

Putnam County Chamber of Commerce  
Tourism Development Council  
Quarterly Report April – June 2020

Pursuant to the agreement made and entered between the Putnam County Board of County Commissioners and the Putnam County Chamber of Commerce this report is submitted for the third quarter, April through June 2020.

The Chamber provides support necessary to administer the Putnam County Tourism Development Council (TDC) and tourism program. The tourism program is funded entirely by bed tax revenues – paid by visitors not our residents!

### **Marketing and Visitor Services**

Enhanced and published tourism brochures, website, events calendar, and electronic message postings.

Updated and maintained listing of County's tourism inventory.

Designed advertising for the 2020 Atlanta Braves print and digital Magazine, that will be distributed to thousands across the country.

Began a digital marketing campaign that includes both video and static advertisements revised to market our County as a "safe" vacation or getaway location with an abundance of outdoor opportunities fitting the new environment caused by the COVID-19 pandemic.

Responded to leads from print and online ads and direct inquiries from phone, mail, email, website, and social media.

### **Administration and Evaluation**

Assisted hospitality industry businesses with CARES Act information to help lessen negative impacts from Coronavirus and re-open to visitors. Aided many with Payroll Protection Program (PPP), Economic Injury Disaster Loan (EIDL) and SBA Bridge Loan applications.

Staff attempted to call and email every restaurant and hotel in the county – a special focus on our hospitality industry to ask what we could do to help them.

Disseminated vetted information to help businesses navigate throughout pandemic.

Continue to provide constantly updated information pertinent to operating during a pandemic and recovery.

Contacted many area event coordinators and TDC grant recipients (and continue to do so) assisting with info and rescheduling.

Provided administrative services to facilitate quarterly TDC meeting.  
Conducted research on tourism industry indicators to measure changes in local tourism economy.

Solicited major events for the 2021 calendar year to try to jumpstart local economy.

Putnam County Tax Collector's Office reported the Putnam County Bed Tax Collection from April to June 2020 as \$113,722.67, a decrease of 32% resulting from COVID-19 pandemic.

### **Tourism Industry Relations**

Partnerships with local and state organizations including Florida Office of Greenways and Trails, Arts Council of Greater Palatka, Ravine Gardens State Park, St. Johns River Water Management District, Florida Fish & Wildlife Commission, RCI Regional Tourism Committee, Visit Florida and numerous local tourism-related groups.