

# Bay Florida's Forgotten Coast® BUSINESS REPORT

August 2014

Vol 23, No 8

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## Meetings

### Monthly Business Luncheon

August 6, 2014, 12:00  
Bayside Burgers  
260 US Highway  
98Eastpoint

### Business After Hours

August 14, 2014  
5:30-7:00 pm  
St George Island  
Plantation Owners'  
Clubhouse  
1712 Magnolia  
2 1/2 miles past gate  
St George Island

### Monthly Business Luncheon

September 3, 2014 noon  
Owl Café  
15 Avenue D  
Apalachicola

## Visitor Statistics

June 2001	1,238
June 2002	1,025

## From the Director [Anita Grove](#)

I can't believe it has been 17 years since I signed on with the Apalachicola Bay Chamber of Commerce. It has gone by in the blink of an eye. Being the Executive Director for the chamber has been the most rewarding endeavor of my work career. Over the 17 years we have taken photocopied tourist brochures and turned them in to 60 page destination guides. We researched and passed the tourist development tax to help develop our tourism infrastructure and expand our season into the fall and winter. We helped pass a one cent health care tax to improve access to healthcare in the county. We bought a building for the chamber office and visitor's center. We also successfully created a vision plan for the commercial seafood industry in downtown Apalachicola and developed the Apalachicola Design Guidelines to help preserve Apalachicola's extraordinary built environment through the Waterfront's Florida program. We also expanded the Enterprise Zones which provides tax incentives for small businesses, and created the Apalachicola Small Business Development Center in partnership with the US Small Business Development Center (SBDC) at FAMU in Tallahassee. *Continued below*

## New Members

### PJ's Cleaning Service

Welcome Penny and John Solomon with their cleaning service, *PJ's Cleaning Service*. PJ's offers cleaning services for new construction sites, commercial offices, vacation rentals, and commercial rentals. In business since 2006, PJ's has 10-16 good reliable cleaners. They are a locally owned family run business, and both John and Penny grew up in Franklin County. *PJ's Cleaning Service* can be reached by

## Sponsors



## Press

-Lauren Eberle was sent info and photos for an 8-page feature article about Northwest Florida for the September issue of SW Airways magazine.

-Robin Draper was here in July gathering materials to write stories on our area. Robin owns Authentic Florida, a blog about unique Florida destinations with

June 2003	1,185
June 2004	1,196
June 2005	1,245
June 2006	1,791
June 2007	2,521
June 2008	2,278
June 2009	2,537
June 2010	2,082
June 2011	2,856
June 2012	2,433
June 2013	2,189
June 2014	2,060

## Website stats June 2014

Visits 21,718  
Users 16,932  
Pageviews 72,309  
Pages/Session 3.33  
Duration 3:11  
Bounce Rate 47.36%

## Board of Directors

### PRESIDENT

Donna Duncan 653-8976

### VICE-PRESIDENT

Bud Hayes 927-3305

### TREASURER

Jerry Hall 653-9510

### SECRETARY

Kristin Anderson 653-2249

Brenda Ash 653-8805

Bonnie Fulmer 509-5009

Craig Gibson 653-8853

Ginny Griner 653-8853

Beverly Hewitt 653-9510

Mike Koun 653-2191

Ira Mittleman 653-2193

Karen Rudder 927-2312

Michael Shuler 653-1757

John Solomon 323-1330

Jean Ulrich 653-2900

[Optional Link](#)

calling (850) 370-6361 or by email [pismiracle@yahoo.com](mailto:pismiracle@yahoo.com).

### The Shop

Welcome Debbie Polaronis and Andrea Duval with their new store, *The Shop*, in downtown Apalachicola. *The Shop* sells antiques, collectibles, home décor, re-purposed items and furniture, jewelry, monogram bags, local art, tupelo honey, driftwood, t-shirts, and outdoor furniture. Andrea and Debbie are very talented in repurposing old things from home décor items to furniture. *The Shop* is located at 16 Avenue D, in the old Zingarelli print shop across from the Post Office. Andrea and Debbie can be reached by calling (850) 653-1006 or by email [theshopapalach@gmail.com](mailto:theshopapalach@gmail.com). Check out their [Facebook](#) page.

### Hank's Furniture

Cathy and Hank Brown joined the chamber in July with their home furnishing business, *Hank's Fine Furniture* in Panama City. *Hank's Fine Furniture* sells all types of furniture for your home including living room, dining room, bedroom and outdoor furniture. They have been in the business since 1975, and have grown to 15 stores in 5 states. Hank's is one of America's Top 100 Independent Furniture Retailers. They sell Drexel, Heritage, Kincaid, Hooker, Bernhardt, Thomasville, Lexington, Paula Deen and more. *Hank's Fine Furniture* is located in Panama City at 1804 West 23rd Street. The store can be reached by calling (850) 522-9189 or email [Cathy@hanksfurniture.com](mailto:Cathy@hanksfurniture.com). Store hours are Monday through Saturday 10:00am-8:00 pm, Sunday 12:00 noon -6:00 pm. Visit their website at <http://www.hanksfurniture.com>

### SGI Bookkeeping Service

Welcome Rose Walker with her business, *SGI Bookkeeping Service*. *SGI Bookkeeping Service* provides reliable, affordable bookkeeping solutions for small businesses. Rose offers daily bookkeeping, payroll services, and monthly or quarterly tax filings. Rose has been in Franklin County since 1987. She worked with Dave Tuplin at Contractor's Depot for 18 years. She has been in bookkeeping for about 25 years. To reach Rose call (850) 927-2081 or cell (850) 653-6932 or by email at [sgibookkeepingservice@gmail.com](mailto:sgibookkeepingservice@gmail.com).

## Continued

### Director's Column

We hosted the Southern Foodways Alliance for their sixth annual Field Trip in 2006, which brought over 150 food enthusiast and food writers from around the county. In 2008, we were successful in our nomination that resulted in Apalachicola being named one of America's Dozen Distinctive Destinations by the National Trust for Historic Preservation. In 2011, our chamber recruited Sports Illustrated to shoot their annual Swimsuit edition in Apalachicola and St. George Island, the only US destinations in the magazine. This put Apalachicola in a category of world-class destinations.

**We have worked very hard to generate quality**

over 3,000 weekly subscribers and 10,000+ Facebook followers. She also writes for Harbor Style magazine in Punta Gorda, Florida Today in Brevard County, Sarasota magazine online and print, Edible Orlando magazine, and Edible Sarasota magazine. She came and dined on seafood, went to St Vincent Island, and toured Apalachicola <http://www.authenticflorida.com>

-Rachel Basan Porter with the Florida Department of State was sent photos and information for a U.S. airways article featuring Northwest Florida.

-Marjie Lambert, a writer for the Miami Herald, was sent information and photos on St Vincent and ANERR for an upcoming travel article on St George Island.

-Sabine Morrow was sent photos and information for a travel destination piece she was writing on Southeast food events for The Atlanta Journal-Constitution. It's scheduled to run in September in print and online.

-Gina Jordan with WFSU was given information on the John Gorrie Museum that was used in an NPR story she did in late July. It also appeared in the Miami Herald July 29th

-Mr. Brista Zhu, a travel agent from China, came to Franklin County in mid-July to assess golf course in NW Florida. He spent the night at St James. He is looking for golf vacation destinations for his Chinese customers.

### Got Ideas? Suggestions?

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

coverage from the national, regional and international press garnering excellent stories in publications such as Garden & Gun, Saveur magazine, Food & Wine, Gourmet, Cottage Living, Southern Accents, Southern Living, Washington Post, Boston Globe, NY Times, Sports Illustrated, Field & Stream and many others.

**My new job will be with the Apalachicola National Estuarine Research Reserve with their Coastal Training Program. I hope my new duties will allow me to network often with area business owners.**

Thank you all for making the Apalachicola Bay Chamber such a great success, for your trust and faith in me, and for your financial commitments to the chamber. We are an organization that has stood the test of time and provided value to our members and the community as a whole. The chamber board is working diligently to find the perfect person to fill the executive director's position and I will continue volunteer with the organization. *Anita*

to see us add or change on the website, at the visitor's center or in the visitors' guide? Ideas are always welcome. Feel free to call or email us with your ideas at [info@apalachicolabay.org](mailto:info@apalachicolabay.org).

## Events

### **Raney Days Book Signing**

August 2, 2014 3:00 PM - 6:00

There will be a book signing for Raney Days, the new book by Sara McFerrin portraying the David Raney family, on August 2 from 3-6 at the Raney House. A dinner will follow for the Raney descendants at Trinity Church, all sponsored by the AAHS.

### **St. George Island Sizzler 5K Race & One Mile Fun Run**

August 9, 2014 5:30 PM - 8:30 PM

The St. George Island Sizzler 5K Race & One Mile Fun Run will take place on Saturday, August 9th. This is a Tate's Hell Track Club production benefitting the Franklin County Humane Society. 2014 will be our 17th year. On-site registration & packet pickup begins at 3:00pm at St. George Lighthouse Park. The One Mile Fun Run begins at 5:30pm and the 5K Race begins at 6:00pm. Post Race Party and awards at St. George Lighthouse Park at 6:30pm. For more info and pre-registration visit [www.stgeorgeislandsizzler.com](http://www.stgeorgeislandsizzler.com) or call 850-509-2191

### **Full Moon Climb**

August 10, 2014

Cape St. George Light

The Cape St. George Lighthouse will have a Full Moon Climb on August 10th. The sunset/full moon climb happens from 8:00 p.m. -9:30 p.m. and will include light hors d'oeuvres and a sparkling cider toast to the full moon. The cost is \$15.00 for the general public and \$10.00 for members of the St. George Lighthouse Association. After sunset, climbers can view the full moon from the top of the lighthouse at the cost of \$5 for members and \$10 for non-members. Space is limited. Reservations are recommended (850) 927-7744

### **Lecture by Dr. Dean Grubbs, fish ecologist**

August 14, 2014 7:00-9:00pm

The smalltooth sawfish (*Pristis pectinata*) is a formidable predator that grows to more than 16 feet in length and is among the largest coastal marine fishes in the world. The smalltooth sawfish is listed as Critically Endangered in the IUCN Redlist of Threatened species and is the only native marine fish listed as Endangered under the United States' Endangered Species Act. Dr. Grubbs and his colleagues are using archival satellite tracking on adult smalltooth sawfish to 1) examine regional fidelity, migration and exchange between population segments, 2) determine if aggregation sites related to feeding, mating or pupping exist and 3) assess mortality risk due to interaction with commercial and recreational fisheries. Their research has recently been featured in documentaries such as Public Television's (WPBT) Changing Seas: Saving Sawfish. Following a screening of this short film, Dr. Grubbs will discuss his research findings to date.

Apalachicola Bay Chamber | | [anita@apalachicolabay.org](mailto:anita@apalachicolabay.org) | <http://www.apalachicolabay.org>  
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Apalachicola, FL 32320

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