

Putnam County Chamber of Commerce  
Tourism Development Council  
Quarterly Report April – June 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 third quarter, April – June 2023.

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 continues to create and update content for the Visit Putnam FL website, Visit Putnam FL app, and Facebook page.

Conducted an OTT (Over the Top) campaign which included television, social media and streaming platforms promoting Putnam County tourism assets and events.  
Developed a social media campaign that ran in South Florida markets for 3 months.

Contracted for advertising in the Ohio State football program and Fish Florida magazine (print and electronic versions). Place ad in Coastal Angler Magazine (printed and electronic) for two issues.

Set up Putnam County booth at Rural Counties Day in Tallahassee marketing Putnam County and promoting the Visit Putnam app with promotional giveaways.

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

Staff continues to update software 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**

Provided administrative services to facilitate TDC meetings and workshops.

Solicited two major events for the 2023 and 2024 calendar years that will have a large economic impacts for the county and deliver high-quality national recognition for Putnam County.

The Putnam County Tax Collector's Office reported the Putnam County Bed Tax Collection for April 2023 as \$63,336.29 (May & June Bed Tax numbers were not yet

available at the time of this report). January through April 2023 collections are running same as 2022. Both years are significantly higher (up 36%) than previous year.

### **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.