

Putnam County Chamber of Commerce
Tourism Development Council
Quarterly Report April – June 2024

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 third quarter, April – June 2024.

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

Staff creates and updates content for the Visit Putnam FL website, app and Facebook.

Ran a digital campaign including television, social media and streaming platforms promoting Putnam County tourism assets and Visitor App. Created and aired in Little Rock Arkansas and Columbus Ohio for 3 months.

Hosted a hugely successful 2024 Bassmaster Elite tournament that resulted in some amazing national exposure and created an over 2-million-dollar economic impact in our community.

Created and ran advertising for USA Today print and online.

Added new distribution outlets for Putnam County brochures and digital signage in the Service Plazas along the Florida Turnpike.

Contracted with Visit Florida for a DMO Video program which included creation and insertion of video promoting Putnam County tourism assets to visitors.

Enhanced and published tourism brochures, events calendar, social media, and electronic messaging.

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

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

Administration and Evaluation

Continuing to attract large-scale events resulting in high economic impacts and increase in bed tax.

The Putnam County Tax Collector's Office reported the bed tax revenues for April – June, 2024 as \$210,257. This is a 7.8% increase over the same period in 2023.

Tourism Industry Relations

Partnerships with local, regional 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, Clay County Tourism, Florida Fish & Wildlife Commission, RCI Regional Tourism and Visit Florida.