

Putnam County Chamber of Commerce  
Tourism Development Council  
Quarterly Report October – December 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, October through December 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**

During this quarter the TDC hosted the MLF/FLW Phoenix Series Bass Tournament which brought over 340 anglers and numerous visitors for the 5-day event creating a large economic impact for the community. Other large events hosted include Operation Black Cat V which brought in over 400 visitors from across the country, 13<sup>th</sup> Annual Bluegrass Festival, 2021 Toys Tour, and the Holiday Basketball Shoot-Out Tournament.

We continue to enhance and publish tourism brochures, website, events calendar, social media, and electronic messaging.

In October we completed a 3-month digital marketing campaign that included both video and static ads focusing on safe travel. Campaign included video on Facebook, display ads (golf and kayaking) on Amazon and video on OTT (over-the-top) TV streaming.

Updating and enhancing new software that allows visitors to plan trips and map destinations which includes a mobile app and visitor center kiosk. The application is named “Visit Putnam County FL”.

We are working on the stand-alone tourism website and plan to launch it second quarter 2022.

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

### **Administration and Evaluation**

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

The Putnam County Tax Collector’s Office reported the Putnam County Bed Tax revenues for October and November 2021 as \$116,485.07; this is over 50% above

previous year. Even though December collections are not yet available, we will have the largest calendar year revenues for 2021 coming in at over \$600,000.

### **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.