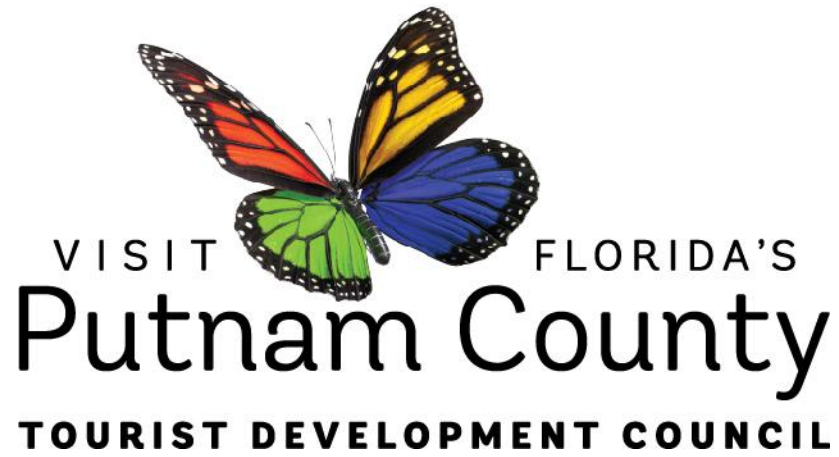




May 21, 2026 TDC Meeting Minutes



Agenda – Thursday, May 21st, 2026 – 9:00 a.m.

Putnam County Chamber of Commerce – Georgia-Pacific Board Room

1100 Reid Street, Palatka

- | | | |
|-------|---|--------------------------------|
| I. | Call To Order | Chair Wilkinson |
| II. | Public Comment | |
| III. | Approval of March 9 th , 2026 Meeting Minutes* | Chair Wilkinson |
| IV. | FY25-26 Grant Changes | Sam Camp, ED & Tourism Manager |
| | a. River City Players | |
| V. | FY25-26 Grant Update | Sam Camp, ED & Tourism Manager |
| VI. | FY25-26 Grant Requests* | Sam Camp, ED & Tourism Manager |
| | a. Category A – SJRSC Viking Classic; Occupation of Palatka | |
| | b. Category B – None received | |
| VII. | FY26-27 TDC Grant Guideline Updates | Kimberly Morgan, VP Tourism |
| VIII. | Tourism Strategic Plan & Branding Update | Kimberly Morgan, VP Tourism |
| IX. | Q2 Tourism Data Report | Kimberly Morgan, VP Tourism |
| | a. FY25-26 Budget | |
| | b. Bed Tax Collections Report and Collection Efforts | |
| | c. 5 th Penny Discussion | |
| X. | TDC Member Comments | Chair Wilkinson |
| XI. | Adjourn | Chair Wilkinson |

*Signifies an item needing a vote.



Minutes – Thursday, May 21st, 2026 – 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 9:02 a.m. In attendance were Chair Leota Wilkinson, Mayor Michele Myers, Keith Valentine, Greg Bacon, Beata DiCarlo, and Damali Kelly. Chamber Staff present were Laura Pavlus, Kimberly Morgan, and Sam Camp.

- II. Public Comment

No public comment was received

- III. Approval of March 9th, 2026 Meeting Minutes* Chair Wilkinson

Motion to approve minutes made by Michele Myers; seconded by Greg Bacon; passed unanimously

- IV. FY25-26 Grant Changes Sam Camp, ED & Tourism Manager

- a. River City Players

Sam Camp reviewed the details of the request by River City Players. After producing the two plays planned in their original grant request and coming in under budget, RCP requested to use the remainder of their allocated grant funds to support two additional plays prior to the end of FY25-26. Motion to approve their request made by Michele Myers; seconded by Damali Kelly; passed unanimously.

- b. Live at the Larimer

Sam Camp reviewed the details of the request by Arts Council of Greater Palatka. ACGP is unable to host their 'Live at the Larimer' event series at the Larimer Arts

Center and requested their allocated grant funds be used in support of other concerts/series in Putnam County.

TDC Members discussed the lack of detail in the request letter from ACGP (namely locations, event dates, and specific reimbursable expenses). Motion to table the request from ACGP until they can provide more specific information on how grant dollars will be utilized made by Michele Myers; seconded by Keith Valentine; passed unanimously.

- V. FY25-26 Grant Update Sam Camp, ED & Tourism Manager

Sam Camp provided information to the TDC on the status of awarded grants.

- VI. FY25-26 Grant Requests* Sam Camp, ED & Tourism Manager
a. Category A – SJRSC Viking Classic; Occupation of Palatka

Sam Camp reviewed the application information for the Putnam County Historical Society's grant request. Nicole Grace, President of PCHS, presented details of the event and updates they have made from previous years to attract more visitors. Motion to recommend a grant award of \$3,237.50 to PCHS for the Occupation of Palatka reenactment made by Greg Valentine; seconded by Michele Myers; passed unanimously.

Sam Camp reviewed the application information for the St. Johns River State College grant request, including staff's recommendation of a \$5,000 grant award instead of the \$7,500 request. The recommendation was based on previous awards to St. Johns River State College and total cost of eligible expenses listed by the applicant. Motion to recommend a grant award of \$5,000 to SJRSC for the Viking Classic Volleyball Tournament made by Michele Myers; seconded by Greg Valentine; passed unanimously.

- VII. FY26-27 TDC Grant Guideline Updates Kimberly Morgan, VP Tourism

Kimberly Morgan provided an update on the status of new grant guidelines for the FY26-27 application process. Prior recommendations made by the TDC are with Putnam County staff for review, ensuring legal and operational compliance. The TDC discussed implementation of the new guidelines, specifically if the changes will be implemented for everyone all at once, or if there will be a phased approach to ease applicants into the new process. Staff's recommendation was a blanket implementation that would be preceded by grant workshops, as has been done in the past. Final approval of any changes would be made under recommendation of the TDC and made official by the Putnam County Board of County Commissioners.

VIII. Tourism Strategic Plan & Branding Update

Kimberly Morgan, VP Tourism

Kimberly Morgan provided an update on the status of the tourism strategic plan and branding project. The 'brand navigator' is in the final stages. This will act as the guiding document for consistent branding and messaging of Putnam County as a tourist destination for the organization and all partners. The first draft of the tourism strategic plan is nearly complete and will be provided for review once available.

IX. Q2 Tourism Data Report

Kimberly Morgan, VP Tourism

a. FY25-26 Budget

Staff reviewed the current status of the FY25-26 budget. Staff highlighted the two large-scale fishing tournaments wanting to be here in January 2027, but contracts won't be available until the summer for review.

b. Bed Tax Collections Report and Collection Efforts

Staff reviewed tourist development tax collections performance so far in FY25-26. Collections are down 15% YOY, but in discussions with other Florida tourist development organizations, this is not uncommon across the state. Staff also reviewed meetings with the Putnam County Tax Collector's Office regarding short-term vacation rentals; TDC members discussed new vacation rental platforms, like 'Harvest Host,' that are changing the landscape of visitor accommodations.

c. 5th Penny Discussion

Kimberly Morgan provided information on the '5th Penny,' as a means to collect additional tourist development tax revenue. Putnam County currently assesses a 4% tax on accommodation stays (including vacation rentals), but all of the surrounding counties assess 5%. Staff provided details on how the additional tax is approved and the timeline necessary if desired to take affect by January 2027. A political action committee (PAC, or PC in Florida) is required for any campaigning or public messaging in support of the '5th Penny' tax.

TDC members discussed the need for a strong educational campaign so that residents understand how this ultimately benefits them and does not increase day-to-day costs, except if they stayed in local accommodations. They also recommended providing a vision for what the additional revenue would be used for to draw more support.

X. TDC Member Comments

Chair Wilkinson

Keith Valentine mentioned recent challenges with paying the appropriate tourist development tax to the Tax Collector's Office online. Staff mentioned that the subject had already come up in their prior meeting with the Tax Collector's team and would follow up to see if those issues are being addressed.

XI. Adjourn

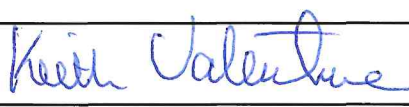
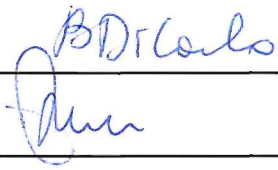
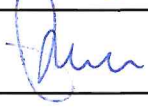
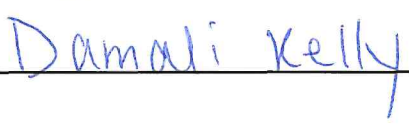
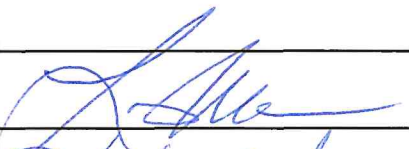
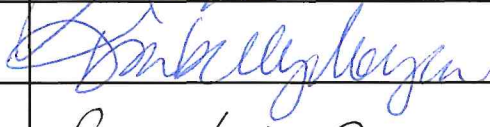
Chair Wilkinson

Meeting adjourned at 10:24 a.m.

*Signifies an item needing a vote.

Putnam County Tourist Development Council

May 21, 2026 - 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
Thursday, May 21, 2026

Please Print

	<u>Name</u>	<u>Email</u>	<u>Organization</u>
1.	NICOLE GRACE	PCHS1853@GMAIL.COM	PCHS
2.	Sunni Romero	SUNNI@DHCLAWYERS.COM	Charlie Douglas Law Firm
3.			
4.			
5.			
6.			
7.			
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13.			
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17.			



March 9, 2026 TDC Meeting Minutes



Minutes – Monday, March 9, 2026 – 8:30 a.m.

Velchoff's Corner – Event Space

105 N 2nd St Ste. D, Palatka, FL 32177

- I. Call To Order Chair Wilkinson

Chair Wilkinson called the meeting to order at 10:11 a.m. In attendance were Chair Leota Wilkinson, Natalie Herrington, Mayor Robbi Correa, Mayor Michele Myers, and Keith Valentine. Chamber Staff present were Laura Pavlus, Kimberly Morgan, and Sam Camp.

- II. Public Comment

No public comment was received

- III. Approval of January 14th, 2026 Meeting Minutes* Chair Wilkinson

Motion to approve minutes made by Robbi Correa; seconded by Michele Myers; Passed unanimously

- IV. FY25-26 Grant Requests* Kimberly Morgan, VP Tourism

- a. Category A –

- i. FCSAA State Softball Championship (SJRSAC Applicant) - \$7,500

Kimberly Morgan reviewed the application information for the TDC, including staff's recommendation of a \$5,000 grant award instead of the \$7,500 request. The recommendation was based on previous awards to St. Johns River State College and total cost of eligible expenses listed by the applicant.

Motion to approve staff's recommendation of a \$5,000 grant award to the St. Johns River State College Athletic Association/Foundation to support their hosting of the FCSAA State softball championship made by Michele Myers; seconded by Robbi Correa; passed unanimously.

V. FY25-26 Grant Update

Kimberly Morgan, VP Tourism

Kimberly Morgan provided information to the TDC on the status of awarded grants.

VI. TDC Member Comments

Chair Wilkinson

No comments from TDC members.

VII. Adjourn

Chair Wilkinson

Meeting adjourned at 10:15 a.m.

*Signifies an item needing a vote.



P.O. Box 2752, Palatka, Florida 32178
386-244-7886
www.rcppalatka.org

Tourist Development Council
1100 Reid Street
Palatka
Fl 32177

Dear Sir,

REF: UNUSED GRANT FUNDS

further to your email, please find attached copies of the additional grant forms for the remainder of the fiscal year.

Play Title: Daddy's Dying Who's Got The Will and Little Shop Of Horrors
Dates: April 29th to May 10th and July 29th to August 9th (2026)
Location: Scarlett-Hill Theatre at The Larimer Arts Centre, 216 Reid Street, Palatka.

I hope that this is in order.

Yours faithfully

A handwritten signature in black ink that reads "Kay Hope". The signature is written in a cursive, flowing style.

Kay Hope
Secretary

FESTIVAL/ EVENT GRANT FORM

Event Name DADDY'S DYING WHO'S GOT THE WILL (MAY '26) LITTLE SHOP OF HORRORS (AUG '26)

Host Organization RIVER CITY REPERTORY CO (RIVER CITY PLAYERS)

Federal Tax Identification Number 59-274354

Date(s) of Event 4-29-26 - 5-10-26 Start & End Times EVENINGS 7-10PM MATINEES (SUNDAY)
7-29-26 - 8-9-26 (each day) 2-5PM

Location SCARLETT HILL THEATRE (LARIMER ARTS CENTRE)

Have you secured facility(ies)? YES

Completed facility application (if any)? N/A

Primary Contact Person KAY HOPE

Work Phone 386 337 8852 Cell Phone 386 546 9469 Fax _____

Email Address KAYH.RCP@AOL.COM

Address for Reimbursement P.O. Box 2752, PALATKA, FL 32178

Secondary Contact Person KEVIN SHARBAUGH Phone 904 501 8487

Organization or Event Website WWW.RCPPALATKA-ORG

Amount Requested \$ 5000 - 00

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

Description of Event
ONE STAGE PLAY AND ONE MUSICAL

Projected # of out of county visitors +/- 30%

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

RADIO, SOCIAL MEDIA, WEBSITE MAINTENANCE
HAND OUT CARDS, POSTERS

DADDY'S DYING, WHO'S GOT THE WILL (MAY 2021)

EVENT EXPENSES

	In-Kind	Cash	TDC grant funds
Insurance		200 -00	
Rentals			
Advertisements			500 -00
Other Marketing/Promotions		200 -00	
Printing		700 -00	200 -00
Equipment SET BUILD		1200 -00	
Postage			
Food		200 -00	
Admin costs			
Services			
Other expenses (please itemize below)			
ROYALTIES			1300 -00
SCRIPTS	1600	160 -00	
SUNDRIES (COSTUMES/PROPS)	2500	250 -00	
Sub-Totals	\$	\$ 2910 -00	\$ 2000 -00
	TOTAL EXPENSES		\$ 4910 -00

DADDY'S DYING, WHO'S GOT THE WILL (MAY 2026)

EVENT INCOME

	In-Kind	Cash
Vendor Fees		
Admissions/Ticket Sales		13,400 - 00
TDC Grant	2,000 - 00	
Other Grants		
Sponsorships		1000 - 00
Merchandise Sales		
Other income (please itemize below)		
PLAY BILL ADVERTS.		1500-00
Sub-Totals	\$ 2000 - 00	\$ 15,900 - 00
	TOTAL INCOME	\$ 17,900 - 00

LITTLE SHOP OF HORRORS (AUG '26)

EVENT EXPENSES

	In-Kind	Cash	TDC grant funds
Insurance		200 - 00	
Rentals		900 - 00 *	
Advertisements			500 - 00
Other Marketing/Promotions		200 - 00	
Printing		700 - 00	200 - 00
Equipment SET BUILD		1300 - 00	
Postage			
Food		200 - 00	
Admin costs			
Services			
Other expenses (please itemize below)			
ROYALTIES			1650 - 00
SCRIPTS + MUSIC		850 - 00	
SUNDRIES		200.00	
Sub-Totals	\$	\$ 4550 - 00	\$ 2350 - 00
	TOTAL EXPENSES		\$ 6900 - 00

* PRODUCTION MATERIALS CHARGED BY M.T.I. AS PER THE CONTRACT

LITTLE SHOP OF HORRORS (Aug '26)

EVENT INCOME

	In-Kind	Cash
Vendor Fees		
Admissions/Ticket Sales		15000 - 00
TDC Grant	2500 - 00	
Other Grants		
Sponsorships		1000 - 00
Merchandise Sales		
Other income (please itemize below)		
PLAY BILL ADVERTS		1500 - 00
Sub-Totals	\$ 2500 - 00	\$ 17500
	TOTAL INCOME	\$ 20,000 - 00



To Sam Camp

Arts Council of Greater Palatka Inc. for TDC Grants adjustments.

Types of events,

Concerts held at different locations such as the following

- Crescent City
- Pomona Park Community Center would be set to be an event with food, drink music! This would be a ticketed Event,
- Palatka River front concert
- Interlachen ? to be determined
- We have been told we could use West Minster Hall also.

Looking at future grants that we qualify for out of state musical genres that tour.

I have musicians that I have worked with for 25 years and I am looking at getting them to donate some time for a couple of youth programs at no cost for the youth. Via Art and Music.

Thank you in advance for this opportunity to ACGP to keep providing arts and culture for Putnam County and our visitors as the Designated Local Arts Agency for Putnam County for 25 years,

Denise Aiken

Program Director

386-972-4717

Artsinputnam@aol.com

CATEGORY A - EVENTS AND ACTIVITIES - *New Event
\$ 209,501

Event Name	Event Date(s)	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)	\$ 25,000	\$ -	3/25/2025	CXL	CXL		\$ -
St. Johns River State College Athletic Association Golf Classic	10/25/2025	\$ 5,000	\$ 4,000	3/25/2025	323111	x	\$ 4,000	\$ -
FCSAA State Softball Championship	4/30/2026	\$ 7,500	\$ 5,000	3/24/2026	323111			\$ 5,000
Florida State PAL Boxing	11/7-9/25	\$ 12,000	\$ 12,000	3/25/2025	323110	x	\$ 12,000	\$ -
100th Anniversary Golf Tournament	10/9-11/25	\$ 10,000	\$ 5,000	3/25/2025	323109	x	\$ 5,000	\$ -
Heartz Golf - Dec. US Kids	12/21/2025	\$ 6,000	\$ 3,000	3/25/2025	323109	x	\$ 3,000	\$ -
Putnam's Festival of Lights*	12/11/2025 - 12/14/2025	\$ 5,000	\$ 5,000	10/14/2025	323104	x	\$ 2,000	\$ 3,000
RHP - 77th Annual Florida Azalea Festival	2/27-3/1/26	\$ 8,795	\$ 5,000	10/14/2025	323105	x	\$ 5,000	\$ -
Crescent City BikeFest*	10/25/2025	\$ 6,053	\$ 5,000	10/14/2025	323227	x	\$ 5,000	\$ -
Florida Z-Fest*	2/25-28/26	\$ 11,300	\$ 6,150	10/14/2025	323224	x	\$ 6,150	\$ -
Datil Pepper Fest	11/8/2025	\$ 6,000	\$ 5,000	10/14/2025	323500	x	\$ 5,000	\$ -
DPI New Town Family Jam*	5/23-24/26	\$ 2,500	\$ 2,500	10/14/2025	323653			\$ 2,500
DPI Palatka Christmas Parade	11/28/2025	\$ 1,000	\$ 1,000	10/14/2025	323653	x	\$ 750	\$ 250
DPI July 4th Parade - Palatka	7/4/2026	\$ 1,000	\$ 1,000	10/14/2025	323653			\$ 1,000
Palatka Christmas Market*	11/28-12/24-25	\$ 10,000	\$ 5,000	10/14/2025	323223	x	\$ 236.43	\$ 4,763.57
Crescent City Catfish Festival	4/4/2026	\$ 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*	Fall/Spring 2026	\$ 2,500	\$ 2,500	10/14/2025	323108	x	\$ 2,500	\$ -
John Tindall D2 Classic	2/12/2026 - 2/15/2026	\$ 12,500	\$ 9,250	10/14/2025	323111	x	\$ 9,250	\$ -
NJCAA D2 South District Championship*	5/08/2026 - 5/10/2026	\$ 5,000	\$ 5,000	10/14/2025	323111	x	\$ 5,000	\$ -
Florida Elite Anglers - October 2025*	10/12-13/25	\$ 5,000	\$ 3,750	10/14/2025	323437	x	\$ 3,750	\$ -
Florida Elite Anglers - April 2026*	4/11-12/26	\$ 5,000	\$ 3,750	10/14/2025	323437			\$ 3,750
Heartz Golf - Senior Azalea	3/12-15/26	\$ 7,500	\$ 5,000	10/14/2025	323109	x	\$ 5,000	\$ -
Heartz Golf - Junior Azalea	3/6-8/26	\$ 7,500	\$ 5,000	10/14/2025	323109	x	\$ 5,000	\$ -
Heartz Golf - Azalea Amateur	3/19-22/26	\$ 7,500	\$ 5,000	10/14/2025	323109	x	\$ 5,000	\$ -
Heartz Golf - Azalea Flights*	3/26-29/26	\$ 7,500	\$ 5,000	10/14/2025	323109	x	\$ 5,000	\$ -
Heartz Golf - US Kids February	2/20-22/26	\$ 4,000	\$ 3,000	10/14/2025	323109	x	\$ 3,000	\$ -
Heartz Golf - US Kids May	5/1-3/26	\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Heartz Golf - US Kids June	6/5-7/26	\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Heartz Golf - US Kids July	CXL	CXL	CXL	10/14/2025	CXL	CXL		\$ -
Heartz Golf - US Kids August	8/7-9/26	\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Heartz Golf - US Kids November	11/21-23/25	\$ 4,000	\$ 3,000	10/14/2025	323109	x	\$ 3,000	\$ -
Heartz Golf - US Kids Adult-Jr	12/4-5/26	\$ 4,000	\$ 3,000	10/14/2025	323109			\$ 3,000
Toys Tour	12/05/2025 - 12/07/2025	\$ 35,000	\$ 5,000	10/14/2025	323112	x	\$ 5,000	\$ -
Rodeheaver Fishing Tournament	3/21/2026	\$ 3,000	\$ 1,000	10/14/2025	323222	x	\$ 1,000	\$ -
Southern Outlaw Dragboat Assoc (SODA)	4/11-13/26	\$ 6,500	\$ 6,500	1/13/2026	323893	x	\$ 6,500	\$ -
National Tractor Pullers Association (NTPA)	3/20-21/2026	\$ 25,000	\$ 12,500	1/13/2026	323977	x	\$ 12,500	\$ -
The InvitationNIL	CXL	CXL	CXL	1/13/2026	CXL	CXL		
NEW REQUESTS								

CATEGORY A - EVENTS AND ACTIVITIES - *New Event**\$ 209,501**

Event Name	Event Date(s)	25-26 Request	25-26 Awarded	BOCC Approval Date	Purchase Order #	Post Event Info Rec'd	Paid	Balance for Event
SJRSC Viking Volleyball Classic	8/29-30/2026	\$ 7,500						
Occupation of Palatka	9/25-27/2026	\$ 3,237.50						
TOTAL		\$ 305,211	\$ 143,725					
BUDGET		\$ 209,501	\$ 209,501					
ALREADY AWARDED			\$ 24,000					
BALANCE/DIFFERENCE		\$ (95,710)	\$ 41,776					
		Leftover PO Balance	\$ 8,013.57					

Notes date change.

CATEGORY B - CULTURAL ARTS - *New Event

Event Name	Event Date(s)	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	323874	x	\$ 1,000	\$ -
AAP Putnam Home Studio Tour*	4/17-19/26	\$ 3,155	\$ 3,155	10/14/2025	323525			\$ 3,155
AAP Palatka Arts Adventure*	10/25-26/25	\$ 4,035	\$ 4,035	10/14/2025	323525	x	\$ 2,993.34	\$ 1,041.66
4th Annual NFFN Fall Folk Festival	10/4/2025	\$ 3,000	\$ 3,000	10/14/2025	323113	x	\$ 2,785	\$ 215
Bartram Frolic & Symposium	4/24-26/26	\$ 16,000	\$ 8,000	10/14/2025	323116	x	\$ 8,000	\$ -
River City Players The Dining Room (Nov) and Scotland Road (Feb)	Nov 2025 and Feb 2026	\$ 5,000	\$ 5,000	10/14/2025	323117	x	\$ 2,350	\$ 2,650
Arts Council - Live at the Larimer	Nov 2025 - June 2026	\$ 7,500	\$ 3,750	10/14/2025	323115			\$ 3,750
NCSC Amara Zee Cultural Port Call Series	TBD	\$ 47,400	\$ 5,000	10/14/2025	323221			\$ 5,000
Palatka Porchfest	12/6/2025	\$ 12,000	\$ 6,000	10/14/2025	323439	x	\$ 6,000	\$ -
Heart & Soul Juneteenth	6/13/2026	\$ 3,000	\$ 3,000	10/14/2025	323338			\$ 3,000
Farmers Market*	various	\$ 6,400	\$ 6,400	10/14/2025	323226			\$ 6,400
Blue Crab Festival	5/22-24/26	\$ 28,000	\$ 28,000	10/14/2025	323221			\$ 28,000
Farmers Market (Supplemental Request)	various	\$ 10,000	\$ 10,000	1/13/2026	323226		\$ -	\$ 10,000
TOTAL		\$ 148,990	\$ 85,340					
BUDGET		\$ 123,904	\$ 123,904					
ALREADY AWARDED			\$ 1,000					
BALANCE/DIFFERENCE		\$ (25,086)	\$ 37,564					
		Leftover PO Balance	\$ 1,256.29					

SPORTS EVENT GRANT FORM

Event Name VIKING CLASSIC

Sport VOLLEYBALL

Host Organization ST. JOHNS RIVER STATE COLLEGE

Federal Tax Identification Number 85-8013170533C-4

Date(s) of Event AUG. 29+30 Start & End Times 9:00 AM - 10:00 PM

Location of Event TUTEN Gym

Have you secured facility(ies)? YES

Completed facility application (if any)? YES

Primary Contact Person ROSS JONES

Work Phone 386-312-4162 Cell Phone 352-317-2365 Fax _____

Email Address rossjones@sjrstate

Address for Reimbursement SJR STATE 5001 ST. JOHNS AVE. PALATKA

Secondary Contact Person SHAUN DRYDEN Phone 713-805-2396

Organization or Event Website sjrstate.edu sjrvikings.com

#Teams 6 #Individual Competitors 95-100

#Coaches 25 #Spectators 350-400

Description of Participants (Team names, geographic or qualifying criteria)

USC SUMTER - SOUTH CAROLINA CLEVELAND STATE - TENNESSEE
HARFORD COLLEGE - CONNECTICUT
FAYETTEVILLE TECH - NORTH CAROLINA COWLEY COUNTY - CC - KANSAS

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

ALL SOCIAL MEDIA PLATFORMS - LOCAL NEWS & PAPERS
OF EACH SCHOOLS PRESS. TOURNAMENT WILL BE
LIVESTREAMED ON sjrstate.edu & sjrvikings.com

Grant Requested \$ 7,500

PUTNAM COUNTY HISTORICAL SOCIETY

Palatka, Florida

May 14, 2026

Kimberly Morgan, TDC Coordinator

Putnam County TDC c/o Putnam County Chamber

1100 Reid Street

Palatka, FL 32177

RE: 2026 TDC Category A Festival/Event Grant Application — Union Occupation of Palatka

Dear Ms. Morgan,

Please find attached the 2026 Putnam County Tourist Development Council (TDC) Category A Festival/Event Grant Application submitted on behalf of the Putnam County Historical Society for the *Union Occupation of Palatka* event, scheduled for September 25–27, 2026, at the Bronson-Mulholland House, 100 Madison Street, Palatka, Florida 32177.

The Putnam County Historical Society has previously participated in the TDC grant program and is pleased to again seek funding support for this event. The Union Occupation of Palatka is a free, multi-day living history event that has grown into one of Putnam County's most distinctive annual heritage tourism offerings, attracting visitors from across the State of Florida and neighboring states. Now in its 16th year, the event provides a professionally organized, family-friendly program that directly promotes tourism and economic activity throughout the County.

The organization is committed to fulfilling all TDC grant requirements. Insurance documentation will be provided to the TDC several weeks prior to the event. The Putnam County Historical Society will name the **Putnam County Tourist Development Council** and the **Putnam County Board of County Commissioners** as additional insured parties and certificate holders on its general liability insurance policy, with a minimum coverage of **\$2,000,000** per occurrence. All advertising and printed promotional materials funded by the grant award will display the Putnam County TDC logo as required.

We are grateful for the TDC's continued support of heritage tourism and cultural programming in Putnam County, and we look forward to your favorable consideration of this application. Please do not hesitate to contact us with any questions or requests for additional information.

Respectfully submitted,

Nicole Grace

President, Putnam County Historical Society

Phone: 904-309-3069 | Email: pchs1853@gmail.com

PUTNAM COUNTY TOURIST DEVELOPMENT COUNCIL

CATEGORY A — FESTIVAL / EVENT GRANT APPLICATION

Grant Cycle: Fiscal Year 2025–2026 | Application Date: May 14, 2026

SECTION 1: APPLICANT & EVENT INFORMATION

Event Name: Union Occupation of Palatka

Host Organization: Putnam County Historical Society

Federal Tax Identification Number (EIN): 59-2023423

Date(s) of Event: September 25–27, 2026 (Friday through Sunday)

Start & End Times:

- **Friday, September 25, 2026 — School Day:** 8:00 AM – 3:00 PM
- **Saturday, September 26, 2026 — Military Day:** 9:00 AM – 3:00 PM
- **Sunday, September 27, 2026 — Citizens Day:** 9:00 AM – 3:00 PM

Event Location / Venue: Bronson-Mulholland House, 100 Madison Street, Palatka, FL 32177

Have you secured the facility(ies)? **Yes.** The Bronson-Mulholland House, 100 Madison Street, Palatka, FL 32177 — the site of the City of Palatka's historical museum — has been secured for the event dates.

Completed Facility Application: A Special Event Application has been submitted to the City of Palatka concurrently with this grant application. See attached documentation.

SECTION 2: CONTACT INFORMATION

Primary Contact

Primary Contact Person: Nicole Grace, President, Putnam County Historical Society

Work Phone: 904-309-3069 **Cell Phone:** 904-309-3069 **Fax:** N/A

Email Address: pchs1853@gmail.com

Mailing Address for Reimbursement: PO Box 35, Palatka, FL 32178

Organization / Event Website: <https://putnam-fl-historical-society.org/>

SECTION 3: FUNDING REQUEST

Total Amount Requested from TDC: \$3,237.50

If the entire request cannot be funded, can the event be restructured to operate with less funding? Yes. The organization can restructure the scope of advertising and promotional activities to accommodate a partial grant award.

SECTION 4: DESCRIPTION OF EVENT

The *Union Occupation of Palatka* is an annual, free, public event presented by the Putnam County Historical Society. The event portrays the experiences of soldiers, sailors, and civilians during the Union Army's occupation of Palatka in 1864, bringing this pivotal chapter of Northeast Florida's history to life through authentic living history programming. The 2026 occurrence will mark the **16th annual presentation** of this event. The event is held at the **Bronson-Mulholland House**,

located at 100 Madison Street, Palatka, Florida — a historic 1854 antebellum structure that served as Union Army headquarters during the Civil War and today operates as the City of Palatka's historical museum. The combination of a genuine historic site and professionally researched living history programming makes this event uniquely authentic among Civil War heritage events in Florida.

The three-day event features distinct programming tailored to different audiences each day. **Friday, September 25 — School Day** is the event's largest single-day attendance day, serving as a structured educational experience specifically designed for 4th grade students, teachers, and homeschool families from Clay County and St. Johns County. School Day features guided tours, interactive demonstrations, and age-appropriate presentations on Civil War history and daily life in 1864 Palatka. Because all School Day participants travel from outside Putnam County, this day represents a significant and documented source of out-of-county visitation. **Saturday, September 26 — Military Day** is the event's primary public day, featuring infantry and cavalry drills, period weapons demonstrations, military encampments, and living history presentations open to the general public. **Sunday, September 27 — Citizens Day** is a reflective closing day featuring public tours of the encampment and historic site, hands-on history activities for families, and concluding civilian-life presentations.

The event is free and open to the general public throughout all three days, a deliberate policy of the Putnam County Historical Society to maximize community access and regional tourism reach. Based on historical attendance patterns from prior years, the 2026 event is projected to draw approximately **1,450 total attendees over three days**: approximately 1,000 on Friday (School Day — 4th grade students, teachers, and homeschool families from Clay and St. Johns Counties), 300 on Saturday (Military Day), and 150 on Sunday (Citizens Day). Attendees travel from across the State of Florida and from neighboring states, making this a demonstrably regional tourism draw rather than solely a local community event.

The *Union Occupation of Palatka* directly advances the objectives of the Putnam County Tourist Development Council by promoting overnight tourism, showcasing the County's significant Civil War and antebellum heritage, and delivering a high-quality, professionally organized annual event with proven regional appeal. Visitors traveling from out of county generate measurable economic impact through spending at local hotels, bed and breakfasts, restaurants, fuel stations, and retail businesses in Palatka and throughout Putnam County. The event is an anchor heritage tourism asset for the County and is consistent with Visit Putnam County's destination positioning around history, nature, and authentic Florida experiences.

SECTION 5: PROJECTED OUT-OF-COUNTY VISITORS

Projected Number of Out-of-County Visitors: At least 50% of total attendance = approximately 725+ out-of-county visitors. This includes: (a) all participating reenactors, who are entirely from out of county; (b) the Friday School Day groups from Clay County and St. Johns County (out-of-county by definition — estimated 1,000 attendees including students, teachers, and homeschool families); and (c) general public visitors drawn from surrounding counties via out-of-county advertising in St. Augustine, Gainesville, DeLand, and coastal markets.

Note: The Putnam County Historical Society commits to collecting visitor origin data (e.g., zip code surveys or registration records) during the 2026 event to provide accurate out-of-county visitor counts in the required post-event report.

SECTION 6: DESCRIPTION OF SECURED MEDIA COVERAGE

The following describes the Putnam County Historical Society's planned and historical media and promotional strategy for the *Union Occupation of Palatka 2026* event. Specific paid media commitments should be confirmed and updated prior to final submission of this application.

Digital & Social Media:

- Ongoing event promotion via the Putnam County Historical Society's official Facebook page and related social media channels
- Coordinated promotion through Visit Putnam County social media channels and tourism partner networks
- Event listing submission to VisitPalatka.com and regional tourism event calendars

Print & Broadcast Media:

- Press release distribution to local and regional media outlets, including the *Palatka Daily News* and the *Gainesville Sun*
- Event listings in regional tourism publications and community calendars

- *[TO BE PROVIDED: List any confirmed paid advertising placements, radio spots, out-of-county newspaper advertising, or other paid media commitments — only out-of-county placements are eligible for TDC reimbursement]*

Printed Promotional Materials:

- Event flyers and posters for distribution at tourism-related businesses, visitor centers, and heritage sites in Putnam County and surrounding counties
- **Volunteer Flyer Distribution:** PCHS society members personally travel to and hand-place printed flyers in St. Augustine, Gainesville, DeLand, and coastal beach communities. Volunteers perform this outreach without requesting reimbursement. This organic, grassroots out-of-county promotion supplements paid media placements and demonstrates the organization's commitment to maximizing reach without additional grant expenditure.
- *[TO BE PROVIDED: Confirm quantities, distribution areas, and estimated printing costs for out-of-county promotional printing]*

Per TDC guidelines, only out-of-county advertising and promotional activities qualify for grant reimbursement. The Putnam County Historical Society commits to displaying the Putnam County Tourist Development Council logo on all advertising and printed promotional materials funded by this grant award.

SECTION 7: PROJECTED EVENT EXPENSES

Expense Category	In-Kind (\$)	Cash (\$)	TDC Grant Funds (\$)
Insurance General liability policy, minimum \$2,000,000 coverage. Est. \$600–\$750; midpoint \$675.00 used for projection (2025 actual: \$273.00 through J. Daniel policy). Certificate naming Putnam County TDC and Putnam County BOCC as additional insured	—	\$675.00 <i>(est.; range \$600–\$750)</i>	\$675.00

Expense Category	In-Kind (\$)	Cash (\$)	TDC Grant Funds (\$)
and certificate holders will be provided several weeks prior to the event.			
Rentals City of Palatka facility — MOU rate \$800/day × 3 event days. In-kind per PCHS/City MOU; no cash outlay.	\$2,400.00	—	—
Advertisements (Out-of-County) St. Augustine & Gainesville media markets — print/digital placements (\$3,000). Online social media boost (\$150 est.). Total \$3,150; \$2,500 designated TDC-eligible out-of-county.	—	\$3,150.00	\$2,500.00
Other Marketing / Promotions In-person educational speakers and reenactor-presenters; volunteer flyer distribution in St. Augustine, Gainesville, DeLand, and coastal communities — no cash cost.	<i>volunteer in-kind</i>	—	—
Printing (Out-of-County Distribution) Palatka Public Library (in-kind donation, ~\$250 FMV) + Nicole Grace personal printing (\$100 cash).	\$250.00	\$100.00	—
Equipment Period canvas “fly” water station: canvas \$250.00, tent stakes \$40.00, upright poles \$5.00 × 10 = \$50.00, ridge pole with 2 side poles and ropes [cost TBD]. Known subtotal \$340.00.	—	\$340.00+	—

Expense Category	In-Kind (\$)	Cash (\$)	TDC Grant Funds (\$)
Postage (Out-of-County Mailings) Out-of-county promotional mailings: 50 pieces × \$1.25 = \$62.50. TDC-eligible.	—	\$62.50	\$62.50
Food / Hospitality Reenactor & volunteer meals/refreshments: \$865.00; propane \$40.00; snacks \$40.00; candy for school bus drivers \$30.00.	—	\$975.00	—
Administrative Costs	—	—	—
Services Volunteer/participant reimbursements (2025 actuals: \$405.77 + \$149.00 + \$325.37).	—	\$880.00	—
Other Expenses — Supplies Pest/weed control, keys, paper & misc. (est. based on 2025 actuals).	\$97.24	\$115.00	—
Reenactor In-Kind Contributions (Equipment & Costumes) Living history reenactors provide their own period-accurate equipment and costumes at no cost to PCHS. Estimated FMV: period tents ~\$1,000 each [qty TBD]; period military/civilian clothing ~\$1,000 per outfit [qty TBD]; demonstration equipment, weapons, tools, and other period artifacts [value	<i>[TBD — pending reenactor count & equipment inventory]</i>	—	—

Expense Category	In-Kind (\$)	Cash (\$)	TDC Grant Funds (\$)
TBD]. NOTE: Reenactor time, labor, and expertise are not included — only tangible goods. Newly documented for 2026 grant cycle.			
Sub-Totals	\$2,747.24 + [TBD reenactor in-kind]	\$5,417.50+	\$3,237.50
TOTAL EXPENSES	\$8,164.74+ (excludes pending ridge pole kit quote and reenactor in-kind inventory)		

Note: Per TDC guidelines, grant funds may only be requested for the following eligible expense categories: insurance, out-of-county advertising placements, out-of-county promotional printing, and postage for out-of-county mailings. Rental fees, food, equipment, administrative costs, and general operating expenses are **not eligible** for TDC grant reimbursement. Dashes (—) in the TDC Grant Funds column indicate ineligible categories.

* Equipment cost for ridge pole kit (ridge pole, 2 side poles, and ropes) is pending quote — total equipment line will increase slightly above \$340.00. Equipment is not TDC-eligible and does not affect the grant request amount.

** Reenactor in-kind contributions are newly documented for the 2026 grant cycle. PCHS will conduct a reenactor equipment survey prior to the event to establish documented FMV totals for post-event reporting.

SECTION 8: PROJECTED EVENT INCOME

Income Category	In-Kind (\$)	Cash (\$)
Vendor Fees \$0 — Reenactor/living history vendors are unpaid educational presenters and the primary visitor draw. No vendor fees charged or collected.	—	—

Income Category	In-Kind (\$)	Cash (\$)
Admissions / Ticket Sales	—	<i>N/A (Free Event)</i>
TDC Grant (Putnam County Chamber)	—	\$3,237.50
Other Grants	—	<i>[TO BE PROVIDED — additional grant applications planned]</i>
Sponsorships & Donations Est. based on 2025 actuals: Synergy \$250, Kinser \$250, Miller \$250, on-site collections \$176.85. 2026 projected: \$950.00.	—	\$950.00
Merchandise Sales	—	—
In-Kind Contributions City of Palatka rental MOU (\$2,400.00) + Library printing (\$250.00) + Volunteer supplies & beverages (\$97.24).	\$2,747.24	—
Reenactor In-Kind Contributions FMV of reenactor-supplied tents, period costumes, and demonstration equipment (see Expenses table for valuation methodology). Newly documented for 2026 grant cycle.	<i>[TBD]</i>	—
Sub-Totals	\$2,747.24 + [TBD]	\$4,187.50
TOTAL INCOME	\$6,934.74 + [TBD reenactor in-kind]	

Note: Admission to the *Union Occupation of Palatka* event is **FREE** to the general public. Living history reenactors and period vendors participate as unpaid educational volunteers — they constitute the core programming and primary visitor draw of the event, and no vendor fees are charged or collected. Projected budget gap of approximately \$1,180.00 is anticipated to be closed through additional grant awards and increased sponsorship solicitation for 2026. * Reenactor in-kind contributions are newly documented for the 2026 grant cycle. PCHS will conduct a reenactor equipment survey prior to the event to establish documented FMV totals for post-event reporting.

SECTION 9: CERTIFICATION & SIGNATURE

CERTIFICATION STATEMENT: I certify that the information contained in this application is true and accurate to the best of my knowledge, and that the proposed event meets all eligibility requirements of the Putnam County TDC Category A Festival/Event Grant Program. I understand that grant funds must be used solely for eligible expenses as defined by TDC guidelines, that all required documentation must be submitted prior to and following the event, and that failure to comply with grant conditions may result in forfeiture of award funds.

Nicole Grace President Putnam County Historical Society Phone: 904-309-3069 **Date:**

► IMPORTANT NOTES FOR APPLICANT — ACTION REQUIRED BEFORE SUBMISSION

1. **Complete all budget figures.** The Expense and Income tables must be fully completed with actual dollar amounts before this application is submitted. Total Income must balance with Total Expenses. Incomplete budgets will delay processing.

2. Confirm and insert the grant amount requested. The total TDC grant amount requested must be determined and entered in Section 3 and reflected in the Expenses and Income tables.

3. Add projected out-of-county visitor count. Section 5 must be completed with a specific numeric estimate, supported by registration, survey, or zip-code data collected from prior years' events.

4. Confirm and list paid media commitments. Any confirmed paid advertising placements, radio spots, or other out-of-county media buys must be listed in Section 6. Only out-of-county advertising and promotional expenses are eligible for TDC reimbursement.

5. Confirm organization/event website URL. The website or primary social media URL must be provided in Section 2 before submission.

6. Submission requirements: Two (2) hard copies plus one (1) electronic copy must be submitted to:

Putnam County TDC c/o Putnam County Chamber

1100 Reid Street, Palatka, FL 32177

Contact: **Kimberly Morgan** | Phone: 386-328-1503 | Email:

kimberlymorgan@chamberpc.com

7. Insurance certificate required prior to event. The Putnam County Historical Society must provide a certificate of insurance naming the **Putnam County Tourist Development Council** and the **Putnam County Board of County Commissioners** as additional insured parties and certificate holders, with a minimum of **\$2,000,000 general liability coverage**, submitted to the TDC office prior to the event.

8. TDC logo required on all funded materials. All advertising, printed materials, and promotional items produced with TDC grant funds must prominently display the Putnam County Tourist Development Council logo. Logo files are available from the TDC Coordinator.

9. Post-event report and invoices deadline. All original invoices, proof of payment, post-event attendance reports, and any other required documentation must be submitted to the TDC within **30 days following the event**, or no later than **October 27, 2026** (30 days after September 27, 2026). Note: TDC guidelines specify invoices must be submitted by October 1st for September events — confirm the applicable deadline with the TDC Coordinator prior to submission.

Putnam County Historical Society | TDC Category A Festival/Event Grant Application | Union
Occupation of Palatka 2026

Prepared: May 14, 2026 | Application submitted to: Putnam County TDC c/o Putnam County
Chamber, 1100 Reid Street, Palatka, FL 32177

TOURIST DEVELOPMENT COUNCIL BUDGET
2025-26 BUDGET
Updated 5/4/26

FY2025-26 Revenues				
	Budget	Actual	Revised Budget	Revised Budget
TDT Collections	\$ 730,000		\$ -	\$ -
Interest	\$ 750		\$ -	\$ -
Balance Carry Over/Forward	\$ 1,380,433		\$ -	\$ -
Total	\$ 2,111,183	\$ -	\$ -	\$ -

FY2025-26 Expenses				
	Estimated/ Committed	Actual/ Committed	Available Balance To Date	Projected Year End Expenses
Audit - Statutory Requirement (County Direct)	\$ 500	\$ 500	\$ -	\$ 500
Tax Collector Comm/Fees (County Direct)	\$ 21,900	\$ 21,900	\$ -	\$ 21,900
Reserve Contingency (County Direct)	\$ 383,460	\$ 383,460	\$ -	\$ 383,460
Category A - Events & Activities	\$ 209,501	\$ 159,711	\$ 49,790	\$ 159,711
Category B - Cultural Arts	\$ 123,904	\$ 82,433	\$ 41,471	\$ 82,433
Category C - Marketing & Promotions	\$ 1,203,719	\$ 385,710	\$ 818,009	\$ 1,167,102
Category D	\$ 168,199	\$ 98,116	\$ 70,083	\$ 168,199
BUDGETED	\$ 2,111,183	\$ 1,131,831	\$ 979,352	\$ 1,983,306

Putnam County Bed Tax History Summary

Updated: 5/18/2026

	FY18-19	FY19-20	FY20-21	FY21-22	FY22-23	FY23-24	FY24-25	FY 24-25 YTD Total	FY25-26	FY 25-26 YTD Total	MOM Change	YOY Change
OCT	\$ 41,568	\$ 54,948	\$ 39,894	\$ 56,141	\$ 58,169	\$ 74,371	\$ 62,646	\$ 62,646	\$ 55,329	\$ 55,329	-11.68%	-11.68%
NOV	\$ 32,828	\$ 51,884	\$ 37,679	\$ 63,947	\$ 51,977	\$ 61,745	\$ 58,636	\$ 121,282	\$ 52,097	\$ 107,426	-11.15%	-11.42%
DEC	\$ 35,408	\$ 41,842	\$ 35,039	\$ 53,376	\$ 55,699	\$ 60,588	\$ 68,697	\$ 189,979	\$ 51,866	\$ 159,292	-24.50%	-16.15%
JAN	\$ 39,733	\$ 48,227	\$ 40,673	\$ 59,220	\$ 58,508	\$ 65,424	\$ 84,045	\$ 274,024	\$ 64,646	\$ 223,938	-23.08%	-18.28%
FEB	\$ 51,933	\$ 58,228	\$ 46,728	\$ 75,051	\$ 80,034	\$ 88,770	\$ 90,616	\$ 364,640	\$ 85,525	\$ 309,464	-5.62%	-15.13%
MAR	\$ 64,171	\$ 49,168	\$ 69,780	\$ 90,780	\$ 92,187	\$ 102,388	\$ 90,996	\$ 455,637	\$ 73,791	\$ 383,254	-18.91%	-15.89%
APR	\$ 54,540	\$ 25,187	\$ 63,398	\$ 81,026	\$ 63,336	\$ 69,324	\$ 67,864	\$ 523,501		\$ 383,254	-100.00%	
MAY	\$ 61,978	\$ 38,397	\$ 60,934	\$ 70,131	\$ 70,731	\$ 73,748	\$ 60,673	\$ 584,174		\$ 383,254	-100.00%	
JUNE	\$ 50,314	\$ 50,139	\$ 57,489	\$ 68,044	\$ 60,992	\$ 67,186	\$ 59,723	\$ 643,897		\$ 383,254	-100.00%	
JULY	\$ 51,282	\$ 39,417	\$ 57,107	\$ 58,764	\$ 50,355	\$ 56,533	\$ 51,024	\$ 694,920		\$ 383,254	-100.00%	
AUG	\$ 48,624	\$ 38,133	\$ 47,890	\$ 54,308	\$ 61,196	\$ 55,305	\$ 46,514	\$ 741,435		\$ 383,254	-100.00%	
SEPT	\$ 45,502	\$ 37,060	\$ 53,891	\$ 57,073	\$ 58,276	\$ 55,932	\$ 47,095	\$ 788,530		\$ 383,254	-100.00%	
TOTAL	\$ 577,881	\$ 532,630	\$ 610,500	\$ 787,861	\$ 761,460	\$ 831,315	\$ 788,530		\$ 383,254			

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