual Hang 8 Dog Surfing Event	54
Easter Helicopter Candy Drop	54
Wickline Center Park Flagler Beach Farmers Market	45
FOOD TRUCK TUESDAY / PALM COAST	28
Hispanic Cultural Festival of Palm Coast 2013	26
Barnum	22
Earth Day	19
Central Park in Town Center Easter Egg'stravaganza	18
Touch A Truck 2023	17
Flagler Playhouse Barnum	16
Grand total	1,201

Organic Event Referrals YoY

1,201

↑ 16.3%



SEO REPORT

May 2023



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Organic Traffic

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SEO EXECUTIVE SUMMARY

Organic Sessions

32,731

↓ -0.1%

Organic Sessions YTD

160,258

↑ 3.4%

Overall Traffic Performance

In May, the site received 49,900 sessions in total, down 22% from last year. Most of the 15,000-session decrease can be attributed to losses from the Other channel (see following page). Webcams and the homepage drove the highest number of sessions (15,800 and 3,100, respectively), while blog posts held five of the top 20 overall landing pages. Overall engagement metrics saw varied changes year-over-year, with pages per session decreasing 2%, average session duration increasing 7% and bounce rate decreasing 6%.

Organic Traffic Performance

Organic sessions numbered 32,700 in May, down just .1%, or about 30 sessions. Clicks increased by 4% to 27,500, mostly driven by terms related to webcams and Hang 8. Things to do-related queries also appeared in the top 20 terms, driving, in total, 1,240 clicks to the website. Click-through rate rose by 14% and average ranking position improved 1%.

Recommendations

Family-Friendly landing page

Flagler's [family-friendly landing page](#) saw a 90% increase in organic sessions in May. Keyword research shows that related terms see significant monthly volume, including "family friendly" (3,600 AMS), "family friendly travel" (1,900 AMS) and "family travel" (49,500 AMS). Consider implementing the following changes to meet user interest:

- Change the H1 from "Family Friendly" to "Family-Friendly Things to Do", which will give search engines a clearer, more specific idea of what's on the page
- Currently, the content reads more like a blog, presenting in a listicle format reasons to visit the destination. In order to encourage users to scroll through to the listings, consider condensing the copy down to one introductory paragraph. The existing copy does a great job of using internal links, so include those in the same manner in the new, shorter intro paragraph.
- This relevant, useful information could be repurposed as a blog post. Consider expanding the copy within each of the top five reasons, adding a jump list and using an H1 that incorporates the keywords above (for example, "Family-Friendly Things to Do this Summer in Palm Coast and Flagler Beaches").

Duplicate content

The following two pages contain duplicate content. Change the content on one page to differentiate them: [Groups](#) and [Services](#).

Trip ideas

The [trip ideas landing page](#) saw the highest number of sessions during summer 2022. While the page already contains valuable information, consider making the following changes to help with user experience:

- Add more copy to the intro paragraph. This also allows for internal linking opportunities. Incorporate keywords below:
trip ideas (880) | vacation ideas (12,100) | winter vacation ideas (2,900) | weekend getaway ideas (1,600)
- The widgets at the top of the page link to blog posts, so including blog posts under the "Articles" section could be seen as redundant.
- See examples from other DMOs:
 - Visit Cedar Park, TX: [Weekend Getaway](#)
 - Experience Columbus, OH: [Columbus Itineraries](#)
 - Outer Banks, NC: [Outer Banks Trip Ideas](#)



OVERALL TRAFFIC

Overall Traffic Summary | 6 Months & YTD

May 1, 2023 - May 31, 2023

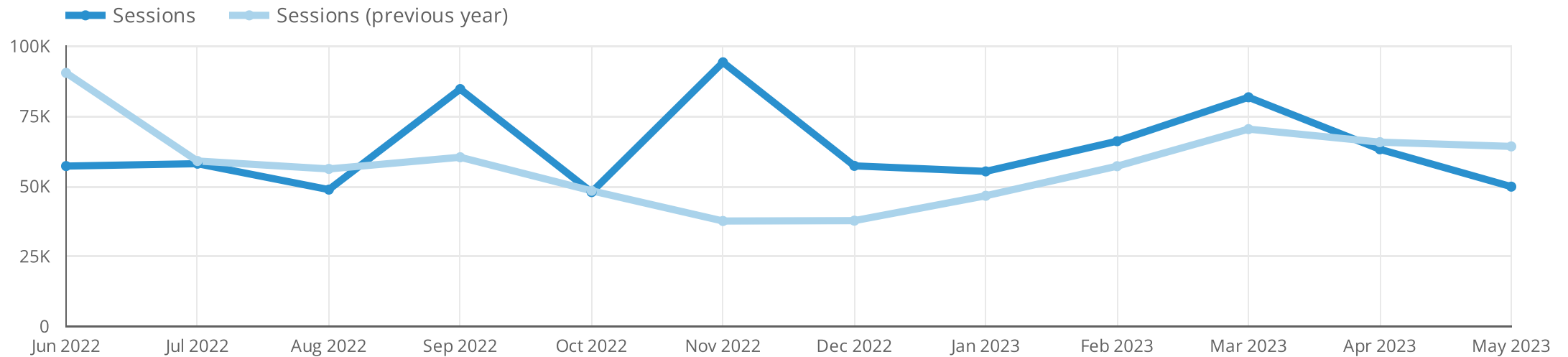
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session D...
May	49,903	-22.3% ↓	32,975	60.74%	77,301	1.55	00:01:27
April	63,234	-3.9% ↓	45,701	62.31%	97,980	1.55	00:01:19
March	81,794	16.1% ↑	60,894	64.06%	126,803	1.55	00:01:19
February	66,124	15.6% ↑	50,283	64.13%	104,493	1.58	00:01:19
January	55,341	18.7% ↑	41,862	65.17%	86,362	1.56	00:01:20
December	57,316	51.8% ↑	42,901	69.83%	83,653	1.46	00:01:08

How are users from all sources trending over time?

by Sessions Year over Year



Analysis: In May, the site received 49,900 sessions in total, which represents a 22% decrease from last year. Overall engagement metrics also saw varied changes year-over-year: Pages per session decreased 2% (1.58 to 1.55), average session duration increased 7% (1:22 to 1:28), and bounce rate decreased 6% (64% to 61%). Most of the approximately 15,000-session decrease can be attributed to losses from the Other channel (see following page).

Overall Traffic Summary | Last Month

May 1, 2023 - May 31, 2023

What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	% Δ	% of Sessions
Organic Search	32,731	-0.1% ↓	65.59%
Direct	10,072	-14.4% ↓	20.18%
Social	4,009	59.9% ↑	8.03%
Referral	1,738	-38.0% ↓	3.48%
Display	1,084	-	2.17%
(Other)	219	-98.0% ↓	0.44%
Paid Search	50	-98.6% ↓	0.1%
Grand total	49,903	-22.3% ↓	100%

Analysis: Organic search brought in 66% of sessions with 32,700, a .1% decrease year-over-year. A 10,750-session decrease to the Other channel (10,969 in 2022 versus 219 in 2023) caused overall sessions to fall. Although Referral traffic notably decreased (-38%), the number of sessions lost was much smaller (approximately 1,000)

A full breakdown of the Other, Display and Social channels follows this report.

How does my website perform compared to the DMO averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All Traffic, Organic Search and Paid Search

Pages per Sessions			
Channel	Industry	Visit Flagler	% dif
All Channels	1.92	1.54	-19.49%
Organic Search	2.05	1.66	-18.9%
Paid Search	2.06	1.87	-9.37%

Session Duration			
Channel	Industry	Visit Flagler	% dif
All Channels	00:01:47	00:01:17	-28%
Organic Search	00:02:10	00:01:40	-22.42%
Paid Search	00:01:40	00:01:12	-27.67%

Bounce Rate			
Channel	Industry	Visit Flagler	% dif
All Channels	54.77%	60.87%	11.13%
Organic Search	48.87%	51.09%	4.56%
Paid Search	52.34%	64.73%	23.67%

What were the top campaigns that sent traffic?

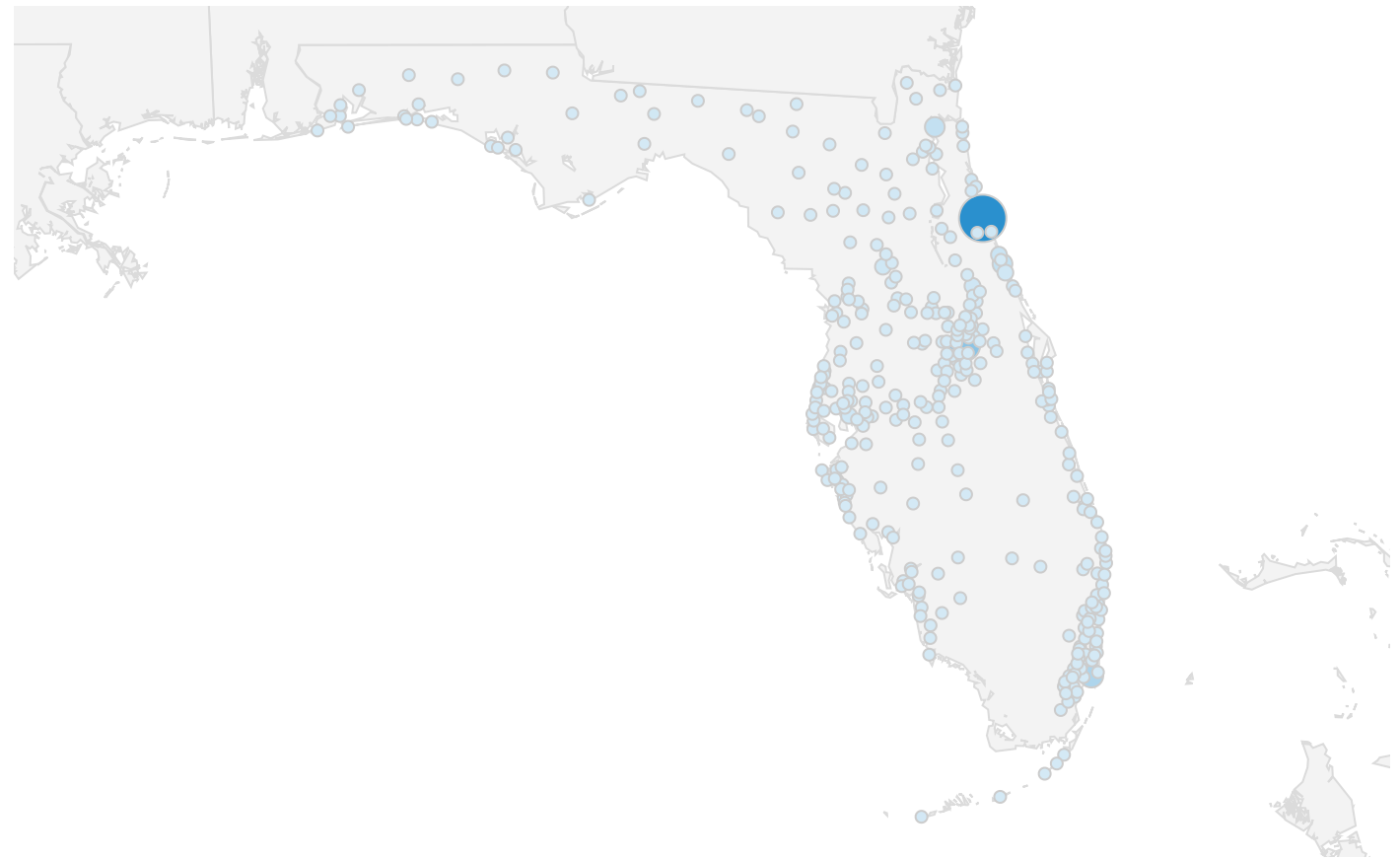
by Campaign and Sessions

Campaign	Sessions
Evergreen	1,084
welcome-home	158
ACQ_Flagler_Location_Specific	43
dm-flpcfb	40
Complete	10
ACQ_Flagler	4
dmflpcfb	3
Top-of-Funnel-Florida-Beach-Focused	2
cox-o-visitflagler	1

What cities in Florida are users coming from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Palm Coast	8,205	-39.4% ↓
Orlando	3,457	-36.8% ↓
Miami	1,855	-10.0% ↓
Jacksonville	820	-51.4% ↓
Daytona Beach	771	-28.5% ↓
Ormond Beach	497	4.6% ↑
Tampa	283	-35.8% ↓
DeLand	253	-7.0% ↓
Ocala	230	-33.9% ↓
Port Orange	207	-18.8% ↓
Gainesville	184	-51.5% ↓
St. Augustine	182	-48.0% ↓
Flagler Beach	178	-7.8% ↓
Bunnell	155	-20.5% ↓
Tallahassee	126	0.0%
Palatka	100	-17.4% ↓
Altamonte Springs	84	-49.7% ↓

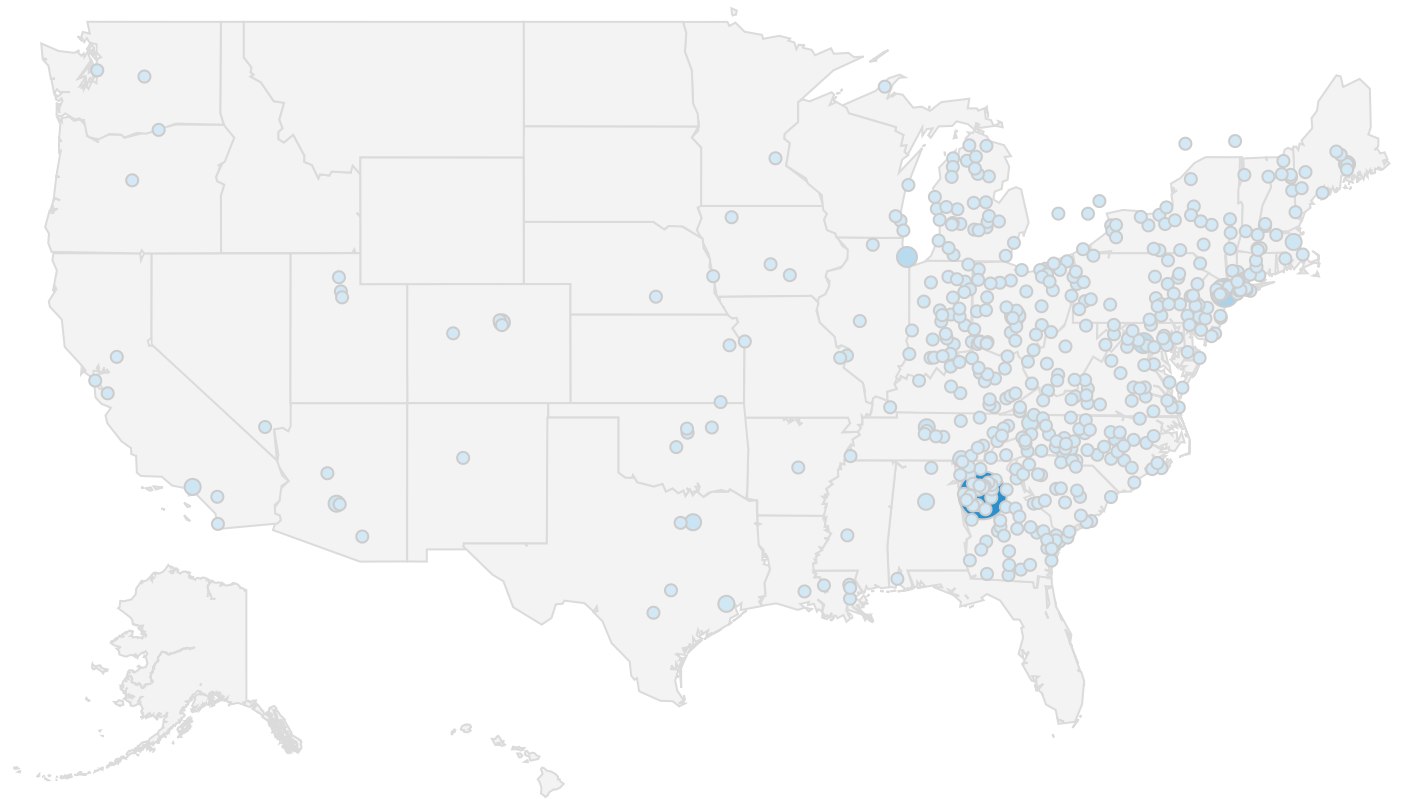


Analysis: Overall, Google Analytics shows a 35% decrease for in-state traffic (from 34,600 last year to 22,500 in 2023).

What cities outside of Florida are users from?

by City, Sessions, and % Change Year over Year

City	Sessions	% Δ
Atlanta	2,668	63.8% ↑
New York	667	-66.6% ↓
Chicago	427	-38.6% ↓
Columbus	417	19.8% ↑
Ashburn	365	31.8% ↑
Philadelphia	210	-34.0% ↓
Dallas	189	-32.7% ↓
Nashville	187	-53.0% ↓
Clinton	145	1,712.5% ↑
Charlotte	129	-71.5% ↓
Greenville	119	240.0% ↑
Raleigh	114	-55.8% ↓
Phoenix	112	9.8% ↑
Boston	106	-4.5% ↓
Los Angeles	105	-59.8% ↓
Lexington	93	106.7% ↑
Perry	88	780.0% ↑
Denver	87	-26.3% ↓



10  2,668

Analysis: Out-of-state traffic saw a 7% decrease. Atlanta continued to be the top driver of traffic, with sessions concentrated on the webcams page (770 sessions) and the Events landing page (140 sessions).

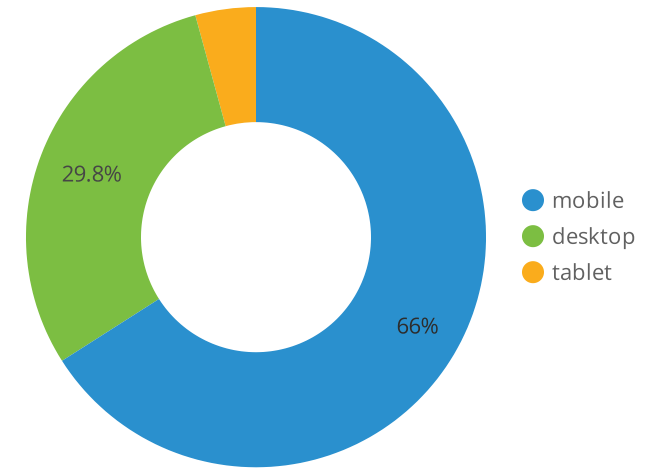
Overall Traffic Device Breakdown | Last Month

May 1, 2023 - May 31, 2023

What devices are users on my site using?

by Device Category, Sessions, Bounce Rate, Pages per Session, and Avg. Session Duration

Device Category	Sessions	% Δ	Bounce Rate	Pages / Session	Avg. Session D...
Mobile	32,921	-21.2% ↓	62.15%	1.48	00:01:21
Desktop	14,860	-25.1% ↓	56.86%	1.71	00:01:42
Tablet	2,122	-19.3% ↓	65.98%	1.44	00:01:19
Grand total	49,903	-22.3% ↓	60.74%	1.55	00:01:27



What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	8,617	-4.7% ↓
/events/	2,057	28.8% ↑
/event/2nd-annual-hang-8-dog-surfing-event/21240/	1,836	-
/	1,592	-76.2% ↓
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-t...	1,526	-25.8% ↓
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-s...	1,384	-
/things-to-do/golf/	678	3,290.0% ↑
/beaches/pet-friendly-zones/	453	1.1% ↑
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-s...	427	-
/things-to-do/outdoor-adventures/horseback-riding-on-the-...	344	0.9% ↑

What are the top pages for desktop users?

by Page and Sessions Year over Year

Landing Page	Sessio...	% Δ
/beaches/webcams/	6,306	9.1% ↑
/	1,477	-62.9% ↓
/events/	722	5.1% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-th...	317	-37.8% ↓
/event/2nd-annual-hang-8-dog-surfing-event/21240/	284	-
/lodgings	199	-42.2% ↓
/beaches/pet-friendly-zones/	161	34.2% ↑
/things-to-do/restaurants-bars/	157	21.7% ↑
/beaches/	119	-32.4% ↓
/where-to-stay/campgrounds-rv-parks/	118	-28.5% ↓

How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions	Avg. Session Duration	Bounce Rate
/beaches/webcams/	15,815	00:01:15	65.46%
/	3,148	00:01:37	66.74%
/events/	2,864	00:02:31	38.16%
/event/2nd-annual-hang-8-dog-surfing-event/21240/	2,160	00:01:10	60.74%
/blog/post/25-things-to-do-when-you-visit-palm-coa...	1,871	00:02:32	56.92%
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works...	1,627	00:00:20	81.93%
/things-to-do/golf/	859	00:00:09	91.15%
/beaches/pet-friendly-zones/	632	00:02:13	52.37%
/blog/post/watch-rover-ride-the-waves-at-the-hang-...	558	00:00:55	70.61%
/things-to-do/restaurants-bars/	516	00:02:17	46.9%
/lodgings	480	00:02:51	32.5%
/things-to-do/outdoor-adventures/horseback-riding-...	456	00:01:31	52.85%
/beaches/	451	00:01:54	54.55%
/beaches/free-beach-parking-map/	429	00:00:59	55.71%
/blog/post/6-secret-beaches-to-explore-in-palm-coa...	379	00:02:07	67.55%
/event/touch-a-truck-2023/21236/	363	00:00:50	60.61%
/blog/post/moms-perfect-day-in-palm-coast-and-the...	355	00:00:34	79.15%
/where-to-stay/campgrounds-rv-parks/	344	00:02:10	50%
/beaches/faqs/	301	00:01:21	72.43%
/listing/marineland-dolphin-adventure/270614/	274	00:02:04	45.99%

Which pages are users exiting from?

by Exit Page, Exits, and Pageviews

Exit Page	Exits	Views
/beaches/webcams/	15,804	18,894
/	2,442	3,193
/event/2nd-annual-hang-8-dog-surfing-event/21240/	2,138	2,688
/events/	1,808	3,309
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-t...	1,517	1,755
/blog/post/25-things-to-do-when-you-visit-palm-coast-...	1,309	2,027
/things-to-do/golf/	832	929
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-...	596	911
/beaches/pet-friendly-zones/	513	770
/lodgings	473	594
/beaches/free-beach-parking-map/	440	670
/things-to-do/restaurants-bars/	422	716
/beaches/	410	722
/event/touch-a-truck-2023/21236/	388	544
/things-to-do/outdoor-adventures/horseback-riding-on...	384	669
/event/memorial-day-celebration/21286/	382	706
/event/memorial-day-bash-at-the-florida-cracker-ranc...	355	643
/about/visitors-guide-brochures/	340	1,069
/blog/post/moms-perfect-day-in-palm-coast-and-the-fl...	334	436
/blog/post/6-secret-beaches-to-explore-in-palm-coast-...	331	467

Analysis: Webcams and the homepage drove the highest number of sessions (15,800 and 3,100, respectively). Blog posts held five of the top 20 overall landing pages, and the blog as a whole drove 8,000 sessions in May. See the Blog Traffic & Sources and Blog Content Performance pages for a further insight into how visitors use the blog.

What are my most viewed pages?

by Page and Pageview

Page	Pageviews	Avg. Session Dur...	Bounce Rate
/beaches/webcams/	18,709	00:01:14	64.62%
/events/	4,417	00:02:30	38.15%
/	3,829	00:01:38	66.15%
/event/2nd-annual-hang-8-dog-surfing-event/21240/	2,663	00:01:09	60.21%
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,397	00:02:33	56.86%
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-coast-...	1,873	00:00:20	81.93%
/things-to-do/golf/	948	00:00:09	91.15%
/about/visitors-guide-brochures/	908	00:01:47	49.03%
/beaches/	888	00:01:52	54.79%
/beaches/pet-friendly-zones/	887	00:02:13	51.88%
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-...	867	00:00:55	70.74%
/things-to-do/restaurants-bars/	852	00:02:16	46.54%
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	850	00:01:31	52.85%
/things-to-do/	789	00:02:13	47.44%
/lodgings	603	00:02:48	32.64%
/beaches/free-beach-parking-map/	582	00:00:59	55.58%
/event/memorial-day-bash-at-the-florida-cracker-ranch/21330/	581	00:01:06	69.41%
/listing/marineland-dolphin-adventure/270614/	578	00:02:05	45.49%
/event/memorial-day-celebration/21286/	556	00:00:47	62.21%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches/	545	00:02:07	67.55%
/where-to-stay/campgrounds-rv-parks/	516	00:02:10	49.86%
/event/touch-a-truck-2023/21236/	505	00:00:49	59.62%
/blog/post/moms-perfect-day-in-palm-coast-and-the-flagler-beaches/	461	00:00:34	79.15%

Analysis: The most viewed pages align closely to the top landing pages and are an indication of the most popular topics on the website.

Note: As of the July report, this page has been re-added and includes year-to-date information.

How many goal completions were there last month?

by Unique Visitor Guide Requests and Newsletter Sign Ups

Visitor Guide Requests 213 ↓ -22.5%	Unique Newsletter Sign Up 154 ↑ 11.6%
Visitor Guide Req. YTD 1,755 ↑ 16.2%	Unique Newsltr Sign Up YTD 1,079 ↑ 48.6%

Where are my visitor guide requests coming from?

by Source/Medium and Pageview

Source / Medium	Pageviews
google / organic	135
(direct) / (none)	29
visitflorida.com / referral	28
m.facebook.com / referral	9
bing / organic	5
duckduckgo / organic	4
flaglercounty.gov / referral	4
yahoo / organic	3
floridareview.co.uk / referral	3
l.facebook.com / referral	2

What interests did those who signed up for email have?

by Interest, Clicks and Percent of Total

Email Signup Inte...	Clicks	% of Total
Arts & Culture	114	68.67%
Beach	143	86.14%
Camping	48	28.92%
Dining	124	74.70%
Events & Festivals	148	89.16%
Family Fun	81	48.80%
Marine Life & Conserv...	95	57.23%
Outdoor Activities	124	74.70%
Pet Friendly	79	47.59%
Weddings	17	10.24%

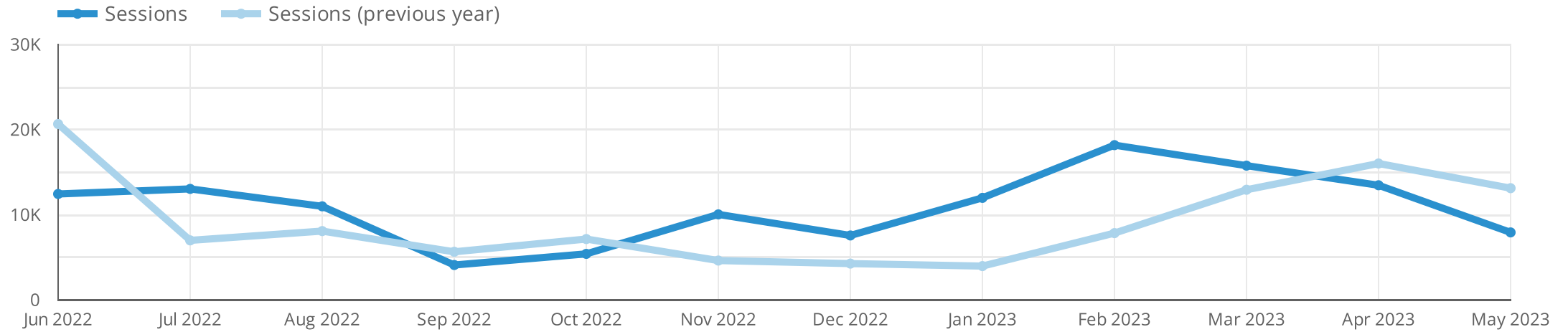
Where are my digital visitor guide views coming from?

by Source/Medium and Views

Source / Medium	Views
google / organic	9
(direct) / (none)	2
yahoo / organic	2
m.facebook.com / referral	2
visitflorida.com / referral	1
duckduckgo / organic	1

How are blog sessions trending over time?

by Sessions Year over Year



How is my blog traffic performing over time?

by Sessions, Bounce Rate, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
May	9,091	-38.0% ↓	60.38%	00:02:09	2.1
April	14,886	-16.4% ↓	64.16%	00:01:35	1.91
March	18,050	20.7% ↑	62.5%	00:01:50	2.07
February	20,096	111.3% ↑	67.01%	00:01:32	1.89
January	13,397	141.0% ↑	64.66%	00:01:48	1.94
December	9,068	68.0% ↑	60.71%	00:02:01	2.16

What channels are my blog visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	% Δ	% of Sessions
Organic Search	5,728	16.5% ↑	63.01%
Social	2,304	373.1% ↑	25.34%
Direct	847	-42.9% ↓	9.32%
Referral	189	2.7% ↑	2.08%
Paid Search	12	-96.2% ↓	0.13%
(Other)	7	-99.9% ↓	0.08%
Grand total	9,091	-38.0% ↓	100%

What are the top viewed blog posts for last month?

by Page and Pageviews

Page	PVs...
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-bea...	2,419
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-c...	1,891
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-compe...	903
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-be...	562
/blog/post/moms-perfect-day-in-palm-coast-and-the-flagler-beaches/	464
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches/	425
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beach...	272
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	265
/blog/post/celebrate-mom-with-a-memorable-meal/	239
/blog/post/breathtaking-photos-of-palm-coast-and-the-flagler-beaches/	215

What are the top viewed blog posts year-to-date?

by Page and Pageviews

Page	PVs
/blog/post/palm-coast-and-the-flagler-beaches-bucket-list/	5,936
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	2,460
/blog/post/meet-a-local-jennifer-blumenfield-from-ohana-food-co/	2,087
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagler-...	578
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beach...	571
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway/	448
/blog/post/eat-well-at-ohana-food-co-in-palm-coast-and-the-flagler-beaches/	370
/blog/post/our-favorite-wine-bars-in-palm-coast-and-the-flagler-beaches/	255
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches/	253
/blog/post/unique-proposal-spots-in-palm-coast-and-the-flagler-beaches/	235

What pages are users visiting after landing on a blog post last month?

by Landing Page, Second Page and Sessions

Landing Page	Second Page	Sessions
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-coast-and-...	/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-coast-and-...	132
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/marineland-dolphin-adventure/270614/	98
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/events/	84
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	64
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	64
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-fl...	/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-fl...	60
/blog/post/watch-rover-ride-the-waves-at-the-hang-8-dog-surfing-competition-in-fl...	/event/2nd-annual-hang-8-dog-surfing-event/21240/	46
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/listing/sea-turtle-hospital/346562/	40
/blog/post/enjoy-baja-favorites-at-a1a-burrito-works-taco-shop-in-palm-coast-and-...	/listing/a1a-burrito-works-taco-shop/270411/	39
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches/	/event/european-village-farmers-market/18545/	27

What channels are my website visitors coming from?

by Channel, Sessions, and Percent of Sessions Year over Year

Channel	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Pages / Session
Referral	24	45	8.33%	00:00:54	1.88
Direct	1	1	100%	00:00:00	1
Social	1	2	0%	00:00:00	2
Organic Search	1	2	0%	00:01:15	2
Grand total	27	50	11.11%	00:00:51	1.85

What actions are my website visitors taking?

Tour map and link clicks last month

Tour Map Clicks 73	Link Clicks 14
------------------------------	--------------------------

What were the most-clicked links?

Top 10 links and their total clicks

Link Titles	Clicks
https://www.visitflagler.com/listing/marinel...	4
https://www.visitflagler.com/listing/bings-la...	2
https://www.visitflagler.com/blog/post/turtl...	2
https://www.visitflagler.com/listing/equestri...	2
https://www.visitflagler.com/listing/sea-turtl...	1
https://www.visitflagler.com/listing/down-to...	1
https://www.visitflagler.com/listing/washing...	1
https://www.visitflagler.com/listing/flagler-b...	1

Grand total

14

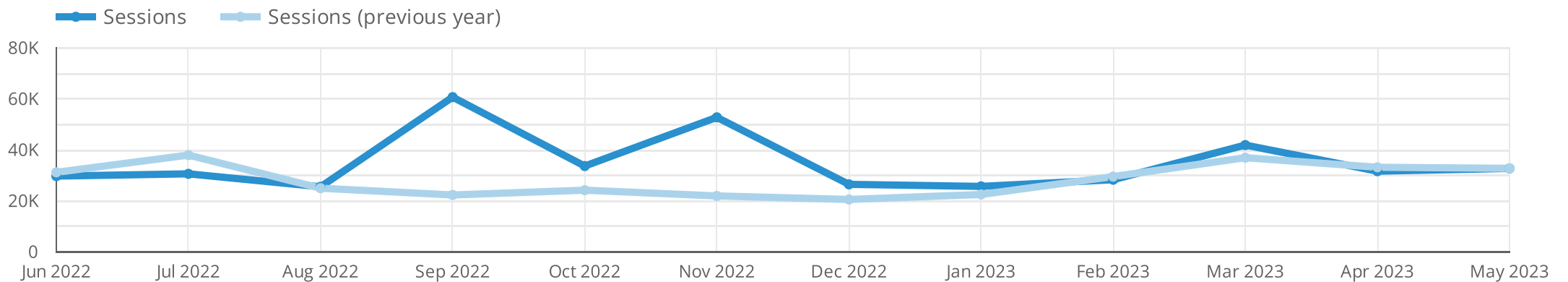
The image features a close-up of a person's hands using a stylus on a laptop screen. The background is a blurred office setting. Overlaid on the image are several digital graphics: a line graph with data points on the left, a network diagram with nodes and connecting lines on the right, and a series of horizontal bars on the far right. A semi-transparent white box in the center contains the text 'ORGANIC TRAFFIC'. The overall color palette is dominated by blues, oranges, and greys, with a soft, bokeh light effect in the upper left corner.

ORGANIC TRAFFIC

Organic Sessions 32,731 ↓ -0.1%	Percent of Total Sessions 65.59% ↑ 28.6%	% New Sessions 63.01% ↑ 3.4%	Avg. Session Duration 00:01:34 ↓ -6.6%	Pages / Session 1.62 ↓ -2.0%	Bounce Rate 56.24% ↓ -3.5%
---	--	--	--	--	--

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

by Landing Page, Sessions, and Percent of Total Sessions Year over Year

Landing Page	Sessions...	% Δ
/beaches/webcams/	9,669	-4.5% ↓
/events/	2,358	25.5% ↑
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beach...	1,818	-26.9% ↓
/event/2nd-annual-hang-8-dog-surfing-event/21240/	1,760	-
/	1,103	-8.4% ↓
/things-to-do/restaurants-bars/	484	9.5% ↑
/beaches/	387	-33.5% ↓
/beaches/pet-friendly-zones/	358	-5.0% ↓
/things-to-do/outdoor-adventures/horseback-riding-on-the-beach/	331	6.8% ↑
/event/touch-a-truck-2023/21236/	324	-

Analysis: Organic sessions numbered 32,700 in May, down just .1%, or about 30 sessions. The top organic landing pages saw a mix of increases and decreases, with the Events page seeing the most growth (+26%) and the Beaches page seeing the least (-34%).

The Hang 8 Dog Surfing Competition was under a different URL last year. When taking the change into account, the event saw an 89% increase in sessions (from 929 to 1,760). Although not in the top 10, the [Hang 8 blog post](#) was the third most popular blog post with 270 organic sessions, meaning this event is popular with users.

See the February 2023 report for ways to improve the Beaches page, including implementing the FAQ widget to capture search interest via Google's structured data.

<p>Organic Clicks</p> <p>25,678</p> <p>📈 4.4%</p>	<p>Organic Impressions</p> <p>1,172,397</p> <p>📉 -8.2%</p>	<p>Organic CTR%</p> <p>2.19%</p> <p>📈 13.7%</p>	<p>Average Ranking Position</p> <p>19.5</p> <p>📉 -1.4%</p>
--	---	--	---

How is my site performing organically on Google search results?

Top 20 Queries by Clicks, Average Position, and Site Clickthrough Rate Year over Year

Query	Clicks ▾	Average Position	Δ	Site CTR
flagler beach webcam	1,291	1	-0.02 📉	69.97%
flagler beach cam	1,212	1	0	60.21%
flagler beach surf cam	300	1.05	-0.08 📉	56.71%
dog surfing flagler beach	299	1.58	0.52 📈	57.5%
hang 8 dog surfing	280	2.43	0.38 📈	45.9%
flagler beach live cam	279	1	0	54.6%
flagler beach	270	8.26	0.98 📈	1.21%
flagler beach dog surfing contest	216	2.21	-	50.47%
flagler pier cam	211	1	0 📈	55.82%
flagler live cam	185	1	0	71.43%
flagler surf cam	167	2	-0.08 📉	17.13%
flagler beach pier cam	154	1	0	53.29%
things to do in palm coast	135	3.47	2.02 📈	13.34%
flagler webcam	133	1	0	63.03%
palm coast	122	7.3	1.84 📈	0.58%
things to do in palm coast fl	116	3.37	2.22 📈	8.86%
touch a truck 2023	116	5.98	-	37.42%
flagler beach pier webcam	112	1	0	52.58%
things to do in palm coast florida	107	2.65	1.46 📈	24.94%
flagler beach web cam	107	1	0	66.88%

Analysis: Organic clicks reached 25,700, up 4%, and organic impressions reached 1.2 million, down 8%. Click-through rate rose by 14% and average ranking position improved 1%.

Clicks increased by 1,100, mostly driven by terms related to webcams and Hang 8. In fact, interest in the dog surfing event drove, 1,900 clicks on 7,800 impressions and included the following terms:

- "dog surfing flagler beach": 331 clicks
- "hang 8 dog surfing": 290 clicks
- "flagler beach dog surfing contest": 233 clicks

Things to do-related queries made a notable appearance in the top 20 terms, driving, in total, 1,240 clicks to the website. About 69% of those clicks went to the [25 Things to Do](#) blog post.

The term "flagler beach" returned a lower than average click-through rate of 1.2%, and the CTR for "palm coast" was .58. Both can be attributed to a slight loss in clicks; however, neither metric changed significantly year-over-year and did not hurt the website.

Terms that drove clicks to blog posts were again related to things to do, including "things to do in palm coast", which drove 130 clicks. Blogs as a whole saw a 23% increase in clicks and a 45% increase in impressions, indicating they are a vital component of the site's success.

How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks to Website
Marineland Dolphin Adventure	155
Equestrian Adventures of Florida	121
Princess Place Preserve	111
Princess Place Cottages	76
Bulow Plantation RV Resort	61
Golden Magnolia Resort	55
Old Salt Park - Pet Friendly	54
Oceanside Beach Bar & Grill	51
Treasure By the Sea Campgrounds	46
Swillerbee's Craft Donuts and Coffee Bar	45
Bay Drive Park	45
Washington Oaks Gardens State Park	43
Gamble Rogers Memorial State Recreational Area	42
Jungle Hut Road Park - Pet Friendly	40
Hammock Beach Golf Resort & Spa	40
811 Salt & Vine	38
Flagler County Recreation Area and Fairgrounds	37
Suites on the Beach	37
Grand total	3,209

Organic Listing Referrals YoY

3,209

↓ -9.5%

How many referrals are my events receiving?

by Event and Clicks

Event Name	Clicks to Website
2nd Annual Hang 8 Dog Surfing Event	633
Touch A Truck 2023	118
Palm Coast Songwriters Festival	110
Memorial Day Bash at the Florida Cracker Ranch	93
First Friday	90
Memorial Day Celebration	66
Wickline Center Park Flagler Beach Farmers Market	65
13th Annual MayDay Memorial Surf Classic	48
Madcaps	47
Flagler Beach Municipal Pier Her Turn Surf Fest	34
Job Fair	31
FOOD TRUCK TUESDAY / PALM COAST	30
Peps Art Walk	29
Arbor Day	27
Beach Front Grille Mother's Day Brunch	26
Red, White & Boom	18
Fall into The Holidays	14
Horses & Hats Kentucky Derby	12
Grand total	1,575

Organic Event Referrals YoY

1,575

↑ 53.2%

COMMITMENT TO THE OVERALL ECONOMIC IMPACT OF TOURISM IN FLAGLER		Flagler Beach Hist Museum Fall for Flagler September 2023
TDC Sullivan		
TDC Walker		15
TDC Cooley		
TDC Baker		15
TDC Cook		15
TDC Lulgjuraj		
TDC Robinson		
TDC Mundrean		25
TDC Klufas		
	TOTAL	70
SOUNDNESS OF SPECIAL EVENT		
TDC Sullivan		
TDC Walker		15
TDC Cooley		
TDC Baker		10
TDC Cook		10
TDC Lulgjuraj		
TDC Robinson		
TDC Mundrean		15
TDC Klufas		
	TOTAL	50
STABILITY AND MANAGEMENT CAPACITY		
TDC Sullivan		
TDC Walker		10
TDC Cooley		
TDC Baker		15
TDC Cook		10
TDC Lulgjuraj		
TDC Robinson		
TDC Mundrean		5
TDC Klufas		
	TOTAL	40
EVENT MARKETING PLAN		
TDC Sullivan		
TDC Walker		20
TDC Cooley		
TDC Baker		20
TDC Cook		20
TDC Lulgjuraj		
TDC Robinson		
TDC Mundrean		15
TDC Klufas		
	TOTAL	75
		235
		59

SPECIAL EVENT MARKETING GRANT (SEMG)
AVAILABLE BALANCE REPORT

Fiscal Year FY22/23	Award Amount		\$80,000	Approved FY23 Budget
1110-147-4700-559300-550-55-000-000-548001				
Special Event Marketing Grant Awards Approved by BOCC				
2022 September 1 - April 30, 2023				
Flagler Auditorium Season	\$15,000.00			
2022 October 8-19				
Corvettes at Palm Coast	\$135.88	Awarded \$1,250; qualified for \$135.88		
2023 April				
Cheer at the Pier	\$0.00	Awarded \$3,012.50; event cancelled		
2022 November 1				
Freedom Fest 2022	\$0.00	Awarded \$5,000; event cancelled		
2022 November 21				
AACs Museum Exhibition Series	\$10,000.00			
Subtotal Awards			\$25,135.88	Awards Approved by BOCC
			\$54,864.12	Available FY23 Budget

Section B: Application

To Be Completed by TDO Staff

Application Received: 6-9-2023
TDC Approved: _____

TDO Staff Received: 6-9-2023 *Handwritten Signature*
BOCC Ratified: _____

GENERAL INFORMATION

Organization Legal Name Flagler Beach Historical Museum Inc.
Street Address 207 S. Central Avenue
City/State/ZIP Flagler Beach, FL 32136
FEIN # 91-2090531
Website www.flaglerbeachmuseum.org
Authorized Agent Name Patti King
Title Director
Phone 386-338-2879
Email email@flaglerbeachmuseum.org
Date Workshop Viewed May 28, 2023
Event Name: Fall For Flagler
Event Address: Veterans Park, Flagler Beach FL
Event Dates: September 23, 2023

EVENT INFORMATION

Please provide a detailed overall description of your event:
(attach additional pages if necessary)

Cheer at the Pier, our longstanding annual fundraiser, is not able to be held at the pier this year due to the damage caused by storms of recent history. This has allowed us to revamp this popular event into a new event, **Fall For Flagler**. FFF will be held in September, a notoriously slow time of the year and will feature 10-20 restaurants from Flagler Co. who will showcase their signature dishes for paying attendees to sample. Entertainment, drinks and a silent auction will take place in a fall festival type atmosphere. The FBHM table will provide a distribution point for Flagler Co. tourism as well as other local historical organizations.

\$11,391.00

Total Estimated Budget

\$ 2,847.75

Funding Grant Request (not to exceed 25% of total estimated budget)

COMMITMENT TO THE OVERALL ECONOMIC IMPACT OF TOURISM IN FLAGLER

Which Category best describes your event? (check one)

High Impact Visitors: 400+ estimated room nights and/or 10,000 Day Visitors

Medium Impact Visitors: 300+ estimated room nights and/or 5,000 Day Visitors

Low Impact Visitors: 100+ room nights and/or 2,500 Day Visitors

Yes or No Is this a multi-day event?

Yes or No Does the event coincide with non-peak seasons? *Non-Peak season is considered to be the months of September through January.*

How will you track attendance? (attach additional pages if necessary)

Attendance will be tracked via pre-sale tickets, as well as day of ticket sales & wristbands

How will you track room nights (if applicable)? (attach additional pages if necessary)

N/A

SOUNDNESS OF SPECIAL EVENT

Clearly identify the event objectives: (attach additional pages if necessary)

The objectives of Fall for Flagler include, brining awareness of FBHM, local Flagler Co. restaurants and their offerings, as well as promoting Flagler County as a tourist destination with arts & cultural and historical attractions; and to offset the annual operating expenses associated with operating the Flagler Beach Historical Museum.

What are your other sources of funding for this event? (attach additional pages if necessary)

Additional funding sources include sponsorships, admission fees, in-kind contributions and beverage sales.

Please provide a detailed estimated budget (sample provided) for all revenue and expenses.

List any past TDC Funding:

	Year	Event	Requested Amount	Award Amount	Spent Amount
1	2022	Cheer at the Pier	2100	2100	7000
2	2019	Cheer at the Pier	1250	1250	5400
3	2018	Cheer at the Pier	1250	1250	5900
4	2017	Cheer at the Pier	1250	1250	5100
5	2016	Cheer at the Pier	1500	1500	4500
6	2015	Cheer at the Pier	1500	1500	5100

STABILITY AND MANAGEMENT CAPACITY

How many years has this event taken place? (check one)

First Year

Less than 5 years

Over 5 years

Please provide the following information regarding the event for the past three (3) years if applicable:

	Date	Location	Total Attendance	Total Verifiable Room Nights	Total Expense
1	2022	Flagler Beach Pier	510	N/A	7000
2	2019	Flagler Beach Pier	400	N/A	5900
3	2018	Flagler Beach Pier	475	N/A	9900

What makes your event unique and of high quality that makes it different from other similar events in the region? (attach additional pages if necessary)

Fall for Flagler will showcase our beach, city, and restaurants as well our friendly residents & volunteers. The samplings will whet the appetite of attendees who will long to return for longer visits and full size offerings from their favorites. This event will also promote more foot traffic to all downtown retail establishments during a slow season.

EVENT MARKETING/ADVERTISING PLAN

Who is your target audience? (attach additional pages if necessary)

Our target audience is adults, both in county as well as out of county, who have an interest in learning more about Flagler County's culinary offerings while supporting FBHM and other Flagler County businesses, arts & cultural, and historical organizations.

How do you plan to promote and advertise your event to attract out of County visitors? (attach additional pages if necessary)

FFF will be marketed to out of county visitors via print ads in surrounding newspapers, digitally via other counties websites & activity calendars (print, digital & TV Stations); and targeted social media platforms.

Please provide a detailed estimated marketing/advertising plan (sample provided): (if known, provide any specs, impressions, audience reach for each media buy) (attach additional pages if necessary)

The 2022 SMEG received from the TDC allowed FBHM to spend funds on out of county advertising. Digital billboard ads ran on the Ormond Beach and Palm Coast Observer website twice, week of 3/21/22 had 14,007 impressions with 45 clicks and week of 4/4 hadf 54,674 impressions with 69 clicks. There were 3 Facebook sponsored ads which had reaches of 22,704 (605 clicks), 12,576 (1,329 clicks) and 29,376 (1,439 clicks). Please see reports attached.

Authorized Agent Acknowledgements


Applicant is required to meet the original commitment to the overall economic impact of Flagler County (verified room nights or participant survey's) as stated at the time of application. Failure to meet reporting requirements will disqualify applicant for reimbursement.

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed the Special Event Marketing Guidelines Grant and completed this Application requesting funds for my special event. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all Special Event Marketing Grant guidelines.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the logo usage requirements for the Special Event Marketing Grant.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge The Flagler County Board of County Commissioners (FCBOCC) and the Tourism Development Council (TDC) must be named as additional insureds on the applicant's general commercial liability policy Certificate of Insurance for the event with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than \$1 million for general liability, \$1 million commercial general liability, each occurrence, and \$1 million personal injury, including death. The policy must be occurrence based. **Certificate(s) of insurance must be submitted to the Tourism Development Office no later than thirty (30) days prior to the event.**

I also understand that grant funds will only be awarded after completion of a Final Status Report including a Hotel Room Night report OR Event Attendee Surveys completed by a minimum of 20% of the estimated event attendees that was approved upon.



Authorized Agent Signature

6/6/2023

Date

Patti King

Printed Name

Event Budget Form

Event Name: Fall For Flagler
Event Date: September 23, 2023 **Rain Date if any** _____
Event Type: Fundraiser/Fall Festival
Special Comments: _____

Use this form for estimated budget at time of application and completed with actual budget for submission with Final Status report

Expense	Estimated	Actual	
	3000	_____	Location fees, rental
	150	_____	Ticket printing, wrist bands
	_____	_____	Flyer costs, mailing
	5850	_____	Advertising/Marketing (from worksheet)
	_____	_____	Insurance costs
	25	_____	Liquor permit, fee
	216	_____	Security, outside services
	_____	_____	Paid gate and operations personnel
	_____	_____	Food
	200	_____	Refreshments and/or guarantee
	_____	_____	Door prizes
	_____	_____	Event prizes
	500	_____	Speakers/Entertainment
	_____	_____	Clean-up
	1000	_____	Supplies (miscellaneous)
	_____	_____	Portable restroom facilities
	200	_____	Other Misc _____
	250	_____	Other Sales tax on liquor sales _____
	_____	_____	Other _____
	_____	_____	Other _____
	11,391	_____	TOTAL EXPENSES

Revenue			
	_____	_____	Raffle (_____ Tickets @ _____)
	3000	_____	Sponsor fees
	2000	_____	Food Refreshment Sales
	_____	_____	Field Event, Bike Show Fees
	5000	_____	Chance Pulls
	_____	_____	Vendor Commissions (_____ % of _____)
	_____	_____	Products Commissions (_____ % of _____)
	10000	_____	SUBTOTAL
	16000	_____	Gate Receipts Required (400 _____ people @ 40 _____)
	26,000	_____	TOTAL INCOME

Totals	26,000	_____	TOTAL INCOME
	11,391	_____	TOTAL EXPENSES

Marketing/Advertising Plan Form

Event Name: Fall For Flagler
Event Date: September 23, 2023 **Rain Date if any** _____
Event Type: Fundraiser/Fall Festival
Special Comments: _____

Use this form for estimated budget at time of application and completed with actual budget for submission with Final Status Report

Estimated	Actual	
Print Ads		
<u>1800</u>	_____	News Paper
_____	_____	Magazine
_____	_____	Brochure
_____	_____	Direct Mailer
<u>150</u>	_____	Other Print Advertising <u>tickets</u>
<u>1950</u>	_____	Total Print Ads

Digital Ads		
<u>1000</u>	_____	Google Display/Search Engine Marketing
_____	_____	Facebook
_____	_____	Instagram
_____	_____	Other Social Media _____
_____	_____	Purchased Email Lists
<u>1000</u>	_____	Other Digital Advertising <u>Banner Ads media websites</u>
<u>2000</u>	_____	Total Digital Ads

Billboards/Outdoor Advertising		
<u>500</u>	_____	Billboard
<u>300</u>	_____	Poster
<u>800</u>	_____	Other Outdoor/Advertising <u>Banners</u>
		Total Billboards / Outdoor Advertising

Other Advertising Expenses		
<u>500</u>	_____	Radio
<u>600</u>	_____	Creative Design
_____	_____	Other Advertising Expenses _____
<u>1100</u>	_____	Total Advertising Expenses

Total Event Marketing Expenses		
<u>1950</u>	_____	Total Print Ads
<u>2000</u>	_____	Total Digital Ads
<u>800</u>	_____	Total Billboards / Outdoor Advertising
<u>1100</u>	_____	Total Advertising Expenses
<u>5850</u>	_____	Total Event Marketing Expenses

Special Event Marketing Grant

Logo Usage Requirements

The Flagler County Tourism Logo and the Web Address, URL (shown below) must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Grant funding. The logo can be downloaded at VisitFlagler.com.



I, Patti King, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.



Signature

6/6/2023

Date

Christina Hutchell

Palm Coast and the Flagler Beaches

Date

Observer Media Group Inc...
30582678

All orders > FLAGLER BEACH HISTORICAL MUSEUM >

☆ Order: BILLBOARD WEEK OF 3/21 (377172) ⚙️ Settings

ID: 2986671577 Time: Mar 21, 2022 12:00 AM EDT - Mar 27, 2022 11:59 PM EDT Total projected value: \$300.00 📊 Total booked Impressions: 0 📊

Line items: Completed (1)

Impressions 📊	Viewable Impressions 📊	Clicks 📊	CTR 📊
14,007	N/A	45	0.32%

RUN REPORT EXPORT ORDER ▾ MORE ACTIONS ▾

- Home
- Delivery
- Orders
- Line Items
- Creatives
- Native
- Delivery tools
- Inventory
- Reporting
- Video
- Admin

Line Items

Creatives

📌 Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release Inventory, Archive, and Add existing creative

LEARN MORE DISMISS

New line item

🔍 Archived is false 🗑️ Add new filter

🔍 Search 📄

<input type="checkbox"/>	Name	Status 📊 ↓	Type 📊	Start time	End time	Progress 📊	Rate	Goal	Impressions	Revenue lift 7 days 📊	Clicks	CTR	Vi imprc
<input type="checkbox"/>	☆ OMG_BILLBOARD WEEK OF 3/21 ID: 5920282556 970x250, 320x100	📌 Completed	Sponsorship	Mar 21, 2022 12:00 AM EDT	Mar 27, 2022 11:59 PM EDT	N/A	\$42.86 CPD	100% imps	14,007	N/A	45	0.32%	

Go to page: of 1 Show rows: 20 ▾ 1 - 1 of 1

☆ Order: BILLBOARD WEEK OF 4/4 (377173) ⚙️ Settings

ID: 2986601513 Time: Apr 4, 2022 12:00 AM EDT - Apr 10, 2022 11:59 PM EDT Total projected value: \$300.00 Total booked impressions: 0

Line Items: Completed (1)

Impressions	Viewable Impressions	Clicks	CTR
54,674	N/A	69	0.13%

RUN REPORT EXPORT ORDER MORE ACTIONS

- Home
- Delivery
- Orders
- Line Items
- Creatives
- Native
- Delivery tools
- Inventory
- Reporting
- Video
- Admin

Line Items

Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

LEARN MORE DISMISS

New Line Item

Archived is false Add new filter

Name	Status	Type	Start time	End time	Progress	Rate	Goal	Impressions	Revenue lift 7 days	Clicks	CTR	VI imprc
OMG_BILLBOARD WEEK OF 4/4 ID: 5930291721 970x250, 320x100	Completed	Sponsorship	Apr 4, 2022 12:00 AM EDT	Apr 10, 2022 11:59 PM EDT	N/A	\$42.86 CPD	100% imps	54,674	N/A	69	0.13%	

Go to page: of 1 Show rows: 20 1 - 1 of 1



Audience details

Location - living in

United States: Deltona (+10 mi), New Smyrna Beach (+10 mi), Ocala (+10 mi), St. Augustine, FL (+10 mi), Ormond Beach (+10 mi), Saint Augustine (+10 mi), The Villages (+10 mi) Florida

Age

18 - 65+

[Edit Audience](#)

Ad rating

Are you satisfied with this ad?

No

Yes

Details



Status

Completed



Goal

Sell tickets



Total budget

\$150.00



Duration

14 days

[See all](#)

Preview

[Buy tickets](#)





View results

Promote again

Edit ad

Performance

\$150.00 spent over 14 days.

Link clicks



Reach



22,704

605

Cost per Link Click



\$0.25

Activity on Facebook

Activity on your website

Post engagement



730

Link clicks



605

Post reactions



89

Post shares



21

See all

Audience

This ad reached 22,704 people in your audience.

People

Placements

Locations

72.6% Women 27.4% Men

30%

20%

10%

0%

13-17

18-24

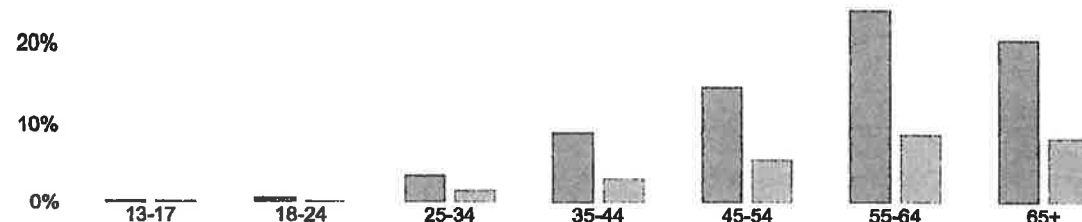
25-34

35-44

45-54

55-64

65+





Audience details

Location - living in

United States: 207 S Central Ave, Flagler Beach (+10 mi) Florida

Age

18 - 65+

[Edit Audience](#)

Ad rating

Are you satisfied with this ad?

No

Yes

Details



Status

Completed



Goal

Sell tickets



Total budget

\$200.00



Duration

11 days

[See all](#)

Preview

[Buy tickets](#)





View results

Promote again

Edit ad

Performance

\$200.00 spent over 11 days.

Link clicks



Reach



12,576

1,329

Cost per Link Click



\$0.15

Activity on Facebook

Activity on your website

Post engagement



Link clicks



Post reactions



Post shares



See all

Audience

This ad reached 12,576 people in your audience.

People

Placements

Locations

69.5% Women 30.5% Men

30%

20%

10%

0%

13-17

18-24

25-34

35-44

45-54

55-64

65+



Audience details

Location - living in

United States: Putnam County Florida, Lake County Florida, Volusia County Florida, St. Johns County Florida, Seminole County Florida, Marion County Florida, Duval County Florida

Age

35 - 65+

[Edit Audience](#)

Ad rating

Are you satisfied with this ad?

No

Yes

Details



Status

Completed



Goal

Sell tickets



Total budget

\$300.00



Duration

11 days

[See all](#)

Preview

[Buy tickets](#)





View results

Promote again

Edit ad

Performance

\$300.00 spent over 11 days.

Link clicks



Reach



29,376

1,439

Cost per Link Click



\$0.21

Activity on Facebook

Activity on your website

Post engagement



Link clicks



Post reactions



Post shares



See all

Audience

This ad reached 29,376 people in your audience.

People

Placements

Locations

70.6% Women 29.4% Men

30%

20%

10%

0%

13-17

18-24

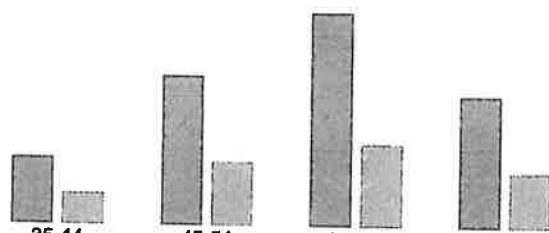
25-34

35-44

45-54

55-64

65+



FY 2024 TDC FINAL SEMG RANKING	APPLICANT NAME AND EVENT	TOTAL AVAILABLE FUNDING \$50,000.00
81	African American Cultural Society - 2023 - 2024 Season	\$ 15,000.00
79	Flagler Auditorium - 2023-2024 Show Season	\$ 15,000.00
75	Flagler Broadcasting - Creekside Festival - October 7-8, 2023	\$ 8,000.00
62	City Lights - Motown 'n' Mo Show December 2, 2023	\$ 6,000.00
	Total Requested	\$ 44,000.00
	Balance	\$ 6,000.00

SEMG SCORING TOTALS ALL SOURCES

COMMITMENT TO THE OVERALL ECONOMIC IMPACT OF TOURISM IN FLAGLER	Flagler Auditorium Season 2023-2024	Flagler Broadcasting Creekside Festival October 7-8 2023	City Lites Inc. Motown 'n'Mo Show December 2, 2023	African American Cultural Society Season 2023 - 2024
TDC Sullivan				
TDC Walker	30	30	15	30
TDC Cooley				
TDC Baker	40	20	15	25
TDC Cook	30	20	15	30
TDC Lulgjuraj				
TDC Robinson				
TDC Mundrean	40	30	15	30
TDC Klufas				
TOTAL	140	100	60	115
SOUNDNESS OF SPECIAL EVENT				
TDC Sullivan				
TDC Walker	10	15	15	20
TDC Cooley				
TDC Baker	10	10	20	15
TDC Cook	10	20	15	20
TDC Lulgjuraj				
TDC Robinson				
TDC Mundrean	15	20	20	20
TDC Klufas				
TOTAL	45	65	70	75
STABILITY AND MANAGEMENT CAPACITY				
TDC Sullivan				
TDC Walker	10	10	5	10
TDC Cooley				
TDC Baker	15	20	20	20
TDC Cook	20	20	10	20
TDC Lulgjuraj				
TDC Robinson				
TDC Mundrean	10	10	10	10
TDC Klufas				
TOTAL	55	60	45	60
EVENT MARKETING PLAN				
TDC Sullivan				
TDC Walker	20	20	20	20
TDC Cooley				
TDC Baker	20	20	20	20
TDC Cook	20	20	20	20
TDC Lulgjuraj				
TDC Robinson				
TDC Mundrean	15	15	15	15
TDC Klufas				
TOTAL	75	75	75	75
	315	300	250	325
	79	75	62	81

Section B: Application

To Be Completed by TDO Staff

Application Received: 6-9-23 TDO Staff Received: Amelia 6.9.23
TDC Approved: _____ BOCC Ratified: _____

GENERAL INFORMATION

Organization Legal Name Flagler Auditorium Governing Board
Street Address 5500 Hwy 100E
City/State/ZIP Palm Coast, Fl. 32164
FEIN # 59-3079371
Website www.flaglerauditorium.org
Authorized Agent Name Amelia Fulmer
Title Director
Phone 386-437-7547
Email FulmerA@flaglerschools.com
Date Workshop Viewed Reviewed May 30, 2023
Event Name: 2023- 24 Show Season
Event Address: 5500 Hwy 100E, Palm Coast
Event Dates: October 2023 - April 2024

EVENT INFORMATION

Please provide a detailed overall description of your event:
(attach additional pages if necessary)

Please see attached materials for description, marketing and budgeting information.

512,000.00 Total Estimated Budget
15,000.00 Funding Grant Request (not to exceed 25% of total estimated budget)

COMMITMENT TO THE OVERALL ECONOMIC IMPACT OF TOURISM IN FLAGLER

Which Category best describes your event? (check one)

- High Impact Visitors: 400+ estimated room nights and/or 10,000 Day Visitors
- Medium Impact Visitors: 300+ estimated room nights and/or 5,000 Day Visitors
- Low Impact Visitors: 100+ room nights and/or 2,500 Day Visitors

- Yes or No Is this a multi-day event?
- Yes or No Does the event coincide with non-peak seasons? *Non-Peak season is considered to be the months of September through January.*

How will you track attendance? (attach additional pages if necessary)

Attendance is tracked with our ticketing system, please see attached

How will you track room nights (if applicable)? (attach additional pages if necessary)

The Flagler Auditorium can verify room nights purchased for performers and agents. Visitors to hotels are collected in surveys. A survey is sent to every ticket buyer after every show.

SOUNDNESS OF SPECIAL EVENT

Clearly identify the event objectives: (attach additional pages if necessary)

See attached goals and objectives

What are your other sources of funding for this event? (attach additional pages if necessary)

see attached budget for additional revenues

Please provide a detailed estimated budget (sample provided) for all revenue and expenses.

List any past TDC Funding:

	Year	Event	Requested Amount	Award Amount	Spent Amount
1	2022-23	2022- 23 Show Season- in progress	15,000.00	15,000.00	15,000.00
2	2021-22	2021-22 Show Season	10,000.00	5,000.00	10,000.00
3	2020-21	2020-21 Show Season	00	00	00
4	2019-20	2019-20 Show Season	10,00.00	5,000.00	10,000.00
5	2018-19	2018-19 Show Season	10,000.00	10,000.00	10,000.00
6	2017-18	2017-18 Show Season	10,000.00	10,000.00	10,000.00

STABILITY AND MANAGEMENT CAPACITY

How many years has this event taken place? (check one)

First Year

Less than 5 years

Over 5 years

Please provide the following information regarding the event for the past three (3) years if applicable:

	Date	Location	Total Attendance	Total Verifiable Room Nights	Total Expense
1	2022-23	Flagler Auditorium	22,264	150	432,000
2	2021-22	Flagler Auditorium	16,000	250	350,000
3	2020-21	Flagler Auditorium	3,000	0	22,000

What makes your event unique and of high quality that makes it different from other similar events in the region? (attach additional pages if necessary)

See attached description of events

EVENT MARKETING/ADVERTISING PLAN

Who is your target audience? (attach additional pages if necessary)

She attached for explanation of target audience

How do you plan to promote and advertise your event to attract out of County visitors? (attach additional pages if necessary)

See attached budget sheet for marketing strategies and goals. Also, see the planned marketing expenditures in the budget.

Please provide a detailed estimated marketing/advertising plan (sample provided): (if known, provide any specs, impressions, audience reach for each media buy) (attach additional pages if necessary)

See attached.

Authorized Agent Acknowledgements

Applicant is required to meet the original commitment to the overall economic impact of Flagler County (verified room nights or participant survey's) as stated at the time of application. Failure to meet reporting requirements will disqualify applicant for reimbursement.

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed the Special Event Marketing Guidelines Grant and completed this Application requesting funds for my special event. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all Special Event Marketing Grant guidelines.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the logo usage requirements for the Special Event Marketing Grant.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge The Flagler County Board of County Commissioners (FCBOCC) and the Tourism Development Council (TDC) must be named as additional insureds on the applicant's general commercial liability policy Certificate of Insurance for the event with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than \$1 million for general liability, \$1 million commercial general liability, each occurrence, and \$1 million personal injury, including death. The policy must be occurrence based. **Certificate(s) of insurance must be submitted to the Tourism Development Office no later than thirty (30) days prior to the event.**

I also understand that grant funds will only be awarded after completion of a Final Status Report including a Hotel Room Night report OR Event Attendee Surveys completed by a minimum of 20% of the estimated event attendees that was approved upon.



Authorized Agent Signature

06/01/2023

Date

Amelia Fulmer

Printed Name

Event Budget Form

Event Name: SEE ATTACHED
Event Date: 2023-24 Season _____ **Rain Date if any** _____
Event Type: _____
Special Comments: _____

Use this form for estimated budget at time of application and completed with actual budget for submission with Final Status report

Estimated	Actual	
_____	_____	Location fees, rental
_____	_____	Ticket printing, wrist bands
_____	_____	Flyer costs, mailing
_____	_____	Advertising/Marketing (from worksheet)
_____	_____	Insurance costs
_____	_____	Liquor permit, fee
_____	_____	Security, outside services
_____	_____	Paid gate and operations personnel
_____	_____	Food
_____	_____	Refreshments and/or guarantee
_____	_____	Door prizes
_____	_____	Event prizes
_____	_____	Speakers/Entertainment
_____	_____	Clean-up
_____	_____	Supplies (miscellaneous)
_____	_____	Portable restroom facilities
_____	_____	Other _____
_____	_____	Other _____
_____	_____	Other _____
_____	_____	Other _____
_____	_____	TOTAL EXPENSES

_____	_____	Raffle (_____ Tickets @ _____)
_____	_____	Sponsor fees
_____	_____	Food Refreshment Sales
_____	_____	Field Event, Bike Show Fees
_____	_____	Chance Pulls
_____	_____	Vendor Commissions (_____ % of _____)
_____	_____	Products Commissions (_____ % of _____)
_____	_____	SUBTOTAL
_____	_____	Gate Receipts Required (_____ people @ _____)
_____	_____	TOTAL INCOME

Totals	_____	TOTAL INCOME
	_____	TOTAL EXPENSES

Marketing/Advertising Plan Form

Event Name: Flagler Auditorium - see attached
Event Date: 2023-24 Season **Rain Date if any** _____
Event Type: _____
Special Comments: _____

Use this form for estimated budget at time of application and completed with actual budget for submission with Final Status Report

Estimated	Actual	
Print Ads		
_____	_____	News Paper
_____	_____	Magazine
_____	_____	Brochure
_____	_____	Direct Mailer
_____	_____	Other Print Advertising _____
_____	_____	Total Print Ads

Digital Ads		
_____	_____	Google Display/Search Engine Marketing
_____	_____	Facebook
_____	_____	Instagram
_____	_____	Other Social Media _____
_____	_____	Purchased Email Lists
_____	_____	Other Digital Advertising _____
_____	_____	Total Digital Ads

Billboards/Outdoor Advertising		
_____	_____	Billboard
_____	_____	Poster
_____	_____	Other Outdoor/Advertising _____
_____	_____	Total Billboards / Outdoor Advertising

Other Advertising Expenses		
_____	_____	Radio
_____	_____	Creative Design
_____	_____	Other Advertising Expenses _____
_____	_____	Total Advertising Expenses

Total Event Marketing Expenses		
_____	_____	Total Print Ads
_____	_____	Total Digital Ads
_____	_____	Total Billboards / Outdoor Advertising
_____	_____	Total Advertising Expenses
_____	_____	Total Event Marketing Expenses

Special Event Marketing Grant

Logo Usage Requirements

The Flagler County Tourism Logo and the Web Address, URL (shown below) must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Grant funding. The logo can be downloaded at VisitFlagler.com.



I, Amelia Fulmer, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Amelia Fulmer
Signature

6/5/23
Date

Christina Hutchell
Palm Coast and the Flagler Beaches

Date



FLAGLER COUNTY
BOARD OF COUNTY COMMISSIONERS
 PURCHASING DEPARTMENT

VENDOR INFORMATION FORM

Name of Business Entity or Individual:

Flagler Auditorium Governing Board

Doing Business As (DBA) Name; Registered Fictitious, Trade or Assumed:

Flagler Auditorium/ Fitzgerald Performing Arts Center

Tax ID Number: 59-3079371 FEIN SSN/ITIN OTHER

Website: www.flaglerauditorium.org

Company/Corporate Address:

Address: 5500 Hwy 100e

City: Palm Coast

State: Florida Zip: 32164

Phone: 386-437-7547 ext. 3152 Fax: _____

Payment Address (if different from above):

Address: _____

City: _____

State: _____ Zip: _____

Accept Credit Card? Yes No

Check any special business classifications that apply to your business. Classifications are subject to approval.

Local Vendor Preference

Women/Minority Business Enterprise

Certificate of Insurance attached? Yes No

W9 attached? Yes No

(W9 form and instructions can be found here www.irs.gov/pub/irs-pdf/fw9.pdf)

PURCHASING USE ONLY

Vendor No: _____

Input by: _____

Event Information:

The Flagler Auditorium has been the leading assembly venue in the area since 1991. Our organization seeks to endorse the development of the Arts both locally, regionally and statewide. We support the development of local performing and visual arts in various ways. One of the goals in our purpose statement is to make the Performing Arts available and accessible to everyone in the region.

The Flagler Auditorium presents live theatre, music, performing arts, and educational opportunities for the citizens of Flagler County and surrounding areas. We are requesting funds to sustain the marketing of our 2023-24 programming. We plan to present a diverse offering of world-class entertainment this year, offering professional shows, local, community, and school events. We plan to offer subscription and group sales in addition to single ticket sales online. It is our sincere intention to promote cultural tourism as a partner with the Tourist Development Council. We will also work with local businesses and arts groups. We intend to advertise inside and outside of the county, conduct performance surveys, and collect visitor information. Collecting data about our audiences is essential to our success. We look forward to partnering with the Flagler County Tourist Development to learn more about tourism and our role in their efforts. We also promote educational art activities, bringing students and parents from the region to participate in district and state events whenever possible.

Tracking Attendance:

The Flagler Auditorium will track its success through ticket sales and reports, corporate support, contributions, marketing results, budgeting, media coverage and reviews. In addition, we will report attendance from regional events held at the Auditorium. We will conduct surveys of audience members by email after every performance. Valuable information is gained from these surveys and from our zip code reports which help determine show selection and customer service. Still, they also give us information on how the patron learned about our venue and our community. This creates valuable data for our success and for the Tourist Development Council.

Soundness of Special Event

Objectives:

- 1) To negotiate quality show contracts and performances at prices that are accessible to everyone in the community. We will work to serve our target audience to build revenue for our mission.
- 2) To present a season of performances appealing to our target audiences but to provide programming of all preferences and ages, therefore serving the community and supporting Arts education. We also present community and school performances throughout the year.
- 3) To support Arts education initiatives in Flagler county by scheduling shows and events with an educational and cultural component. Educating and introducing students to careers in the performing arts not only on stage but backstage and in the box office also create economic opportunity for our future.

- 4) To provide children, underserved populations, low income and special needs individuals with access to the performing arts through community outreach, arts initiatives, and charitable giving programs, including scholarships, summer camps, and art teacher assistance.
- 5) To serve as a major economic boost to Flagler County, making significant contributions to the economic health of our community by creating jobs, and creating opportunities for shopping, hotel and retail businesses. Using zip code reports and ticket data, we select shows that have national following and often repeat them to bring audiences back to Flagler County. Booking Artist and fans in local hotels is a priority in our contracts.

Other Sources of Funding

The Flagler Auditorium receives support from the Division of Cultural Affairs, the City of Palm Coast and the Tourist Development Council. We are a direct support organization of Flagler County Schools but we rely on ticket sales, contributions and sponsorships for sustainability. The School district funds the majority of capital, maintenance and salaries for the venue. All of these contributions allow us to program shows that bring in audiences and have events that serve all ages. The Tourist Development Council funding allows us to look beyond our doors and our local community, affording us the ability to have a farther reach.

What makes our event(s) Unique?

As a presenter, the Flagler Auditorium prides itself on the standard of excellence it has set for Flagler County and the surrounding communities. We take our commitment to serving the local community seriously. We seek to offer something for every interest and every age group. The professional performers we have brought to our venue for the past 30 years have displayed the finest examples of classical/ country/ popular music, opera, ballet, modern dance, comedy, drama, jazz, and Broadway musicals and masterclasses. These offerings serve our community and our mission to inspire and educate. As a direct support organization of Flagler Schools, We are passionate about Arts Education and seek to include masterclasses and workshops. We seek to create opportunities for students to learn and grow in the arts, creating audiences and stakeholders for the future.

The Arts create jobs, stimulate trade and attract investment to Flagler County. Building trust and creating strong bonds between people of different backgrounds enables all of our enterprises to grow. Our programs not only increase tourism, they increase community participation. This participation creates and bestows a stronger community identity. This identify rallies hope, productivity and economic vibrancy to our area.

Cultural organizations such as the Flagler Auditorium create activities that attract people and investment in our economy. The Tourist Development council is an asset that supports a variety of businesses, organizations and arts organizations. In accepting financial support from the Tourist Development Council, the Flagler Auditorium seeks to become an anchor arts institution in the community by advocating for and building cultural experiences while expanding Arts education for all.

Marketing and Advertising

Presently our target audience for professional shows are 55+ years old, living within driving distance of Flagler County with a modest income. However, many of our shows have a national following that connect with our venue through social media pages that cohost with us on event pages. The data is derived from our subscribers, previous ticket sales, and data on our website, including followers on social media pages. However, the Flagler Auditorium has a broader audience due to student participation in recitals and concerts. Two of the shows this season will entice our target audience but they will also bring an educational component for our students by providing workshop opportunities with dance, music and drama classes.

Press releases distributed to a broad media list covering several counties, airtime on local and out of town **radio**--both for-profit and not for profit stations.

Print advertising via numerous newspapers, magazines, brochures, mailers and collaborative efforts with other organizations.

Presentations to local and regional groups, providing virtual and in person show announcements and tours of the Auditorium

Email marketing to our own dedicated subscribers and all school board employees, Facebook and social media promotion to our community of fans with detailed information on each show at our website, flaglerauditorium.org. We use constant contact and hive for direct email marketing. These programs provide real time results

We offer specials for returning patrons, discount codes for groups, and dynamic pricing with segmented audiences. We also bring military bands so that members of surrounding communities can attend a free concert. The board has a commitment to developing more audiences from surrounding communities over the next year. We have continued our print advertising while also exploring new ways of spreading our message through social media and community building.

Community outreach helps to spread a spirit of community that leads to new audiences and new relationships. We have recently rebuilt our **website** and our **ticket system**. (www.flaglerauditorium.org) with photos and detailed information on every show including promotional materials, video, sound clips, etc. We will be able to reach interested audiences 24 hours a day. Our ticket system assists us in development and customer service by showing patron values and providing online analytics on how patrons arrived at our site.

We are rebranding this year as Fitzgerald Performing Arts Center at Flagler Auditorium. We will always be the Flagler Auditorium but we hope to create better name recognition outside the county, prevent confusion with other venues in the area. We hope to use the rebranding to educate audiences on our history and our mission.

We will continue our previous marketing and advertising inside and outside the community, but we will be investing in data collection and focus groups to determine the motivation of audiences. In this way, we hope to better understand future show attendance. We will widen our target audience by researching and surveying new and current audiences. The Flagler County Tourist Development Council will be a vital resource for us and our partnership, and will be crucial to the future of our venue and our role as part of tourism in Flagler County.

Attached is our tentative Calendar of Events for the 2023-24 season and the zip code reports of our 2022-23 season.

Show Related Revenues	
Projected Subscriptions and ticket sales	\$445,000.00
Ticket Fees	\$30,000.00
Support Grants	
State Support Grant	20,000.00
Tourist Development SEMG	\$15,000.00
Tourist Development Advertising	\$5,000.00
City Grant	\$5,000.00
Other Contributions	
Corporate Sponsors	\$10,000.00
Patron Contributions- memberships	\$5,000.00
	535,000.00
Show Related expenses	
Show Contract expense	\$220,000.00
Play bill expense	\$8,500.00
Hospitality	\$10,000.00
Hotels for performers	\$14,000.00
Backline and show expense	\$15,000.00
	\$267,500.00
Advertising/ Marketing	
Newspaper/ mail print advertising	\$23,000.00
Radio	\$18,000.00
Social media/ Digital initiatives/website	\$22,000.00
Magazines/ 50% out of county	\$20,000.00
Digital memberships/ partners	\$2,000.00
Billboard/ Rack Cards/	\$10,000.00
Brochures/ Ad creation	\$10,000.00
Video Market content creation	\$10,500.00
Other -digital marketing management	\$10,000.00
	\$125,500.00
Other Expenses	
PR contract Services	\$15,000.00
General Administrative	\$52,000.00
Repairs: Marquee, speakers, etc.	\$25,000.00
Financial Charges	\$27,000.00
	\$119,000.00
Total Expenses	\$512,000.00
NET SHOW INCOME	\$23,000.00
Fundraising income	
Arts Plates - restricted	\$2,600.00
Arts in Education donations	\$2,000.00
	\$4,600.00
Fundraising net after expense	
Misc. Fundraisers- events	\$2,000.00

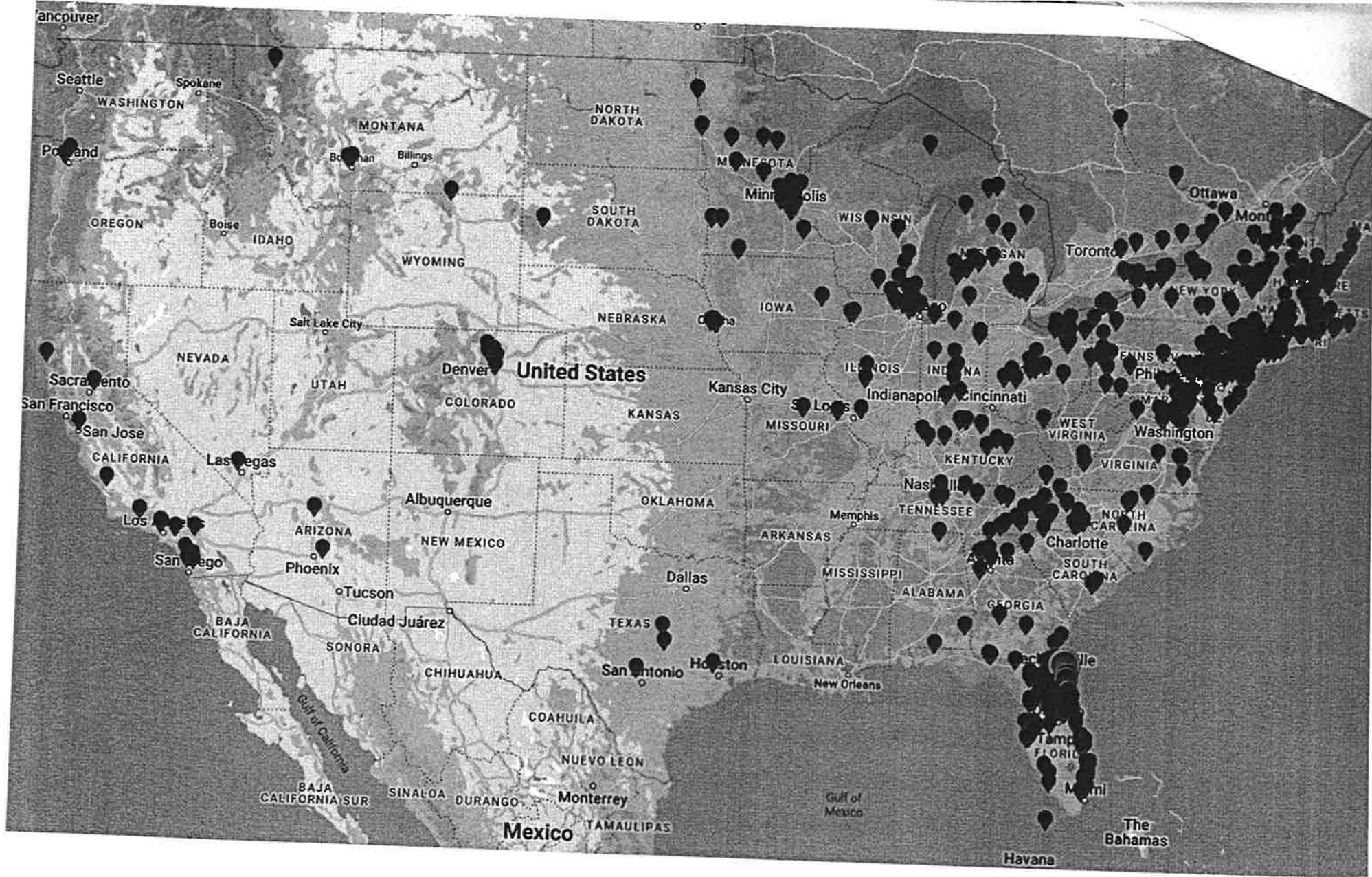
Fundraising Sales- concession	\$2,000.00
Holiday fundraisers	\$2,000.00
	\$6,000.00

Fundraising NET	\$10,600.00
------------------------	--------------------

Fundraising and Ticket sales	\$33,600.00
Less Scholarships and grants	\$16,000.00
	\$17,600.00

Date	Show/EVENT
8/31/2023	FYO orientation
9/16/2023	Academy fair
10/19-10/21/2023	FALL drama production
10/25/2023	Chorus Fall concert
10/29/2023	Menopause 2 - Broadway Tour
11/3/2023	Washington Navy Jazz Ensemble- FREE
11/7/2023	FPC Jazz Band
11/13/2023	Flagler Youth Orchestra
11/16/2023	FPCHS BAND Pops concert
11/18/2023	Almost ABBA
11/24/2023	Legend to Legend: The music of Billy Joel and Elton John
12/2/2023	City lites Show- Motown and Mo
12/5/2023	FPC Band and Chorus
12/7/2023	One Xmas Night in Memphis
12/12/2023	Buddy Taylor Middle School - Band Concert
12/14/2023	FPCHS Dance
12/15/2023	Sillouhettes: The Light of Christmas
12/17/2023	Navy Band- free
1/10/2024	The Texas Tenors
1/18/2024	TOY/ EOY
1/20/2024	Greatest Love of All
1/26/2024	Human Nature/ Sound of Motown
1/31/2024	The Bronx Wanderers
2/3/2024	Invincible- A Glorious tribute to MJ
02/08-02/10/2024	DRAMA Winter Play
2/12/2024	FYO Winter Concert
2/14/2024	Stayin Alive - one night of the Bee Gees
2/16/2024	Nashville Songwriters: Anthony Smith and Daryll Worley
2/22/2024	Sixtiesmania and the Fab four
2/27/2024	B2wins
02/29- 03/2/2024	Marching Band MPA
3/23/2024	The Doo Wop Project
4/13/2024	Daybreak - the music of Barry Manilow
4/16/2024	FPC DANCE
4/18/2024	FPC chorus concert
4/22/2024	FYO Spring Concert
4/25/2024	FPCHS Starlets Showcase
05/09-05/11/2024	FPC Drama Musical
5/14/2024	FPCHS Band
5/16/2024	FPC Drama Awards
5/20/2024	FPC Band Awards
5/23/2024	Youth Center Talent Show-(last day of school)
TBA	FTC Graduation (TBA)

6/8/2024 Mia Bella Dance Academy (tentative)
6/15/2024 Flagler School of Dance
6/22/2024 Arts Education Fundraiser Show- TBA



August 1, 2022 - June 1, 202

Section B: Application

To Be Completed by TDO Staff

Application Received: 6.16.23 TDO Staff Received: 
TDC Approved: _____ BOCC Ratified: _____

GENERAL INFORMATION

Organization Legal Name Flagler Broadcasting
Street Address 2405 E Moody Blvd, Sute 402
City/State/ZIP Bunnell, FL 32110
FEIN # 26-0180345
Website flagerbroadcasting.com
Authorized Agent Name Regan Hansen
Title Marketing Manager
Phone 469-865-9264
Email regan@flaglerbroadcasting.com
Date Workshop Viewed 6/12/2023
Event Name: Creekside Festival 2023
Event Address: 2500 Princess Place Road, Palm Coast, FI 32137
Event Dates: October 7-8, 2023

EVENT INFORMATION

Please provide a detailed overall description of your event:
(attach additional pages if necessary)

Bluegrass and Country music, arts & crafts, food and family fun all in one gorgeous setting, Florida's Princess Place Preserve. Gates open on Saturday, October 7th at 10am and close October 8th at 5pm. The home of Moonshine will feature a long lineup of award-winning musicians. There will not be a per person ticket required this year. Parking will be \$20.00 per car upon entrance to Princess Place.

\$32,000.00 Total Estimated Budget
\$8,000.00 Funding Grant Request (not to exceed 25% of total estimated budget)

COMMITMENT TO THE OVERALL ECONOMIC IMPACT OF TOURISM IN FLAGLER

Which Category best describes your event? (check one)

High Impact Visitors: 400+ estimated room nights and/or 10,000 Day Visitors

Medium Impact Visitors: 300+ estimated room nights and/or 5,000 Day Visitors

Low Impact Visitors: 100+ room nights and/or 2,500 Day Visitors

Yes or No Is this a multi-day event?

Yes or No Does the event coincide with non-peak seasons? *Non-Peak season is considered to be the months of September through January.*

How will you track attendance? (attach additional pages if necessary)

Parking Sales - staff collecting parking fee will use counter to track # of passengers/ car.

How will you track room nights (if applicable)? (attach additional pages if necessary)

Hotels will be booked by Flagler Broadcasting for staff, bands, additional entertainment and families.

SOUNDNESS OF SPECIAL EVENT

Clearly identify the event objectives: (attach additional pages if necessary)

To provide a fun & unique experience for local and surrounding county residents and provide a showcase for local vendors - F&B, arts & crafts, bands, animals, non-profit organizations, etc.

What are your other sources of funding for this event? (attach additional pages if necessary)

Vendors, parking fee, corporate sponsorships and donations.

Please provide a detailed estimated budget (sample provided) for all revenue and expenses.

List any past TDC Funding:

	Year	Event	Requested Amount	Award Amount	Spent Amount
1		None for this event.			
2					
3					
4					
5					
6					

STABILITY AND MANAGEMENT CAPACITY

How many years has this event taken place? (check one)

First Year

Less than 5 years

Over 5 years

Please provide the following information regarding the event for the past three (3) years if applicable:

	Date	Location	Total Attendance	Total Verifiable Room Nights	Total Expense
1	2022	FL Ag Museum *move due to storms	7,000		\$42,000
2	2021	Princess Place Preserve	22,000		\$50,000
3	2020	Princess Place Preserve			\$48,500

What makes your event unique and of high quality that makes it different from other similar events in the region? (attach additional pages if necessary)

See attached document.

EVENT MARKETING/ADVERTISING PLAN

Who is your target audience? (attach additional pages if necessary)

Everyone! Families, couples, singles, etc from St Johns, Volusia and surrounding counties.

How do you plan to promote and advertise your event to attract out of County visitors? (attach additional pages if necessary)

Print ads in St Johns, Volusia and Putnam County news outlets, flyers, social media campaign, two (2) billboards and radio ads on all Flagler Broadcasting stations.

Please provide a detailed estimated marketing/advertising plan (sample provided):
(if known, provide any specs, impressions, audience reach for each media buy)
(attach additional pages if necessary)

Included in attached budget.

What Makes Creekside Festival Unique

Profits go to local charities – In 2022, \$18k went to Flagler Humane Society, Flagler Free Clinic, Flagler Education Foundation and the local Food Bank.

Allows small local businesses to exhibit and interact with the community in one place.

There will be multiple activities proving fun for everyone! These include petting zoo and pig races, multiple bands throughout the weekend, food trucks offering all types of cuisine choices, beverage stations and local vendors selling their wares and services.

Location – Princess Place Preserve, allows for a beautiful outdoor location and an educational opportunity at a historic Flagler County Park.

CREEKSIDE WORKING BUDGET

Marketing		\$31,970.00
Billboards - 5 Boards for 3 months ea.		\$28,500.00
ESP Printing - road signs/banners		\$750.00
Social Media Campaign		\$800.00
Radio Ads		TBD
Print Ads		\$500.00
Ad Design		\$720.00
UPS Store - Printed Schedules		\$500.00
Google Ads		\$200.00
Entertainment		\$16,300.00
Charlie Cracker Entertainment		\$450.00
Chase's Racing Pigs		\$2,400.00
Dallas Tyler Band		TBD
Hayfire		TBD
Noah's Landing Petting Zoo		\$1,950.00
Randal Crawford		TBD
Slick-Wood		TBD
Stage Rental		\$1,500.00
Production/ AV		\$10,000.00
American Honey Lady A		TBD
Equipment Rentals/ Personnel/ Additional Costs		\$13,350.00
Flagler County - Princess Place Usage		\$3,500.00
Flagler County Sheriff's Office		\$3,200.00
Knight Jon Boy		\$1,755.00
Parking Pros		\$1,850.00
Sunbelt - Generators		\$1,250.00
Talley's Dumpster Service		\$900.00
Tent Rental		\$895.00
TOTAL EXPENSES		\$61,620.00
PROJECTED REVENUE		
Parking Revenue (no ticket sales this year)		\$60,000.00
Corporate Sponsorships		\$10,000.00
Stage Sponsorships (bundled with quarterly/annual radio campaign)		\$15,600.00
TOTAL REVENUE		\$85,600.00
NET INCOME		\$23,980.00

Authorized Agent Acknowledgements

Applicant is required to meet the original commitment to the overall economic impact of Flagler County (verified room nights or participant survey's) as stated at the time of application. Failure to meet reporting requirements will disqualify applicant for reimbursement.

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed the Special Event Marketing Guidelines Grant and completed this Application requesting funds for my special event. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all Special Event Marketing Grant guidelines.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the logo usage requirements for the Special Event Marketing Grant.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge The Flagler County Board of County Commissioners (FCBOCC) and the Tourism Development Council (TDC) must be named as additional insureds on the applicant's general commercial liability policy Certificate of Insurance for the event with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than \$1 million for general liability, \$1 million commercial general liability, each occurrence, and \$1 million personal injury, including death. The policy must be occurrence based. **Certificate(s) of insurance must be submitted to the Tourism Development Office no later than thirty (30) days prior to the event.**

I also understand that grant funds will only be awarded after completion of a Final Status Report including a Hotel Room Night report OR Event Attendee Surveys completed by a minimum of 20% of the estimated event attendees that was approved upon.

Regan Hansen Digitally signed by Regan Hansen
Date: 2023.06.17 12:58:36 -04'00'

Authorized Agent Signature

6/16/23

Date

Regan Hansen

Printed Name

Special Event Marketing Grant

Logo Usage Requirements

The Flagler County Tourism Logo and the Web Address, URL (shown below) must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Grant funding. The logo can be downloaded at VisitFlagler.com.



I, Regan Hansen, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Regan Hansen Digitally signed by Regan Hansen
Date: 2023.06.17 12:59:11 -04'00'

Signature

6/16/23

Date

Christina Hutzell

Palm Coast and the Flagler Beaches

Date



June 15, 2023

Flagler County Tourism Development Office
Attn: Christina Hutsell
120 Airport Road, Suite 3
Palm Coast FL 32164

Re: Special Event Marketing Grant – Application

City Lites Inc is a non-profit, charitable organization that produces various musical and dramatic performances annually, as fundraisers, to provide scholarships for college-bound youth for the past ten years. City Lites Inc carried on the traditional Motown program started by the late Carlos Ann Butler in the the public schools during the late 1990s and has broadened it to reach a wider audience. We provide opportunities for community volunteerism and student education through cultural arts performance in Palm Coast and surrounding communities. Our organization's continuing success has been in part through the support of the Flagler Auditorium, Dennis Fitzgerald Performing Arts Center. On December 2nd, 2023 City Lites will perform a Motown and Mo' Home for the Holidays Christmas Show. We anticipate an attendance totaling approximately 1100.

Our program volunteers are a diverse group of people from varied backgrounds, ethnicities and ages. There are limited opportunities in the area for performances of the type that we provide and we need more. The community of Flagler county has always come out and fully supported our performances, which indicates the interest and need for more diverse entertainment offerings in our county. City Lites has been a vital resource in the community, providing arts education opportunities and growth experiences to youth, promoting volunteerism for youth and seniors alike, bringing diverse cultural arts entertainment to our area, which serves as a vital source of community building. Families and individuals who are residents and visitors to our area all benefit from our performances. Many of our out-of-town audience plan their return trip a year in advance to see our performances.. City Lites supports the Flagler Palm Coast School of Performing Arts programs providing an opportunity for youth to have a theatrical experience and hone their craft in lighting, staging and other performance support. The scholarships provided have aided youth in their college financial need.

The Flagler County Tourism Development Office's financial assistance, if awarded, will be used to enhance promotion and marketing of the program outside of Flagler County. The funding is essential for development of the program because our volunteers donate their personal funds in order for the organization to meet its obligations. Although we have been able to exist, it places an undue burden on those who volunteer their time and resources to make the show a success. Since the pandemic we had been unable to do our normal fundraising so we are getting things back in place. We performed for the first time again last year and people are anticipating our next show. The grant funds will allow us to extend our reach in marketing and promotion of the program to ensure we have a full house. Proceeds from the event goes toward scholarships after expenses. Therefore financial support will allow more funds to be allocated toward our next fiscal year scholarships to Palm Coast youth.

In Flagler County, the arts have been a powerful resource providing a social and cultural benefit that builds community and economic growth. The county is growing rapidly in its development and support of the arts and humanities. City Lites, Inc. has been an integral part of that growth providing a significant impact in our community and our schools.

James L. Sims,
President
City Lites, Inc.
A non-profit federal tax exempt corporation via section 501(c)(3)

Section B: Application

To Be Completed by TDO Staff

Application Received:
TDC Approved:

6-16-23

TDO Staff Received:
BOCC Ratified:

[Signature]

GENERAL INFORMATION

Organization Legal Name	<u>City Lites Inc.</u>
Street Address	<u>52 Woodfield Dr.</u>
City/State/ZIP	<u>Palm Coast, FL 32164</u>
FEIN #	<u>26-1786129</u>
Website	<u>citylitesinc.org;</u>
Authorized Agent Name	<u>Meshella E. Woods</u>
Title	<u>Director of Marketing and Promotions</u>
Phone	<u>904-993-9613</u>
Email	<u>meshella.woods@icloud.com</u>
Date Workshop Viewed	<u>viewed online, June 9, 2023</u>
Event Name:	<u>City Lites 2023 Christmas Motown 'n' Mo' Show</u>
Event Address:	<u>Flagler Auditorium, 5500 East Hwy 100</u>
Event Dates:	<u>December 2, 2023</u>

EVENT INFORMATION

Please provide a detailed overall description of your event:
(attach additional pages if necessary)

Attached

36,020.00

Total Estimated Budget

\$6,000.00

Funding Grant Request (not to exceed 25% of total estimated budget)

COMMITMENT TO THE OVERALL ECONOMIC IMPACT OF TOURISM IN FLAGLER

Which Category best describes your event? (check one)

High Impact Visitors: 400+ estimated room nights and/or 10,000 Day Visitors

Medium Impact Visitors: 300+ estimated room nights and/or 5,000 Day Visitors

Low Impact Visitors: 100+ room nights and/or 2,500 Day Visitors

Yes or No Is this a multi-day event?

Yes or No Does the event coincide with non-peak seasons? *Non-Peak season is considered to be the months of September through January.*

How will you track attendance? (attach additional pages if necessary)

Attendance will be tracked by the number of tickets sold through the Flagler Auditorium.

How will you track room nights (if applicable)? (attach additional pages if necessary)

We will reserve a hotel room block and also gather information from the surveys of those who may not have reserved within the block.

SOUNDNESS OF SPECIAL EVENT

Clearly identify the event objectives: (attach additional pages if necessary)

Attached

What are your other sources of funding for this event? (attach additional pages if necessary)

Cast and crew membership dues, Palm Coast Cultural Arts Grant, Playbill Ads, donations, opportunities for producer investment.

Please provide a detailed estimated budget (sample provided) for all revenue and expenses.

List any past TDC Funding:

	Year	Event	Requested Amount	Award Amount	Spent Amount
1	N/A				
2					
3					
4					
5					
6					

STABILITY AND MANAGEMENT CAPACITY

How many years has this event taken place? (check one)

First Year

Less than 5 years

X Over 5 years

Please provide the following information regarding the event for the past three (3) years if applicable:

	Date	Location	Total Attendance	Total Verifiable Room Nights	Total Expense
1	10/2019	Flagler Auditorium (2 days 10/18-19)	1980	210	\$33,257
2	12/2021	Flagler Auditorium (1 day 12/4)	850	30	\$26,880
3	12/2022	Flagler Auditorium (1 day 12/3)	999	80	\$32,567

What makes your event unique and of high quality that makes it different from other similar events in the region? (attach additional pages if necessary)

Attached

EVENT MARKETING/ADVERTISING PLAN

Who is your target audience? (attach additional pages if necessary)

Attached

How do you plan to promote and advertise your event to attract out of County visitors? (attach additional pages if necessary)

Attached

Please provide a detailed estimated marketing/advertising plan (sample provided):
(if known, provide any specs, impressions, audience reach for each media buy)
(attach additional pages if necessary)

Attached

Authorized Agent Acknowledgements

Applicant is required to meet the original commitment to the overall economic impact of Flagler County (verified room nights or participant survey's) as stated at the time of application. Failure to meet reporting requirements will disqualify applicant for reimbursement.

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed the Special Event Marketing Guidelines Grant and completed this Application requesting funds for my special event. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all Special Event Marketing Grant guidelines.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the logo usage requirements for the Special Event Marketing Grant.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge The Flagler County Board of County Commissioners (FCBOCC) and the Tourism Development Council (TDC) must be named as additional insureds on the applicant's general commercial liability policy Certificate of Insurance for the event with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than \$1 million for general liability, \$1 million commercial general liability, each occurrence, and \$1 million personal injury, including death. The policy must be occurrence based. **Certificate(s) of insurance must be submitted to the Tourism Development Office no later than thirty (30) days prior to the event.**

I also understand that grant funds will only be awarded after completion of a Final Status Report including a Hotel Room Night report OR Event Attendee Surveys completed by a minimum of 20% of the estimated event attendees that was approved upon.

Meshella Woods

Authorized Agent Signature

6/15/2023

Date

Meshella E. Woods

Printed Name

Event Budget Form

Event Name: City Lites Presents: Home for the Holidays' Christmas (2023)

Event Date: December 2, 2023 **Rain Date if any** _____

Event Type: Musical Concert

Special Comments: _____

Use this form for estimated budget at time of application and completed with actual budget for submission with Final Status report

	Estimated	Actual	
Expense			
	6,800.00	_____	Location fees, rental
	_____	_____	Ticket printing, wrist bands
	300.00	_____	Flyer costs, mailing
	12,520.00	_____	Advertising/Marketing (from worksheet)
	500.00	_____	Insurance costs
	_____	_____	Liquor permit, fee
	_____	_____	Security, outside services
	_____	_____	Paid gate and operations personnel
	_____	_____	Food
	_____	_____	Refreshments and/or guarantee
	_____	_____	Door prizes
	_____	_____	Event prizes
	_____	_____	Speakers/Entertainment
	_____	_____	Clean-up
	900.00	_____	Supplies (miscellaneous)
	_____	_____	Portable restroom facilities
	1,200.00	_____	Other <u>Equipment Storage</u>
	1,800.00	_____	Other <u>Equipment Rental and Maintenance</u>
	2,000.00	_____	Other <u>Costumes</u>
	10,000.00	_____	Other <u>Scholarships</u>
	<u>\$36,020.00</u>	_____	TOTAL EXPENSES
 Revenue			
	_____	_____	Raffle (_____ Tickets @ _____)
	1,800.00	_____	Sponsor fees
	_____	_____	Food Refreshment Sales
	1,200.00	_____	Field Event, Bike Show Fees Cast and crew Membership dues
	_____	_____	Chance Pulls
	_____	_____	Vendor Commissions (_____ % of _____)
	_____	_____	Products Commissions (_____ % of _____) SUBTOTAL
	30,000.00	_____	Gate Receipts Required (_____ people @ _____)
	<u>33,000.00</u>	_____	TOTAL INCOME 1000 30.00
 Totals			
	33,000.00	_____	TOTAL INCOME
	<u>36,020.00</u>	_____	TOTAL EXPENSES

Marketing/Advertising Plan Form

Event Name: City Lites Presents: Home for the Holidays' Christmas (2023)
Event Date: December 2, 2023 **Rain Date if any** _____
Event Type: Musical Concert
Special Comments: _____

Use this form for estimated budget at time of application and completed with actual budget for submission with Final Status Report

Estimated	Actual	
Print Ads		
500.00	_____	News Paper
500.00	_____	Magazine
600.00	_____	Brochure
300.00	_____	Direct Mailer
1,200.00	_____	Other Print Advertising <u>Playbill</u>
3,100.00	_____	Total Print Ads

Digital Ads		
300.00	_____	Google Display/Search Engine Marketing
500.00	_____	Facebook
20.00	_____	Instagram
_____	_____	Other Social Media _____
_____	_____	Purchased Email Lists
1,500.00	_____	Other Digital Advertising <u>Website</u>
3,320.00	_____	Total Digital Ads

Billboards/Outdoor Advertising		
1,500.00	_____	Billboard
300.00	_____	Poster
1,000.00	_____	Other Outdoor/Advertising _____
2,800.00	_____	Total Billboards / Outdoor Advertising

Other Advertising Expenses		
1,500.00	_____	Radio
600.00	_____	Creative Design
1,200.00	_____	Other Advertising Expenses <u>Videography</u>
3,300.00	_____	Total Advertising Expenses

Total Event Marketing Expenses		
3,100.00	_____	Total Print Ads
3,320.00	_____	Total Digital Ads
2,800.00	_____	Total Billboards / Outdoor Advertising
3,300.00	_____	Total Advertising Expenses
12,520.00	_____	Total Event Marketing Expenses

Special Event Marketing Grant

Logo Usage Requirements

The Flagler County Tourism Logo and the Web Address, URL (shown below) must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Grant funding. The logo can be downloaded at VisitFlagler.com.



I, Meshella Woods, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Meshella Woods

Signature

6/15/2023

Date

Christina Hutsell

Palm Coast and the Flagler Beaches

Date

City Lites Inc.

Home For The Holidays (2023)

Special Event Marketing Grant Application FY2024

Overall Description of the Event

The City Lites, Inc. purpose is to raise funds for college scholarships for area youth while providing an opportunity for volunteerism through a volunteer cast and crew performance and performance-related work in Flagler County. The show is an onstage reenactment and theatrical performance of music and artists from the Motown era and more. The music and artists of the Motown era is a significant part of art, history, and culture. The cast and crew are a diverse group of people in the community from teenagers through adults in their late 70s. No other group in Flagler provides this type of opportunity or entertainment.

Soundness of Special Event

“Motown desegregated American music, and created the groundwork that ushered in 1960s rock and roll.” A study of 20th-century African American culture would show that Motown was a force for racial and cultural change in America. Most Americans that grew up during that era loved the music. We're introducing it to some of the younger people and lifting the spirits of those who lived and loved it. In addition, we bring in new sounds to draw new audiences, The event serves to promote unity, and volunteerism in our community. It brings visits to our county which supports the local economy. It also supports school programs and provides area youth with scholarship opportunities.

What makes your event unique and of high quality that makes it different from other similar events in the region?

For more than 11 years City Lites Inc. has entertained audiences while providing opportunities for area youth and adults to perform. We award college scholarships to Flagler college-bound high school seniors. City Lites supports the Flagler Palm Coast High School's performing arts programs collaborating with the teachers and youth on the event theatrics requirements; and provides individuals in our community a volunteerism outlet. City Lites' performances rival that of professional entertainment at the Flagler Auditorium. We utilize the same technical set designs and our make-up and our costuming are authentic and high quality. Audiences have remarked at times that we are better than the original performers, the cast has been asked for autographs or bookings (which they do not take). There are no other events in Flagler similar to ours.

EVENT MARKETING/ADVERTISING PLAN

Who is your target audience?

Our target audiences are concert-goers and those who love music and the music of the Motown era. They consist of all age groups, particularly middle-aged through elderly adults who grew up with Motown. Audiences have been 85% white and 15% black which closely aligns with our local population. However, we have attracted audiences from as far away as Maryland to New York, the Great Lakes, and the near South, as well as throughout the state of Florida.

How do you plan to promote and advertise your event to attract out-of-County visitors?

City Lites plans to use outside area radio broadcasts such as those represented by the Florida Public Media, social media and our website, Google ads, print and online magazines, digital media outlets, and community calendars. With word-of-mouth, we will state the importance of bringing family and friends to our area to enjoy the show which occurs directly after Thanksgiving. We will want to take advantage of the family visits and winter vacation markets. We will utilize cable television promotions and radio interviews and distribute materials at events held far and wide. In addition, the traditional, methods will also be utilized. We want to bring the out-of-town visitors back to Flagler and fill the Flagler Auditorium to capacity.

Please provide a detailed estimated marketing/advertising plan

Included in the application

Not all specs, impressions, and audience reach are available to us at this time. However, an example is provided below. We plan to seek additional markets as well. The attachment shows radio broadcast markets outside Flagler County. We will collaborate with area cultural organizations for assistance with marketing, outreach and promotions. Additional promotional support will be provided by the Flagler Auditorium on its social media and with physical advertising via its exterior marquee. In addition, electronic billboards will be utilized throughout north and central Florida outside Flagler viewing markets.

About 738,000,000 results (0.48 seconds)



Florida Public Media

<http://www.floridapublicmedia.org>

Florida Public Media | The Association of Public Media in Florida

Florida Public Media is a non-profit association of 24 public radio and public television stations in the state of Florida. As the only statewide ...

Who We Are

Andy Chalanick, WEFS TV. Jennifer Cook, WUCF TV. Pat ...

Contact

Mailing Address. P.O. Box 1691. St. Petersburg, FL 33731-1691 ...

TV

TV ; WPBT TV 14901 NE 20th Ave, Miami, FL 33181 ; WUCF TV ...

Radio

Radio ; WLRN TV / FM 172 NE 15th Street Miami, FL 33132 ...

[More results from floridapublicmedia.org »](#)

People also ask :

What is the Florida public broadcasting service? ^

FPBS works with PBS and NPR member stations, along with state and local groups, to deliver education based outreach projects and provide high quality programming." FPBS has a total of 14 member stations that covers 99% of Florida viewers, as well as some viewers in Georgia and Alabama.

Radio-NPR



WUFTFM and its sister station WJUF-FM interact with residents in North Central and Mid-Florida. Together providing 24/7 news coverage, these public radio stations serve 19 counties in North Central Florida and the Nature Coast creating one of the top public radio station groups in the country.

Where to listen: Stream at vuft.org, HD radio at 89.1-2, 102.7 FM in Gainesville and WUFT App

NPR listeners are...

100% more likely to have a Bachelor's degree or higher

91% more likely to be in top management at a company

74% more attentive when listening to NPR than when watching TV

54% female

46% male



#1 Most listened to radio station in North Central Florida Metro Area

#1 Ranking in reaching households with incomes of \$100K+ in the Gainesville-Ocala market

#1 Ranking in reaching graduate students in the Gainesville-Ocala market



from NPR NEWS





 WJCT Public Television Coverage

 89.9FM WJCT Public Radio Coverage



Florida Billboards

Self-serve, on **ANY BUDGET**

Looking to advertise your business in the Sunshine State? Blip offers the perfect solution with our easy, budget-friendly platform for Florida billboards. With complete campaign control and real-time analytics, advertising on billboards in Florida has never been easier or more effective.

[Start Your Billboard Campaign](#)

BILLBOARDS IN FLORIDA

Billboard Advertising *FLORIDA LOCATIONS*

Apopka	Avon Park	Bartow	Chipley
Crestview	Deerfield Beach	Delray Beach	Destin
Florida City	Fort Lauderdale	Fort Myers	Fort Walton Beach
Freeport	Gulf Breeze	Hallandale Beach	Hialeah
Hialeah Gardens	Hollywood	Jacksonville	Lake Worth
Lakeland	Longwood	Marianna	Miami
Miami Gardens	Miramar	Navarre	Niceville
North Miami	Oak Ridge	Oakland Park	Opa-locka
Orange Park	Orlando	Panama City	Panama City Beach
Pensacola	Plant City	Port St. Lucie	Quincy
Riverview	Riviera Beach	Ruskin	Sebring
Summerfield	Tampa	Thonotosassa	Town 'n' Country
West Palm Beach	Westchase	Winter Haven	

[See billboards in other states](#)

How much does a *BILLBOARD COST* in Florida?

How much does a billboard cost in Florida? With Blip, you can advertise on digital billboards throughout the state on any budget. The cost per blip depends on when and where you choose to advertise and advertiser demand. By setting a daily budget, Blip will automatically keep your campaign within that budget, and you can adjust your campaign budget at any time. Each blip is a 7.5 to 10-second display on a rotating digital billboard. Pay-per-blip advertising through Blip means you only pay for the advertising you receive. The total cost of a Blip billboard advertising campaign over a period of time is the sum of the costs of each of the individual blips you receive over that period of time. With Blip, you have the flexibility to advertise on Florida billboards, reach your target audience, and stay within your budget. How much is a billboard in Florida? Try Blip to find out! Here are average costs of billboards and their results:



[Use Our Cost Estimator](#)

Billboard advertising in Florida has *NEVER BEEN EASIER*

HERE'S HOW IT WORKS

- 1 Choose your favorite location**
Pick where you want your ads to live (and dine)! Start with single or multiple locations.
- 2 Set your budget & schedule**
Align your spend and timing with your growth goals. We offer flexible options for first-timers and big spenders, and everything in between so you maximize every penny.
- 3 Upload your design**
Create simple, easy-to-read artwork that stands out and grabs attention. Need help with your design? We have your back.
- 4 Get approved**
We review and approve all designs with our Sign Partners to ensure they're ready for action. From there, they're up and running immediately so you see results ASAP.



PO Box 350607 Palm Coast FL 32135-0607 | 386-447-7030 | aacspalmcoast.org

June 15, 2023

Flagler County Tourism Development Office
Attn: Christina Hutsell
120 Airport Road, Suite 3
Palm Coast, Florida 32164

On behalf of the African American Cultural Society, Inc. (AACS), we appreciate your consideration of this grant proposal as well as the Review Committee, the Flagler Board of Commissioners and others who have been involved in making this opportunity available to organizations such as ours over the past several years.

The AACS has been established in this community for 32 years and continues to provide to the Palm Coast community, programs and activities that reveal the history and culture of people of African descent and provide factual information about the African Diaspora experience. We have planned several exhibitions with related programs and events for FY-2024 in support of our mission to preserve and perpetuate the cultural history of Americans of African descent through artistic, educational, social and intellectual programs and events deemed to be in the best interest of the entire community. We are most proud of our support and connection with the youth of Flagler County. In fiscal FY-2023 AACS established a formal internship program engaging youth in activities that enhance their skills in public relations, marketing and promotions an exhibition services. Currently we are working on a formal program with Bethune-Cookman University and their School of Art Media and Mass communications with the backing and support of Dean Horacio Walker.

Based on our past couple years of attendance and the growing interest of residents, the business community, organizations, and local government to support AACS programs at our museum and cultural center, we anticipate an opportunity in the coming year to serve even more guests. Our audience is comprised of members, residents of Flagler County and neighboring communities, visitors to our area and tourists.

AACS will continue to present outstanding exhibitions in representation of the best that Flagler County has to offer. We have experienced an uptick in the number of visitors to our facility due to the Smithsonian Water/Ways exhibition held July - September 2022. Tourists and visitors from as far as Georgia the Carolinas and New York passed through our area seeking a place of cultural enrichment. From November 25, 2023 - February 25, 2024 the Smithsonian will return with the Traveling Exhibition "¡Pleibol! in the Barrios and Big Leagues".

We are once again soliciting grant funds to support the AACS Museum Exhibitions referenced in our SEMG Application. The continued support of the Flagler County Tourism Development Office as a partner in the perpetuation of our exhibitions has made a great impact on our ability to make a difference in our community and is appreciated. Attached is the information required for the FY-2024 SEMG application submission.

Thank you for your review and consideration. Should you need to contact me, I can be reached at 386-447-7030 or by email at curator@aacsync.org.

Sincerely,

Meshella Eddy Woods

Meshella E. Woods, First Vice President

Enclosures

Section B: Application

To Be Completed by TDO Staff

Application Received: 6-16-23

TDO Staff Received: *C. H. H. H.*

TDC Approved: _____

BOCC Ratified: _____

GENERAL INFORMATION

Organization Legal Name African American Cultural Society Inc.
Street Address 4422 N US HWY 1
City/State/ZIP Palm Coast FL 32110-4358
FEIN # 59-3104305
Website aacspalmcoast.org; museum.aacsinc.org
Authorized Agent Name Meshella E. Woods
Title Curator, Grants Administrator
Phone 904-993-9613
Email curator@aacsync.org
Date Workshop Viewed viewed online June 9, 2023
Event Name: AACS Museum Exhibition Series
Event Address: 4422 N US Hwy 1, Palm Coast FL 32110
Event Dates: October 1, 2023 - September 30, 2024

EVENT INFORMATION

Please provide a detailed overall description of your event:
(attach additional pages if necessary)

AACS hosted the Smithsonian Traveling Exhibition Water/Ways in FY-2023. As a Smithsonian Host site, we have access to their educational humanities programs and exhibitions. Based on the results of that opportunity AACS' FY-2024 exhibition series will enhance Flagler's tourism, economic opportunity, and support its focus on arts, culture and history. An in depth description of the exhibitions is attached.

\$80,625.00

Total Estimated Budget

\$15,000.00

Funding Grant Request (not to exceed 25% of total estimated budget)

COMMITMENT TO THE OVERALL ECONOMIC IMPACT OF TOURISM IN FLAGLER

Which Category best describes your event? (check one)

High Impact Visitors: 400+ estimated room nights and/or 10,000 Day Visitors

Medium Impact Visitors: 300+ estimated room nights and/or 5,000 Day Visitors

Low Impact Visitors: 100+ room nights and/or 2,500 Day Visitors

Yes or No Is this a multi-day event?

Yes or No Does the event coincide with non-peak seasons? *Non-Peak season is considered to be the months of September through January.*

How will you track attendance? (attach additional pages if necessary)

We will track using a combination of visitor passes, guest book signatures, and QR Codes.

How will you track room nights (if applicable)? (attach additional pages if necessary)

We will collaborate with several of the area hotels and coordinate with a local travel agency for enhanced outreach specifically targeting tourists.

SOUNDNESS OF SPECIAL EVENT

Clearly identify the event objectives: (attach additional pages if necessary)

See attached

What are your other sources of funding for this event? (attach additional pages if necessary)

Donations, sponsorships, in-kind... and Grants: i.e. Florida Div of Arts & Culture GSP FY-24 awarded, City of Palm Coast Cultural Arts, Florida Humanities/other, etc.

Please provide a detailed estimated budget (sample provided) for all revenue and expenses.

List any past TDC Funding:

	Year	Event	Requested Amount	Award Amount	Spent Amount
1	2022	Smithsonian Water/Ways Exhibition	\$5,000.00	\$10,000.00	\$6,208.00
2	2023	AACS Exhibition/Events Series FY-2023	\$20,000.00	\$10,000.00	TBD
3					
4					
5					
6					

STABILITY AND MANAGEMENT CAPACITY

How many years has this event taken place? (check one)

First Year

Less than 5 years

X Over 5 years

Please provide the following information regarding the event for the past three (3) years if applicable:

	Date	Location	Total Attendance	Total Verifiable Room Nights	Total Expense
1	FY-2020	AACS Since FY-2002.	3680		18,030
2	FY-2022	AACS	4320		46,315
3	FY-2023	AACS Expense and attendance are est.	5400		76,000

Note: AACS fiscal year is Jul 1 - Jun 30. FY-20 & 22 reduced due to the pandemic. FY-21 N/A.

What makes your event unique and of high quality that makes it different from other similar events in the region? (attach additional pages if necessary)

See attached

EVENT MARKETING/ADVERTISING PLAN

Who is your target audience? (attach additional pages if necessary)

See attached

How do you plan to promote and advertise your event to attract out of County visitors? (attach additional pages if necessary)

See attached

Please provide a detailed estimated marketing/advertising plan (sample provided):
(if known, provide any specs, impressions, audience reach for each media buy)
(attach additional pages if necessary)

See attached

Authorized Agent Acknowledgements

Applicant is required to meet the original commitment to the overall economic impact of Flagler County (verified room nights or participant survey's) as stated at the time of application. Failure to meet reporting requirements will disqualify applicant for reimbursement.

I, the Applicant or Authorized Agent of the organization requesting TDC funds have reviewed the Special Event Marketing Guidelines Grant and completed this Application requesting funds for my special event. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all Special Event Marketing Grant guidelines.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge that I have reviewed and understand the logo usage requirements for the Special Event Marketing Grant.

I, the applicant or Authorized Agent of the organization requesting TDC funds, acknowledge The Flagler County Board of County Commissioners (FCBOCC) and the Tourism Development Council (TDC) must be named as additional insureds on the applicant's general commercial liability policy Certificate of Insurance for the event with a further certification that the insurance premium has been fully paid. The limits of liability shall be no less than \$1 million for general liability, \$1 million commercial general liability, each occurrence, and \$1 million personal injury, including death. The policy must be occurrence based. **Certificate(s) of insurance must be submitted to the Tourism Development Office no later than thirty (30) days prior to the event.**

I also understand that grant funds will only be awarded after completion of a Final Status Report including a Hotel Room Night report OR Event Attendee Surveys completed by a minimum of 20% of the estimated event attendees that was approved upon.

Meshella Woods

Authorized Agent Signature

6/15/2023

Date

Meshella E. Woods

Printed Name

Event Budget Form

Event Name: AACS Exhibition Series (incl. Smithsonian Traveling Exhibition "¡Pleibol! in the Barrios and Big Leagues"

Event Date: 10/1/2023-9/30/2024 & 11/25/2023 - 2/25/2024 **Rain Date if any** _____

Event Type: Exhibitions with related programs and events

Special Comments: The highlight is Smithsonian Traveling Exhibition "¡Pleibol! in the Barrios and Big Leagues"

Use this form for estimated budget at time of application and completed with actual budget for submission with Final Status report

	Estimated	Actual	
Expense			
	_____	_____	Location fees, rental
	100.00	_____	Ticket printing, wrist bands
	1,200.00	_____	Flyer costs, mailing
	38,275.00	_____	Advertising/Marketing (from worksheet)
	500.00	_____	Insurance costs
	75.00	_____	Liquor permit, fee
	500.00	_____	Security, outside services
	5,000.00	_____	Paid gate and operations personnel
	5,000.00	_____	Food
	5,000.00	_____	Refreshments and/or guarantee
	250.00	_____	Door prizes
	500.00	_____	Event prizes
	10,000.00	_____	Speakers/Entertainment
	1,500.00	_____	Clean-up
	800.00	_____	Supplies (miscellaneous)
	.00	_____	Portable restroom facilities
	_____	_____	Other _____
	_____	_____	Other _____
	_____	_____	Other _____
	_____	_____	Other _____
	80,625.00	_____	TOTAL EXPENSES
Revenue			
	3,000.00	_____	Raffle (<u>600</u> Tickets @ \$ <u>5</u>)
	44,000.00	_____	Sponsor fees
	6,700.00	_____	Food Refreshment Sales
	.00	_____	Field Event, Bike Show Fees
	.00	_____	Chance Pulls
	5,000.00	_____	Vendor Commissions (_____ % of _____)
	2,000.00	_____	Products Commissions (_____ % of _____)
	60,700.00	_____	SUBTOTAL
	20,000.00	_____	Gate Receipts Required (<u>20.00</u> people @ <u>1000</u>)
	80,700.00	_____	TOTAL INCOME
Totals			
	80,700.00	_____	TOTAL INCOME
	80,625.00	_____	TOTAL EXPENSES

Marketing/Advertising Plan Form

Event Name: AACS Exhibition Series (incl. Smithsonian Traveling Exhibition "¡Pleibol! in the Barrios and Big Leagues"

Event Date: 10/1/2023-9/30/2024 & 11/25/2023 - 2/25/2024 **Rain Date if any** _____

Event Type: Exhibitions with related programs and events

Special Comments: The highlight is Smithsonian Traveling Exhibition "¡Pleibol! in the Barrios and Big Leagues"

Use this form for estimated budget at time of application and completed with actual budget for submission with Final Status Report

Estimated	Actual	
Print Ads		
<u>1,000.00</u>	_____	News Paper
<u>1,500.00</u>	_____	Magazine
<u>3,000.00</u>	_____	Brochure
<u>1,000.00</u>	_____	Direct Mailer
<u>3,000.00</u>	_____	Other Print Advertising <u>Placemat Ads, Rack Cards, etc.</u>
<u>9,500.00</u>	_____	Total Print Ads

Digital Ads		
<u>1,000.00</u>	_____	Google Display/Search Engine Marketing
<u>1,000.00</u>	_____	Facebook
<u>500.00</u>	_____	Instagram
<u>500.00</u>	_____	Other Social Media <u>Twitter</u>
<u>200.00</u>	_____	Purchased Email Lists
<u>5,000.00</u>	_____	Other Digital Advertising <u>Website</u>
<u>8,200.00</u>	_____	Total Digital Ads

Billboards/Outdoor Advertising		
<u>5,000.00</u>	_____	Billboard
<u>900.00</u>	_____	Poster
<u>2,600.00</u>	_____	Other Outdoor/Advertising <u>Marque / Banners</u>
<u>8,500.00</u>	_____	Total Billboards / Outdoor Advertising

Other Advertising Expenses		
<u>12,000.00</u>	_____	Radio
<u>10,500.00</u>	_____	Creative Design
<u>1,500.00</u>	_____	Other Advertising Expenses <u>MailChimp, RoboCalls, etc.</u>
<u>24,000.00</u>	_____	Total Advertising Expenses

Total Event Marketing Expenses		
<u>9,500.00</u>	_____	Total Print Ads
<u>8,200.00</u>	_____	Total Digital Ads
<u>8,500.00</u>	_____	Total Billboards / Outdoor Advertising
<u>24,000.00</u>	_____	Total Advertising Expenses
<u>50,200.00</u>	_____	Total Event Marketing Expenses

Special Event Marketing Grant

Logo Usage Requirements

The Flagler County Tourism Logo and the Web Address, URL (shown below) must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Grant funding. The logo can be downloaded at VisitFlagler.com.



I, Meshella E. Woods, understand the requirements put forth by the TDC for use of the TDC logo on all advertising put out into the marketplace for the event I am requesting funds for. I also understand that this is a mandatory requirement to obtain the grant funds I am applying for, and failure to utilize the aforementioned logo and web address will result in the loss of requested TDC funds.

Meshella Woods

Signature

8/15/2023

Date

Christina Hutchell

Palm Coast and the Flagler Beaches

Date

**African American Cultural Society Inc.
Cultural Center and Museum of Florida
Special Event Marketing Grant FY-2024**

SOUNDNESS OF SPECIAL EVENT

Clearly identify the event objectives.

The "AACCS Cultural Center and Museum Exhibition Series" for 2024 will consist of four exhibitions with related programs and events that educate, enlighten, entertain and enrich audiences and guests about the unique art, culture, and history of the Black community and the African Diaspora, as well as issues and concerns that provide a valuable contribution to the positive connections in our community as a whole.

Through these exhibitions and related programs, AACCS strives to bridge the gap between social and cultural communities, provide educational opportunities, and support the overall economy of our communities county-wide.

In addition to the curated content, AACCS intends to include student art exhibitions, opportunities for professional and emerging artists, as well as lectures and demonstrations that the entire community can participate in; and such that individuals, families, and special interest groups will want to travel to participate.

AACCS recognizes the interrelationships and impact of diverse cultures on the art, history, and culture of people of African descent. AACCS provides a safe place where sensitive topics of concern that impact our community and Americans in general, can be discussed, viewed, studied, explored, and experienced.

The following exhibitions are included and require Grant assistance:

1. **Shirley Chisholm Tribute** An in-depth view of the history of Shirley Chisholm, her struggles to have her voice heard in the social and political arena, and her determination to represent the underserved will be highlighted. Since the City of Palm Coast renaming ceremony of the Pine Lakes Trail to the *Shirley Chisholm Trail* there has been considerable interest in continuing the legacy. AACCS plans to partner with *area* organizations to arrange a Walkathon on the *Shirley Chisholm Trail*. The significance of her connection to the Palm Coast and Flagler County community will be featured along with information about her historic bid for election as the Democratic candidate for the presidency, and other significant contributions she made throughout her life. At the AACCS exhibit will be on display along with a showing of films of her speeches and interviews. In addition, the one-woman theatrical by Ingrid Griffith will return. Ms. Griffith has toured Atlanta GA since her appearance in Palm Coast in November 2023 for the past 7 months. She is in high demand and expected to draw an even larger crowd from near and wide in 2024. It will be an opportunity to showcase Palm Coast and Flagler County around the significance of an important figure in US history. The award-winning one-woman show will

African American Cultural Society Inc.

be an articulate account of Shirley Chisholm's outspoken advocacy for women and minorities. The exhibit will tell her story chronologically including her ties to the Palm Coast/Flagler community and the AACS, where she was a member. The exhibition will consist of photos and written narratives with support by audio/video commentary, and more. October 1 - November 30, 2023.

2. Smithsonian Exhibition "iPleibol! in the Barrios and Big Leagues"

For nearly a century, baseball has been a crucial social and cultural force in Latino communities across the United States. And, for just as long, LatinX players have had a huge impact on the game. iPleibol! examines how generations of Latinos/as have helped make the game what it is today. From youth and community teams to the Major League, the exhibition will reveal how *baseball brings people together regardless of race, class, or gender*. These inspirational baseball stories reflect larger themes in American history that connect us all, on and off the diamond. The touring version of iPleibol! will integrate themes and stories from the Smithsonian's traveling exhibition with local content from Palm Coast, Flagler County and Florida, supplemented by engaging multimedia experiences. A set of interactive 3-D models of artifacts from the Smithsonian's National Collection will feature bilingual virtual tours, augmented reality functionality for smartphones, and a number of other exciting capabilities. A bilingual Learning Lab Collection for K-12 students will feature a number of stories, artifacts, and photos from the iPleibol! exhibition accompanied by thinking routines and engagement activities designed by education professionals.

3. Women's History: Her Story Will be an exhibit that will tell the story of Women of Color - providing a Tribute to the Contributions of African-American Women and other women of color. The exhibit profiles several dynamic African-American women who have made significant contributions to society and may include original artifacts, signed documents, and photos of individuals such as Mary McLeod Bethune, Rosa Parks, Maya Angelou, Angela Davis, Dr. Mae Jemison, Shirley Chisholm, Coretta Scott King, Oprah Winfrey, Condoleezza Rice, and other great African-American women who have impacted the history of Black Women around the world. March 1, 2024, to April 30, 2024.

4. Museum on Main Street Journey Stories An exhibit that will tell the story of the human struggles related to discrimination, survival, and stories of the human spirit inspired by the need/desire to move. The exhibition will include important chapters in American History such as the trans-Atlantic slave trade, Immigration to the U.S., Native American displacement, African American migration from the Deep South, Western expansion, and important developments in U.S. transportation technology. It will recount our collective stories... voyages of people both voluntary and involuntary, who traveled to build new lives in Florida and the U.S., state-to-state, across the continent, and from around the world. We will tie in accounts from the 1000s-year-old stories of the area known to us as Flagler County (formerly part of St. Johns County) and recount the stories of our local residents' journey to Flagler County as a feature of the exhibition. May 1, 2024, to June 30, 2023.

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5. **Second Annual Book Festival: “Make Your Own Story: “Make Your Own Story”** is a book festival that will feature young authors & illustrators and will include adults with publication experience. The in-person festival, with a keynote, panel discussions, workshops & vendor spaces will include sales and signing of youth authors'/ illustrators' books. Panel discussions will be hosted by youth and professionals focusing on enabling youth to create their own stories. Workshops will demonstrate how to write/draw. Youth will also be given donated books. This event will coincide with the back-to-school programs that provide supplies to youth. August 16-17, 2024

STABILITY AND MANAGEMENT CAPACITY

What makes your event unique and of high quality that makes it different from other similar events in the region?

AACS will use the latest technology to display and present exhibitions. This is an opportunity for the AACS to showcase the art, history, and culture of Flagler County and support the efforts of the county and its communities in providing diverse and inclusive programming about topics that affect the lives of all Americans while including the important issues and topics that are often unknown, overlooked or excluded.

AACS will present an extended program to the community that allows flexibility for viewing over a period of time. An annual series of exhibitions will encourage audiences to plan a visit. Programming will include projects in partnership with students in the Flagler School System and those who are home-schooled, culminating in student presentations and/or project displays. We will employ college interns in addition to working with the digital studies classes at Matanzas High School to produce promotional materials and exhibit displays and the Film Club students at Flagler Palm Coast High School to develop audio-visual content. The local community will also have an opportunity to participate and/or contribute to some of the programming or exhibitions.

AACS has experience in outreach and touring groups through our recent exhibitions. Flagler County Wickline Senior Center, the Flagler County Schools, Home-Schoolers, the Palm Coast Recreation Program Summer Camp, the Flagler County Education System, the St. Augustine School of the Deaf and the Blind, area nursing homes, and other senior programs are a necessary part of our target audiences. Special arrangements will be made with similar groups and cultural organizations outside the county, in addition to these local groups, in order to encourage educational tourism. See some of the other narratives herein for more information on this topic.

The Exhibition Programs held at the AACS are always open to the general public with no admission charge. This encourages all who want to experience the exhibitions to come and makes it affordable for tourists to attend. Grant monies and donations, not operating funds, generally support these programs. That is why grant awards are so essential for the delivery of these and other cultural programs to our community, our visitors, and tourists.

African American Cultural Society Inc.

It is also important to note that AACCS is the only venue in the Flagler County area to offer most of the African American and African Diaspora Cultural Programs presented on a consistent basis. We are particularly unique with the type, quantity, and quality of programming we offer.

EVENT MARKETING/ADVERTISING PLAN

Who is your target audience?

The exhibitions will be marketed to our service area's general population, including Flagler and surrounding counties; also the State of Florida, and across the USA. Visitors and tourists, residents, and neighbors are expected to attend.

The exhibition will provide an opportunity for the underrepresented and those who would not normally have access to quality museum exhibitions. Meanwhile, those who enjoy the cultured atmosphere that museums bring to a community will also find the exhibitions to be exciting. In addition, scholars and special interest groups (related to the exhibition topic or theme) will be targeted. It should appeal to people of all ages and backgrounds.

How do you plan to promote and advertise your event to attract out-of-County visitors? *Please provide a detailed estimated marketing/advertising plan. (Included in the application)*

A concerted effort will be made to outreach to visitors and tourists for viewing these exhibitions with overnight stays. The Hampton Inn, the Red Roof Inn, and the Microtel, as well as local bed and breakfast businesses, are documented as having housed visitors to our exhibitions from October 2021 - September 2022. They have come from locations as far as Germany abroad and from Georgia, the Carolinas, New York, and Central to South Florida in the USA, to see our "Living In Harmony" exhibit and the Smithsonian Exhibitions "A Place for all People" and "Water/Ways", Shirley Chisholm Catalyst for Change in America, .

In addition to individuals seeking enrichment, and professionals and scholars seeking information, we also hosted a family reunion of 80+ persons. We are particularly proud of having attracted and hosted the Local Initiatives Support Corporation (LISC Jacksonville) group whose mission is community revitalization and advocacy for equitable development in diverse low-income communities. A group of approximately 20 young inner-city male youth, whom they sponsored, spent a day with AACCS after having seen our exhibition promotions on our website. They spent 4-days exploring nature in our beautiful city. AACCS will continue our outreach to varied groups, families, scholars, professionals, and individuals during this grant period. **We anticipate doing much more outreach of this type in the coming year.**

African American Cultural Society Inc.

AACS promotes partnerships with local businesses to offer discounts, and grab bags or information that will **encourage our audiences to visit other locations throughout our community**. AACS is a member organization of the Flagler History Round Table and on their tourist History Trail bus tour. AACS is also in the Florida Black Heritage Trail brochure which supports tourist visits to heritage sites.

AACS is a paid member of *visitFlorida* the organization which provides outreach and promotions to visitors and tourists from other states, as well as Florida residents. The Flagler County Cultural Council is also a supporter. As their programming grows we anticipate a strong promotional partnership.

Our ties with the Florida Humanities, the Smithsonian, the Flagler TDC, and the City of Palm Coast will also aid in managing and promoting a large outreach.

AACS holds membership with *visitFlorida*-Partner, American Alliance of Museums, Florida Association of Museums, Association of African American Museums Florida, and African American Heritage Preservation Network. All organizations provide rich marketing support and unique avenues to promote.

AACS typically holds a grand opening event and festival days during our exhibitions on select Saturdays. During these dates, local vendors are encouraged to participate. A charity event will be held for the opening of iPleibol! in the Barrios and Big Leagues.

Although our programs are especially important to people of African descent, our audiences are typically very diverse with the representation of all ethnic groups and a growing interest by many residents of communities near and far, as well as academia and subject matter experts.

Projected attendance to our exhibitions during the grant period is expected to exceed 6000. Planning is currently underway for the next Smithsonian exhibition and we are very excited about it.

Over the past two years, AACS has developed stronger relationships with our partners in the media, government, and with community organizations that have helped to promote AACS. We send press releases to local and regional media outlets to ensure the local community and beyond is aware of our programs, exhibits, and events, and how they can participate.

As a limited-resource nonprofit, we have utilized volunteers, and in-kind services for much of our outreach. For every ad we place, we receive a 30-second Public Service Announcement (PSA), garnering in-kind PSAs. We have expanded our radio ads to Florida Public Media which covers all of Florida's National Public Radio. They are a non-profit association of Florida's public television and public radio stations. Two of their affiliates that we have used in the past are NPR WUFT-

African American Cultural Society Inc.

FM which serves 19 counties in the North Central Florida area and NPR WUJT-FM which has a similar outreach extending up into lower Georgia and Alabama. We also have an agreement with Flagler Broadcasting and a local cable station for local advertisement which encourages word of mouth outside our county.

Flagler Broadcasting also has coverage outside of Flagler County such as with St. Johns County. We regularly utilize collaborative advertising with community calendars, *visitFlagler*, and *visitFlorida*.

Other media partners have included the Observer, Daytona Times, Gannett/USA Today, Jacksonville Free Press, PARENT Magazine, Program Success Magazine, Palm Coast Magazine, FlaglerLIVE, and we have a long list of additional media contacts around the State of Florida. We are using a consultant with PR experience nationwide to coordinate our public outreach effort and to work with our student interns who are contributing to the marketing outreach. The media outlets are selected based on their reach and demographic. Our partnerships within the business community and with cultural organizations also help build an audience and expand our reach.

AACS social media pages and those of our local government, corporate partners, and connections with academia are shared on social media channels including Facebook, Instagram, and Twitter further expanding the AACS program's reach. We also have a YouTube channel that includes AACS content. Our Scribe newsletter is sent to nearly 1,000 subscribers, some of whom reside outside of Flagler and/or Florida.

The AACS-dedicated Facebook page has over 3,000 likes/followers. We have developed Instagram and Twitter accounts to expand our reach by methods most commonly used by the middle-aged population and our youth. Content for social media platforms includes photos, videos, educational and informative posts about the history, culture, and art along with AACS event information. In the past 90 days, our Facebook page has reached 50,000 + viewers.

AACS's website features upcoming events, calls-to-artist, outside creative opportunities in the community, and general information about AACS membership and support. We will begin to showcase virtual exhibitions online to reach those who may have physical or time constraints to coming out to our facility and to entice those residing outside Flagler to visit to see the exhibitions up close. This will be an opportunity for media advertisement about what our county has to offer to tourists.

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Expanding Our Reach

At present AACS has determined that adults 18 - 44 are approx. 35% of visitors, 45 - 65+ are 63%, and 2% are under 18 (not including the school groups, camps, and other special group visits by youth under 18). We intend to increase our outreach to those middle adults by reaching out to families and employers and conducting surveys of needs and expectations. Recently we have provided tours by appointment and are offering evening/weekend hours for some targeted programming.

Our goal is to expand our membership and our audience. It will involve several outreach strategies as mentioned herein. Another avenue is to connect with the underserved and college student populations in our community. We are working on formalizing our internship program to include universities with museum studies, art, history, and non-profit management. This will also extend our network and bring audiences outside of Flagler County. We anticipate college programs and other such groups making field trips to our county.

AACS will build on our effort to get more flyers posted in salons/barbershops, churches, and where allowed, retail outlets and restaurants all around Florida. This will give us visibility and allow our museum to be listed when people search for places to visit for cultural enrichment.

Our program donors and sponsors include individuals, corporations, and local businesses. We have events that target specific demographics, which has helped expand our audience. Most significantly, our speaker presentations for WaterWays drew those interested in water-related topics such as libations and baptism in religion, aquaponics, and hydroponics on farming, boating, fishing and swimming in recreation, family life and history along the St. Johns River, ecology and conservation/environmental issues, youth education and employment, fire and marine rescue/City services, water safety for children, art exhibits and emotional/cultural connections, all of which created unique experiences for different audiences. **We will continue to find unique ways of engaging new audiences based on our exhibition topics.**

Additional promotions will consist of brochures, flyers, posters, rack cards (in area hotels, recreation sites, and Florida and bordering visitor centers), robocalls, public television spots, word of mouth, etc. We will continue to explore varied avenues of outreach through collaborations with our partners and community supporters.

AACS is viewed as a positive social, cultural and educational element of Palm Coast and Flagler County due to our contribution to community engagement, educational tourism, and unity. This positive image, which also reflects positively on Flagler County, will be promoted to drive more tourism and daily visitors to our county.

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We have two target audiences in our email campaigns, members (past and present) with well over 400 subscribers. Members receive a newsletter updating them on the latest exhibitions/events for planning purposes along with pertinent news-related information in the organization and around town. The general public is added to our email campaign when they arrive as visitors and at other outside events where people have signed up to be on our email list.

Please provide a detailed estimated marketing/advertising plan.

Attached to the application.

In addition to the planned spending as laid out on the form, I have included here a program that the AACS has developed in working with Matanzas and FPC High School as well as area colleges such as Savannah College of Art and Design, Daytona State, Florida Central University and Bethune-Cookman. The young people in the digital arts, tv production at the Flagler High School and the University students in Mass Communications and Graphic Design and Art Media programs have access to new ways of promotions and outreach. In addition, they have an innate understanding of today's social media and technology.

AACS' internship program trains the youth through mentorship in how to interface with a diverse public while exposing them to professionals in the field and bringing them real-world experiences. AACS also benefits through collaboration with its professors and the consultants working with us in marketing and promotions. AACS' internship program extends practical work experience to students who are interested in digital marketing, graphic design, videography, hospitality, and business development as it relates to outreach and promotions. Established public relations and marketing professionals work directly with the students to develop marketing plans (social media marketing included), create graphic designs, and create marketing/advertising products (flyers, brochures, pamphlets) for specific projects which are utilized specifically for our advertising campaigns targeted at bringing audiences into Flagler County.

Not all specs, impressions, and audience reach are available to us at this time. However, an example is provided below. We plan to seek additional markets as well. Electronic billboards should be quite effective and will be utilized throughout north and central Florida outside Flagler viewing markets. The attachment shows radio broadcast markets outside Flagler County.

We will collaborate with area cultural , business and government organizations for assistance with marketing, outreach and promotions. The Smithsonian and other grant sources such as Florida Humanities provide extensive outreach support on their own websites and other media statewide and nationally.

Publicity for Smithsonian Pleibol! Exhibition

The Smithsonian Public Affairs Office is a resource for AACS. They offer us strategies that will work best in our area based on their experience with other like organizations that host their exhibitions. Below are some of the strategies we intend to employ.

Traditional Media Outreach

Newspapers and Magazines

- Prepare a press release with digital images and general background material provided with the exhibition.
- Host a press preview of the exhibition a few days before the public opening.
- Arrange interviews for local print journalists and the broadcast media with our curator, guest lecturers, local scholars and authors who might be available locally.
- Promote as community news the special programs and symposia, performances, demonstrations, and activities that we plan to hold in conjunction with the Smithsonian exhibition.

In addition to sending the press release out to area newspapers:

- Send the news release to the attention of the editor or reporter who has the most interest in this information.
- Contact the state Associated Press and United Press International Wire Services.
- Ask the editor of our Flagler News Weekly and/or Flagler LIVE, Jacksonville Free Press, and other daily/weekly news outlets to place an article or photographs in their most popular read day or in a special supplemental section.

Radio and Television

- Arrange to be a guest on a radio or television interview or news show such as WNZF Common Ground and the local cable station to discuss the exhibition or special events held in conjunction with it.
- Make podcasts of these interviews and distribute them to media and websites where they can be broadcast outside of the Flagler market.
- Coordinate promotional giveaways with radio shows or stations. Our giveaways might include discounts and/or exhibition-related posters. Everyone loves baseball so this might be very effective.
- See if any agencies are promoting membership drives or other events where a large number of people will be gathering a month or two prior to the exhibition. Our exhibition-related materials could be used as a membership incentive for them while promoting our upcoming exhibits/events.
- Invite the media to cover special events prior to the exhibition and talk about what's coming up to look forward to. This will bring attention to our organization and the exhibition.
- Prepare video shorts (15- or 30-second media spot announcement) and PSAs for radio and television stations to air.

Publicity Strategies

Local Calendar of Events

- Post in online Calendars to include a short item and photograph on the exhibition.
- Submit calendar entries and articles on the exhibition to area colleges and universities' newspapers.
- Check with chambers of commerce, visitors' bureaus, and convention centers to get into their publications

Non-traditional Media and Other Ideas

Sharing Online

- Post information about the exhibition on our Website, and provide a link to the Smithsonian Website. They will reciprocate and create a link to our site.
- Do an email blast to our members and visitors, in the form of an e-flyer. to give them a sneak peek and encourage them to promote the event to their connections.
- Add a tagline to our AACCS email signatures.
- Add the exhibition in a comment on arts, history, community, or other applicable blogs.
- Create installation slide shows or videos for a behind-the-scenes look at the exhibition and make the content available online on our Website and YouTube channel.


Grassroots-style and Other Promotions

- Reconnect with members of the city council and county commissioners board who may assist in getting the word out about the exhibition on a larger scale.
- Contact local community businesses and organizations who are interested in our museum and/or the topic of the exhibit to partner in the promotion and public programs such as the newly formed Hispanic American Cultural Society. Note: We have established that connection and held a meeting with the Smithsonian. We anticipate establishing additional connections such as this with individuals and entities.
- Distribute posters and flyers to libraries, shopping centers, department stores, banks, civic and sports arenas, schools, clubs, community groups, and church organizations.
- Tangible items related to the exhibition may be distributed to the local press to further their interest in the exhibition.
- Include the exhibition and related programming in our newsletter, the Scribe.

Special Events

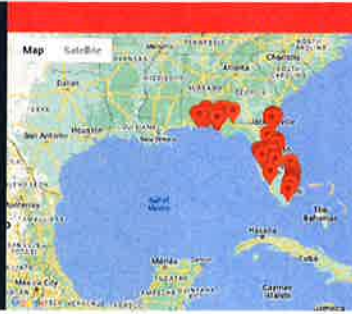
- In planning our special companion events such as the opening reception, press preview, or other public programs we will invite state and local officials, such as the the mayor of Palm Coast and surrounding cities in the county, other officials, pastors of local churches, business leaders and presidents of local colleges or universities.

Florida Billboards

Self-serve, on 

Looking to advertise your business in the Sunshine State? Blip offers the perfect solution with our easy, budget-friendly platform for Florida billboards. With complete campaign control and real-time analytics, advertising on billboards in Florida has never been easier or more effective.

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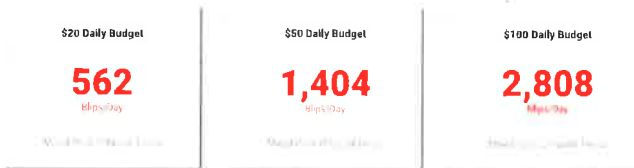
Billboard Advertising

Apopka	Avon Park	Bartow	Chipley
Crestview	Deerfield Beach	Delray Beach	Destin
Florida City	Fort Lauderdale	Fort Myers	Fort Walton Beach
Freeport	Gulf Breeze	Hallandale Beach	Hialeah
Hialeah Gardens	Hollywood	Jacksonville	Lake Worth
Lakeland	Longwood	Marianna	Miami
Miami Gardens	Miramar	Navarre	Niceville
North Miami	Oak Ridge	Oakland Park	Opa-locka
Orange Park	Orlando	Panama City	Panama City Beach
Pensacola	Plant City	Port St. Lucie	Quincy
Riverview	Riviera Beach	Ruskin	Sebring
Summerfield	Tampa	Thonotosassa	Town 'n' Country
West Palm Beach	Westchase	Winter Haven	

[See billboards in other states](#)

How much does a in Florida?

How much does a billboard cost in Florida? With Blip, you can advertise on digital billboards throughout the state on any budget. The cost per blip depends on when and where you choose to advertise and advertiser demand. By setting a daily budget, Blip will automatically keep your campaign within that budget, and you can adjust your campaign budget at any time. Each blip is a 7.5 to 10-second display on a rotating digital billboard. Pay-per-blip advertising through Blip means you only pay for the advertising you receive. The total cost of a Blip billboard advertising campaign over a period of time is the sum of the costs of each of the individual blips you receive over that period of time. With Blip, you have the flexibility to advertise on Florida billboards, reach your target audience, and stay within your budget. How much is a billboard in Florida? Try Blip to find out! Here are average costs of billboards and their results:

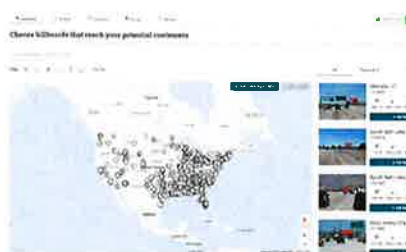


[Use Our Cost Estimator](#)

Billboard advertising in Florida has

HERE'S HOW IT WORKS

- Choose your favorite location**
Pick where you want your ads to live (and shine)! Start with single or multiple locations.
- Set your budget & schedule**
Align your spend and timing with your growth goals. We offer flexible options for first-timers and big-spenders, and everyone in between so you maximize every penny.
- Upload your design**
Create simple, easy-to-read artwork that stands out and grabs attention. Need help with your design? We have your back.
- Get approved**
We review and approve all designs with our Sign Partners to ensure they're ready for action. From there, they're up and running immediately so you see results ASAP.



About 738,000,000 results (0.48 seconds)



Florida Public Media

<http://www.floridapublicmedia.org> :

Florida Public Media | The Association of Public Media in Florida

Florida Public Media is a non-profit association of 24 public radio and public television stations in the state of Florida. As the only statewide ...

Who We Are

Andy Chalanick, WEFS TV. Jennifer Cook, WUCF TV. Pat ...

Contact

Mailing Address. P.O. Box 1691. St. Petersburg, FL 33731-1691 ...

TV

TV ; WPBT TV 14901 NE 20th Ave, Miami, FL 33181 ; WUCF TV ...

Radio

Radio ; WLRN TV / FM 172 NE 15th Street Miami, FL 33132 ...

[More results from floridapublicmedia.org »](#)

People also ask :

What is the Florida public broadcasting service? ^

FPBS works with PBS and NPR member stations, along with state and local groups, to deliver education based outreach projects and provide high quality programming." FPBS has a total of 14 member stations that covers 99% of Florida viewers, as well as some viewers in Georgia and Alabama.

Radio-NPR



WUFT-FM and its sister station WJUF-FM interact with residents in North Central and Mid-Florida. Together providing 24/7 news coverage, these public radio stations serve 19 counties in North Central Florida and the Nature Coast creating one of the top public radio station groups in the country.

Where to listen: Stream at vuft.org, HD radio at 89.1-2, 102.7 FM in Gainesville and WUFT App

NPR listeners are...

100% more likely to have a Bachelor's degree or higher

91% more likely to be in top management at a company

74% more attentive when listening to NPR than when watching TV

54% female

46% male



#1 Most listened to radio station in North Central Florida Metro Area

#1 Ranking in reaching households with incomes of \$100K+ in the Gainesville-Ocala market

#1 Ranking in reaching graduate students in the Gainesville-Ocala market



from NPR NEWS





- WJCT Public Television Coverage
- 89.9FM WJCT Public Radio Coverage





**Tourist Development Council
July 12, 2023
Government Services Building
Bunnell, FL – 9:00 am**

**EVENT FUNDING
PROJECT DETAILS**



**Boy's Invitational U15-U19
Florida Elite
August 18-20, 2023**

About: The Florida Elite Soccer Academy Invitational is a Competitive Youth Soccer tournament held at the beginning of every 10-month Youth soccer seasonal year. The Invitational is the premier soccer tournament for competitive teams in the Florida, Georgia, and South Carolina states. This Tournament is the event teams use as a guiding benchmark to their team's preparation for the upcoming season.

Event History: This is our 11th year running this Tournament. Starting with just over 100 teams attending, we now have had to split the event into a BOYS and GIRLS weekend to host the more than 400 teams that attend this tournament.

Event Highlights: The Invitational highlights 4 levels of competitive play. This allows all teams to compete on an even playing field and work on their summer rust. The older age groups, U15-U19 all compete in a "Showcase" style format. This allows those older age groups to compete in front of over 100 college coaches from across the country. The college coaches use this Pre-Season event as an opportunity to plan for their recruiting class the following year.

Event Location: Indian Trails Sports Complex, Palm Coast, FL

Estimated Attendance: Palm Coast will host over 125 teams traveling from across the Southeastern United States. Each team has an average of 18 players on its roster and each player brings with them 2.5 additional attendees. This is an estimated on-site attendance of over 5600 players/family members.

Estimated Room Nights and ADR: 2022 comparison to previous years

Hotel	CompPolicy	#Room Nts.	Rate	Nts.
Palm Coast				
Best Western Plus Flagler Beach Area Inn & Suites - Palm Coast	1 per 20	44	\$135.00	44
Days Inn Palm Coast - Palm Coast	NA	20	\$139.00	20
Fairfield Inn & Suites Palm Coast - Palm Coast	1 per 20	106	\$154.00 \$149.00	94 12
Hampton Inn & Suites Palm Coast - Palm Coast	1 per 20	71	\$179.00 \$189.00	57 14
Hilton Garden Inn Palm Coast Town Center - Palm Coast	1 per 20	95	\$174.00 \$189.00 \$169.00	82 8 5
Legacy Vacation Resort Palm Coast - Palm Coast	1 per 20	44	\$199.00	44
Microtel Inn & Suites by Wyndham Palm Coast - Palm Coast	1 per 20	19	\$109.49	19

	2021			2020 (covid)			2019			2018		
	# Nights	ADR	Revenue	# Nights	ADR	Revenue	# Nights	ADR	Revenue	# Nights	ADR	Revenue
Days Inn Palm Coast	0	0	\$0	0	0	\$0	78	129	\$10,062	129	129	\$16,641
Fairfield Inn Palm Coast	37	149	\$5,513	30	145	\$4,350	86	140	\$12,040	55	129	\$7,095
Hammock Beach	0	0	\$0	0	0	\$0	34	210	\$7,140	42	209	\$8,760
Hampton Inn Palm Coast	62	120	\$7,440	35	153	\$5,355	107	149	\$15,943	109	133	\$14,451
Hilton Garden Inn Palm Coast	95	158	\$15,010	22	152	\$3,344	103	141	\$14,523	105	131	\$13,755
Holiday Inn Express Palm Coast	0	0	\$0	0	0	\$0	49	140	\$6,860	66	135	\$8,910
Legacy Palm Coast	52	139	\$7,228	28	129	\$3,612	48	115	\$5,520	46	115	\$5,290
Microtel Palm Coast	27	129	\$3,483	0	0	\$0	3	94	\$282	17	89	\$1,513
Red Roof Palm Coast	0	0	\$0	0	0	\$0	25	120	\$3,000	6	110	\$660
TOTAL	273		\$38,674	115		\$16,661	533		\$75,370	575		\$77,075

Total Event Budget (same as 2022):

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		\$175	
Housing			
Food		\$875	
Sanction Fees		\$3,650	
Site Fees		\$7,600	
Rights/Guarantees Fees			
Officials		\$56,185	
Awards*		\$10,320	
Equipment		\$1,500	
Rentals		\$1700	
Insurance			
Security		\$150	
Labor		\$3,950	
Marketing/Promotions		\$3380	
Administrative Costs		\$4,400	
OTHER EXPENSES (Please Itemize Below)			
Supplies/ Expo			
Traffic Control		\$4,300	
Athlete Items			
Volunteers			
Sub-Totals	\$	\$98,185	\$
		TOTAL EXPENSE	\$98,185

Funding Request: Requesting \$4,900 bid fee for hosting event.



**Tourist Development Council
July 12, 2023
Government Services Building
Bunnell, FL – 9:00 am**

**EVENT FUNDING
PROJECT DETAILS**



**Girl's Invitational U15-U19
Florida Elite
August 25-27, 2023**

About: The Florida Elite Soccer Academy Invitational is a Competitive Youth Soccer tournament held at the beginning of every 10-month Youth soccer seasonal year. The Invitational is the premier soccer tournament for competitive teams in the Florida, Georgia, and South Carolina states. This Tournament is the event teams use as a guiding benchmark to their team's preparation for the upcoming season.

Event History: This is our 11th year running this Tournament. Starting with just over 100 teams attending, we now have more than 200 teams that attend this tournament.

Event Highlights: The Invitational highlights 4 levels of competitive play. This allows all teams to compete on an even playing field and work on their summer rust. The older age groups, U15-U19 all compete in a "Showcase" style format. This allows those older age groups to compete in front of over 100 college coaches from across the country. The college coaches use this Pre-Season event as an opportunity to plan for their recruiting class the following year.

Event Location: Indian Trails Sports Complex, Palm Coast, FL

Estimated Attendance: Palm Coast will host over 125 teams traveling from across the Southeastern United States. Each team has an average of 18 players on its roster and each player brings with them 2.5 additional attendees. This is an estimated on-site attendance of over 5600 players/family members.

Estimated Room Nights and ADR: (2022 comparison to previous years)

Hotel	CompPolicy	#Room Nts.	Rate	Nts.
Palm Coast Hotels				
Days Inn Palm Coast - Palm Coast	NA	2	\$139.00	2
Hammock Beach Resort - Palm Coast	1 per NA	8	\$299.00	8
Hampton Inn & Suites Palm Coast - Palm Coast	1 per 20	51	\$133.00 \$146.00	24 27
Microtel Inn & Suites by Wyndham Palm Coast - Palm Coast	1 per 20	5	\$109.49	5
Best Western Plus Flagler Beach Area Inn & Suites - Palm Coast	NA	30	\$149.00	30
Fairfield Inn & Suites Palm Coast - Palm Coast	1 per 20	89	\$159.00	89
Hilton Garden Inn Palm Coast Town Center - Palm Coast	1 per 20	74	\$159.00 \$174.00	67 7
Legacy Vacation Resort Palm Coast - Palm Coast	1 per 20	54	\$169.00	54

	2021			2020 (covid)			2019			2018		
	# Nights	ADR	Revenue	# Nights	ADR	Revenue	# Nights	ADR	Revenue	# Nights	ADR	Revenue
Days Inn Palm Coast	0	0	\$0	0	0	\$0	78	129	\$10,062	129	129	\$16,641
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Red Roof Palm Coast	0	0	\$0	0	0	\$0	25	120	\$3,000	6	110	\$660
TOTAL	273		\$38,674	115		\$16,661	533		\$75,370	575		\$77,075

Total Event Budget (same as 2022):

EVENT BUDGET DETAIL

Total Event Budget (Expenses/Income)

PROJECTED EXPENSES			
	In-Kind	Cash	TDC
Travel		\$175	
Housing			
Food		\$875	
Sanction Fees		\$3,650	
Site Fees		\$7,600	
Rights/Guarantees Fees			
Officials		\$56,185	
Awards*		\$10,320	
Equipment		\$1,500	
Rentals		\$1700	
Insurance			
Security		\$150	
Labor		\$3,950	
Marketing/Promotions		\$3380	
Administrative Costs		\$4,400	
OTHER EXPENSES (Please Itemize Below)			
Supplies/ Expo			
Traffic Control		\$4,300	
Athlete Items			
Volunteers			
Sub-Totals	\$	\$98,185	\$
		TOTAL EXPENSE	\$98,185

Funding Request: - Requesting \$4,900 bid fee for hosting event.

Tourist Development - Capital Projects

Special Revenue Fund

Fund 1109 Div. 4700	Description	Actual FY 20-21	Actual FY 21-22	Adopted FY 22-23	Tentative FY 23-24	Changes +/-	Comments
Revenues							
512101	Tourist Dev Tax - Sales, Use & Fuel	721,701	886,443	800,000	850,000	50,000	Local Option Tourist Tax Levy is 5% (this Fund Receives 20% of Allocation)
361100	Interest	5,078	11,652	1,500	15,000	13,500	
386702	Excess Fees - Tax Collector	4,968	7,423	0	0	0	
399000	Cash Carry Forward	0	0	2,981,121	4,057,682	1,076,561	
Total Fund Revenues		731,747	905,519	3,782,621	4,922,682	1,140,061	Overall Revenue Increase/Decrease: 30.14%
Expenditures							
575- Special Recreation Facilities							
531000	Professional Services	671	1,012	0	2,500	2,500	
534008	Comm Fees - Tax Collector	21,651	26,593	24,000	25,500	1,500	Tax Collector Commissions
549005	Bank Analysis Fees	42	56	100	2,500	2,400	
581004	Flagler County Parks	0	0	28,370	0	(28,370)	Princess Place Exhibit
Total Operating Expenditures		22,364	27,661	52,470	30,500	(21,970)	
573- Cultural Services							
581004	Aid to other GOVTS	90,436	59,564	0	0	0	
Total Awards		90,436	59,564	0	0	0	
581- Inter-Fund Group Transfers Out							
591008	Interfund Transfers	427,115	0	0	0	0	Transfer for Debt Service (completed)
Total Interfund Transfers		427,115	0	0	0	0	
598020	Designated for Future Use	0	0	3,730,151	4,892,182	1,162,031	\$1.6 Million for Visitor Center
Total Reserves		0	0	3,730,151	4,892,182	1,162,031	
Total Fund Expenditures		539,915	87,225	3,782,621	4,922,682	1,140,061	Overall Expenditure Increase/Decrease: 30.14%

Account Type	Account	Line	Amount	Description
R	1109-001-0000-000000-390-00-000-000-399000-	10	(\$4,057,682.00)	Estimated CCF
R	1109-001-0000-312100-310-00-000-000-312101-	10	(\$850,000.00)	TDT
R	1109-001-0000-361100-360-00-000-000-361100-	10	(\$15,000.00)	Interest
Total Revenues			(\$4,922,682.00)	
E	1109-147-4700-575300-570-57-000-000-531000-	10	\$2,500.00	PFM Fees
E	1109-147-4700-575300-570-57-000-000-534008-	10	\$25,500.00	Tax Collector Commissions
E	1109-147-4700-575300-570-57-000-000-549005-	10	\$2,500.00	Bank Fees
E	1109-150-5000-000000-590-00-000-000-598020-	10	\$1,600,000.00	Visitor Center
E	1109-150-5000-000000-590-00-000-000-598020-	20	\$745,373.00	Future Projects
E	1109-150-5000-000000-590-00-000-000-598020-	30	\$2,546,809.00	Unrestricted Reserves
Total Expenditures			\$4,922,682.00	

Tourist Development - Operating: Promos & Advertising

Special Revenue Fund

Fund 1110		Actual	Actual	Adopted	Tentative	Changes	
Div. 4700	Description	FY 20-21	FY 21-22	FY 22-23	FY 23-24	+/(-)	Comments
Revenues							
312101	Tourist Dev Tax - Sales, Use & Fuel	2,165,103	2,659,329	2,400,000	2,550,000	150,000	Local Option Tourist Tax Levy is 5% (this Fund
361100	Interest	2,873	8,556	1,000	15,000	14,000	Receives 20% of Allocation)
366001	Contributions in Aid	13,103	0	0	0	0	
369900	Refund-Prior Year Expense	5,081	0	0	0	0	
369900	Miscellaneous	0	0	1,500	0	(1,500)	Billboard Rental
386702	Excess Fees - Tax Collector	14,903	22,270	0	0	0	
399000	Cash Carry Forward	0	0	2,667,357	1,220,007	(1,447,350)	Overall Revenue Increase/Decrease:
Total Fund Revenues		2,201,063	2,690,156	5,069,857	3,785,007	(1,284,850)	-25.34%
Expenditures							
559- Other Economic Environment							
512000	Regular Salaries	282,500	341,471	385,212	407,524	22,312	5.475 FTE with 5.3% COLA
514000	Overtime	121	287	0	0	0	
52XXXX	Employee Benefits	108,423	125,778	159,648	191,556	31,908	
Total Personnel Services		391,044	467,536	544,860	599,080	54,220	
531000	Professional Services	2,240	9,234	24,000	5,600	(18,400)	Audit Fees w Tax Collector (Starry Nights moved to 549000)
534006	Other Contracted Services	260,419	233,702	417,826	280,637	(137,189)	Reduced contracted services by using in-house
534008	Comm Fees - Tax Collector	64,953	79,780	72,000	76,500	4,500	Tax Collector Commissions
540000	Travel Expenses	1,282	2,358	7,000	12,000	5,000	
541001	Devices and Accessories	0	66	500	650	150	
541002	Communications Recurring	7,074	10,639	7,720	9,456	1,736	Cable, Wireless, Surfcam
542000	Postage Expense	17,217	8,451	15,000	12,000	(3,000)	Visitor Packages
543000	Utilities Expense	2,947	3,987	4,000	4,280	280	
544000	Rentals & Lease	50,188	51,269	52,014	62,611	10,597	FC Airport office space & Rolling Stock Vehicle
545001	General Liability Insurance	1,180	1,112	1,190	1,309	119	
545003	Vehicle Insurance	494	546	585	620	35	
545006	Other Insurance & Bonds	(10)	0	0	0	0	
546001	Blding/Equip Repairs	8	149	0	0	0	
546003	Vehicle Repair	608	374	1,300	550	(750)	
546004	Maintenance Agreements	8,177	4,976	7,830	7,887	57	Canon Copier, Fortinet Fortiswitch
546006	Small Tools & Equipment	190	746	0	0	0	
547000	Printing & Binding	24,626	20,468	30,000	50,000	20,000	Trek & Artwalk brochures, Dining Guide

(continued on next page)

Tourist Development - Operating: Promos & Advertising

Special Revenue Fund

Fund 1110		Actual	Actual	Adopted	Tentative	Changes	
Div. 4700	Description	FY 20-21	FY 21-22	FY 22-23	FY 23-24	+ / (-)	Comments
	Expenditures (continued)						
548001	Promotional Activities	30,526	46,255	40,250	90,480	50,230	Promotional Items and SEMG
548003	Promotional - City of Palm Coast	20,000	20,000	0	0	0	
548004	Promotional - Special Event	55,000	100,099	80,000	100,000	20,000	Sporting events, NCCAA, Jaga Charitable Trust
548001	Promotional - SEMG	0	0	80,000	0	(80,000)	
549000	Other Current Charges/Obligations	1,079	6,160	17,500	25,000	7,500	Friends of A1A Scenic Hist. & Starry Nights (moved here FY24)
549004	Advertising	514,247	628,992	600,000	700,000	100,000	Vist Fla, Florida's First Coast of Golf
549005	Bank Analysis Fees	1,065	1,016	1,300	800	(500)	
551000	Office Supplies	936	1,524	2,000	2,000	0	
551001	Office Equipment	4,126	8,663	5,000	5,000	0	
552001	Gas, Oil, & Lubricants	201	572	2,000	1,000	(1,000)	
552002	Other Operating Expenses	1,958	2,171	15,000	7,500	(7,500)	Destination Signage/Improvements
552006	Data Processing Software	17,427	17,390	22,300	20,680	(1,620)	CrowdRiff, Office 365, Copier Lease
554001	Publications and Memberships	40,740	39,369	55,736	67,122	11,386	Annual Subscription Increases
555001	Training & Education	495	1,244	2,000	2,000	0	
555002	Conferences & Seminars	2,278	4,027	8,000	13,270	5,270	
	Total Operating Expenditures	1,131,671	1,305,339	1,572,051	1,558,952	(13,099)	
598020	Designated for Future Use	0	0	2,952,946	1,626,975	(1,325,971)	
	Total Reserves	0	0	2,952,946	1,626,975	(1,325,971)	
	Total Fund Expenditures	1,522,715	1,772,876	5,069,857	3,785,007	(1,284,850)	Overall Expenditure Increase/Decrease: -25.34%

Account Type	Account	Line	Amount	Description
R	1110-001-0000-000000-390-00-000-000-399000-	10	(\$1,220,007.00)	Estimated CCF
R	1110-001-0000-312100-310-00-000-000-312101-	10	(\$2,550,000.00)	TDT
R	1110-001-0000-361100-360-00-000-000-361100-	10	(\$15,000.00)	Interest
Total Revenues			(\$3,785,007.00)	
E	1110-147-4700-559100-550-55-000-000-512000-	10	\$141,669.00	Tourism Development Director
E	1110-147-4700-559100-550-55-000-000-512000-	20	\$63,107.00	Destination Dev & Comm Engagement Manager
E	1110-147-4700-559100-550-55-000-000-512000-	30	\$68,765.00	Marketing Media Manager
E	1110-147-4700-559100-550-55-000-000-512000-	40	\$71,677.00	Tourism Marketing Manager
E	1110-147-4700-559100-550-55-000-000-512000-	50	\$46,696.00	Administrative Assistant
E	1110-147-4700-559100-550-55-000-000-512000-	60	\$15,610.00	Tourism Visitor Services Specialist (0.475 FTE)
E	1110-147-4700-559100-550-55-000-000-521000-	10	\$31,176.00	FICA (5.475 FTE)
E	1110-147-4700-559100-550-55-000-000-522000-	10	\$84,981.00	Retirement (5.475 FTE)
E	1110-147-4700-559100-550-55-000-000-523000-	10	\$74,706.00	Insurance (5.475 FTE)
E	1110-147-4700-559100-550-55-000-000-524000-	10	\$693.00	Workers Comp 8810 (5.475 FTE)
E	1110-147-4700-559300-550-55-000-000-531000-	10	\$4,600.00	PFM Asset Management Advisory Service Fee
E	1110-147-4700-559300-550-55-000-000-531000-	20	\$1,000.00	Misc.
E	1110-147-4700-559300-550-55-000-000-534006-	10	\$5,749.00	SIMPLEVIEW /JACK RABBIT FOR BOOK DIRECT 5% INCREASE PER CONTRACT
E	1110-147-4700-559300-550-55-000-000-534006-	20	\$52,500.00	SIMPLEVIEW 5% INCREASE PER CONTRACT
E	1110-147-4700-559300-550-55-000-000-534006-	30	\$25,000.00	CYCLE HERE MEDIA -VIDEO
E	1110-147-4700-559300-550-55-000-000-534006-	40	\$60,000.00	MEDIA AGENCY SERVICE
E	1110-147-4700-559300-550-55-000-000-534006-	50	\$2,388.00	AMERICAN JANITORIAL W/3% INCREASE
E	1110-147-4700-559300-550-55-000-000-534006-	60	\$5,000.00	FLAGLER AUDITORIUM SERVICE AGREEMENT
E	1110-147-4700-559300-550-55-000-000-534006-	70	\$5,000.00	FC HISTORICAL SOCIETY SERVICE AGREEMENT
E	1110-147-4700-559300-550-55-000-000-534006-	80	\$5,000.00	PC HISTORICAL SOCIETY SERVICE AGREEMENT
E	1110-147-4700-559300-550-55-000-000-534006-	90	\$5,000.00	FB HISTORICAL MUSUEM SERVICE AGREEMENT
E	1110-147-4700-559300-550-55-000-000-534006-	100	\$40,000.00	FC CULTURAL COUNCIL SERVICE AGREEMENT
E	1110-147-4700-559300-550-55-000-000-534006-	110	\$25,000.00	ANNUAL RESEARCH/IMPACT REPORT
E	1110-147-4700-559300-550-55-000-000-534006-	120	\$50,000.00	* SUSTAINABILITY/ECO TOURISM PLAN *
E	1110-147-4700-559300-550-55-000-000-534008-	10	\$76,500.00	3% PER INTERLOCAL AGREEMENT
E	1110-147-4700-559300-550-55-000-000-540000-	10	\$1,000.00	DESTINATIONS FLORIDA ANNUAL (2) ATTENDEES.
E	1110-147-4700-559300-550-55-000-000-540000-	20	\$1,500.00	DESTINATIONS FLORIDA MARKETING SUMMITT (3) ATTENDEES
E	1110-147-4700-559300-550-55-000-000-540000-	30	\$2,500.00	VISIT FLORIDA GOVERNORS CONFERENCE (5) ATTENDEES
E	1110-147-4700-559300-550-55-000-000-540000-	40	\$2,000.00	DESTINATIONS INTERNATIONAL ANNUYAL CONFERENCE
E	1110-147-4700-559300-550-55-000-000-540000-	50	\$2,500.00	MARKETING COLLEGE (3) ATTENDEES
E	1110-147-4700-559300-550-55-000-000-540000-	60	\$2,000.00	CDME CERTIFICATION
E	1110-147-4700-559300-550-55-000-000-540000-	70	\$500.00	TOURISM DAY-TALLY
E	1110-147-4700-559300-550-55-000-000-541001-	10	\$650.00	ONE PHONE REPLACEMENT
E	1110-147-4700-559300-550-55-000-000-541002-	10	\$750.00	FLAGLER SURF - PER AGREEMENT
E	1110-147-4700-559300-550-55-000-000-541002-	20	\$6,107.00	SPECTRUM - PER IT DEPARTMENT
E	1110-147-4700-559300-550-55-000-000-541002-	30	\$2,599.00	VERIZON - PER IT DEPARTMENT

E	1110-147-4700-559300-550-55-000-000-542000-	10	\$12,000.00	POSTAGE FOR VISITOR PACKAGES FREIGHT FOR WELCOME CENTER VISITOR PACKAGES
E	1110-147-4700-559300-550-55-000-000-543000-	10	\$4,280.00	FPL - INCREASE IN BUDGET OF 7%
E	1110-147-4700-559300-550-55-000-000-544000-	10	\$125.00	CULLIGAN - EQUIPMENT RENTAL
E	1110-147-4700-559300-550-55-000-000-544000-	20	\$1,335.00	STAPLES - COPIER LEASE PER IT DEPARTMENT
E	1110-147-4700-559300-550-55-000-000-544000-	30	\$53,351.00	FC AIRPORT OFFICE LEASE - INCREASE RENT BY 3% - INCREASE CAM CHARGES BY 6%
E	1110-147-4700-559300-550-55-000-000-544000-	40	\$7,800.00	**Rolling Stock (Replace 2015 Ford Explorer)
E	1110-147-4700-559300-550-55-000-000-545001-	10	\$1,309.00	LIABILITY INSURANCE - 10% INCREASE PER RISK MANAGMENT.
E	1110-147-4700-559300-550-55-000-000-545003-	10	\$620.00	2015 FORD EXPLORER FDIC 08915 2017 UTILITY TRAILER FDIC 09689 PER RISK MANAGMENT ADD 10%
E	1110-147-4700-559300-550-55-000-000-546003-	10	\$550.00	2015 FORD EXPLORER
E	1110-147-4700-559300-550-55-000-000-546004-	10	\$6,300.00	SIMPLEVIEW - PER CONTRACT
E	1110-147-4700-559300-550-55-000-000-546004-	20	\$925.00	STAPLES COPIER - PER IT DEPARTMENT
E	1110-147-4700-559300-550-55-000-000-546004-	30	\$662.00	FLAGLER SURF HOSTING - PER AGREEMENT
E	1110-147-4700-559300-550-55-000-000-547000-	10	\$2,648.00	DODGE THE DUNES BROCHURE - APPROX 10,000 *31% COST INCREASE
E	1110-147-4700-559300-550-55-000-000-547000-	20	\$6,468.00	FREE MAP BROCHURE - APPROX 10,000
E	1110-147-4700-559300-550-55-000-000-547000-	30	\$10,613.00	VISITOR GUIDE - APPROX 15,000
E	1110-147-4700-559300-550-55-000-000-547000-	40	\$2,977.00	ART WALK BROCHURE - APPROX 6,000
E	1110-147-4700-559300-550-55-000-000-547000-	50	\$2,899.00	TREK GUIDE - APPROX 6,000
E	1110-147-4700-559300-550-55-000-000-547000-	60	\$2,486.00	PADDLE GUIDE BROCHURE - APPROX 6,000
E	1110-147-4700-559300-550-55-000-000-547000-	70	\$845.00	DOG RACK CARD - APPROX 6,000
E	1110-147-4700-559300-550-55-000-000-547000-	80	\$2,028.00	WEDDING BROCHURE - APPROX 6,000
E	1110-147-4700-559300-550-55-000-000-547000-	90	\$9,620.00	FOODIE GUIDE - APPROX 10,000
E	1110-147-4700-559300-550-55-000-000-547000-	100	\$5,278.00	ENVELOPES FOR MAILING VISITOR PACKAGE APPROX 5,500
E	1110-147-4700-559300-550-55-000-000-547000-	110	\$660.00	BILLBOARD VINYL WRAP - APPROX 1 PER YEAR
E	1110-147-4700-559300-550-55-000-000-547000-	120	\$3,478.00	MISC PRINTING
E	1110-147-4700-559300-550-55-000-000-548001-	10	\$2,480.00	VISIT FLORIDA BROCHURE SPACE - 5% INCREASE
E	1110-147-4700-559300-550-55-000-000-548001-	20	\$18,000.00	COMMUNITY EVENT / NTTW
E	1110-147-4700-559300-550-55-000-000-548001-	30	\$50,000.00	SPECIAL EVENT MARKETING GRANT (SEMG)
E	1110-147-4700-559300-550-55-000-000-548001-	40	\$20,000.00	PROMOTIONAL ITEMS
E	1110-147-4700-559300-550-55-000-000-548004-	10	\$26,400.00	LACROSSE
E	1110-147-4700-559300-550-55-000-000-548004-	20	\$20,000.00	FLAG FOOTBALL
E	1110-147-4700-559300-550-55-000-000-548004-	30	\$10,000.00	SOCCER
E	1110-147-4700-559300-550-55-000-000-548004-	40	\$26,400.00	MEETINGS
E	1110-147-4700-559300-550-55-000-000-548004-	50	\$17,200.00	MISC
E	1110-147-4700-559300-550-55-000-000-549000-	10	\$5,000.00	STARRY NIGHTS
E	1110-147-4700-559300-550-55-000-000-549000-	20	\$5,000.00	NATIVE AMERICAN FESTIVAL
E	1110-147-4700-559300-550-55-000-000-549000-	30	\$5,000.00	PALM COAST SONGWRITERS FESTIVAL
E	1110-147-4700-559300-550-55-000-000-549000-	40	\$5,000.00	CREEKSIDE
E	1110-147-4700-559300-550-55-000-000-549000-	50	\$5,000.00	MISC
E	1110-147-4700-559300-550-55-000-000-549004-	10	\$325,000.00	DIGITAL

E	1110-147-4700-559300-550-55-000-000-549004-	20	\$195,000.00	SOCIAL
E	1110-147-4700-559300-550-55-000-000-549004-	30	\$65,000.00	PRINT
E	1110-147-4700-559300-550-55-000-000-549004-	40	\$115,000.00	MISC
E	1110-147-4700-559300-550-55-000-000-549005-	10	\$800.00	BANK ANALYSIS FEES
E	1110-147-4700-559300-550-55-000-000-551000-	10	\$2,000.00	OFFICE SUPPLIES
E	1110-147-4700-559300-550-55-000-000-551001-	10	\$5,000.00	OFFICE EQUIPMENT
E	1110-147-4700-559300-550-55-000-000-552001-	10	\$1,000.00	GAS, OIL
E	1110-147-4700-559300-550-55-000-000-552002-	10	\$7,500.00	DESTINATION SIGNAGE/IMPROVEMENTS
E	1110-147-4700-559300-550-55-000-000-552006-	10	\$18,900.00	CROWDRIFF - 5% INCREASE PER CONTRACT
E	1110-147-4700-559300-550-55-000-000-552006-	20	\$1,680.00	OFFICE 365 - PER IT
E	1110-147-4700-559300-550-55-000-000-552006-	30	\$100.00	ZAMAR - SOFTWARE
E	1110-147-4700-559300-550-55-000-000-554001-	10	\$1,000.00	VISIT FLORIDA
E	1110-147-4700-559300-550-55-000-000-554001-	20	\$5,200.00	SMITH TRAVEL (CoStar Realty)
E	1110-147-4700-559300-550-55-000-000-554001-	30	\$1,890.00	VISIT JACKSONVILL - ANNUAL INCREASE
E	1110-147-4700-559300-550-55-000-000-554001-	40	\$3,655.00	DESTINATIONS FLORIDA - ANNUAL INCREASE
E	1110-147-4700-559300-550-55-000-000-554001-	50	\$800.00	SOUTHEASE TOURISM SOCIETY - ANNUAL INCREASE
E	1110-147-4700-559300-550-55-000-000-554001-	60	\$7,500.00	DESTINATIONS INTERNATIONAL IMPACT CALCULATOR AND MEMBERSHIP
E	1110-147-4700-559300-550-55-000-000-554001-	70	\$2,757.00	FLORIDA SPORTS FOUNDATION - 5% INCREASE
E	1110-147-4700-559300-550-55-000-000-554001-	80	\$2,625.00	US TRAVEL
E	1110-147-4700-559300-550-55-000-000-554001-	90	\$1,195.00	SPORTS ETA
E	1110-147-4700-559300-550-55-000-000-554001-	100	\$2,000.00	LONDON PUBLICATIONS
E	1110-147-4700-559300-550-55-000-000-554001-	110	\$1,667.00	FLAGLER REGIONAL CHAMBER
E	1110-147-4700-559300-550-55-000-000-554001-	120	\$9,000.00	AIR DNA
E	1110-147-4700-559300-550-55-000-000-554001-	130	\$3,900.00	MAILCHIMP
E	1110-147-4700-559300-550-55-000-000-554001-	140	\$2,050.00	SPROUT SOCIAL
E	1110-147-4700-559300-550-55-000-000-554001-	150	\$473.00	SMARCH PER IT DEPARTMENT
E	1110-147-4700-559300-550-55-000-000-554001-	160	\$160.00	CANVA
E	1110-147-4700-559300-550-55-000-000-554001-	170	\$21,250.00	ARRIVALIST
E	1110-147-4700-559300-550-55-000-000-555001-	10	\$2,000.00	EXCEL ADVANCED TRAINING, MARKETING COLLEGE
E	1110-147-4700-559300-550-55-000-000-555002-	10	\$775.00	DESTINATIONS FLORIDA ANNUAL (2) ATTENDEES
E	1110-147-4700-559300-550-55-000-000-555002-	20	\$775.00	DESTINATIONS FLORIDA MARKETING SUMMITT (3) ATTENDEES
E	1110-147-4700-559300-550-55-000-000-555002-	30	\$2,500.00	VISIT FL GOVERNORS CONFERENCE (5) ATTENDEES
E	1110-147-4700-559300-550-55-000-000-555002-	40	\$1,295.00	DESTINATIONS INTERNATIONAL ANNUAL CONFERENCE.
E	1110-147-4700-559300-550-55-000-000-555002-	50	\$3,675.00	MARKETING COLLEGE (3) ATTENDEES
E	1110-147-4700-559300-550-55-000-000-555002-	60	\$3,150.00	CDME - CERTIFCATION
E	1110-147-4700-559300-550-55-000-000-555002-	70	\$100.00	TOURISM DAY - TALLY
E	1110-147-4700-559300-550-55-000-000-555002-	80	\$1,000.00	MISC.
E	1110-150-5000-000000-590-00-000-000-598020-	10	\$1,626,975.00	Reserves
Total Expenditures			\$3,785,007.00	

Tourist Development - Beach Restoration

Special Revenue Fund

Fund 1111		Actual	Actual	Adopted	Tentative	Changes	
Div. 4700	Description	FY 20-21	FY 21-22	FY 22-23	FY 23-24	+ / (-)	Comments
Revenues							
312101	Tourist Dev Tax - Sales, Use & Fuel	721,701	886,443	800,000	850,000	50,000	Local Option Tourist Tax Levy is 5% (this Fund Receives 20% of Allocation)
334390	TDT Beach Restore - State Design	6,730	58,284	0	0	0	
361100	Interest Earnings	5,294	3,196	1,000	3,000	2,000	
337200	Local Gov Grant- Public Safety	0	9,536	0	0	0	
331390	Fed Grant - Phys Env-Other	0	57,217	0	0	0	
386702	Excess Fees - Tax Collector	4,968	7,423	0	0	0	
399000	Cash Carry Forward	0	0	830,568	809,067	(21,501)	Overall Revenue Increase/Decrease:
	Total Fund Revenues	738,693	1,022,100	1,631,568	1,662,067	30,499	1.87%
Expenditures							
537- Conservation and Resource Management							
531000	Professional Services	150,508	38,149	0	220,000	220,000	Misc. Professional Services For Dune Repairs
534008	Comm Fees - Tax Collector	21,651	26,593	24,000	25,500	1,500	Tax Collector Commissions
534010	Governmental Services	0	125,750	0	0	0	Project #105721 Dune Restoration Post Monitoring
549000	Other Current Chrgs/Oblig	99,798	149,374	0	0	0	
549005	Bank Analysis Fees	133	96	0	2,000	2,000	
	Total Operating Expenditures	272,090	339,961	24,000	247,500	223,500	
564000	Machinery and Equipment	0	0	0	137,500	137,500	50% of Drone
	Total Grants and Aids	0	0	0	137,500	137,500	
581007	Aid to Flagler Beach	0	107,895	0	0	0	
582009	Other Entities	0	5,025	0	0	0	
	Total Grants and Aids	0	112,920	0	0	0	
537- Conservation and Resource Management							
582009	Other Entities	0	76,290	0	0	0	
581007	Grants/Aid/Contributions to Flagler Beach	9,025	58,284	0	0	0	FY 20 Project #090566, Shoreline Protection (ongoing)
	Total Grants and Aids	9,025	134,574	0	0	0	
581- Inter-Fund Group Transfers Out							
591001	Interfund Transfer for Debt Service	4,761,732	660,524	704,330	0	(704,330)	TDT Series 2017 Paid off Early
	Total Interfund Transfers	4,761,732	660,524	704,330	0	(704,330)	
598020	Designated for Future Use	0	0	903,238	1,277,067	373,829	
	Total Reserves	0	0	903,238	1,277,067	373,829	
	Total Fund Expenditures	5,042,847	1,247,979	1,631,568	1,662,067	30,499	Overall Expenditure Increase/Decrease: 1.87%

Account Type	Account	Line	Amount	Description
R	1111-001-0000-000000-390-00-000-000-399000-	10	(\$809,067.00)	Estimated CCF
R	1111-001-0000-312100-310-00-000-000-312101-	10	(\$850,000.00)	TDT
R	1111-001-0000-361100-360-00-000-000-361100-	10	(\$3,000.00)	Interest
Total Revenue			(\$1,662,067.00)	
E	1111-147-4700-537300-530-53-000-000-531000-	10	\$217,000.00	Misc. Engineering Costs
E	1111-147-4700-537300-530-53-000-000-531000-	20	\$3,000.00	PFM Fees
E	1111-147-4700-537300-530-53-000-000-534008-	10	\$25,500.00	Tax Collector Commission
E	1111-147-4700-537300-530-53-000-000-549000-	10	\$137,500.00	50% of Drone Purchase
E	1111-147-4700-537300-530-53-000-000-549005-	10	\$2,000.00	Bank Fees
E	1111-150-5000-000000-590-00-000-000-598020-	10	\$1,277,067.00	Estimated Reserves
Total Expenditures			\$1,662,067.00	



CAPITAL PROJECT FUNDING PROGRAM

Project Status Report

Name of Project:	Palm Coast Southern Recreation Center Expansion
TDC and BOCC Approval Dates:	7/20/2022 and 8/15/2022
Total Amount Awarded:	\$739,158
Project Start Date:	mid-February 2023
Estimated Completion Date:	12/5/2023 (substantial completion) and 1/5/2024 (final completion)
Status Report Date:	6/16/2023
Overall Project Activities Update:	The Southern Recreation Center is making steady progress to date. Permits were received in February 2023 and construction started shortly thereafter remaining on schedule. Highlights of this phase of construction include land clearing and grading, concrete pour for foundation of the building, steel framing, and most recently 1 st floor rough ins and starting on the pre-engineered metal building. Palm Coast Parks & Recreation has been working internally on operations, a program schedule, and expenditure budget presentations. The previous Tennis Supervisor position has been reclassified into a Southern Recreation Center Supervisor position and is currently open for applications. This position will contribute to the success of the Southern Recreation Center and will provide much-needed support to room rentals, tennis and

pickleball programming, maintenance of the facility, as well as court reservations and tournament scheduling.

Project Expenditures to Date:

Design Fees: \$624,685.59

Construction Fees: \$3,019,750.81

Any Changes/Concerns:

No, the project remains on schedule.

Photos:

