

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

Produced two new tourism commercials highlighting visitor-friendly activities.

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

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 Created print advertising for Atlanta Braves and Ohio State programs and Fish Florida magazine.

Hosted 2024 Bassmaster Elite tournament and successfully secured bid to host 2025 Bassmaster Elite tournament with results of an over 2-million-dollar economic impact, continuing to attract other large-scale events that will result in high economic impacts and contribute to the increase of bed tax.

Provided promotional materials and support throughout the County, at special events, Florida Welcome Centers and Cruise Ship.

Distributing Putnam County brochures and digital signage advertising in Service Plazas along the Florida Turnpike.

Advertised Putnam assets in USA Today, Atlanta Braves program, Nascar Pole Position and Edible Northeast Florida print and online.

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**

Provided administrative services to facilitate 2 TDC meetings and 6 workshops.

The Putnam County Tax Collector's Office reported the Putnam County Bed Tax Collection from January through November 2024 (December Bed Tax numbers were not yet available at the time of this report) as \$755,891.39; this is a 3% increase over this same time period in 2023.

## **Tourism Industry Relations**

Partnerships with local, regional and tourism industry colleagues 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, Northeast Florida Regional Council and Visit Florida.