

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

Produced two new tourism commercials highlighting visitor-friendly activities.

Participated with Visit Florida on a recovery marketing campaign promoting Putnam County on their website and social media platforms.

Ran several Digital Campaigns including Television, social media and streaming platforms promoting Putnam County tourism assets and Visitor App in Tallahassee, South Carolina and South Florida.

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

Successfully secured bid to host 2024 Bassmaster Elite tournament which will result in 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.

Hosted MLFLW Phoenix Bass Fishing BFL Gator Super Bass Tournament with over 300 anglers.

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

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 3 TDC meetings and 6 workshops.

The Putnam County Tax Collector's Office reported the Putnam County Bed Tax Collection from January through November 2023 (December Bed Tax numbers were not yet available at the time of this report) as \$731,731.84; this is a 4% increase over this same time period 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, Clay County Tourism, Florida Fish & Wildlife Commission, RCI Regional Tourism and Visit Florida.