

Putnam County Chamber of Commerce
Tourism Development Council
Quarterly Report July – September 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 fourth quarter, July 2022 through September 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

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

Completed stand-alone tourism website, www.visitputnamcountyfl.com and it went live in July. To drive potential visitors to the new site, we ran a TV campaign targeting Tallahassee, Bluffton SC, and Beaufort SC areas. The campaign ran July through September.

In July we also began a stronger launch of the Visit Putnam FL app. We ran a social digital marketing campaign and ran some OTT ads promoting the Visit Putnam FL app ran in July, August & September. July analytics showed high performance of 1,511 link clicks from the 234,455 impressions. App downloads reached the highest in a month with just the android users in the count. Over 4,300 pageviews, an increase of 25% also occurred in the first month of the campaign.

We produced and ran a full-page ad in the Fish Florida magazine. This is both a print and electronic publication and is sent to every Florida fishing license holder, as well as distributed in various outfitter stores and welcome centers.

We have continued updating and enhancing the software that allows visitors to plan trips and map destinations which includes a mobile app and visitor center kiosk.

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

Administration and Evaluation

Provided administrative services to facilitate one TDC grant meeting and three applicant workshops during the quarter.

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 July 2022 as \$57,001.56. Total revenues for the first 10 months of FY 2021-22 show an increase of 29% over the same 10 months from FY 2020-21. While July and August 2022 revenues are not yet available, we anticipate the this year's collections to be the largest year to date.

Tourism Industry Relations

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