

Putnam County Chamber of Commerce  
Tourism Development Council  
Annual Report January – December 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 calendar year 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**

Developed content and design for a stand-alone tourism website, [www.visitputnamcountyfl.com](http://www.visitputnamcountyfl.com). The website went live in July 2022.

Ran numerous digital campaigns including OTT, Social Media and Radio promoting Putnam County tourism assets. Also ran campaigns to increase use of visitor app, Visit Putnam County Florida in-state and in Texas, South Carolina, Tennessee, Georgia, Alabama, Virginia, and Mississippi.

Promoted “Outdoor Adventures” in Putnam County in television commercial campaigns in 3 nearby states.

Created print advertising for Atlanta Braves program and Fish Florida magazine. Both are offered electronically as well as printed in mass quantities.

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

Staff updated content and contributed assets to both the tourism and economic development videos that aired during Bass Elite in February 2022.

Staff continues to update software and content for the Visit Putnam County Florida app that allows visitors to plan trips and map destinations.

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

### **Administration and Evaluation**

Chamber staff continues to provide administrative services for the TDC and facilitate 6 TDC meetings and 6 workshops.

The Putnam County Tax Collector's Office reported the Putnam County Bed Tax Collection from January through November 2022 (December Bed Tax numbers were not yet available at the time of this report) as \$706,111.41; this is a 15% increase over this same time in 2021.

### **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.