

Putnam County Chamber of Commerce
Tourism Development Council
Quarterly Report January – March 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 second quarter, January through March 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.

Provided promotional materials and support throughout the County, at special events, Florida Welcome Centers and Cruise Ship.

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

Aired tourism commercials in Atlanta and Charleston markets and social media to promote the county as a family friendly and adventure destination.

Hosted Bassmaster Elite Series tournament, FLW Costa Series and BFL Series which combined resulted in well over a 2-million-dollar economic impact for our county. We continue to solicit other large-scale events that will result in high economic impacts and contribute to increased bed tax revenues.

Administration and Evaluation

Provided administrative services to facilitate the quarterly TDC meeting and three workshops.

Conducted research on tourism industry indicators to measure changes in local tourism economy.

Putnam County Tax Collector's Office reported the Putnam County Bed Tax Collection from October 2019 through January 2020 as \$196,901.61, an increase of \$48,364.10 (24%) over this same period last year. We expect this increase to help mitigate revenue losses during the next few months caused the pandemic. Hotel occupancy rates were continuing to increase until mid-March due to the onset of the 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 and Visit Florida.