

# Bay Florida's Forgotten Coast® BUSINESS REPORT

September 2010

Vol 19, Number 9

## Monthly Meetings

**Monthly Business Luncheon**  
September 1, 2010, 12:00  
**Up The Creek**  
313 Water Street  
Apalachicola

**Business After Hours**  
September 9, 2010  
5:30-7:00 pm  
**Chapman Botanical Gardens**  
177 5th Street  
Apalachicola

**Monthly Business Luncheon**  
October 6, 2010 12:00  
That Place Off 98

17 Avenue E  
Apalachicola

## Visitor Statistics

July 2001	1,394
July 2002	1,185
July 2003	1,196
July 2004	1,245
July 2005	1,198
July 2006	1,913
July 2007	2,814
July 2008	2,690
July 2009	2,923
July 2010	1,292

## Website stats May

Visits	18,437
Page Views	79,123
Average Page Views	4.:29
Time on Site (mins)	3:53
Bounce Rate	31.15%
New Visits	69.98%

## New Facebook Page

We started a new Facebook page aimed at Chamber members. "Apalachicola Bay Chamber" is the name of the page and it has the chamber compass logo as the profile picture. The purpose of this page is to facilitate communication between members. Members can announce specials, sales, new hours, new products, or ask questions and make connections. Restaurants can post their daily specials, retailers can post sales, and businesses can announce openings, or employment opportunities. We are off to a great start with 98 "friends".

Our Visitor Center Facebook page for visitors has been totally revamped. The old Chamber Apalachicola is now Apalachicola Visitor Center & Chamber of Commerce with a picture of the word SEAFOOD in red. Check out these pages and friend us. We will add your business page to our favorites.

## Golf Tournament

Tee up with business members from around the Franklin, Leon, and Wakulla County areas at the 7th annual Apalachicola Bay Chamber Of Commerce Golf Tournament on Wednesday, October 13th. Tee-time is 1:00 pm on the beautiful St. James Golf Course, just east of Carrabelle. Scores will be totaled and prizes awarded at a reception following the tournament. Cost per team is \$400. Fees include range balls, and golf carts equipped with the latest color GPS system. For more info, contact us at (850) 653-9419 or [anita@apalachicolabay.org](mailto:anita@apalachicolabay.org).

## Thank You!

Thank to Lois Swoboda of Aloha Pest Control

## Directors Column

Visitor inquiries picked up after the oil well was capped in July, however we still seem to be down from last year. As you can see by the visitor stats in the column on the left July, was down by 1,600 inquiries this year. The Franklin County TDC gave us \$25,000 in July for marketing. We purchased ads on several southeastern websites including Garden & Gun, Points North, AL.com, Vie People + Places, Florida Travel + Life, WFSU radio, Destination Wedding and The Knot. We hope these ads will generate more traffic. Drop us an email if you get reservations or business from this campaign.

Anita Grove, Executive Director

Bed bugs are in the news a lot lately and visitors are very concerned about it. If you manage a lodging facility you need to be ready to answer questions. Lois Swoboda, owner of Aloha Pest Management, is offering a short 10 minute presentation free of charge for those interested in the subject. Lois can be reached at (850) 653-9631 or 653-5857 [antbetty@lycos.com](mailto:antbetty@lycos.com)



**ROBERSON &  
ASSOCIATES, P.A.**  
CERTIFIED PUBLIC ACCOUNTANTS

## Chamber Board of Directors

### PRESIDENT

Michael Shuler 653-9226

### VICE-PRESIDENT

Ginny Griner 653-8853

### TREASURER

Jerry Hall 653-9510

### SECRETARY

Kristin Anderson 653-2249

### BOARD MEMBERS

Kristy Branch Banks 670-1255

Donna Duncan 653-8976

Susan Bassett 323-0092

Mark Friedman 670-1253

Bud Hayes 927-3305

Beverly Hewitt 653-9510

Paul Marxsen 697-2542

Diana Prickett 927-2322

Kevin Ward 899-0669

for helping us get the ever present ants under control at the Chamber office and Visitor Center.

## New Members

### Michael Billings Real Estate Agent

Welcome Michael Billing, real estate agent with St George Island Real Estate. Michael joined the Chamber in August. He started with St George Island Real Estate in February. Michael and his wife Jenny moved to Apalachicola in 2007, and have been coming here for twelve years. He worked in human resources and labor relations. They decided to retire to the area from northern Virginia to escape the hustle and bustle of the city. Michael enjoys working with people and has found real estate a rewarding endeavor. John Shelby is the broker at St George Island Realty. Their offices are located at 139 East Gulf Beach Drive. Michael can be reached at 850-228-8100 or via email [michaelbillings@sgirealty.com](mailto:michaelbillings@sgirealty.com).

### Apalachicola Ah La Carte

Lisa Hooker joined the Chamber last month with her golf cart rental business *Apalachicola Ah La Carte*. Located on 4th Street in Apalachicola, *Apalachicola Ah La Carte* is just behind the Gibson Inn and the Hays House between Avenue C and D. Lisa opened the business on May 1st. She rents carts for \$20.00 for a half day, \$50.00 for a full day. Born and raised in Apalachicola Lisa raised three kids in Quincy before she decided to move back to the area. The golf cart rentals come in handy for boaters passing through the area, weddings and other special events like the Tour of Homes. *Apalachicola Al La Carte* can be reached by calling (850) 524-0505.

### Apalachicola Boat Slips and Boat Ramp

Charlie Chapin and manager Gwen Huckabee have joined the Chamber with *Apalachicola Boat Slips and Boat Ramp*, providing overnight and long-term boaters with the perfect location and amenities. Conveniently located less than three blocks from the center of downtown, the slips are the slips can accommodate vessels up to 45 feet in length and up to 17 feet in beam. Each slip has its own 30-amp shore power outlet (two slips even



### Exposure

National Geographic Traveler was sent information in early August. They were seeking information on Gulf Coast beaches unaffected by the oil spill with a strong sense of place.

The TravelChannel.com featured our section of the Gulf Coast in early August on their website in an article entitled Gulf Coast Road Trip.

Information on our fall Festivals and food events were sent to the National Trust Travel website Gozaic for upcoming blogs.

### Forgotten Coast Community Yard Sale

have 50-amp service) and there is a pump-out station for holding tanks and a boat ramp for those who need it. The ramp and slips are located at 317 Water Street next to Up the Creek Raw Bar. Gwen can be reached at (850) 653-6279 or by email [Magnolia@fairpoint.net](mailto:Magnolia@fairpoint.net)

### **Gallery 75**

Charlie Chapin also joined with *Gallery 75*, located on the Apalachicola River where it joins Scipio Creek. The gallery showcases the work of renowned abstract painter Charles S. Chapin and his son, sculptor Samuel Chapin. *Gallery 75* provides visitors with one of the South's finest collections of modern art housed in a beautifully restored building. Sunlight cascades through tall, stately windows and overhead skylights, adding drama to the brilliant colors of the paintings and smooth curves and angles of the sculptures. *Gallery 75* is open daily by appointment. Nearly all works are available for sale. For more information on the gallery, call at (850) 653-6279 or email [magnolia@fairpoint.net](mailto:magnolia@fairpoint.net)

## **Member News**

### **Centennial Bank**

Centennial Bank will host a Meet & Greet on Wednesday, September 8th, at 5:30pm at the Gibson Inn. Centennial Bank's founder, Johnny Allison, will be here and would like to meet customers and potential customers over beer, wine & heavy hors d'oeuvres. RSVP by Friday September 3rd to [donniegay@ccbflorida.com](mailto:donniegay@ccbflorida.com) or Kelli Combs [kcombs@baysidesavingsbank.com](mailto:kcombs@baysidesavingsbank.com)

### **Healthy Start**

Healthy Start is sponsoring a Community Café at the Gulf Coast Community College in Port St. Joe on September 9th from 10:00-12:00. The forum will be a very casual discussion regarding the needs of families within your community. There will be food, door prizes and networking! Please RSVP by September 6th at 1-800-895-9506 or [healthystart@comcast.net](mailto:healthystart@comcast.net)

Gather up your treasures to sell and join us anywhere along U.S. Highway 98

(Big Bend Scenic Byway) on Saturday, October 2nd. Sale will be held from 8:00 am- until. From Mexico Beach to Panacea, this event promises to be the best yard sale in the Panhandle. Non-profits, individuals, and businesses are welcome to set up. If you would like to be listed on the map contact us at (850) 653-9419 or [info@apalachicolabay.org](mailto:info@apalachicolabay.org)