

Putnam County Chamber of Commerce
Tourism Development Council
Quarterly Report July – September 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 fourth quarter, July through September 2021.

The Chamber provides support necessary to administer the Putnam County Tourist 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, social media, and electronic messaging.

Currently running a digital marketing campaign with Visit Florida centering on outdoor recreation.

Completed a three-month (July, August, September) digital marketing campaign in Texas, Indiana and Ohio that included both video and static ads focused on family-friendly outdoor excursions and adventure activities.

Launched the new software application that will allow visitors to plan trips and map destinations. The application will be on website and available in iPhone and Android stores. Tourist destinations, events, and other local assets are featured and available in the Visitors Center on a large user-friendly kiosk.

We are also in the process of creating a stand-alone tourism web page that will be located at www.visitputnamcountyfl.com

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

Administration and Evaluation

Continue to provide the hospitality industry updated information pertinent to operating during a pandemic and recovery.

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

Updated Bed Tax information indicates we will end fiscal year 2020/2021 with our largest year of revenues to date at just over \$580,000.

Tourism Industry Relations

Attended the Florida Governor's Tourism Conference in August and attended many valuable sessions on tourism in general.

Partnerships with local, regional 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, Clay County Tourism, Florida Fish & Wildlife Commission, RCI Regional Tourism Committee and Visit Florida.