



Bay Florida's Forgotten Coast® BUSINESS REPORT

January 2014 Vol 23, No 1

Monthly Meetings

Luncheon

January 8, 2014 noon
Apalachicola National
Research Reserve
108 Island Drive

Business After Hours

January 9, 2014
5:30-7:00 pm
Franklin Co. Library
160 Hickory Dip Road
Eastpoint

Luncheon

February 3, 2014 noon
A.J.'s Neighborhood Bar
& Grill
120 Martin Luther King
Jr Blvd
Apalachicola

Visitor Statistics

Nov 2001	720
Nov 2002	825
Nov 2003	842
Nov 2004	986
Nov 2005	789
Nov 2006	1,752
Nov 2007	2,384
Nov 2008	1,790
Nov 2009	1,986
Nov 2010	1,925
Nov 2011	2,356
Nov 2012	1,638
Nov 2013	1,469

Director's Column

Happy New Year! Have you made a New Year's Resolutions for your Business? January is a great time to think about ways of expanding your business as the economy picks up, ways to attract new customers and retain your current customers, and whether products or services you offer are paying off. We all spend most of our time focused on the day-to-day. Spend a little time this holiday season to reflect on your business and ways to grow that might pay off handsomely in 2014. Evaluate what works and what your customers want. Resolve to spend a manageable amount of time on improving your presence on the internet through your website and social media. More and more people are using and mobile phones and iPads to locate businesses and services. You have to be present and somewhat active to be found. Also, resolve also to set aside some personal time this year to relax and recoup. There never seems to be enough time to relax, but down time can provide you with needed distance that can give you perspective on your life and business.

Spring Break is just ten weeks away. For your reference we have posted the spring break dates for many of the K-12 schools, colleges and universities on our [Website](#). The bulk of the breaks seems to land the second week of March through the second week of April.

New Members

WaterStreet Garden Shop

Welcome Rita Strickland with her business the *WaterStreet Garden Shop* in Apalachicola. Rita purchased the Garden Shop from Bill and Amanda Kollar in December. The new name is the *WaterStreet Garden Shop*. Bill and Amanda still own and operate the landscaping and maintenance portion of the business and they can be reached at (850) 323-1700. Rita has lived in Franklin County for 13 years. During that time she has managed her own concierge business and worked with the St Joe Company for many years. She is also a metal smith

Forgotten Coast Chef Sampler

The 18th Annual Forgotten Coast Chefs Sampler will be on Sunday, February 9th, from 6:00-9:00 pm. Chefs from all over the Forgotten Coast area will display their most creative dishes at the historic Fort Coombs Armory located on 4th Street and Avenue D in Apalachicola. Area designers and store owners give the event an elegant and creative flair by decorating each table individually with artful settings. If you are interested in decorating or sponsoring a table or want to purchase tickets call us at (850) 653-9419 or [email us](#). Tickets are \$45.00-55.00. We also need auction items for our silent auction and volunteers.

Outstanding in the Field Dinner

Sunday, January 12th, Outstanding in the Field will hold one of their special dinners at 13 Mile Seafood. Guest Chef Joe Truex of Watershed Restaurant in Atlanta will be cooking. Outstanding in the Field stages outdoor dining events across North America and around the world, placing

Website Statistics

November 2014

Visits 10,797
Unique Visitors 8,594
Pageviews 34,911
Pages/Visit 3.23
Avg. Visit 3:13mins
Bounce Rate 47.28%
% New Visits 71.34%

Board of Directors

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Kevin Ward 899-0669

and jewelry designer and studied under Kristin Anderson. Owing a garden shop has been a lifelong dream. She and her husband Gene Strickland, a fly fishing guide and contractor, live in Gulf Terrace in eastern Franklin County. The *WaterStreet Garden Shops* located at 268 Water Street and can be reached by calling (850) 653-1777. The hours are Tuesday-Saturday 10:00 am-5:00 pm. Be sure to check out and "Like" their [Facebook page](#)

Events

The Dixie

The Dixie Theatre Kicks Off its 17th Professional Season on January 4th with the Tallahassee Swing band at 3:00 pm. The Dixie Theatre, North Florida's oldest Theatre, has booked an exciting lineup of performances that will run from January through the end of March. There will be professional theatrical performances and great live music from singer songwriters to rock. The ballet will also return this year. Pas de Vie Ballet will perform on January 24-25. For more information on performance times and ticket information, visit www.dixietheatre.com or their [Facebook](#) page.



-Sock Hops & Soda Pops 34th West Theater Co. January 8 - 11th.

-Grammy nominated Nashville singer-songwriter Gretchen Peters January 17th

-The Old Folkie Ken Sizemore January 18th (3:00-5:00 pm)

-It Was A Very Good Year Tony Sands January 18 (8:00pm)

-Pas De Vie Ballet three shows January 24-25th

-Tribute to Patsy Cline & The Honky Tonk Angels Jan 31st 8:00 pm.

Isle Newell Concert Series

University of Notre Dame Folk Choir, Ecumenical Vespers and concert of sacred music January 8, 2014 5:30pm - 7:00 pm at St. Patrick Catholic Church.

4th Annual Oyster Cookoff

Support the Apalachicola Volunteer Fire Department and show off your best oyster dish at the 4th annual Oyster Cook off on January 18th. Trophies and bragging rights will be awarded to the top three finalists. Friday night there will be a silent auction with a sampling of the Apalachicola Bay's tasty bivalves 6:00-8:00 pm. The actual cook-off Starts Saturday at 12 noon. Oysters raw, steamed, fried, plus other food items and refreshments will be available for purchase. Judging for the competition and music starts at 2:00 pm. Go to www.oystercookoff.com for details or their [Facebook page](#) This year there will also be the Half Shell Hustle, a 5k foot race in and around Apalachicola. Registration is at 7:30 am at the Riverfront Park. For information on the run contact Sam Fortunat at (850) 980-4204 or by [email](#).

its long signature table at country farms and ranches, in urban gardens and sea caves, on mountaintops and sandy beaches. Their mission is reconnect diners to the land and the origins of their food and introduce them to the local farmers and food artisans whose good work brings nourishment to the table. Ingredients for the meal are often sourced within inches of diners' seats. For more information and to reserve a seat at the Outstanding table www.outstandinginthefield.com

Our Sponsors



Isle Newell Concert Series

FSU School of Music Voice Performers perform selected scenes from Romeo and Juliet. January 19, 2014 4:00 pm at Trinity Church.

Habitat for Humanity's Mardi Gras Celebration will be on February 1-2. Friday, the Mystic Krewe of Salty Barkers invites you to a parade of dogs and their people. Dress yourself and your dog as your favorite character or wear traditional Mardi Gras attire. The parade begins at 5:00 pm at the intersection of Avenue F and Commerce Street (near the chamber office and visitors center) and continues to Riverfront Park where the party will continue with live music, dancing, Cajun food, and other festivities for the whole family. Saturday night is the Mardi Gras Dinner and Ball at the Armory. There will be music, dancing and a floor show, plus the crowning of the Mardi Gras king and queen. Dinner tickets are \$50.00, 6:30 pm, and general admission \$25.00 at 7:30pm. For tickets and information call (850) 653-2025 or 670-5064.

Apalachicola Bay Chamber | | anita@apalachicolabay.org | <http://www.apalachicolabay.org>
122 Commerce Street
Apalachicola, FL 32320

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