

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

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

Supported Dreams Come True Bass Tournament by providing information and shuttles for the anglers.

Placed ad in Atlanta Braves program both print and online versions.

Produced two new commercials highlighting family and events.

Produced video for Visit Florida's RAO Package Video Co-Op Campaign.

Distributing Putnam County brochures and digital signage advertising in 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 Putnam County Bed Tax Collection for January - March 2024 as \$256,582.22. This is a 10.6% 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, Florida Fish & Wildlife Commission, RCI Regional Tourism and Visit Florida.