

# Bay Florida's Forgotten Coast® BUSINESS REPORT

June 2011

Vol 20, Number 6

## Meeting Notices

### Meetings Notices

Meeting Notices  
Monthly Business Luncheon  
June 1, 2011 noon  
Caroline's  
123 Water Street  
Apalachicola

Monthly Business Luncheon  
July 6, 2011  
TBA

Business After Hours  
July 14th, 2011  
5:30-7:00 pm  
Superior Bank, NA  
58 4th Street  
Apalachicola

### Visitor Statistics

April 2001 1,342  
April 2002 1,237  
April 2003 980  
April 2004 1,494  
April 2005 1,189  
April 2006 1,268  
April 2007 2,200  
April 2008 2,987  
April 2009 2,497  
April 2010 2,968  
April 2011 2,731

### Website Statistics

April 2011

Visits 19,341  
Page views 83,950  
Page visits 4:34  
Bounce rate 29.04  
Time on site 4:02mins

## Dues Renewal

Our new year begins in July, so we are busy preparing renewal forms. In the next couple of weeks you will receive a renewal form that lists your business name, address, website, etc., and the main category you are listed under. The second page is a print out of your business information on the Apalachicola Bay Chamber website [www.apalachicolabay.org](http://www.apalachicolabay.org). To ensure that we have all of your information up to date, please return the form noting any changes you would like us to make. Double check your phone, email and website addresses and your keywords. Keywords help people locate your business in the website database. We will also included information on the top section of the form that shows the number of times your listing has been viewed and the number of times your website has been clicked on.

You can also see the activity your listing has received over the past year. Our website has a built-in analytical program that tracks every hit your listing receives from our website. To take a look, go to the site [www.apalachicolabay.org](http://www.apalachicolabay.org), click on Members, click on My Information and log in. Once logged in, the website will automatically bring up your listing, scroll down and click on Chamber Options. Under Transaction Type you will see three entries: Category Display equates to the number of times the category you are listed in has been clicked on, Category Search is the number of times the category you are in was searched, Detail View is the number of times your business was viewed on the site, and Website Click is the number of times your website has been viewed. If you have any questions, please feel free to email us or call (850) 653-9419.

## Visitor Guide and Map Last Call

We are producing the 2011-2012 Official Visitors Guide & Map to promote businesses in our area. This is a professionally produced glossy full-color guide, and that includes an area maps, professional photographs, brief histories of the area, things to do,

## Directors Column

Anita Grove, Executive Director

It is time to elect new board members, update our membership information and website, and renew dues for the 2011-2012 year. The Apalachicola Bay Chamber Nominations Committee (Kristin Anderson, Jerry Hall and Donna Duncan) is proposing a slate of candidates to fill vacancies on the board. On the slate are: Mike Koun, owner of the Gibson Inn, Bonnie Gomes, Owner of Oyster Radio, Candy Varnes Marketing Director with Resort Vacation Properties and Brenda Ash with Centennial Bank and City Commissioner.

Many of the existing board members have agreed to serve another term. Continuing on will be: Attorney Michael Shuler, Mark Friedman with Freidman Financial Consultants, Jerry Hall with the Eastpoint Farmers Market, Apalachicola Seafood Grill and Old Time Soda Fountain, Kristin Anderson with LongDream Gallery; Bud Hayes, Bev Hewitt with Apalachicola Seafood Grill, Eastpoint Farmers Market and Old Time Soda Fountain.

Diana Prickett, Susan Bassett, Paul Marxsen, Royce Rolstead will be retiring from the board in July. We thank them for their many months of service and dedication.

New visitors 73.61

## Chamber Board of Directors

### PRESIDENT

Michael Shuler  
653-1757

### 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

dining, places to stay, shopping places to see and relocation information. Both publications are mailed to everyone requesting visitor and relocation information (approximately 1,500 requests per month), given to walk-in visitors, included in press kits and distributed throughout the county at member businesses accommodations, vacation rental offices, shops and restaurants. The map and guide is also available as a downloadable PDF on our website at [www.apalachicolabay.org](http://www.apalachicolabay.org). We will print 20,000 copies of each. Advertisers will receive copies for their own distribution. If you area interested in advertising, please contact Anita Grove or Cindy Collins at the Chamber office (850) 653-9419 or [anita@apalachicolabay.org](mailto:anita@apalachicolabay.org).

### New Members

#### Stir It Up

Welcome Brandy and Brandon Tracy with their new business Stir It Up, an espresso, smoothie and granita bar in downtown Apalachicola. They serve locally roasted Forgotten Coast Coffee, specialty and flavored coffees, real fruit smoothies, Italian granitas and a selection of pastries, muffins, quiches, gourmet hot dogs, and soups. They are open Monday through Friday from 9:00 am to 6:00 pm, Saturday from 10:00 am-6:00 pm. They also sell handmade jewelry, custom made hats. Brandy has been a barista for ten years. She lived in Seattle where she met and married Brandon. She named the coffee shop for her brother Hakan Stevens who loved Bob Marley's song by the same title. Brandy's parents, Tammy and Tommy have lived in Apalachicola since 2001. This weekend, May 27-28, they will have a grand opening. They will have music and special treats from 6-8 pm each evening. We are also having a ribbon cutting at 10:00 am Friday, May 27. Stir It Up is located next to the Apalachicola Chocolate Company on Avenue, next to City Hall. Brandy and Brandon can be reached by calling (850) 653-3355 or [stiritup@hotmail.com](mailto:stiritup@hotmail.com). You can visit their website at [www.stiritupfl.com](http://www.stiritupfl.com)

#### Main Street Broadband

Jason Coleman joined the chamber with his wireless high speed internet company, Main Street Broadband. Main Street Broadband, LLC is a privately held wireless broadband service provider headquartered in Alpharetta, Georgia. Together with its subsidiary, Broadband South LLC, Main Street is committed to bringing affordable high-speed Internet access and digital phone service to the un-served and underserved markets in the southeast. Main Street Broadband utilizes the latest in wireless broadband technology for both residential and

Nominees will be presented and voted on at the June membership luncheon on June 1, 12:00 noon at Caroline's. Be sure to attend and cast your vote!



### Press

Deb Geigis Berry was sent information and photographs for a story she is writing for [www.familyadventuremom.com](http://www.familyadventuremom.com). The story will be entitled Beaches Babies Love and should be out by Memorial Day.

business services to develop additional economic opportunities in the communities and advance the quality of life for its residents. To learn more about Main Street Broadband, visit [www.mainstreetbb.com](http://www.mainstreetbb.com) or call Jason at (850) 210-5293 or email him [jcoleman@mainstreetbb.com](mailto:jcoleman@mainstreetbb.com). They plan is to have Carrabelle and Eastpoint up and running by July of this year.

### **Circee Designer Women's Clothing**

Welcome B. Giselle DuBois-LaPoint who is opening Circee, a clothing shop for women, on Saturday, May 28th. Circee will specialize in cool (literally and figuratively) designer women's clothing- lots of linen tops, pants and dresses, white cotton, fashionable but comfortable clothing. Circee also has accessories, shoes, purses, and custom jewelry, plus comfortable bedding and bath items. Giselle is originally from Martinique. She was a model for many years and found the area when passing through on a modeling trip to Panama City. She loves it here and decided to open a shop. Circee is located at 75 Market Street in Apalachicola. Giselle can be reached at (727) 412-2004 or by email [lapointb@msn.com](mailto:lapointb@msn.com)

## **Member News**

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### **Centennial Bank Grand Opening**

Centennial Bank will have a Grand Opening on Thursday, June 2, from at 6:00 pm. Drop by for causal hors d'oeuvres and cocktails to celebrate.

Vicki Stout, a freelance writer from Nashville, was sent information and photos for a story she is working on.

Jennifer Kornegay wrote a wonderful article for GulfScapes magazine on St George Island that appears in the June 2011 edition.

Mary Holman's article about Apalachicola appeared in [examiner.com](http://examiner.com) on May 24th. She was sent information about Apalachicola's National Trust Distinct Destination, info on the area and photos.

Reid Tillery wrote a great story about the St George Island and Island Outfitters

Esther Lenssen was sent information and photographs. She is writing a German "Florida Family Travel Guide" to be published by German publisher Companions in September 2011. Companions publishes travel guides specifically for families with kids <http://www.companions.de/buchreihen> They also plan to use the information for the German Florida Family Travel Guide.

Yevett Cordozo was sent information for some work she is doing for StockPhotos. She was down on a press tour out of Panama City Beach in mid May. She also wrote an article for [RealFoods.com](http://RealFoods.com)

Rand McNally hand-picked ten driving adventures in America which includes Apalachicola, "studded with stop-worthy destinations, are the perfect ways to kick the season off right. You don't want to wait another year to see ten of America's favorite pit stops."

Dr Beach Named St George Island one of America's Top Ten Beaches (#6)! The list has gotten lots of exposure From MSN.com to the Good Morning America Show.

## **Chamber Members**

How can the Apalachicola Bay Chamber better serve you? Is there something that we can do better to help your business? Is there something you would like to see us add or change on the website, at the visitor's center or in the visitors' guide? Staff will be calling member this month to make sure your website entry is correct and up to date and get input on what we can do for you. Also, always feel free to call or email us with your ideas at [info@apalachicolabay.org](mailto:info@apalachicolabay.org).

## **Volunteers Needed**

The Apalachicola Bay Chamber Visitor Center seeks volunteers to help at the visitors center and with special projects. Duties include giving our visitor information, answering questions about places to stay, restaurants and things to do. If you would like to help, we'd love to have you. It can be a fun and rewarding. Contact us for details (850) 653-9419 or email us at [info@apalachicolabay.org](mailto:info@apalachicolabay.org)