

Putnam County Chamber of Commerce
Tourism Development Council
Quarterly Report July 2023 – September 2023

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 2023 through September 2023.

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.

Launched new Visit Putnam Facebook page promoting tourism assets and activities. We use the page to also promote the Visit Putnam FL app.

We have two new tourism commercials in production with one highlighting family-friendly outdoor activities and the other promoting festivals and other annual events.

Completed a digital campaign including television, social media and streaming platforms promoting Putnam County tourism assets and activities, as well as the Visitor app. Campaigns were targeted in south Florida and Georgia.

Produced and ran full-page ads in Ohio State football program, Atlanta Braves baseball program and Fish Florida magazine. All publications are print and electronic.

Staff continues updating and enhancing software that allows visitors to plan trips and map destinations which includes a mobile app and visitor center kiosk.

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

Provided administrative services to facilitate one TDC grant meeting and 4 workshops.

Solicited major events for 2024 and 2025 calendar years that will have a large economic impact for the county, including the return of Bassmaster Elite Series.

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.