

Putnam County Chamber of Commerce  
Tourism Development Council  
Quarterly Report January – March 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 first quarter, January through March 2022.

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.

Staff updated content and coordinated the tourism and business attraction videos that aired during Bass Elite. Both of these 30-second TV commercials aired during the live event in February on FOX Sports.

Continue to update software that allows visitors to plan trips and map destinations which includes a mobile app and visitor center kiosk.

Began building components for a stand-alone tourism website that will be comprehensive and feature Putnam County's numerous tourism assets.

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

### **Administration and Evaluation**

The Putnam County Tax Collector's Office reported the Putnam County Bed Tax Collection from January through February 2022 as \$130,243.34, approximately 39% above previous year. March collections are not yet available.

### **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.