

ShopApalachicola.com

Online Gift Certificates



Wow...We're Growing!

Look for your favorite shops and restaurants at ShopApalachicola.com, a new online marketplace where you can purchase e-gift certificates from participating downtown businesses. We've almost doubled in size since we launched just over 2 weeks ago, and there are more businesses in the pipeline. Check out what's new!

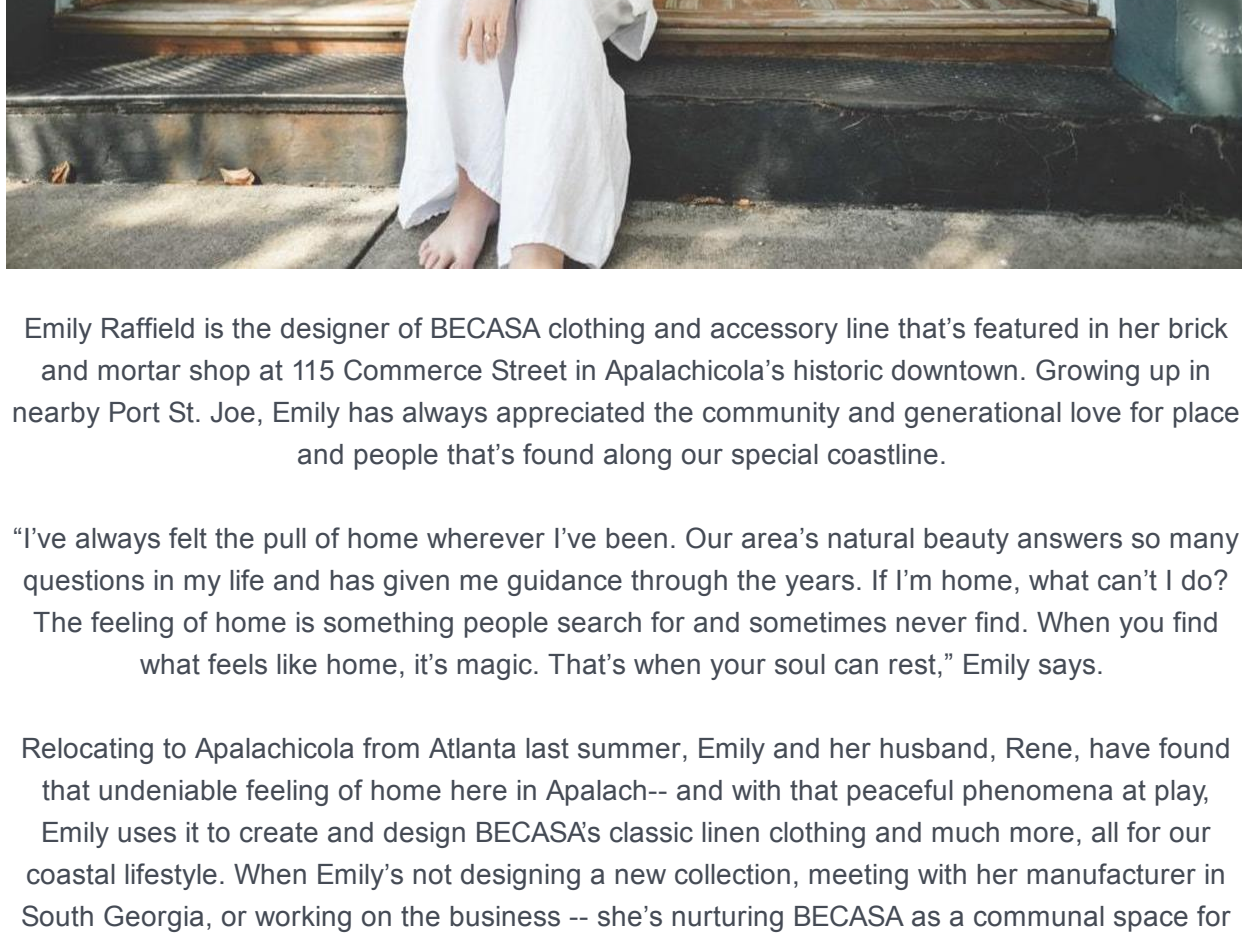
When you make a purchase, the e-gift certificate will be delivered to your email inbox instantly. Purchase one for yourself to use later, or send one as a gift!

And keep reading to learn how to add your pin to our map!

[Shop Now at ShopApalachicola.com!](http://ShopApalachicola.com)

Business Spotlight: Meet Emily Raffield of

BECASA



Emily Raffield is the designer of BECASA clothing and accessory line that's featured in her brick and mortar shop at 115 Commerce Street in Apalachicola's historic downtown. Growing up in nearby Port St. Joe, Emily has always appreciated the community and generational love for place and people that's found along our special coastline.

"I've always felt the pull of home wherever I've been. Our area's natural beauty answers so many questions in my life and has given me guidance through the years. If I'm home, what can't I do? The feeling of home is something people search for and sometimes never find. When you find what feels like home, it's magic. That's when your soul can rest," Emily says.

Relocating to Apalachicola from Atlanta last summer, Emily and her husband, Rene, have found that undeniable feeling of home here in Apalachicola -- and with that peaceful phenomena at play, Emily uses it to create and design BECASA's classic linen clothing and much more, all for our coastal lifestyle. When Emily's not designing a new collection, meeting with her manufacturer in South Georgia, or working on the business -- she's nurturing BECASA as a communal space for local women to shop, connect and feel cared for in our community.

"I want BECASA to be a haven, of sorts, for all of us. I hope locals and visitors alike feel comfortable to stop by anytime -- to shop, get style advice, or sit on our couch for a bit and chat. It's something we can give back, as I've been held up and cheered on by so many in our community -- from Jan Thomas and the Girl's Night Out group, to many of my clients who've become family, Apalachicola Main Street, my merchant friends - Marilyn Brogan of Marilyn Brogan Jewelry, Debbie at The Shop, Michelle Seawright of Riverside Mercantile and Beverly at The Grill, to name a few -- all have given me a support group to call on as I face the daily adventures of owning a small business," says Emily.

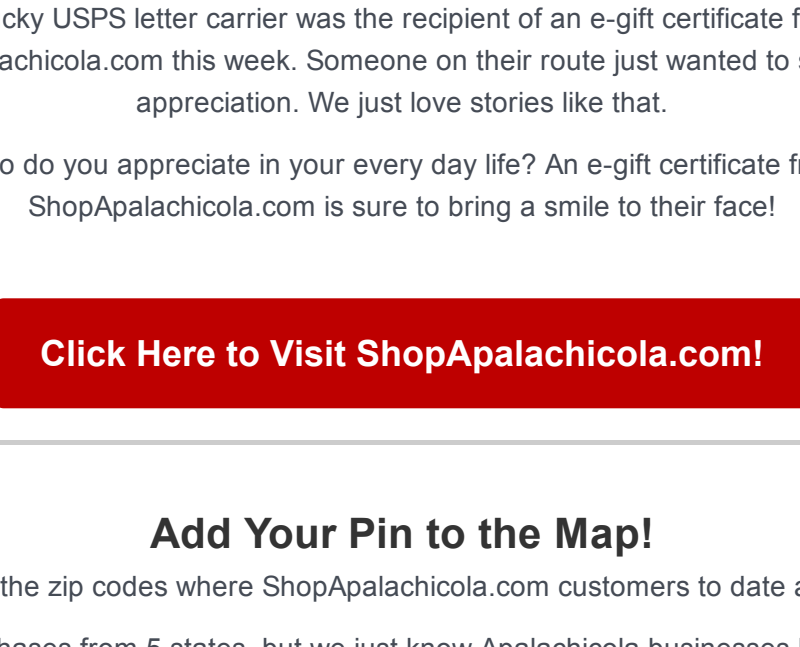
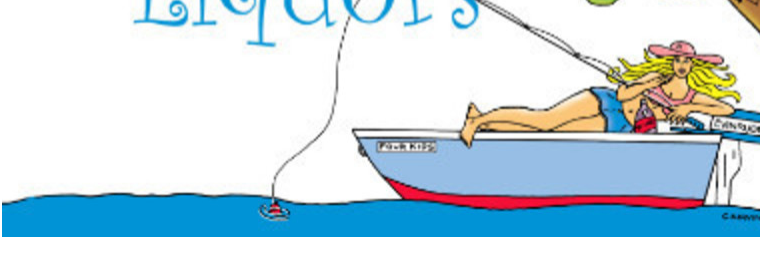
BECASA's offerings range from high quality clothing, shoes, beauty products, home goods and gift items. Candles, fragrance, art and some furniture. You can connect online with BECASA - www.shopbecasa.com and on social media, @BECASA.

Take a look inside Emily's gorgeous shop...



And Check Out These Participating Businesses!

The Station Raw Bar, Honey Hole Liquors, and Apalach Waters are just a few of the businesses you'll find at ShopApalachicola.com.



A Gift with Heart

A lucky USPS letter carrier was the recipient of an e-gift certificate from ShopApalachicola.com this week. Someone on their route just wanted to show their appreciation. We just love stories like that.

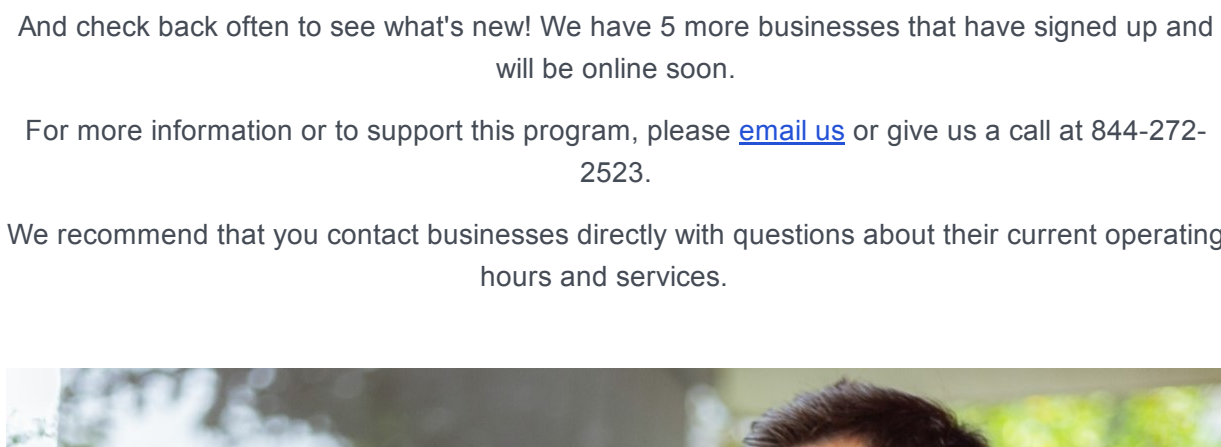
Who do you appreciate in your every day life? An e-gift certificate from ShopApalachicola.com is sure to bring a smile to their face!

[Click Here to Visit ShopApalachicola.com!](http://ShopApalachicola.com)

Add Your Pin to the Map!

This map shows the zip codes where ShopApalachicola.com customers to date are concentrated.

We've seen purchases from 5 states, but we just know Apalachicola businesses have fans far and wide. Add your pin to the map by making a purchase today!



An Initiative of Apalachicola Main Street

ShopApalachicola.com is a new economic vitality initiative of Apalachicola Main Street, Inc.

Funding was provided by a grant from Duke Energy and private donations.

The response has been heartwarming and truly makes a difference to brick and mortar businesses and the families that own them. If you've thought about making a purchase but haven't yet done so, please visit us today.

And check back often to see what's new! We have 5 more businesses that have signed up and will be online soon.

For more information or to support this program, please [email us](mailto:email@apalachicola.com) or give us a call at 844-272-2523.

We recommend that you contact businesses directly with questions about their current operating hours and services.

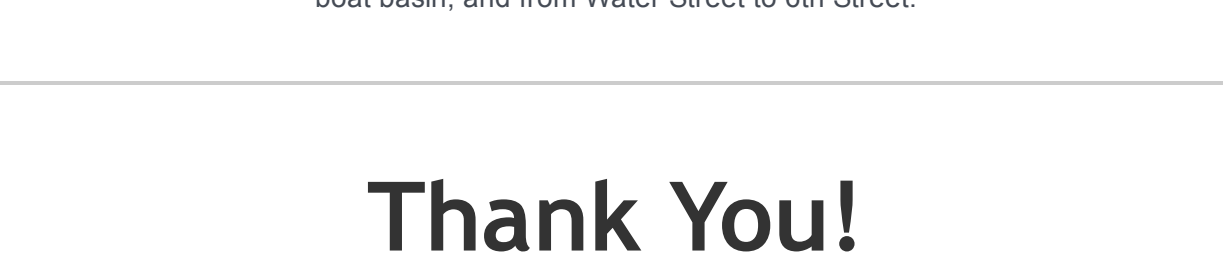


There's Still a Place...

Check out our video that promotes downtown Apalachicola as a vibrant destination. It was created at the request of downtown business owners who wanted a commercial that focused on Apalachicola's unique collection of lodging, shopping, and dining amenities as well as our laid-back vibe, historic ambiance, fun events, and natural beauty. It was filmed in the spring of 2019.

For now, the streets are quiet and many businesses are closed. We look forward to getting back to normal. Until then, we want everyone to stay safe and stay well.

But we can't help wishing you were here!



Spread the Word!

Please forward this email to your friends. And don't forget to like and share our social media posts!

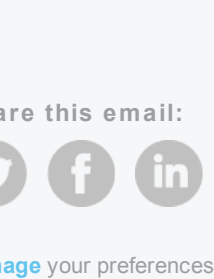


Our Mission

Apalachicola Main Street is a non-profit organization dedicated to enhancing downtown Apalachicola through sound economic development which promotes our future while preserving our past. The downtown district is defined as the City Marina at Battery Park to the Scipio Creek boat basin, and from Water Street to 6th Street.



Apalachicola Main Street is Part of the Florida Main Street Network

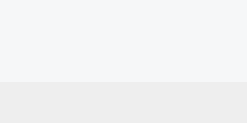


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