

MINUTES  
TOURIST DEVELOPMENT COUNCIL  
PUTNAM COUNTY CHAMBER OF COMMERCE  
PALATKA, FL  
MARCH 13, 2025

**Present:** Chair L. Wilkinson, G. Bacon, R. Correa, B. DiCarlo, A. Hodge, D. Kelly, M. Myers, T. Smith, K. Valentine. Staff L. Pavlus, K. Morgan and J. Linton.

**Others Present:** John Brady, Sam Carr, Jolynn Carter, Niko Costas, Faustino Garcia, Mary Garcia, Nicole Grace, Gabrielle Gunn, Andy Heartz, Valerie Ingamell, Kevin Sharbaugh, Dianne Taylor and John Theobold.

- I. **Call to Order.** Chair L. Wilkinson called the meeting to order at 8:30 a.m. K. Morgan conducted a roll call and confirmed a quorum. Chair Wilkinson reminded all that this Council operates under the Florida Sunshine Law.

- II. **Minutes.** The minutes of the October 7, 2024 meeting were presented for approval.

ACTION: Motion R. Correa, second M. Myers to approve the minutes of the October 7, 2024 meeting as presented.

**VOTE: 9-0 Approved minutes as presented.**

- III. **Financial Report** K. Morgan reported on the last five years of the bed tax collections and gave an overview of the draft budget stating there were more event grant requests than money in the category to fund them. Morgan also talked about the temporary fix for the missing floating dock had put the funds allocated for Bass Elite deliverables over budget. Discussion followed.

ACTION: Motion R. Correa, second M. Myers to approve the additional amount as presented to the TDC for Bass Elite Deliverables from Category C, Large Scale Events, FY 2024-2025 budget.

**VOTE: 9-0 Approved Bass Elite budget as presented.**

<b>Bass Elite</b>	<b>\$ 115,000</b>	<b>\$ 137,670</b>	<b>\$ 112,670</b>	<b>\$ 25,000</b>
Bass Elite Host Fee*		\$ 75,000	\$ 65,000	\$ 10,000
City of Palatka Police & City Services		\$ 15,000	\$ -	\$ 15,000
Portable Restrooms		\$ 9,785	\$ 9,785	\$ -
Tables/Chair Rentals		\$ 1,355	\$ 1,355	\$ -
Fairgrounds		\$ 600	\$ 600	\$ -
Banner		\$ 170	\$ 170	\$ -
Internet		\$ 1,000	\$ 1,000	\$ -
Insurance		\$ 4,460	\$ 4,460	\$ -
Ice		\$ 1,200	\$ 1,200	\$ -
Ambulance		\$ 2,100	\$ 2,100	\$ -
Temporary Dock		\$ 27,000	\$ 27,000	\$ -
<b>SUBTOTAL</b>		<b>\$ 137,670</b>	<b>\$ 112,670</b>	<b>\$ 25,000</b>
<b>TOTAL FOR BASS ELITE</b>		<b>\$ (22,670)</b>		

IV. **Legislative Update** K. Morgan talked about current bills in Tallahassee that could affect the Tourist Development Tax, she asked council members to keep up with the legislation and she would send updates. Morgan also discussed Rural Counties and Tourism Days.

V. **Project/Event Updates (Old Business)** K. Morgan informed the TDC that the electronic sign has been repaired and is now being used to promote events in Putnam County. She also shared the collaboration with Bass Elite and 76<sup>th</sup> Annual Azalea Festival. She reported attendance of 18,000-20,000 and substantial online impressions from the event.

VI. **New Business** Blue Crab Productions has requested to reallocate the unused \$3,500.00 grant funds from the Blue Crab Jam to the New Year's Celebration grant.

ACTION: Motion M. Myers, second T. Smith to deny the request to move grant funds from one event to another.

**VOTE: 9-0 to deny the request to move grant funds from one event to another.**

VII. **Grant Guidelines Task Force** Chair Wilkinson spoke about the need for some changes to the guidelines and asked for 3 volunteers to serve on the Task Force that would only meet as needed. G. Bacon, R. Correa and M. Myers volunteered.

ACTION: Motion T. Smith, second A. Hodge to approve the Grant Guidelines Task Force.

**VOTE: 9-0 to approve the Grant Guidelines Task Force**

VIII. **Category B (Cultural Arts) Grant Requests.**

**(FY 24-25 Budget Year)**

1. **Bartram Frolic.** A request for \$12,850 was made by the Bartram Trail Society of Florida for the 2025 St. Johns River Bartram Frolic. Sam Carr, Mary Garcia and Dianne Taylor gave an overview and history of the frolic, adding the educational components.
2. **Symphony Night in Palatka.** A request for \$12,000 was made by The Rotary Club of Palatka for Symphony Night in Palatka. Dianne Taylor said this would be a good cultural experience featuring the Gainesville Orchestra and a nice reception.
3. **River City Players.** A request for \$8,000 was made by River City Repertory Company for two 2025 April – August Productions. Kevin Sharbaugh said they produce 4 plays a year with 10 showings each, most selling out.
4. **RQ Music.** A request for \$30,000 was made by RQ Music LLC for the Blue Crab Festival 2025. No representative was available to discuss the event.
5. **Occupation of Palatka.** A request for \$500 was made by the Putnam County Historical Society for the Occupation of Palatka. Nicole Grace spoke about the history of the event and said there would be some camping and some hotel stays.

K. Morgan discussed the staff recommendations and provided insights into the scoring.

ACTION: Motion M. Myers, second R. Correa to hear all grant request before making a decision on award amounts.

**VOTE; 9-0 to hear all grant requests before making a decision on award amounts.**

**IX. Category A (Festivals/Events/Sporting) Requests.**

**(FY 24-25 Budget Year)**

1. **Blue Crab Festival.** A request for \$10,000 was made by RQ Music LLC for the Blue Crab Festival 2025. No representative was available to discuss the event.
2. **BlanPro Bass Trail.** A request for \$5,000 was made by BlanPro Bait & Tackle for the BlanPro Bass Trail. There was not a representative present

to speak about the event. No representative was available to discuss the event.

3. **Heartz Golf Tournaments.** Requests totaling \$22,000 were made by Heartz Golf LLC for the following Golf Tournaments, \$6,000 for the (2<sup>nd</sup>) April US Kids, \$6,000 for the June US Kids, \$6,000 for the August US Kids and \$4,000 for the Third Street Charities. Andy Heartz said he was not asking anything for the Foundation for Rural Education tournament. Heartz said the US Kids tournament brought a lot of affluent families in town with 120 – 250 room nights. Heartz said the 3rd St. Charities raises money for Putnam County kids and had 60-80 room nights.
4. **Heartz Golf Tournaments.** Requests totaling 16,000 were made by Heartz Golf LLC for the following Golf Tournaments, \$6,000 for the December US Kids and \$10,000 for the 100<sup>th</sup> Anniversary Golf Tournament. Andy Heartz said the US Kids would bring 120-150 room nights and the 100<sup>th</sup> Anniversary event will get good media coverage and would attract golfers from all over the US. These requests are in the (FY 25-26 Budget Year).
5. **Florida Bass Nation Junior/High School Fall & North Regional Qualifier.** A request for \$8,000 was made by Florida Bass Nation for the Florida Bass Nation Junior/High School Fall & North Regional Qualifier. No representative was available to discuss the event.
6. **FCSAA State Softball Tournament.** A request for \$5,000 was made by St. Johns River State College for the FCSAA State Softball Tournament. Jolynn Carter and John Theobold said the tournament would have four teams of 25 players, Coaches, Trainers and Families. They expect 400-500 people.
7. **Babe Ruth District 3 All Star Tournament.** A request for \$15,000 was made by the Palatka Babe Ruth for the Babe Ruth District 3 All Star Tournament. George Young said there would be 30 teams with 15 players each as well as a large group of vendors.
8. **MLF BFL Gator #5 St. Johns River.** A request for \$2,500 was made by Major League Fishing for the MLF BFL Gator #5 St. Johns River. No representative was available to discuss the event.

**X. Category B (Cultural Arts) Grant Requests.**

**(FY 25-26 Budget Year)**

1. **Palatka Comic and Toy Fest.** A request for \$3,000 was made by DPI Develop Palatka Inc/DPE Downtown Palatka Experiences for the Palatka Comic and Toy Fest. Valeria Ingamell said they would be advertising the event in Orlando, Tampa and Jacksonville.

## **XI. Category A (Festivals/Events/Sporting) Requests.**

**(FY 25-26 Budget Year)**

1. ***Fall Harvest Festival.*** A request for \$60,000 was made by Real Time Entertainment & Management LLC (RTEAM) for the Fall Harvest Festival. Niko Costas said this would be a sponsor driven event that would bring 10,000-20,000 people downtown with significant overnight stays. The festival will have live entertainment with headliners.
2. ***St. Johns River State College Athletic Association Golf Classic.*** A request for \$5,000 was made by St. Johns River State College Foundation for St. Johns River State College Athletic Association Golf Classic.
3. ***Florida State Police Athletic League (PAL) Championship Boxing Tournament.*** A request for \$12,000 was made by the Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Championship Boxing Tournament. John Brady said there will be 280 boxers and families from all over the country, 1,500- 3,000 spectators and they typically sell out hotels in the county.

ACTION: Motion M. Myers, second G. Bacon to award \$500 to Putnam County Historical Society for the Occupation of Palatka and no funding to RQ Music LLC for the 2025 Blue Crab Festival from Category B, Cultural Arts, FY 2024-2025 budget.

**VOTE: 9-0 -**

ACTION: Motion M. Myers, second G. Bacon to award \$2,000 to Hertz Golf for the (2<sup>nd</sup>) April US Kids Golf Tournament, \$2,000 to June US Kids Golf Tournament and no funding to RQ Music LLC for the 2025 Blue Crab Festival from Category A, Events & Activities, FY 2024-2025 budget.

**VOTE: 9-0**

ACTION: Motion M. Myers, second G. Bacon to move remaining Category B, Cultural Arts, grant awards to Category C, Promotions & Advertising/ Large Projects, FY 2024-2025 budget.

**VOTE: 9-0**

ACTION: Motion M. Myers, second G. Bacon to move remaining Category A, Festival/Events & Sports, grant awards to Category C, Promotions & Advertising/ Large Projects, FY 2024-2025 budget.

**VOTE: 9-0**

ACTION: Motion G. Bacon, second M. Myers to award \$3,500 to Bartram Trail Society of Florida for the 2025 St. Johns River Bartram Frolic, \$3,000 to Rotary Club of Palatka for Symphony Night in Palatka, \$4,000 to River City Repertory Company for two

2025 April – August Productions from Category C, Promotions & Advertising/Large Projects, FY 2024-2025 budget.

**VOTE: 9-0**

**See attached Category A, B and C budget allocations.**

ACTION: Motion M. Myers, second G. Bacon to award \$1,000 to DPI Develop Palatka Inc/DPE Downtown Palatka Experiences for the Palatka Comic and Toy Fest from Category B, Cultural Arts, FY 2025-2026 budget.

**VOTE: 9-0**

ACTION: Motion G. Bacon, second R. Correa to award \$25,000 to Real Time Entertainment & Management LLC (RTEAM) for the Fall Harvest Festival, \$5,000 to Heartz Golf LLC for the 100<sup>th</sup> Anniversary Golf Tournament, \$4,000 to St. Johns River State College Foundation for St. Johns River State College Athletic Association Golf Classic, \$12,000 to Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Championship Boxing Tournament and \$3,000 to Heartz Golf LLC for the December US Kids Golf Tournament from Category C, Promotions & Advertising/Large Projects, FY 2025-2026 budget.

**VOTE: 8-1, with M.Myers dissenting on the award of \$25,000 to RTEAM for the Fall Harvest Festival; but supporting all other requests.**

**See attached Category A and B FY 25-26 budget allocations.**

**XII. Future TDC Meetings.** Chair Wilkinson indicated a preference for scheduling quarterly meetings.

**XIII. TDC Council Comments.** M. Myers expressed a desire to review additional historical data on the applicants.



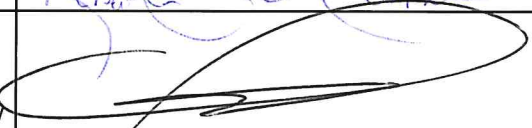

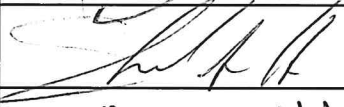



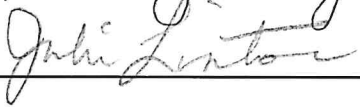
**XIV. Adjournment.** There being no further business, Chair Wilkinson adjourned the meeting at 11:03 a.m.

Respectfully submitted,  
Kimberly Morgan, VP Tourism  
Putnam County Chamber of Commerce



# Putnam County Tourist Development Council

March 13, 2025 - 8:30 a.m.

Name	Category Represented	Business	Signature
Leota Wilkinson	Elected Official	Putnam County BOCC	
Robbi Correa	Elected Official - largest municipality	City of Palatka	
Michele Myers	Elected Official - large municipality	City of Crescent City	
TJ Smith	Citizen		
Aashton Hodge	Citizen	Palatka Coffee Co.	
Keith Valentine	Accommodation	Trails End Outdoors	R. Keith Valentine
Beata DiCarlo	Accommodation	Holiday Inn Express	B DiCarlo
Greg Bacon	Citizen	Plastic Masters International	
Damali Kelly	Accommodation	Quality Inn	Damali Kelly
Terry Suggs	County Administrator"	Putnam County BOCC	
Julianne Young	Deputy County Administrator*	Putnam County BOCC	
Cindy Trent	Finance Dept.*	Putnam County Clerk of Court	
Laura Pavlus	Staff*	Chamber President	
Kimberly Morgan	Staff	Chamber, VP of Tourism	
Julie Linton	Staff	Chamber, Tourism Director	

\*Not required to attend.



**Tourist Development Council Meeting**  
**Thursday, March 13, 2025**

**Please Print**

<u>Name</u>	<u>Email</u>	<u>Organization</u>
✓1. Valeria Inguell	VG10212@AOL.Com	DPI/ DPE
✓2. D/S John Brady	jbrady@putnamsheriff.org	PCSG
✓3. Faustino Garcia	fgarcia@putnamsheriff.org	PCSG/PAL
✓4. John R. Threbold	threboldjohn@gmail.com	SJR State College Ath. & Soccer
✓5. Sam Carr	SCARR304GM@GMAIL.COM	BARTRAM TEAM SOC.
✓6. Niko Costas	NIKO@RTEAM.NET	RTEAM
✓7. Gabrielle Gunn	gabriellegunn@checkbeck.com	Beck Group
X8. Aashla Herpe	palutlacoffee@yahoo.com	
9. Dianne Taylor	d.taylor32177@gmail.com	Bartram Frolic
✓10. Anna HEARTZ	AHEARTZ@PGA.COM	Pacora GC
X11. B. Dilalo	Tourist Development	
✓12. Nicole Grace	pchs1835@gmail.com	PCHS
✓13. Max Gme	mgad@atlwl.com	Bartram Frolic
14.		
✓15. Jean	johnm.carter@sjrstate.edu	St Johns River Flood
✓16. Kevin Starbuck	KESTARBUCK@GMAIL.COM	River City Players
17.		



## Putnam County Bed Tax History Summary

Updated: 2/4/25

	FY18-19	FY19-20	FY20-21	FY21-22	FY22-23	FY23-24	FY 23-24 Total	FY24-25	FY 24-25 YTD Total	MOM Change	YOY change
<b>OCT</b>	\$ 41,568	\$ 54,948	\$ 39,894	\$ 56,141	\$ 58,169	\$ 74,371	\$ 74,371	\$ 62,646	\$ 62,646	-15.77%	-15.77%
<b>NOV</b>	\$ 32,828	\$ 51,884	\$ 37,679	\$ 63,947	\$ 51,977	\$ 61,745	\$ 136,117	\$ 58,636	\$ 121,282	-5.04%	-10.90%
<b>DEC</b>	\$ 35,408	\$ 41,842	\$ 35,039	\$ 53,376	\$ 55,699	\$ 60,588	\$ 196,705	\$ 68,697	\$ 189,979	13.38%	-3.42%
<b>JAN</b>	\$ 39,733	\$ 48,227	\$ 40,673	\$ 59,220	\$ 58,508	\$ 65,424	\$ 262,129		\$ 189,979		
<b>FEB</b>	\$ 51,933	\$ 58,228	\$ 46,728	\$ 75,051	\$ 80,034	\$ 88,770	\$ 350,899		\$ 189,979		
<b>MAR</b>	\$ 64,171	\$ 49,168	\$ 69,780	\$ 90,780	\$ 92,187	\$ 102,388	\$ 453,287		\$ 189,979		
<b>APR</b>	\$ 54,540	\$ 25,187	\$ 63,398	\$ 81,026	\$ 63,336	\$ 69,324	\$ 522,611		\$ 189,979		
<b>MAY</b>	\$ 61,978	\$ 38,397	\$ 60,934	\$ 70,131	\$ 70,731	\$ 73,748	\$ 596,358		\$ 189,979		
<b>JUNE</b>	\$ 50,314	\$ 50,139	\$ 57,489	\$ 68,044	\$ 60,992	\$ 67,186	\$ 663,544		\$ 189,979		
<b>JULY</b>	\$ 51,282	\$ 39,417	\$ 57,107	\$ 58,764	\$ 50,355	\$ 56,533	\$ 720,077		\$ 189,979		
<b>AUG</b>	\$ 48,624	\$ 38,133	\$ 47,890	\$ 54,308	\$ 61,196	\$ 55,305	\$ 775,382		\$ 189,979		
<b>SEPT</b>	\$ 45,502	\$ 37,060	\$ 53,891	\$ 57,073	\$ 58,276	\$ 55,932	\$ 831,315		\$ 189,979		
<b>TOTAL</b>	\$ 577,881	\$ 532,630	\$ 610,500	\$ 787,861	\$ 761,460	\$ 831,315		\$ 189,979	\$ 189,979		

This report includes numbers recorded as distribution to the Tourist Tax Commission.

Note that TDT is collected a month after the overnight stay. Example: March collections are for February stays.

Bassmaster Elite Series Event

# DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

## 2024-25 BUDGET

### Purchase Order Encumbrance

FY2024-25			
	Estimated/ Committed	Actual	Balance Yet to Pay
Category A - Events & Activities	\$ 106,215	\$ 56,500	\$ 45,715
Category B - Cultural Arts	\$ 70,810	\$ 37,694	\$ 30,306
Category C - Marketing & Promotions	\$ 544,977	\$ 76,927	\$ 468,050
Sub-Category C - Major Events	\$ 215,000	\$ 120,670	\$ 94,330
Category D	\$ 70,810	\$ 23,600	\$ 47,210
Other PO Requests			
<b>BUDGETED</b>	<b>\$ 1,007,812</b>	<b>\$ 315,391</b>	<b>\$ 685,610</b>
<b>TOTAL</b>	<b>\$ 1,001,002</b>		
<b>BALANCE</b>	<b>\$ 6,810</b>		

**DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET**  
**2024-25 BUDGET**  
**\$1,438,100**

CATEGORY A		\$ 106,215	FY2024-25	
Events and Activities	15% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
<b>Festivals &amp; Events</b>	<b>\$52,715</b>			
Main Street Palatka Datil Fest*		\$ 5,000	\$ -	\$ 5,000
BCD Artist Fest, Old Year's Day and Blue Crab Boil*		\$ 2,840	\$ -	\$ 2,840
Soul Food Festival*		\$ 4,000	\$ -	\$ 4,000
76th Annual Azalea Fest*		\$ 5,000	\$ -	\$ 5,000
Crescent City Catfish Festival*		\$ 3,875	\$ -	\$ 3,875
2024 Toys Tour*		\$ 5,000	\$ 5,000	\$ -
<b>SUBTOTAL</b>		<b>\$ 25,715</b>	<b>\$ 5,000</b>	<b>\$ 20,715</b>

<b>Tournaments/Sporting</b>	<b>\$ 53,500</b>			
PC Fair - Rodeo \$10 K but cancelled		\$ -	\$ -	\$ -
Skins Golf*		\$ 5,000	\$ 5,000	\$ -
Heartz Golf - N FL Jr*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - January US Kids*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - Jr. Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Sr Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Foundation for Rural Education*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - April US Kids*		\$ 3,000	\$ -	\$ 3,000
SJRSC Capitol City Bank Classic Baseball Tournament*		\$ 5,000	\$ -	\$ 5,000
SJRSC John Tindall Classic*		\$ 5,000	\$ -	\$ 5,000
Heartz Golf - October US Kids*		\$ 6,000	\$ 6,000	\$ -
SJRSC Golf Classic*		\$ 5,000	\$ 5,000	\$ -
PAL Boxing*		\$ 12,000	\$ 12,000	\$ -
Xtreme Bass - Host Fee*		\$ 10,000	\$ 10,000	\$ -
Xtreme Bass - Deliverables*		\$ 7,500	\$ 7,500	\$ -
<b>SUBTOTAL</b>		<b>\$ 76,500</b>	<b>\$ 51,500</b>	<b>\$ 25,000</b>

<b>TOTAL</b>		<b>\$ 102,215</b>	<b>\$ 56,500</b>	<b>\$ 45,715</b>
<b>Balance Left In Budget</b>		<b>\$ 4,000</b>		

\*Paid by County Directly through Purchase Order



**DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET**  
**2024-25 BUDGET**  
**\$1,438,100**

CATEGORY B	\$ 70,810	FY2024-25		
Cultural Arts	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
NFFN Folk Fest*		\$ 2,000	\$ 1,944	\$ 56
Blue Crab Development - Blue Crab Jam 4th Qtr*		\$ 17,000	\$ 13,500	\$ 3,500
Blue Crab Development - Blue Crab Jam New Years Celebration*		\$ 11,000	\$ 11,000	\$ -
Blue Crab Development - Blue Crab Jam 1st Qtr*		\$ 11,000		\$ 11,000
River City Players - 2024 Productions *		\$ 10,500	\$ 2,600	\$ 7,900
Arts Council Concert Series*		\$ 7,000		\$ 7,000
Palatka Porchfest*		\$ 9,500	\$ 8,650	\$ 850

<b>TOTAL</b>		<b>\$ 68,000</b>	<b>\$ 37,694</b>	<b>\$ 30,306</b>
<b>Balance Left In Budget</b>		<b>\$ 2,810</b>		

\*Paid by County Directly through Purchase Order

**DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET**  
**2024-25 BUDGET**  
**\$1,438,100**

CATEGORY C	\$ 975,265	FY2024-25		
Promotions & Advertising	65% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
<b>Marketing Opportunities/Advertising</b>		<b>\$ 141,346</b>	<b>\$ 51,445</b>	<b>\$ 74,102</b>
FL Welcome Centers - rack space		\$ 599		\$ 599
Website		\$ 11,667	\$ 2,558	\$ 9,109
Visit Widget App		\$ 7,188	\$ 2,995	\$ 4,193
Printed Brochures (in house)		\$ 1,386	\$ 1,386	\$ -
Bartram brochure - printing				
Crescent City brochure - printing				
Putnam County FL Bicycle Routes brochure - printing				
Murals brochure - printing				
Pocket Bicycle Map - printing				
Maps (printed county maps)		\$ 1,101	\$ 1,101	\$ -
Digital Campaigns		\$ 4,000	\$ 4,000	\$ -
Creative Spark - (Commercial - Creative Spark Media)		\$ 7,546	\$ 7,546	\$ -
TV Media Campaign (Fox)		\$ 35,000		\$ 35,000
Print Ad - Edible Magazine		\$ 1,250	\$ 1,250	\$ -
Print Ad - AE Engine Magazine		\$ 4,000	\$ 4,000	\$ -
Print Ad - Professional Sports Pub - National Championship Football Program		\$ 5,000	\$ 5,000	\$ -
Print Ad - Ultimate Corp Adv -USA Today Summer Edition & Masters Edition*		\$ 15,000	\$ 15,000	\$ -
Misty Wells - Influencer/Discovery Channel		\$ 15,500		\$ 15,500
VISIT FL DMO Video (one in FY23-24/one in FY24-25) Commit for FY25-26		\$ 6,000	\$ 3,000	\$ 3,000
Kiosk Solution				
Welcome Visitor Center Revamp		\$ 15,000		
Office Move (furniture)				
Water Photography/Broll		\$ 800		
Billboards		\$ 5,000	\$ 2,050	\$ 2,950
Adobe Creative Cloud		\$ 560	\$ 560	\$ -
Social Media		\$ 1,800	\$ 600	\$ 1,200
Electronic Sign				
Electronic Sign Maintenance		\$ 1,200	\$ 400	\$ 800
Rural Days Promotional Materials		\$ 1,751		\$ 1,751
<b>Promotional Items</b>		<b>\$ 2,537</b>	<b>\$ 896</b>	<b>\$ 29</b>



Air Cannon (to be used at any events)	\$ 150	\$ 133	\$ 17
Rally Towels	\$ 600	\$ 588	\$ 12
Banners (Generic Sponsors)	\$ 175	\$ 175	\$ -
Lures for Rural Days	\$ 1,612	\$ -	\$ 1,612
<b>Conference/Travel</b>	<b>\$ 4,500</b>	<b>\$ -</b>	<b>\$ 4,500</b>
Rural Days	\$ -	\$ -	\$ -
Bass Elite	\$ -	\$ -	\$ -
Destinas FL Marketing Summit	\$ 1,500	\$ -	\$ 1,500
Destinations FL Annual Meeting	\$ 1,500	\$ -	\$ 1,500
VISIT FLORIDA Governor's Conference	\$ 1,500	\$ -	\$ 1,500
<b>Salaries/Benefits</b>	<b>\$ 350,000</b>	<b>\$ 21,654</b>	<b>\$ 328,346</b>
<b>Dues/Subscriptions/Memberships</b>	<b>\$ 5,477</b>	<b>\$ -</b>	<b>\$ 5,477</b>
VISIT FLORIDA	\$ 1,500		\$ 1,500
FL Sports Foundation	\$ 2,000		\$ 2,000
Destinations Florida	\$ 1,977		\$ 1,977
<b>Postage/Shipping</b>	<b>\$ 1,000</b>	<b>\$ 15</b>	<b>\$ 985</b>
<b>Software</b>	<b>\$ 7,919</b>	<b>\$ 1,193</b>	<b>\$ 6,725</b>
<b>Operating Supplies</b>	<b>\$ 1,598</b>	<b>\$ 1,125</b>	<b>\$ 473</b>
Flashlights & Vests	\$ 104	\$ 104	\$ -
Uline Cord Covers	\$ 729	\$ 729	\$ -
Batteries/Cables	\$ 100	\$ 94	\$ 6
Paper	\$ 100	\$ 16	\$ 84
Office Supplies	\$ 500	\$ 117	\$ 383
Website Domain	\$ 65	\$ 65	\$ -
<b>Research</b>	<b>\$ 30,000</b>	<b>\$ -</b>	<b>\$ -</b>
Placer AI*	\$ 30,000		
Visitor Research Study			
<b>Event Sponsorships/Deliverables</b>	<b>\$ 600</b>	<b>\$ 600</b>	<b>\$ -</b>
Wolfson's Bass Tournament Chairs (200)	\$ 600	\$ 600	\$ -
<b>TOTAL</b>	<b>\$ 544,977</b>	<b>\$ 76,927</b>	<b>\$ 420,637</b>
<b>Balance Left In Budget</b>	<b>\$ 430,288</b>		

\*Paid by County Directly through Purchase

Order

SUB-CATEGORY C1:		\$ 215,000 FY2024-25		
Large-Scale Events		Estimated/ Committed	Actual	Balance Yet to Pay
FL BASS Nation	\$ 8,000	\$ 8,000	\$ 8,000	\$ -
FL BASS Nation - Jr/High Fall & North Regional*		\$ 8,000	\$ 8,000	\$ -
<b>Subtotal</b>		<b>\$ 8,000</b>	<b>\$ 8,000</b>	



<b>Bass Elite</b>	<b>\$ 115,000</b>	<b>\$ 137,670</b>	<b>\$ 112,670</b>	<b>\$ 25,000</b>
Bass Elite Host Fee*		\$ 75,000	\$ 65,000	\$ 10,000
City of Palatka Police & City Services		\$ 15,000	\$ -	\$ 15,000
Portable Restrooms		\$ 9,785	\$ 9,785	\$ -
Tables/Chair Rentals		\$ 1,355	\$ 1,355	\$ -
Fairgrounds		\$ 600	\$ 600	\$ -
Banner		\$ 170	\$ 170	\$ -
Internet		\$ 1,000	\$ 1,000	\$ -
Insurance		\$ 4,460	\$ 4,460	\$ -
Ice		\$ 1,200	\$ 1,200	\$ -
Ambulance		\$ 2,100	\$ 2,100	\$ -
Temporary Dock		\$ 27,000	\$ 27,000	\$ -
<b>SUBTOTAL</b>		<b>\$ 137,670</b>	<b>\$ 112,670</b>	<b>\$ 25,000</b>
<b>TOTAL FOR BASS ELITE</b>		<b>\$ (22,670)</b>		
<b>TOTAL for Large Scale Events</b>		<b>\$ 145,670</b>	<b>\$ 120,670</b>	<b>\$ 25,000</b>
<b>Balance Left In Large Scale Events Budget</b>		<b>\$ 69,330</b>		
<b>TOTAL CATEGORY C EXPENSES</b>		<b>\$ 690,647</b>	<b>\$ 197,597</b>	<b>\$ 445,637</b>
<b>BALANCE IN CATEGORY C</b>		<b>\$ 284,618</b>		

\*Paid by County Directly through Purchase  
Order

<b>CATEGORY D</b>	<b>\$ 70,810</b>	<b>FY2024-25</b>		
	<b>10% of Budget</b>	<b>Estimated/ Committed</b>	<b>Actual</b>	<b>Balance Yet to Pay</b>
<b>Administrative Fees*</b>				
Monthly Fee		\$ 70,810	\$ 23,600	\$ 47,210
<b>TOTAL</b>		<b>\$ 70,810</b>	<b>\$ 23,600</b>	<b>\$ 47,210</b>
<b>Balance Left In Budget</b>		<b>\$ 0</b>		

\*Paid by County Directly through Purchase  
Order

CATEGORY A		\$ 106,215	FY2024-25	
Events and Activities	15% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
<b>Festivals &amp; Events</b>	<b>\$52,715</b>			
Main Street Palatka Datil Fest*		\$ 5,000	\$ -	\$ 5,000
BCD Artist Fest, Old Year's Day and Blue		\$ 2,840	\$ -	\$ 2,840
Soul Food Festival*		\$ 4,000	\$ -	\$ 4,000
76th Annual Azalea Fest*		\$ 5,000	\$ -	\$ 5,000
Crescent City Catfish Festival*		\$ 3,875	\$ -	\$ 3,875
2024 Toys Tour*		\$ 5,000	\$ 5,000	\$ -
<b>SUBTOTAL</b>		<b>\$ 25,715</b>	<b>\$ 5,000</b>	<b>\$ 20,715</b>

<b>Tournaments/Sporting</b>	<b>\$ 53,500</b>			
PC Fair - Rodeo \$10 K but cancelled		\$ -	\$ -	\$ -
Skins Golf*		\$ 5,000	\$ 5,000	\$ -
Heartz Golf - N FL Jr*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - January US Kids*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - Jr. Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Sr Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Foundation for Rural Education*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - April US Kids*		\$ 3,000	\$ -	\$ 3,000
SJRSC Capitol City Bank Classic Baseball Tournament*		\$ 5,000	\$ -	\$ 5,000
SJRSC John Tindall Classic*		\$ 5,000	\$ -	\$ 5,000
Heartz Golf - October US Kids*		\$ 6,000	\$ 6,000	\$ -
SJRSC Golf Classic*		\$ 5,000	\$ 5,000	\$ -
PAL Boxing*		\$ 12,000	\$ 12,000	\$ -
Xtreme Bass - Host Fee*		\$ 10,000	\$ 10,000	\$ -
Xtreme Bass - Deliverables*		\$ 7,500	\$ 7,500	\$ -
<b>SUBTOTAL</b>		<b>\$ 76,500</b>	<b>\$ 51,500</b>	<b>\$ 25,000</b>

<b>TOTAL</b>		<b>\$ 102,215</b>	<b>\$ 56,500</b>	<b>\$ 45,715</b>
<b>Balance Left In Budget</b>		<b>\$ 4,000</b>		

\*Paid by County Directly through Purchase Order

**Requests for March 13, 2025 Meeting**

Event Name		Requested	Staff Recommendation	TDC Recommendation	Category
<b>Festivals &amp; Events</b>					
Blue Crab 2025		\$ 10,000	\$ -	\$ -	
<b>Tournaments/Sporting</b>					
BLANPRO Bass Trail		\$ 5,000	\$ 5,000	\$ 5,000	C
Heartz Golf - Foundation for Rural Education T		\$ 5,000	\$ -		
North Regional Qualifiers		\$ 8,000	\$ 5,000	\$ 5,000	C
Heartz Golf - April US Kids		\$ 6,000	\$ 1,000	\$ 2,000	A
FCSAA State Softball Tournament		\$ 5,000	\$ 5,000	\$ 5,000	C
Heartz Golf - June US Kids		\$ 6,000	\$ 1,000	\$ 2,000	A
Babe Ruth District 3 All Star Tournament		\$ 15,000	\$ 8,000	\$ 8,000	C
Heartz Golf - August US Kids		\$ 6,000	\$ 1,000	\$ 2,000	C
3rd Street Charities Golf Tournament		\$ 4,000	\$ -		
MLFBLF Gator #5 St. Johns River Bass Tournament (Major League Fishing)		\$ 2,500	\$ 2,500	\$ 2,500	C
<b>SUBTOTAL</b>		<b>\$ 57,500</b>	<b>\$ 28,500</b>	<b>\$ 31,500</b>	

<b>Sub Category</b>
<b>Grants Already Awarded</b>
<b>New Grant Requests</b>

CATEGORY B	\$ 70,810	FY2024-25		
Cultural Arts	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
NFFN Folk Fest*		\$ 2,000	\$ 1,944	\$ 56
Blue Crab Development - Blue Crab Jam 4th Qtr*		\$ 17,000	\$ 13,500	\$ 3,500
Blue Crab Development - Blue Crab Jam New Years Celebration*		\$ 11,000	\$ 11,000	\$ -
Blue Crab Development - Blue Crab Jam 1st Qtr*		\$ 11,000		\$ 11,000
River City Players - 2024 Productions *		\$ 10,500	\$ 2,600	\$ 7,900
Arts Council Concert Series*		\$ 7,000		\$ 7,000
Palatka Porchfest*		\$ 9,500	\$ 8,650	\$ 850

<b>TOTAL</b>		<b>\$ 68,000</b>	<b>\$ 37,694</b>	<b>\$ 30,306</b>
<b>Balance Left In Budget</b>		<b>\$ 2,810</b>		

#### Requests for March 13, 2025 Meeting

Cultural Arts	10% of Budget	Requested	Staff Recommendation	TDC Recommendation	Category
2025 St. Johns River Bartram Frolic		\$ 12,850	\$ 2,000	\$ 3,500	C
Symphony Night in Palatka		\$ 12,000	\$ 2,000	\$ 3,000	C
River City Players - 2025 Spring/Summer		\$ 8,000	\$ 2,000	\$ 4,000	C
Blue Crab Festival 2025		\$ 30,000	\$ -		
Occupation of Palatka		\$ 500	\$ 500	\$ 500	B
<b>SUBTOTAL</b>		<b>\$ 63,350</b>	<b>\$ 6,500</b>	<b>\$ 11,000</b>	

\*Paid by County Directly through Purchase Order

<b>Sub Category</b>
<b>Grants Already Awarded</b>
<b>New Grant Requests</b>

CATEGORY A		FY2025-26		
Events and Activities	15% of Budget	Requested	Staff Recommendation	TDC Recommendation
<b>Festivals &amp; Events</b>				
Fall Harvest Festival		\$ 60,000	\$ 25,000	\$ 25,000
<b>SUBTOTAL</b>		<b>\$ 60,000</b>	<b>\$ 25,000</b>	<b>\$ 25,000</b>

<b>Tournaments/Sporting</b>				
100th Anniversary Golf Tournament		\$ 10,000		\$ 5,000
St. Johns River State College Athletic Assn Classic		\$ 5,000	\$ -	\$ 4,000
FL State PAL Boxing Tournament		\$ 12,000	\$ 12,000	\$ 12,000
Heartz Golf - December US Kids		\$ 6,000	\$ 6,000	\$ 3,000
<b>SUBTOTAL</b>		<b>\$ 33,000</b>	<b>\$ 18,000</b>	<b>\$ 24,000</b>

<b>TOTAL</b>		<b>\$ 93,000</b>	<b>\$ 43,000</b>	<b>\$ 49,000</b>
<b>Balance Left In Budget</b>				

\*Paid by County Directly through Purchase Order

#### Requests for March 13, 2025 Meeting

<b>SUBTOTAL</b>	<b>\$ 93,000</b>	<b>\$ 43,000</b>	<b>\$ 49,000</b>
-----------------	------------------	------------------	------------------

<b>Sub Category</b>
<b>Grants Already Awarded</b>
<b>New Grant Requests</b>

<b>CATEGORY B</b>	<b>\$ -</b>	<b>FY2025-26</b>		
<b>Cultural Arts</b>	<b>10% of Budget</b>	<b>Requested</b>	<b>Staff Recommendation</b>	<b>TDC Recommendation</b>
Palatka Comic and Toy Fest		\$ 3,000	\$ 1,000	\$ 1,000

<b>TOTAL</b>		<b>\$ 3,000</b>	<b>\$ 1,000</b>	<b>\$ 1,000</b>
<b>Balance Left In Budget</b>		<b>\$ (3,000)</b>		