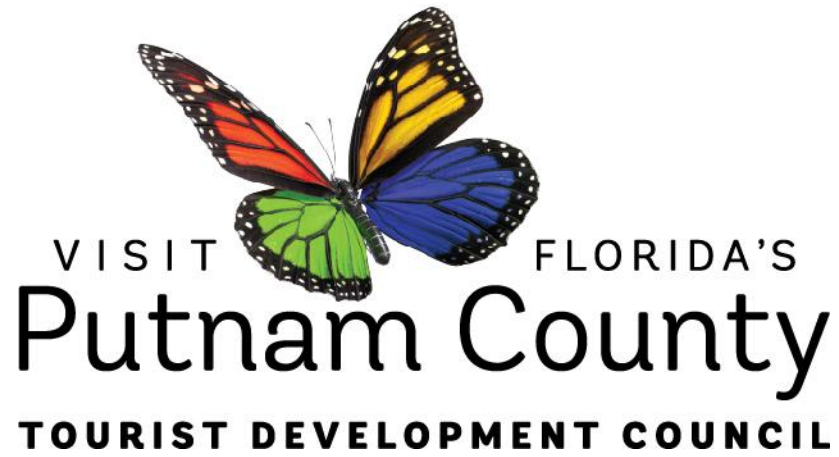




December 2, 2025 TDC Meeting Minutes



Minutes – Tuesday, December 2, 2025 – 9:00 a.m.

Putnam County Chamber of Commerce – Georgia-Pacific Board Room

1100 Reid Street, Palatka

I. Call To Order Chair Wilkinson

Chair Wilkinson called the meeting to order at 9:12 a.m. In attendance were Chair Leota Wilkinson, Mayor Robbi Correa, Mayor Michele Myers, Greg Bacon, and Natalie Herrington. Chamber Staff present were Laura Pavlus, Kimberly Morgan, and Sam Camp. Those absent were Keith Valentine, Beata DiCarlo and Damali Kelly

II. Public Comment

No public comment was received

III. Approval of Sept. 18, 2025 Meeting Minutes* Chair Wilkinson

Motion to approve minutes made by Robbi Correa; seconded by Leota Wilkinson; Passed Unanimously

IV. Financial Report Kimberly Morgan, VP Tourism

a. Bed Tax Collections Update

Chamber staff reviewed the TDT collection update for the month of August. There was a brief discussion between staff and board members about collection trends throughout the past year.

b. Budget Report – FY24-25 Year-End Budget

Chamber staff reviewed the final FY24-25 budget report. There was brief discussion on the carryforward funds and the County's forecasting of the budget each year.

c. FY25-26 Budget Update

Chamber staff provided an update on the FY25-26 budget and reviewed the various spending categories and the current anticipated expenditures for each. Board members discussed concerns regarding explicitly marking carryforward dollars, larger project expenses (primarily above \$25,000), and the desire for a reserve or cushion funding for grants moving forward.

Motion to table FY25-26 Budget Approval and schedule a special meeting in January (date to be determined) for further discussion made by Michelle Myers; seconded by Natalie Herrington; Passed Unanimously

- V. TDC Business Update Kimberly Morgan, VP of Tourism
- a. FY25-26 Event Grant Update
Chamber staff provided an update on event grant reimbursements made since the last TDC meeting.
 - b. Event Grant Guidelines Revision Update
The board had a brief discussion on the grant application process for next year, including the number of application acceptance periods, timing to align with the County-provided budget, and available funding.
 - c. Branding Update
Chamber staff provided an update for the branding work that took place in October 2025, with a presentation on materials planned for January/February 2026.
 - d. Marketing Plan Update
 - i. Misty Wells
 - ii. Storytelling Videos
 - iii. Content Development
 - iv. RFPs
 - v. Events

Chamber Staff provided an update on the various efforts surrounding the marketing plan. An airing schedule for the episodes/videos shot by Misty Wells was provided. Several storytelling videos are currently underway, with premiers planned for early 2026. The Chamber is in receipt of responses for RFPs for advertising agencies and web development services (two separate RFPs).
- VI. FY 2025-26 Grant Requests* Kimberly Morgan, VP of Tourism
- a. Category A
 - i. Southern Outlaw Dragboat Association (SODA) - \$6,500*

Motion to approve staff's recommendation of \$6,500 in grant support made by Greg Bacon; seconded by Robbi Correa; Passed Unanimously

ii. National Tractor Pullers Association - \$25,000*

Motion to approve staff's recommendation of \$12,500 in grant support made by Greg Bacon; seconded by Michelle Myers; Passed Unanimously

iii. The InvitationNIL - \$35,000*

Motion to approve staff's recommendation of \$17,500 in grant support made by Robbi Correa; seconded by Greg Bacon; Passed Unanimously

b. Category B

i. Palatka Farmers Market - \$10,000*

Brief discussion by the board on prior funding awarded to the Palatka Farmer's Market earlier in FY25-26. Visit Palatka provided information on use of funds and the success of the farmer's market greatly exceeding expectations, resulting in higher costs.

Motion to approve staff's recommendation of \$10,000 in grant support made by Greg Bacon; seconded by Robbi Correa; Passed 4-1, Yeas: Greg Bacon, Robbi Correa, Natalie Herrington, Leotta Wilkinson - Nays: Michelle Myers

VII. Future TDC Meetings

Chair Wilkinson

Proposed Meeting 2026 Schedule:

February

May

August

November

The board agreed on a special meeting in January to review and approve the FY25-26 budget and set the calendar for the remainder of the fiscal year. Chamber staff will coordinate with the board to find available dates.

VIII. Legislative Update

- FL Tourism Day – January 20-21, 2026
- Rural Days – January 21-22, 2026
- Putnam County Day – February 19, 2026

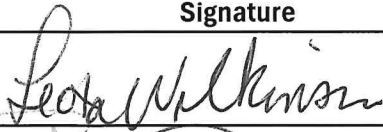
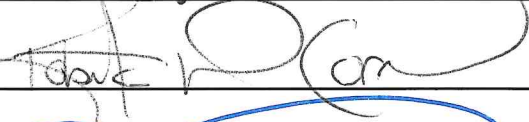
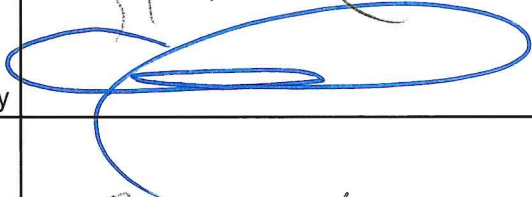
Chair Wilkinson provided a brief overview of the various legislative days in Tallahassee during the FL legislative session for board members who have not participated before. The Putnam Chamber of Commerce is managing representation at the Rural Days event and Putnam County staff are managing representation at the Putnam County Day event in Tallahassee.

- IX. TDC Member Comments Chair Wilkinson
Board members had a brief discussion on the upcoming legislative session and the possibility of the tourist development tax being addressed again. Chamber staff spoke on the current focus by the state house and senate on ad valorem/property tax eliminations.
- X. Upcoming Events Kimberly Morgan, VP of Tourism
Chamber staff shared a list of upcoming local events for the month of December.
- XI. Adjourn Chair Wilkinson
Meeting adjourned at 11:23am

*Signifies an item needing a vote.

Putnam County Tourist Development Council

December 2, 2025 - 9:00 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	
Vacant	Citizen		
Natalie Herrington	Citizen	God's Country Outfitters	
Keith Valentine	Accommodation	Trails End Outdoors	
Beata DiCarlo	Accommodation	Holiday Inn Express	
Greg Bacon	Citizen	Plastic Masters International	
Damali Kelly	Accommodation	Quality Inn	
Laura Pavlus	Staff*	Chamber President	
Kimberly Morgan	Staff	Chamber, VP of Tourism	
Sam Camp	Staff	Tourism/ED Manager	

*Not required to attend.

Tourist Development Council Meeting
Tuesday, December 2, 2025

Please Print

	<u>Name</u>	<u>Email</u>	<u>Organization</u>
1.	Mitchell Atwell	TunnelBoater66@gmail	SODA
2.	Mike Underwood	mike.underwood@micconope1851.com	The Invitation1
3.			
4.	Gabrielle Gunn	gabriellegunn@checkback.com	
5.	Kayleigh Westbury	Kayleigh@visitpalatka.com	
6.			
7.			
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17.			



September 18, 2025 TDC Meeting Minutes



Agenda – Thursday, September 18, 2025 – 9:00 a.m.

Putnam County Chamber of Commerce – Georgia-Pacific Board Room

1100 Reid Street, Palatka

I. Call To Order Chair Wilkinson

Chair Wilkinson called the meeting to order at 9:06 a.m. In attendance were Chair Leota Wilkinson, Mayor Robbi Correa, Mayor Michele Myers, Natalie Herrington, Beata DiCarlo and Damali Kelly. Chamber Staff present were Laura Pavlus and Kimberly Morgan. Those absent were Greg Bacon, TJ Smith, and Keith Valentine.

Chair Wilkinson welcomed new TDC Member Natalie Herrington from God's Country Outfitters. Chair Wilkinson also noted that TJ Smith submitted his resignation from the TDC, which is a Citizen Seat.

II. Public Comment

Mrs. Morgan explained that events would be discussed during the Event Grant portion of the agenda, but only if there were questions. She explained that each of the events represented are valuable to the community but in the interest of time, events will only be called upon if there are questions.

III. Approval of Minutes* Chair Wilkinson

- a. June 3, 2025 TDC Meeting
- b. July 17, 2025 Special TDC Meeting

Mayor Meyers made the motion to approve both sets of meeting minutes as presented. Mayor Correa seconded the motion. The TDC voted unanimously to approve the minutes as presented.

IV. Financial Report

Kimberly Morgan, VP Tourism

- a. Bed Tax Collections Update - Mrs. Morgan explained that tourism is normalizing in the marketplace, which means we are seeing a decrease from the inflated rates and numbers of visitors we saw during/post pandemic. We are down in bed tax collections by 2.96% Year over Year.
- b. Budget Report – Projected Year-End Budget to County – Mrs. Morgan shared the projected year-end budget for FY24-25 that was presented to County staff. A final true-up will be presented at the December TDC meeting.
- c. Marketing Plan Update from 8/12 BCC meeting- Mrs. Morgan explained that things are moving forward with the Marketing Plan projects. The Branding and Strategic Plan will be kicking off the end of October, the video contractor has been selected and will start filming in the last quarter of the year.
- d. FY25-26 Budget Update – Mrs. Morgan explained that she just received the preliminary budget numbers and will present a budget for approval at the next meeting.

V. TDC Business Update

Kimberly Morgan, VP Tourism

a. FY24-25 Event Grant Update

This report tells us where we are now with this fiscal year's Grant Awards – what was awarded, how much was paid to the event and how much is left. Keep in mind that there are 2 events the last weekend of September: Occupation of Palatka at \$500 and MLF Gator #5 Bass Fishing Tournament at \$2,500. The TDC requested that the number of years an organization has received funding be added to the report.

b. Event Grant Guidelines Revision Update

The County reviewed the proposed changes from the TDC. Chamber Staff, County Staff and County's Legal Counsel need to review the proposed changes and will then present an updated version to the BOCC for final approval.

c. TDC Event Grant Workshop – 7/24/25

Mrs. Morgan explained that approximately 20 people attended the TDC Event Grant Workshop. Event Planners heard about the TDC Event Grant Guidelines, the Grant Application, basic marketing tips and reimbursement requirements.

d. Event Marketing Workshop – 9/23/25

The Chamber contracted with Kayleigh Westbury to conduct a Marketing Workshop to share best practices for marketing events and planning content for events.

VI. FY 2025-26 Grant Awards*

Kimberly

Morgan, VP Tourism

a. Category A – Festival/Events and Sports

The TDC has already awarded 4 TDC Festival/Event and Sports Grants in the amount of \$24,000. Please note that the December US Kids Golf Event dates have changed to December 23.

The TDC reviewed and made recommendations on the 11 Festival/Event Grants and 21 Sports Grants requests received.

Mrs. Morgan explained that she developed a scoring system to make it easier to fairly score the applications presented. The FY25-26 budget was also considered.

There was a discussion about various events related to their reimbursements thus far, their requests and their event.

The TDC discussed changing Florida Z-fest award to \$6,150, which is 50% of their request. All other recommendations were consistent with staff recommendations.

Mayor Myers made a motion to approve the Category A TDC Event Grants as discussed and recommended. Mayor Correa seconded the motion. The motion passed unanimously.

b. Category B – Cultural Arts

The TDC has already awarded 1 TDC Event Grant in the amount of \$1,000.

The TDC reviewed and made recommendations on the 12 Cultural Arts Grant requests received.

The TDC discussed the staff recommendations for awards. They changed the Bartram Frolic recommendation to \$8,000 and Palatka Porchfest recommendation to \$6,000. They also discussed only funding the Blue Crab Festival out of the Category B grants and increased the funding to \$28,000. Mayor Myers made the motion to accept these changes; Natalie Herrington seconded the motion. The motion was approved unanimously.

Mayor Myers made the motion to approve the recommendations and changes as the final TDC recommendations. Beata DiCarlo seconded the motion. The motion was approved unanimously.

c. Category C - Bassmaster Collegiate Series RFP Request

Mrs. Morgan explained that she has been in contact with BassMasters over the past few months. They will not be coming to Putnam County, FL in 2026. She explained that BassMasters will be submitting a contract for us to consider hosting the Collegiate Series for January 2027. The TDC discussed this and made a motion to approve the \$30,000 host fee for this event. The motion was approved unanimously.

- | | | |
|-------|---|-----------------------------|
| VII. | Future TDC Meetings | Chair Wilkinson |
| a. | December 2, 2025 | |
| VIII. | TDC Member Comments | Chair Wilkinson |
| | No comments were shared. | |
| IX. | Upcoming Events | Kimberly Morgan, VP Tourism |
| | Mrs. Morgan shared the list of upcoming events. | |
| X. | Adjourn | Chair Wilkinson |

*Signifies an item needing a vote.

Putnam County Bed Tax History Summary

Updated: 10/8/25

	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
OCT	\$ 41,568	\$ 54,948	\$ 39,894	\$ 56,141	\$ 58,169	\$ 74,371	\$ 74,371	\$ 62,646	\$ 62,646	-15.77%	-15.77%
NOV	\$ 32,828	\$ 51,884	\$ 37,679	\$ 63,947	\$ 51,977	\$ 61,745	\$ 136,117	\$ 58,636	\$ 121,282	-5.04%	-10.90%
DEC	\$ 35,408	\$ 41,842	\$ 35,039	\$ 53,376	\$ 55,699	\$ 60,588	\$ 196,705	\$ 68,697	\$ 189,979	13.38%	-3.42%
JAN	\$ 39,733	\$ 48,227	\$ 40,673	\$ 59,220	\$ 58,508	\$ 65,424	\$ 262,129	\$ 84,045	\$ 274,024	28.46%	4.54%
FEB	\$ 51,933	\$ 58,228	\$ 46,728	\$ 75,051	\$ 80,034	\$ 88,770	\$ 350,899	\$ 90,616	\$ 364,640	2.08%	3.92%
MAR	\$ 64,171	\$ 49,168	\$ 69,780	\$ 90,780	\$ 92,187	\$ 102,388	\$ 453,287	\$ 90,996	\$ 455,637	-11.13%	0.52%
APR	\$ 54,540	\$ 25,187	\$ 63,398	\$ 81,026	\$ 63,336	\$ 69,324	\$ 522,611	\$ 67,864	\$ 523,501	-2.11%	0.17%
MAY	\$ 61,978	\$ 38,397	\$ 60,934	\$ 70,131	\$ 70,731	\$ 73,748	\$ 596,358	\$ 60,673	\$ 584,174	-17.73%	-2.04%
JUNE	\$ 50,314	\$ 50,139	\$ 57,489	\$ 68,044	\$ 60,992	\$ 67,186	\$ 663,544	\$ 59,723	\$ 643,897	-11.11%	-2.96%
JULY	\$ 51,282	\$ 39,417	\$ 57,107	\$ 58,764	\$ 50,355	\$ 56,533	\$ 720,077	\$ 51,024	\$ 694,920	-9.75%	-3.49%
AUG	\$ 48,624	\$ 38,133	\$ 47,890	\$ 54,308	\$ 61,196	\$ 55,305	\$ 775,382	\$ 46,514	\$ 741,435	-15.90%	-4.38%
SEPT	\$ 45,502	\$ 37,060	\$ 53,891	\$ 57,073	\$ 58,276	\$ 55,932	\$ 831,315				
TOTAL	\$ 577,881	\$ 532,630	\$ 610,500	\$ 787,861	\$ 761,460	\$ 831,315		\$ 741,435			

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

2025-26 BUDGET

Updated 11-28-25

FY2025-26 Revenues			
	Budget	Actual	Revised Budget
TDT Collections	\$ 730,500		\$ -
Interest	\$ 750		\$ -
Balance Carry Over/Forward	\$ 1,284,734		\$ -
Total	\$ 2,015,984	\$ -	\$ -

FY2025-26 Expenses			
	Estimated/ Committed	Actual/ Committed	Available Balance
Audit - Statutory Requirement (County Direct)	\$ 500	\$ 500	\$ -
Tax Collector Comm/Fees (County Direct)	\$ 21,900	\$ 21,900	\$ -
Reserve Contingency (CountyDirect)	\$ 383,460	\$ 383,460	\$ -
Category A - Events & Activities	\$ 209,501	\$ 146,725	\$ 62,776
Category B - Cultural Arts	\$ 123,904	\$ 76,340	\$ 47,564
Category C - Marketing & Promotions	\$ 1,203,719	\$ 15,558	\$ 1,188,161
Category D	\$ 168,199	\$ 28,033	\$ 140,166
BUDGETED	\$ 2,111,183	\$ 672,516	\$ 1,438,667

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

2025-26 BUDGET

\$ 2,015,984

CATEGORY A		\$ 209,501	FY2025-26		
Events and Activities		15% of Budget	Budget	Actual/ Committed	Available Balance
Festivals & Events					
Putnam's Festival of Lights			\$ 5,000	\$ -	\$ 5,000
RHP - 77th Annual Florida Azalea Festival			\$ 5,000	\$ -	\$ 5,000
Crescent City BikeFest			\$ 5,000	\$ -	\$ 5,000
Datil Pepper Fest			\$ 5,000	\$ -	\$ 5,000
DPI New Town Festival			\$ 2,500	\$ -	\$ 2,500
DPI Christmas Parade			\$ 1,000	\$ -	\$ 1,000
DPI July 4th Parade			\$ 1,000	\$ -	\$ 1,000
Palatka Christmas Market			\$ 5,000	\$ -	\$ 5,000
Crescent City Catfish Festival			\$ 3,825	\$ -	\$ 3,825
			\$ -	\$ -	\$ -
			\$ -	\$ -	\$ -
SUBTOTAL			\$ 33,325	\$ -	\$ 33,325

Tournaments/Sporting					
Association Golf Classic			\$ 4,000	\$ -	\$ 4,000
Celebration			\$ 5,000	\$ 5,000	\$ -
PCPAL FL State Boxing Tournament			\$ 12,000	\$ -	\$ 12,000
Heartz Golf - Dec. US Kids			\$ 3,000	\$ -	\$ 3,000
Florida Z-Fest			\$ 6,150	\$ -	\$ 6,150
Babe Ruth District All-Star Baseball			\$ 12,000	\$ -	\$ 12,000
Palatka PAL Baseball Tournament			\$ 2,500	\$ -	\$ 2,500
John Tindall D2 Classic			\$ 9,250	\$ -	\$ 9,250
NJCAA D2 South District Championship			\$ 5,000	\$ -	\$ 5,000
Florida Elite Anglers - October 2025			\$ 3,750	\$ -	\$ 3,750
Florida Elite Anglers - April 2026			\$ 3,750	\$ -	\$ 3,750
Heartz Golf - Senior Azalea			\$ 5,000	\$ -	\$ 5,000
Heartz Golf - Junior Azalea			\$ 5,000	\$ -	\$ 5,000
Heartz Golf - Azalea			\$ 5,000	\$ -	\$ 5,000
Heartz Golf - Azalea Flights*			\$ 5,000	\$ -	\$ 5,000
Heartz Golf - US Kids February			\$ 3,000	\$ -	\$ 3,000
Heartz Golf - US Kids May			\$ 3,000	\$ -	\$ 3,000

Heartz Golf - US Kids June	\$ 3,000	\$ -	\$ 3,000
Heartz Golf - US Kids July	\$ 3,000	\$ -	\$ 3,000
Heartz Golf - US Kids August	\$ 3,000	\$ -	\$ 3,000
Heartz Golf - US Kids November	\$ 3,000	\$ -	\$ 3,000
Heartz Golf - US Kids Adult-Jr	\$ 3,000	\$ -	\$ 3,000
Toys Tour	\$ 5,000	\$ -	\$ 5,000
Rodeheaver Fishing Tournament	\$ 1,000	\$ -	\$ 1,000
	\$ -	\$ -	\$ -
SUBTOTAL	\$ 113,400	\$ 5,000	\$ 108,400
TOTAL	\$ 146,725	\$ 5,000	\$ 141,725
Balance Left In Budget	\$ 62,776		

Sub Category
Grants Already Awarded

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

2025-26 BUDGET

\$ 2,015,984

CATEGORY B	\$ 123,904	FY2025-26		
Cultural Arts	10% of Budget	Budget	Actual/ Committed	Available Balance
Palatka Comic & Toy Fest		\$ 1,000	\$ -	\$ 1,000
AAP Putnam Home Studio Tour*		\$ 3,155	\$ -	\$ 3,155
AAP Palatka Arts Adventure*		\$ 4,035	\$ -	\$ 4,035
4th Annual NFFN Fall Folk Festival		\$ 3,000	\$ -	\$ 3,000
Bartram Frolic & Symposium		\$ 8,000	\$ -	\$ 8,000
River City Players The Dining Room (Nov) and Scotland Road (Feb)		\$ 5,000	\$ -	\$ 5,000
Arts Council - Live at the Larimer		\$ 3,750	\$ -	\$ 3,750
NCSC Amara Zee Cultural Port Call Series		\$ 5,000	\$ -	\$ 5,000
Palatka Porchfest		\$ 6,000	\$ -	\$ 6,000
Heart & Soul Juneteenth		\$ 3,000	\$ -	\$ 3,000
Farmers Market*		\$ 6,400	\$ -	\$ 6,400
Blue Crab Festival		\$ 28,000	\$ -	\$ 28,000

TOTAL		\$ 76,340	\$ -	\$ 76,340
Balance Left In Budget		\$ 47,564		

Sub Category
Grants Already Awarded

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

2025-25 BUDGET (Oct. 2025 - Sept. 2026)

\$ 2,015,984

Updated: 11/28/25

CATEGORY C		\$ 1,203,719	FY2025-26	
Promotions & Advertising	65% of Budget	Budget	Actual/ Committed	Available Balance
Marketing Opportunities/Advertising		\$ 750,411	\$ 15,558	\$ 734,853
Unwrap Putnam Campaign		\$ 2,000	\$ -	\$ 2,000
FloArts Photos/Videos		\$ 4,000	\$ -	\$ 4,000
Florida's First Coast of Golf		\$ 5,510	\$ -	\$ 5,510
Putnam County Day Promotional & Event Materials		\$ 5,000	\$ -	\$ 5,000
Rural Days Promotional Event & Materials		\$ 10,000	\$ -	\$ 10,000
Chamber Welcome Visitor Center Revamp*		\$ 60,000	\$ -	\$ 60,000
FAM Tours/ Site Visits		\$ 5,000	\$ -	\$ 5,000
Electronic Sign Contingency for Maintenance		\$ 5,000	\$ -	\$ 5,000
Palatka Daily News Promotions (Shop Local, Spring and Advertising)		\$ 7,500	\$ -	\$ 7,500
VISIT FL DMO Video		\$ 3,000	\$ 3,000	\$ -
Storytelling Videos & Photos		\$ 90,000	\$ 10,000	\$ 80,000
Adobe Creative Cloud + 2 Acrobat		\$ 1,500	\$ 1,360	\$ 140
Visit Widget App		\$ 7,200	\$ 1,198	\$ 6,002
Website Domain		\$ 500	\$ -	\$ 500
Public Relations Efforts (from FY24-25)		\$ 30,000	\$ -	\$ 30,000
Misty Wells (carry forward from FY24-25)		\$ 9,100	\$ -	\$ 9,100
Content Creator (blogs)		\$ 25,000	\$ -	\$ 25,000
VISIT FLORIDA Undiscovered FL (full pg)		\$ 8,000	\$ -	\$ 8,000
VISIT FLORIDA RAO/Social & Retargeting		\$ 10,000	\$ -	\$ 10,000
VISIT FLORIDA Vacation Guide		\$ 3,000	\$ -	\$ 3,000
Visitor Research Study/Branding Study* (from FY24-25)		\$ 72,356	\$ -	\$ 72,356
Unation Campaign (Jax, Orlando, Tampa from FY24-25)		\$ 27,500	\$ -	\$ 27,500
Fish & Boat FL (from FY24-25)		\$ 6,845	\$ -	\$ 6,845
Advertising Agency/Agency of Record (from FY24-25)		\$ 200,000	\$ -	\$ 200,000
Website Development* (from FY24-25)		\$ 150,000	\$ -	\$ 150,000
Misc.		\$ 8,400	\$ -	\$ 8,400
New Branding Expenses		\$ 2,500	\$ -	\$ 1,500
Apparel		\$ 2,000	\$ -	\$ 1,000
Business Cards & Nametags		\$ 500	\$ -	\$ 500

Promotional Items	\$ 18,500	\$ -	\$ 18,500
Promotional Items	\$ 10,500	\$ -	\$ 10,500
Promotional Arch*	\$ 6,000	\$ -	\$ 6,000
Promotional Postcards	\$ 1,000	\$ -	\$ 1,000
Table Top Pop Up Banners	\$ 1,000	\$ -	\$ 1,000
Printing	\$ 7,000	\$ -	\$ 7,000
Bartram brochure - printing	\$ 1,000	\$ -	\$ 1,000
Crescent City brochure - printing	\$ 1,000	\$ -	\$ 1,000
Putnam County FL Bicycle Routes brochure	\$ 1,000	\$ -	\$ 1,000
Murals brochure - printing	\$ 1,000	\$ -	\$ 1,000
Maps (printed map pads)	\$ 3,000	\$ -	\$ 3,000
Conference/Travel	\$ 18,000	\$ -	\$ 18,000
Putnam Day	\$ 1,500	\$ -	\$ 1,500
Rural Days/Florida Tourism Day	\$ 5,000	\$ -	\$ 5,000
Destinations FL Marketing Summit (2 people)	\$ 5,000	\$ -	\$ 5,000
Destinations FL Annual Meeting	\$ 1,500	\$ -	\$ 1,500
VISIT FLORIDA Governor's Conference (2	\$ 5,000	\$ -	\$ 5,000
Salaries/Benefits	\$ 330,000	\$ -	\$ 330,000
Dues/Subscriptions/Memberships	\$ 6,095	\$ -	\$ 6,095
VISIT FLORIDA	\$ 1,500	\$ -	\$ 1,500
FRLA	\$ 95	\$ -	\$ 95
Adventure Travel Network	\$ 1,000	\$ -	\$ 1,000
Outdoor Travel Writers Association	\$ 1,000	\$ -	\$ 1,000
Destinations Florida	\$ 2,500	\$ -	\$ 2,500
Postage/Shipping	\$ 1,000	\$ -	\$ 1,000
CRM Software	\$ 5,000	\$ -	\$ 5,000
Research	\$ 35,160	\$ -	\$ 35,160
CoStar	\$ 5,160		\$ 5,160
Zartico	\$ 30,000	\$ -	\$ 30,000
Large Scale Events	\$ 30,000	\$ -	\$ 30,000
BassMaster Collegiate 2027	\$ 30,000	\$ -	\$ 30,000
TOTAL	\$ 1,203,666	\$ 15,558	\$ 1,187,108

TOTAL CATEGORY C EXPENSES	\$ 1,203,666	\$ 15,558	\$ 1,187,108	
BALANCE IN CATEGORY C	\$ 53			

*Paid by County Directly through
Purchase Order

CATEGORY D	\$ 168,199	FY2024-25		
Administrative Fees*	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
Administrative Fee (paid monthly - \$14,016.58)		\$ 168,199	\$ 28,033	\$ 140,166

TOTAL	\$ 168,199	\$ 28,033	\$ 140,166
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*Paid by County Directly through
Purchase Order

Ordinance Category
Subcategory
Expenses within the Subcategory
Planned Projects

Project	Funnel	Tactic	Vendor	Why do this?	Primary KPI	Secondary KPI	Bonus Insights (Learnings)	Measurement Restrictions	Cost	Notes
Visitor Research/ Strategic Plan	Research	Data	Chandler Thinks!	Provides place of origin, income, visitor spend, length of stay, booking window, etc. The data helps us navigate next steps to do and markets to target.	Useful data to develop a baseline measurement so we know what success looks like. The data will help us target the best markets, know when to run ads, align messages/stories/product with audiences, be strategic with marketing investment.	Become a resource for industry partners for data - helping businesses be more strategic and have a better Return On Investment (ROI)	Discovery of who is Putnam's visitor and who could it be? (volume vs. yield)/Seasonality/demographics/spending data, etc.		\$ 35,750	Foundational investment
Visitor Research/ Branding Study	Research	Branding	Chandler Thinks!	Creates professionalism and aligns community, product and experience and marketing efforts. Gives us an identity in the marketplace.	Helps us tell the story of Putnam County in a unified way.		Who is our competition? Seamless messaging, cohesiveness,		\$ 68,725	Foundational investment; serves County and all municipalities
Photo and Video Shoot	Awareness	Custom Content	TBD - RFP is out	Dozens of videos plus photography that we own and can use to tell the story of Putnam County - what makes us different?	Social Engagement, Professionalism, Branding	Website Engagement	Content narrative, strategic messaging, combat negative press	Conversions will depend on Industry Partners willingness to share if they see an increase in bookings from the markets we're targeting	\$ 100,000	Foundational investment; serves County and all municipalities; includes stakeholder workshops
Undiscovered FL - VISIT FLORIDA Co-op - full page	Awareness	Co-branding/ Custom Content	VISIT FLORIDA / Worth Pubs	Insert in Smithsonian Magazine - great story for Bartram Trail to peak interest	Website Engagement; 390,000+ total publication; 1.2 million total publication reader/user; Undiscovered FL Newsletter, Newsletter banners, link ro our website.	1st Party Data Collection (for quarterly newsletters, etc.), SEO	Niche Market demographic		\$ 16,585	Ongoing marketing depending on performance
RAO Video - VISIT FLORIDA Co-op	Awareness	Co-branding/ Custom Content	VISIT FLORIDA	Part of VISIT FLORIDA's video library and	Website Engagement	SEO	This is an in-state programmatic ad.		\$ 3,000	Ongoing marketing depending on performance

VISIT FLORIDA Co-Op Social Display	Awareness	Co-branded Paid Social	VISIT FLORIDA	Reach people that are already exploring FL	Social Media Engagement; 1.4 million impressions	Website Engagement	SEO		\$ 7,500	Ongoing marketing depending on performance
VISIT FLORIDA Co-Op Social Video	Awareness	Co-branded Paid Social	VISIT FLORIDA	Reach people that are already exploring FL	Social Media Engagement; 3.1 million impressions	Website Engagement	SEO		\$ 7,500	Ongoing marketing depending on performance
VISIT FLORIDA Co-Op Remarketing Display	Awareness	Co-branded Paid Social	VISIT FLORIDA	Marketing to people who are returning to Florida for another experience	Social Media Engagement; 660,000 Impressions Guaranteed; VISIT FL's first party data for retargeting and audience extension (lookalikes), plus prospecting and behavioral targeting for enhanced performance.	Website Engagement	SEO		\$ 3,750	Ongoing marketing depending on performance
VISIT FLORIDA Co-Op Remarketing Video	Awareness	Co-branded Paid Social	VISIT FLORIDA	Marketing to people who are returning to Florida for another experience	Social Media Engagement; 512,000 Impressions Guaranteed; VISIT FL's first party data for retargeting and audience extension (lookalikes), plus prospecting and behavioral targeting for enhanced performance.	Website Engagement			\$ 7,500	Ongoing marketing depending on performance

UNATION Campaign	Awareness	Paid Social	UNATION	Test market content in Orlando and Jacksonville	We'll target curious travelers, food lovers, and outdoor adventurers aged 25–54 across the Orlando and Jacksonville metros. This campaign is ideal for couples, families, and friend groups looking for easy weekend escapes full of natural beauty, local charm, and authentic flavor. Using OrbweaverAI's UDATA platform, we built a combined audience of over 3.5 million in these regions who've shown interest in travel, nature, road trips, local food, and seasonal activities. We'll use layered Meta audiences to hone in on behaviors like: "Weekend Getaways" "Family-Friendly Destinations" "Outdoor & Culinary Experiences" "Small-Town Exploration"	Website Engagement	Test repeat visitation from those markets	6-month campaign	\$ 27,500	Reach of 3.5 million; content remains on Unation site after campaign; low hanging fruit of Jax and Orlando markets; opportunity to change perceptions
Fish & Boat FL	Consideration / Conversion	Print	Destination Media	Expand visibility in fishing targeted publication w target of out of state visitors	Website Engagement; quarterly e-newsletter to 250,000 FL Anglers, Print - 60k, Digital edition = 1M+,	Visits			\$ 6,845	Ongoing marketing depending on performance
FL Golf Guide (2025 and 2026)	Awareness	Print	Destination Media	Celebrating Palatka Golf Club 100th - one-time event - high visibility, if we tell the story	Visits; reaching 10 million through print, newsletters, social media, consumer trade shows, email marketing, etc.	Website Engagement			\$ 15,800	Ongoing marketing depending on performance

[illegible]

CATEGORY A - EVENTS AND ACTIVITIES - *New Event

\$209,501

Event Name	Event Date(s)	Room Nights Tracked	Number of Years Funded by TDC	24-25 Grant Award	24-25 Grant Paid	25-26 Request	25-26 Awarded	BOCC Approval Date	Purchase Order #	Post Event Info Rec'd	Paid	Balance for Event
Fall Harvet Festival (Event CXL)	10/24-25/25 (Event CXL)		0	\$ -	\$ -	\$ 25,000	\$ -	3/25/2025	cxl	cxl	cxl	CXL
St. Johns River State College Athletic Association Golf Classic	10/25/2025			\$ 5,000		\$ 5,000	\$ 4,000	3/25/2025	323111	x		\$ 4,000
Florida State PAL Boxing	11/7-9/25			\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	3/25/2025	323110	x		\$ 12,000
100th Anniversary Golf Tournament	10/9-11/25		0		\$ -	\$ 10,000	\$ 5,000	3/25/2025	323109	x	\$ 5,000	\$ -
Heartz Golf - Dec. US Kids	12/23/2025			\$ 3,000	\$ -	\$ 6,000	\$ 3,000	3/25/2025	323109			\$ 3,000
Putnam's Festival of Lights*	12/11/2025 -12/14/2025		0	\$ -	\$ -	\$ 5,000	\$ 5,000	10/14/2025	323104			\$ 5,000
RHP - 77th Annual Florida Azalea Festival	2/27-3/1/26			\$ 5,000	\$ 1,911	\$ 8,795	\$ 5,000	10/14/2025	323105			\$ 5,000
Crescent City BikeFest*	10/25/2025		0	\$ -	\$ -	\$ 6,053	\$ 5,000	10/14/2025	323227			\$ 5,000
Florida Z-Fest*	2/25-28/26		0	\$ -	\$ -	\$ 11,300	\$ 6,150	10/14/2025	323224			\$ 6,150
Datil Pepper Fest	11/8/2025		1	\$ 5,000	\$ 4,323	\$ 6,000	\$ 5,000	10/14/2025	PO Requested	x		\$ 5,000
DPI New Town Family Jam*	5/23-24/26		0	\$ -	\$ -	\$ 2,500	\$ 2,500	10/14/2025	323225			\$ 2,500
DPI Palatka Christmas Parade	11/28/2025			\$ -	\$ -	\$ 1,000	\$ 1,000	10/14/2025	323225			\$ 1,000
DPI July 4th Parade - Palatka	7/4/2026			\$ -	\$ -	\$ 1,000	\$ 1,000	10/14/2025	323225			\$ 1,000
Palatka Christmas Market*	11/28-12/24-25		0	\$ -	\$ -	\$ 10,000	\$ 5,000	10/14/2025	323223			\$ 5,000
Crescent City Catfish Festival	4/4/2026			\$ 3,875	\$ 3,716	\$ 3,825	\$ 3,825	10/14/2025	323106			\$ 3,825
Babe Ruth District 5 All-Star Baseball Tournament*	May/June 2026			\$ -	\$ -	\$ 20,000	\$ 12,000	10/14/2025	323107			\$ 12,000
Palatka PAL Baseball Tournament*	Fal/Spring 2026			\$ -	\$ -	\$ 2,500	\$ 2,500	10/14/2025	23108			\$ 2,500
John Tindall D2 Classic	2/12/2026 - 2/15/2026			\$ 5,000	\$ 5,000	\$ 12,500	\$ 9,250	10/14/2025	323111			\$ 9,250
NJCAA D2 South District Championship*	5/08/2026 - 5/10/2026			\$ -	\$ -	\$ 5,000	\$ 5,000	10/14/2025	323111			\$ 5,000
Florida Elite Anglers - October 2025*	10/12-13/25		0	\$ -	\$ -	\$ 5,000	\$ 3,750	10/14/2025	PO Requested	x		\$ 3,750
Florida Elite Anglers - April 2026*	4/11-12/26		0	\$ -	\$ -	\$ 5,000	\$ 3,750	10/14/2025	PO Requested			\$ 3,750
Heartz Golf - Senior Azalea	3/12-15/26			\$ 3,000	\$ 3,000	\$ 7,500	\$ 5,000	10/14/2025	323109			\$ 5,000
Heartz Golf - Junior Azalea	3/6-8/26			\$ 3,000	\$ 3,000	\$ 7,500	\$ 5,000	10/14/2025	323109			\$ 5,000
Heartz Golf - Azalea	3/19-22/26			\$ 3,000		\$ 7,500	\$ 5,000	10/14/2025	323109			\$ 5,000
Heartz Golf - Azalea Flights*	3/26-29/26		0	\$ -		\$ 7,500	\$ 5,000	10/14/2025	323109			\$ 5,000
Heartz Golf - US Kids February	2/20-22/26			\$ 3,000		\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Heartz Golf - US Kids May	5/15-17/26			\$ 2,000		\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Heartz Golf - US Kids June	6/5-7/26			\$ 2,000		\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Heartz Golf - US Kids July	7/17-19/26			\$ 3,000		\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Heartz Golf - US Kids August	8/7-9/26			\$ 2,000	\$ 2,000	\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Heartz Golf - US Kids November	11/21-23/26			\$ 6,000		\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000

CATEGORY A - EVENTS AND ACTIVITIES - *New Event												
							\$ 209,501					
Event Name	Event Date(s)	Room Nights Tracked	Number of Years Funded by TDC	24-25 Grant Award	24-25 Grant Paid	25-26 Request	25-26 Awarded	BOCC Approval Date	Purchase Order #	Post Event Info Rec'd	Paid	Balance for Event
Heartz Golf - US Kids Adult-Jr	12/4-5/26			\$ 3,000	\$ 3,000	\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Toys Tour	12/05/2025 - 12/07/2025			\$ 5,000	\$ 5,000	\$ 35,000	\$ 5,000	10/14/2025	323112			\$ 5,000
Rodeheaver Fishing Tournament	3/21/2026			\$ -	\$ -	\$ 3,000	\$ 1,000	10/14/2025	323222			\$ 1,000
												\$ -
NEW REQUESTS												\$ -
Southern Outlaw Dragboat Assoc (SODA)	4/11-12/26			\$ -	\$ -	\$ 6,500						\$ -
National Tractor Pullers Association (NTPA)	March 21-23, 2026					\$ 25,000						\$ -
The InvitationNIL	2-May-26					\$ 35,000						\$ -
												\$ -
TOTAL				\$ 73,875		\$ 325,973	\$ 146,725					
BUDGET						\$ 209,501	\$ 209,501					
BALANCE/DIFFERENCE						\$ 116,472	\$ 62,776					

Notes date change.

CATEGORY B - CULTURAL ARTS - *New Event

Event Name	Event Date(s)	Room Nights #	Number of Years Funded by TDC	24-25 Grant Award	24-25 Grant Paid	25-26 Request	25-26 Awarded	BOCC Approve Dates	Purchase Order #	Post Event Info Rec'd	Paid	Balance on PO
Palatka Comic and Toy Fest	11/1/2025			\$ -	\$ -	\$ 1,000	\$ 1,000	3/25/2025	PO requested			
AAP Putnam Home Studio Tour*	4/17-19/26		0	\$ -	\$ -	\$ 3,155	\$ 3,155	10/14/2025	W9 needed			
AAP Palatka Arts Adventure*	10/25-26/25		0	\$ -	\$ -	\$ 4,035	\$ 4,035	10/14/2025	W9 needed			
4th Annual NFFN Fall Folk Festival	10/4/2025			\$ 2,000	\$ 1,944	\$ 3,000	\$ 3,000	10/14/2025	323113	x		
Bartram Frolic & Symposium	4/24-26/26			\$ 3,500	\$ 3,500	\$ 16,000	\$ 8,000	10/14/2025	323116			
River City Players The Dining Room (Nov) and Scotland Road (Feb)	Nov 2025 and Feb 2026			\$ 14,500	\$ 5,250	\$ 5,000	\$ 5,000	10/14/2025	323117			
Arts Council - Live at the Larimer	Nov 2025 - June 2026			\$ 7,000	\$ 3,000	\$ 7,500	\$ 3,750	10/14/2025	323115			
NCSC Amara Zee Cultural Port Call Series	TBD		0	\$ -	\$ -	\$ 47,400	\$ 5,000	10/14/2025	323221			
Palatka Porchfest	12/6/2025			\$ 9,500	\$ 8,650	\$ 12,000	\$ 6,000	10/14/2025	W9 needed			
Heart & Soul Juneteenth	6/13/2026			\$ -	\$ -	\$ 3,000	\$ 3,000	10/14/2025	323338			
Farmers Market*	various		0	\$ -	\$ -	\$ 6,400	\$ 6,400	10/14/2025	323226			
Blue Crab Festival	5/22-24/26			\$ -	\$ -	\$ 28,000	\$ 28,000	10/14/2025	323221			
NEW REQUESTS												
Farmers Market (Supplemental Request)	various		0	\$ -	\$ -	\$ 10,000						
TOTAL				\$ 36,500		\$ 148,990	\$ 76,340					
BUDGET						\$ 123,904	\$ 123,904					
ALREADY AWARDED												
BALANCE/DIFFERENCE						\$ (25,086)	\$ 47,564					

SPORTS EVENT GRANT FORM

Event Name Crescent City Champion Cup

Sport Drag Boat Racing

Host Organization Southern Outlaw Dragboat Association

Federal Tax Identification Number G22000085779

Date(s) of Event 3/27-3/29/2026 Start & End Times 11AM to 6PM
(each day)

Location of Event Crescent Lake Neal Boat Ramp

Have you secured facility(ies)? No

Completed facility application (if any)? N/A

Primary Contact Person Jason Beecher

Work Phone _____ Cell Phone (804) 931-9722 Fax _____

Email Address jbeecher14@outlook.com

Address for
Reimbursement 612 CR-346 Ozark, AL 36360

Secondary Contact Person Jay Jackson Phone (334) 618-4345

Organization or Event Website Southernoutlawdragboatassociation.com

#Teams 50 #Individual Competitors 50

#Coaches _____ #Spectators 500

Description of Participants (Team names, geographic or qualifying criteria)
Outboard drag boat racing teams from all over the U.S. and Canada

Description of secured media coverage (Please indicate which media has committed to
providing coverage and media coverage for which you are paying a fee)
Professional photographer and local news coverage

Grant Requested \$ 6,500

SPORTS EVENT GRANT FORM

Event Name NTPA Grand National Southern Swing

Sport NTPA Grand National Truck & Tractor Pulling

Host Organization Full Pull Entertainment, LLC

Federal Tax Identification Number 93-3481925

Date(s) of Event March 20-21, 2026 Start & End Times 6:00pm-11:00pm ET
(each day)

Location of Event Just Add Dirt Motorsports Park (formerly Putnam Raceway)

Have you secured facility(ies)? Yes

Completed facility application (if any)? Yes

Primary Contact Person Chase Richardson

Work Phone 300 Cell Phone (270)868-0313 Fax

Email Address chase@fullpull.us

Address for
Reimbursement 104 Faith Ct., Elizabethtown, KY 42701

Secondary Contact Person Jason Schultz Phone (608)604-5068

Organization or Event Website www.fullpull.us/satsuma

#Teams 75 #Individual Competitors 300

#Coaches 75 #Spectators 10,000

Description of Participants (Team names, geographic or qualifying criteria) For the first time since 1979, the NTPA Grand National circuit will have an event in the state of Florida to kick off the 2026 season. The NTPA Grand National circuit is the highest level of truck & tractor pulling in the world. This event in Satsuma, FL will be apart of the start of the 2026 Grand National season.

Description of secured media coverage (Please indicate which media has committed to providing coverage and media coverage for which you are paying a fee)

Full Pull will be the media company providing content, and live stream coverage. The social media reach will be 10 million+, live stream views will be 50,000+.

Grant Requested \$ 25,000

SPORTS EVENT GRANT FORM

Event Name The Invitation NIL

Sport Bass Fishing

Host Organization The Invitation NIL

Federal Tax Identification Number 39-3341062

Date(s) of Event 5/2/24 Start & End Times 5:00 am - 10:00 pm
(each day)

Location of Event City Docks and adjacent park

Have you secured facility(ies)? Yes

Completed facility application (if any)? In process with Palatka community affairs and recreation.

Primary Contact Person Mike Underwood

Work Phone _____ Cell Phone 904 735 6084 Fax _____

Email Address mike.underwood@micconope1851.com

Address for Reimbursement 1924 Abercrombie Ln. Ponte Vedra, FL 32081

Secondary Contact Person Morgan Banks Phone 904 735 6085

Organization or Event Website www.theinvitationil.com

#Teams 150 - 175 #Individual Competitors 375 - 440

#Coaches n/a #Spectators estimated 1000+ for tournament. 3000+ for concert.

Description of Participants (Team names, geographic or qualifying criteria)
Collegiate athletes and coaches from The University of Alabama, Auburn, Georgia, Georgia Tech, Florida, Florida State and UCF. Participants will come from tri-state region of Florida, Alabama and Georgia.

Description of secured media coverage (Please indicate which media has committed to providing coverage and media coverage for which you are paying a fee)
Final discussions are underway to identify the media platform that will provide greatest exposure. One of the following will be awarded media rights: Field and Stream TV, Bass Pro Shops TV, MLF Fishing Channel. 2-4 million projected views.

Grant Requested \$ 35,000

CULTURAL ARTS GRANT FORM

To: Putnam County Tourist Development Council (TDC)

From: Visit Palatka

Subject: Request for Budget Adjustment to Include Additional \$10,000

Date: December 2, 2025

Visit Palatka respectfully submits this memo to clarify that an additional \$10,000—originally intended as part of our Farmers Market enhancement budget—was included in the internal planning documents but was not reflected on the application submitted to the TDC. This omission was unintentional, and we are requesting that the budget be formally updated to include this amount.

The additional \$10,000 will be allocated as follows:

- Expand entertainment offerings at the Farmers Market, which will help draw larger crowds, increase visitor engagement, and enhance the overall tourism impact.

The entertainment budget will allow Visit Palatka to continue drawing both local residents and out-of-town visitors by incorporating engaging and family-friendly attractions. Entertainment examples include: The Grinch; Professional face painters; Circus performers; The Easter Bunny; Live music; Specialty demonstrations, such as Chad Gainey's Chainsaw Sculpture Art or live cooking demonstrations

These additions have already shown potential to significantly increase foot traffic, enhance visitor experience, and broaden regional appeal. This adjustment will strengthen our ability to promote the Farmers Market as a signature community event and increase tourism-driven economic activity in Putnam County. We appreciate the TDC's consideration and continued partnership in advancing local tourism initiatives.

CULTURAL ARTS GRANT FORM

Event Name Palatka Farmers Market

Host Organization Visit Palatka

Federal Tax Identification Number 39-2801246

Date(s) of Event 1st / 3rd Saturdays Sept 2025 - May 2026 Start & End Times 9:00am - 2:00pm each day

Facility(ies) Putnam County Courthouse 410 St Johns Avenue, Palatka, FL 32177

Have you secured facility(ies)? Yes

Completed facility application (if any)? Yes

Primary Contact Person Gabrielle Gunn

Work Phone 386-385-5511 Cell Phone _____ Fax _____

Email Address info@visitpalatka.com

Address for Reimbursement 2000 Reid Street, Palatka, FL 32177

Secondary Contact Person Gabrielle Gunn Phone 386-385-5511

Organization or Event Website <https://visitpalatka.com/farmers-market>

Amount Requested \$ 10,000 Additional / \$6,400 approved funding / \$16,400 total

If entire request cannot be funded, can the event be restructured for less funding Yes

Description of Event

The Farmers Market hosted by Visit Palatka has generated thousands of visitors and continues to attract between 1,500 and 2,000 attendees at each event. By incorporating live entertainment into the market, we anticipate an even greater increase in turnout, including a higher number of out-of-town guests. Visit Palatka has already received enthusiastic feedback and requests from visitors who have traveled from outside the area and thoroughly enjoyed the Farmers Market experience. Examples of entertainment: The Grinch, Professional face painters; Circus performers; Easter Bunny; live music; or live demonstrations such as Chad Gainey Sculpture Chainsaw Artist or cooking demonstrations.

Projected # of out of county visitors 1,000 per event with 17 event dates

Description of secured media coverage

Visit Palatka promotes the Farmers Market through a dynamic blend of social media outreach, strategic road signage, and strong digital engagement—our most effective drivers of visitor traffic, especially tourists. Consistent activity on social media keeps residents and tourists informed about vendors, products, and weekly highlights along with a weeklong campaign the week of events to surrounding counties to invite visitors from outside of our area. The Visit Palatka website provides a reliable hub for event details and market updates. Additionally, email outreach to subscribers - gathered from past events and quarterly newsletter sign-ups—helps maintain ongoing interest and ensures timely announcements reach a highly engaged audience.

CULTURAL ARTS GRANT FORM

	In-Kind	Cash	TDC grant funds
<i>Insurance</i>	\$ 0	\$ 430	\$ 400
Rentals	\$ 0	\$ 8,500	
<i>Advertisements</i>	\$ 0	\$ 6,000	\$ 6,000
Other Marketing/Promotions	\$ 0	\$ 4,200	\$ 0
Printing	\$ 0	\$ 0	\$ 0
Equipment	\$ 0	\$ 0	
Postage	\$ 0	\$ 0	\$ 0
Food	\$ 0	\$ 0	
Admin costs	\$ 50,000	\$ 0	
Services	\$ 25,000	\$ 0	
Other expenses (please itemize below)			
Van & Warehouse	\$ 5,000	\$ 0	\$ 0
Entertainment / Demonstrations	\$ 0	\$ 10,000	\$ 10,000
Sub-Total of Budget Adjustment			\$ 10,000
<i>Currently Approved TDC Budget</i>	-	-	\$ 6,400
TOTAL EXPENSES	\$85,000	\$29,130	\$ 16,400

CULTURAL ARTS GRANT FORM

EVENT INCOME

	<u>In-Kind</u>	<u>Cash</u>
Vendor Fees	\$	\$ 34,000 projected
Admissions/Ticket Sales	\$	\$
TDC Grant	\$	\$
Other Grants	\$	\$
Sponsorships	\$ 1,000	\$ 7,500 projected
Merchandise Sales	\$	\$ 4,700 projected
Other income (please itemize below)	\$	\$
Sub-Totals	\$ 1,000	\$ 46,200
TOTAL INCOME	\$ 1,000	\$ 46,200