

Putnam County Chamber of Commerce  
Tourism Development Council  
Quarterly Report July – September 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, July – September 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.

Digital Campaign including television, social media and streaming platforms promoting Putnam County tourism assets and Visitor App aired in Little Rock Arkansas.

Staff attended the 2024 Florida Governors Conference on Tourism for continuing education and tourism related vendor engagement.

Contracted with Placer AI, a location intelligence platform that provides insights into foot traffic, audience demographics, and visitation trends.

Placed an ad in Nascar Pole Position Magazine both print and online versions.

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

Continuing 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 July – September 2024 as \$167,770.34. This is a -1.2% 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, SJRWMD, Florida Fish & Wildlife Commission and Visit Florida.