

Putnam County Chamber of Commerce  
Tourism Development Council  
Quarterly Report January – March 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 first quarter, January – March 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.

Staff members are actively participating in the LTPT meetings as broadband will also positively impact the tourism industry.

Ran digital co-op ads with Visit Florida which focused on downloading the Visit Putnam FL app.

Staff is monitoring action on House Bill PCB RRS 23-02 that would negatively impact Tourist Development Taxes for Florida Rural counties.

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.

The Putnam County Tax Collector's Office reported the Putnam County Bed Tax Collection for January – March 2023 as \$230,728.98, this is a -5.5% difference over the same 3 months in 2022.

### **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, Florida Fish & Wildlife Commission, RCI Regional Tourism and Visit Florida.