

## **Putnam County Tourism Development Activity Report**

**April – June 2022**

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 2022.

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**

Built a new comprehensive website for tourism and site is expected to go live in July. The URL is [www.visitputnamcountyfl.com](http://www.visitputnamcountyfl.com).

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

Continue to enhance additions to the Visit Putnam County Florida app. This is the software that will allow visitors to plan trips and map destinations and feeds into the visitor center kiosk.

Designed a new social digital marketing campaign promoting the Visit Putnam FL app that will run in July, August & September.

Created a new TV campaign targeting Tallahassee, West Palm and Beaufort SC. Will run three months, July, August & September.

Designed a full-page ad for 2022 edition of Fish Florida magazine. Publication will be distributed electronically to all Florida Fishing license holders, printed copies in strategic locations, and available online.

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

### **Administration and Evaluation**

Continue to have conversations with hospitality industry businesses concerning assistance needed to overcome negative impacts they had during the Pandemic.

Provided administrative services to facilitate TDC meeting.

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 for April 2022 as \$88,056.74. This is a 23% increase over the same month in 2021 and a 56% increase from 2020. (May and June 2022 collections report is not yet available).

### **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, Florida Sports Foundation and Visit Florida.