

Putnam County Chamber of Commerce
Tourism Development Council
Quarterly Report January – March 2021

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 2021.

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

Continue enhancing and publishing tourism brochures, website, events calendar, social media, and electronic messaging.

In February we ran a series of TV commercials highlighting our community and emphasizing safe vacationing on FOX during the St. Johns River Elite event. Total reach across the two days of FS1 coverage was 671,000 viewers, with an additional views of 100,000 on FS2 re-airs. Fans also watched more than 15.6 million minutes resulting in a record number of streams.

In March we began planning a new digital marketing campaign that will include both video and static advertisements 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.

Hosted the Bassmaster Elite Tournament, with anglers, staff and visitors generating over \$1 million economic impact.

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

Administration and Evaluation

Chamber staff continues contacting hospitality industry businesses asking what we could do to help them.

Provided administrative services to facilitate 1 TDC meeting.

Working with local event coordinators and TDC grant recipients to share events on Chamber’s social media.

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

Working with national coordinators to bring major events for 2021/2022 to help jumpstart the local economy.

The Putnam County Tax Collector's Office reported the Putnam County Bed Tax revenue from January 2021 through February 2021 as \$87,400.61 which indicates around a slight decrease from last years numbers. Comparing October to February of both years we have a 22% decrease as expected due to COVID-19.

Tourism Industry Relations

Partnerships with local, regional, and state organizations including Florida Sports Foundation, Florida Office of Greenways and Trails, Arts Council of Greater Palatka, Ravine Gardens State Park, St. Johns River Water Management District, Clay County Tourism, Florida Fish & Wildlife Commission, RCI Regional Tourism Committee and Visit Florida.