



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 Tourist Development Council

September 18, 2025 - 9:00 a.m.

9 members

Name	Category Represented	Business	Signature
Leota Wilkinson	Elected Official	Putnam County BOCC	<i>Leota Wilkinson</i>
Robbi Correa	Elected Official - largest municipality	City of Palatka	<i>Robbi Correa</i>
Michele Myers	Elected Official - large municipality	City of Crescent City	<i>Michele Myers</i>
TJ Smith	Citizen		<i>Absent</i>
Natalie Herrington	Citizen	God's Country Outfitters	<i>Natalie S. Herrington</i>
Keith Valentine	Accommodation	Trails End Outdoors	<i>Absent</i>
Beata DiCarlo	Accommodation	Holiday Inn Express	<i>B DiCarlo</i>
Greg Bacon	Citizen	Plastic Masters International	<i>Absent</i>
Damali Kelly	Accommodation	Quality Inn	<i>Damali Kelly</i>
Laura Pavlus	Staff*	Chamber President	
Kimberly Morgan	Staff	Chamber, VP of Tourism	<i>Kimberly Morgan</i>

*Not required to attend.

Tourist Development Council Meeting

Thursday, September 18, 2025

Please Print

<u>Name</u>	<u>Email</u>	<u>Organization</u>
1. Kathy Griffin	Kmg15@att.net	RHP
2. Tim Jefferson	ccdpexecdir23@gmail.com	ccdp
3. Jolynn Carter	jolynncarter@sjrstate.edu	SJR State Foundation
4. Mark Rihaman	mark.rihaman@amara2000.org	National Council Stage Co. - Amara2
5. Kay Hope	KAYH-RCP@AOL.com	RIVER CITY PLAYERS
6. Terri Castelli	TERRICASTELLI@GMAIL.COM	B.C.P.
7. Susan Hunter	SKHunter@att.net	A.A.P
8. Gabrielle Gunn	gabriellegunn@chackback.com	Visit Palatka
9. Erin Hewes	Crabfestpalatka@gmail.com	River & Claw
10. Allyson Futch	"	"
11. Kussidy Babcock	"	"
12. Shelly Griffis	shelly.griffis007@gmail.com	RHP
13. Anna Finley	pafinley24@outlook.com	CCDP
14. Colin Zinghan	colin@cdccfl.org	Waterfest
15. Shelley Schenker	artsallianceofputnam@gmail.com	AAP
16. Chuck Romer	Palatka.br.baseball@gmail.com	BOC Palatka
17. Gary Savage	gary.savage@mc.com	Florida Z Fest

Tourist Development Council Meeting
Thursday, September 18, 2025

Please Print

	<u>Name</u>	<u>Email</u>	<u>Organization</u>
1.	KEVIN SHARBAUGH	RKSTARBUCK@GMAIL.COM	RCP
2.	MARYANN BRADDOCK	bradlockm@yahoo.com ROTARY CLUB of Prescott City, AZ	ROTARY
3.	Amy HARRIS	AHARRIS@SEA.COM	GOLF
4.	ROBERTA BROWN	ROBERTA.BROWN@GMAIL.COM	TOYS TALK
5.	ROSS JONES	rossjones@sjrstate.edu	SJR STATE
6.	VITO RUSSO	VBIZ3@YAHOO.COM	SANA
7.	Lalita Thomas	Palatkapal@gmail.com	DAL
8.	Sally Jan Smith	SallyJan.Smith	FLORIDA DEP. GOV RAVINE GARDEN
9.	La'Farrah Davis	lydavis82@yahoo.com	Heart & Soul North Florida Folk Network
10.	Cindy Bear	nffnpresident@gmail.com	
11.	Maria McCormick	mariamccormick@velocityboat.com	Toys To
12.			
13.			
14.			
15.			
16.			
17.			

TJ Smith

From T J Smith <tannerjayce10@gmail.com>

Date Wed 9/17/2025 8:10 PM

To Kimberly Morgan <kimberlymorgan@chamberpc.com>

Good afternoon, Kimberly.

Unfortunately because of my current status of living out of state five months every year, I am going to need to resign from the TDC. It is been an honor to serve on this board and possibly one day. I would enjoy another term. But as for now I'm going to have to turn over my Seat. I will be home from October until the beginning of May and I can attend any meetings you need during that time if you do not find a replacement. But officially feel that I need to resign. Thank you very much and good luck. Do not hesitate to reach out for me if you need anything. Thank you TJ Smith



June 3, 2025 TDC Meeting Minutes



Agenda – Tuesday, June 3, 2025 – 9:00 a.m.

Putnam County Government Complex – Commissioners Board Room

2509 Crill Street, Palatka

- I. Call To Order/Roll Call Chair Wilkinson

Chair Wilkinson called the meeting to order at 9:06 a.m. The following TDC members were in attendance: Chair Wilkinson, Mayor Michele Myers, Mayor Robbi Correa, Greg Bacon, Beata DiCarlo, Damali Kelly. Staff present: Laura Pavlus, Kimberly Morgan and Julie Linton. Those absent were: Aashton Hodge, Keith Valentine and TJ Smith
- II. Public Comment

There were no public comments.
- III. Approval of Minutes* Chair Wilkinson
 - a. March 13, 2025 TDC Meeting
 - b. April 15, May 6, June 2, 2025 TDC Event Grant Task Force Minutes

Chair Wilkinson explained to the TDC that they have the minutes from the last TDC meeting and the Event Grant Guidelines Task Force meetings for their review and approval. Greg Bacon made a motion to approve the March meeting minutes with a second from Mayor Myers. DC voted unanimously to approve the March minutes.

Mayor Michele Myers made a motion to approve the TDC Event Grant Task Force Minutes. Mayor Robbi Correa seconded the motion and the TDC voted unanimously to approve the TDC Event Grant Task Force minutes.
- IV. Financial Report Kimberly Morgan, VP Tourism
 - a. Bed Tax Collections Update
 - b. Budget Report

Kimberly Morgan, VP of Tourism for the Chamber, gave an update on the Bed Tax Collections; The report is included.

Mrs. Morgan introduced a new report to show the status of TDC Event Grants. Event dates will be added to this report form going forward.

Mrs. Morgan also presented a TDC Budget update and explained the budget true-up process that gives the TDC additional grant funding for CAT A and B. The TDC agreed that they were not ready to approve the proposed marketing projects and budget due to the uncertainty of what the state legislature is deciding with TDT funds. There will be a special TDC meeting in June/July to discuss the Marketing Plan and budget.

V. Legislative Update

Kimberly Morgan, VP Tourism

Chair Wilkinson explained that the Florida State Legislature has extended their session to June 6. The main priorities of the extended session is to make decisions on the Local Option Tax bill and agree upon a budget. The TDT is part of the discussion of the Local Option Tax bill.

Mrs. Morgan also shared that there were some wins for the hospitality/tourism industry this session including clarity in the law for the definition of a transient visitor which will help hoteliers with extended stay business vs. those living in hotels. There was also legislation passed to protect restaurants when dealing with 3rd party dining sites for reservations.

VI. Project/Event Updates

Kimberly Morgan, VP Tourism

Mrs. Morgan updated the TDC on the projects the Tourism Team is working on.

- a. Asset Inventory
- b. Event Calendar Updates
- c. Misty Wells Influencer project
- d. New collateral
- e. Welcome bags
- f. Meetings with Event Planners
- g. Accommodations Quarterly Meeting
- h. Tourism Talk Town Hall Style Meetings
- i. Adventure Travel Initiative

VII. New Business

Chair Wilkinson expressed her appreciation to Mayor Michele Myers, Mayor Robbi Correa and Greg Bacon for serving on the Event Grant Task Force. Mayor Myers provided an update on the Task Force's work and their recommendations for us to discuss and vote on.

- a. Event Grant Task Force Recommendation*

Mayor Michele Myers

- i. Draft Guidelines, Applications, Post-Event Reports

Mayor Myers provided a brief overview of the Task Force's work and discussions and asked Mrs. Morgan to go through the summary and presentation of Grant Guideline recommendations. That information is included in the minutes as reference. There was

extensive discussion related to maximum awards, budget for grants, and that more funding should go to inaugural events and cultural events. Mayor Correa made a motion to approve the new Grant Guidelines and documents as presented. Greg Bacon seconded the motion and the motion passed.

Chair Wilkinson explained that the Tourism Team has some new business to discuss: 1) A group opportunity 2) Marketing Projects. She explained that the TDC may want to make a recommendation to the Board of County Commissioners as to best way to proceed with state legislative decisions making future funding uncertain.

b. Bassmaster Collegiate Series RFP Request* Kimberly Morgan, VP Tourism

Greg Bacon made the motion to approve this request with Mayor Myers seconding the motion. The motion passed unanimously to move forward with discussions to host the Bassmaster Collegiate Series in January 2027.

c. Marketing Update*

- i. VISIT FLORIDA Co-ops
- ii. Visitor Study & Branding Study Contract
- iii. Contracts for Content Creators
- iv. Contracts for Influencer Campaigns

The TDC agreed that they were not ready to approve the proposed marketing projects and budget due to the uncertainty of what the state legislature is deciding with TDT funds. There will be a special TDC meeting in June/July to discuss the Marketing Plan and budget.

VIII. Future TDC Meetings

Chair Wilkinson

Chair Wilkinson reminded TDC members that we will have a special TDC meeting in June/July in addition to the regularly scheduled meetings.

- a. September 18, 2025
- b. December 2, 2025

IX. TDC Member Comments

Chair Wilkinson

X. Upcoming Events

Kimberly Morgan, VP Tourism

Mrs. Morgan reminded everyone that there are many events coming up and to utilize the Visit Putnam app to keep up with what's happening.

XI. Adjourn

Chair Wilkinson

The meeting was adjourned at 10:49 a.m.

*Signifies an item needing a vote.



July 17, 2025 TDC Meeting Minutes



Agenda – Thursday, July 17, 2025 – 10:00 a.m.

Putnam County Chamber of Commerce – Georgia-Pacific Board Room, 1100 Reid Street, Palatka

- I. Call To Order/Roll Call Chair Wilkinson
At 10:06am, Chair Wilkinson called the special TDC Meeting to order. Those in attendance: Chair Leota Wilkinson, Mayor Robbi Correa, Greg Bacon, Beata Dicartlo and Damali Kelly.
Staff present: Laura Pavlus and Kimberly Morgan
Those absent: Mayor Michele Meyers, TJ Smith and Keith Valentine
- II. Public Comment
No public comments made.
- III. Legislative Update and 2025 Marketing Plan Presentation* Kimberly Morgan
Mrs. Morgan made a presentation outlining the state legislative changes, proposed budget and marketing plan for the County. The presentation and detail strategy sheet are included in the minutes. The TDC discussed what expenses were foundational one-time expenses and which were potentially re-occurring expenses. Mayor Michele Meyer submitted a letter of support of the plan in her absence. Robbi Correa made the motion to approve the budget and marketing plan as presented. Greg Bacon seconded the motion. The vote was unanimous to approve the budget and marketing plan as presented.
- IV. TDC Membership Update Chair Wilkinson
 - Resignation of Aashton HodgeChair Wilkinson shared that TDC Member Aashton Hodge has submitted his resignation from the TDC. The County will open Committee applications. Applications will be brought to the next TDC meeting for consideration and a vote of recommendation to bring to the Board of County Commissioners for final approval.
 - Attendance Expectations for Committees of the BOCCCounty requirements are that more than three absences is grounds for removal from the committee.

V. Future TDC Meetings Chair Wilkinson

Chair Wilkinson reminded the TDC that the next meetings are:

- a. September 18, 2025
- b. December 2, 2025

VI. TDC Member Comments Chair Wilkinson

VII. Upcoming Events Kimberly Morgan, VP Tourism

Mrs. Morgan highlighted a couple of upcoming events, specifically the Ever After Farms U-Pick Event and the tour and concert at the AmaraZee ship docked at City Dock.

VIII. Adjourn Chair Wilkinson

The meeting was adjourned at 10:58 a.m.

*Signifies an item needing a vote.

Putnam County Bed Tax History Summary

Updated: 9/9/25

	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				
AUG	\$ 48,624	\$ 38,133	\$ 47,890	\$ 54,308	\$ 61,196	\$ 55,305	\$ 775,382				
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		\$ 643,897			

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

Updated 8-12-25

FY2024-25 Revenues			
	Budget	Actual	Projected Year End
TDT Collections	\$ 730,000	\$ 584,174	\$ 784,174
Interest	\$ 750	\$ 6,763	\$ 6,763
Balance Carry Over/Forward	\$ 1,682,458	\$ 1,682,458	\$ 3,268,679
Total	\$ 2,413,208	\$ 2,273,395	\$ 4,059,616

FY2024-25 Expenses			
	Estimated/ Committed	Actual/ Committed	Projected Year End
Audit - Statutory Requirement (County Direct)	\$ 500	\$ 500	\$ 500
Tax Collector Comm/Fees (County Direct)	\$ 21,900	\$ 21,900	\$ 21,900
Reserve Contingency (County Direct)	\$ 383,210	\$ 383,210	\$ 383,210
Category A - Events & Activities	\$ 223,991	\$ 99,286	\$ 103,286
Category B - Cultural Arts	\$ 159,866	\$ 38,794	\$ 53,094
Category C - Marketing & Promotions	\$ 1,393,218	\$ 496,469	\$ 743,454
Category D	\$ 97,389	\$ 73,042	\$ 97,389
BUDGETED	\$ 2,280,074	\$ 1,113,201	\$ 1,402,833
BALANCE	\$ 133,134	\$ 1,160,194	\$ 2,656,783

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

2024-25 BUDGET

\$2,940,945

CATEGORY A		\$ 223,991	FY2024-25		
Events and Activities		15% of Budget	Budget	Actual as of June 2025	Year End Projection
Festivals & Events		\$52,715			
Main Street Palatka Datil Fest			\$ 5,000	\$ -	\$ -
BCD Artist Fest, Old Year's Day and Blue Crab Boil			\$ 2,840	\$ -	\$ -
Soul Food Festival			\$ 4,000	\$ -	\$ 4,000
76th Annual Azalea Fest			\$ 5,000	\$ 1,911	\$ 1,911
Crescent City Catfish Festival			\$ 3,875	\$ 3,875	\$ 3,875
2024 Toys Tour			\$ 5,000	\$ 5,000	\$ 5,000
SUBTOTAL			\$ 25,715	\$ 10,786	\$ 14,786

Tournaments/Sporting		\$ 53,500			
PC Fair - Rodeo \$10 K but cancelled			\$ -	\$ -	\$ -
Skins Golf			\$ 5,000	\$ 5,000	\$ 5,000
Heartz Golf - N FL Jr			\$ 3,000	\$ 3,000	\$ 3,000
Heartz Golf - January US Kids			\$ 3,000	\$ 3,000	\$ 3,000
Heartz Golf - Jr. Azalea			\$ 3,000	\$ 3,000	\$ 3,000
Heartz Golf - Sr Azalea			\$ 3,000	\$ 3,000	\$ 3,000
Heartz Golf - Azalea			\$ 3,000	\$ 3,000	\$ 3,000
Heartz Golf - Foundation for Rural Education			\$ 3,000	\$ 3,000	\$ 3,000
Heartz Golf - April US Kids*			\$ 3,000	\$ 3,000	\$ 3,000
SJRSC Capitol City Bank Classic Baseball Tournament*			\$ 5,000	\$ 5,000	\$ 5,000

SJRSC John Tindall Classic*	\$	5,000	\$	5,000	\$	5,000
Heartz Golf - October US Kids*	\$	6,000	\$	6,000	\$	6,000
SJRSC Golf Classic*	\$	5,000	\$	5,000	\$	5,000
PAL Boxing*	\$	12,000	\$	12,000	\$	12,000
Xtreme Bass - Host Fee*	\$	10,000	\$	10,000	\$	10,000
Xtreme Bass - Deliverables*	\$	7,500	\$	7,500	\$	7,500
Heartz Golf - April US Kids (new event)*	\$	2,000	\$	2,000	\$	2,000
FL BASS Nation*	\$	8,000	\$	8,000	\$	8,000
Heartz Golf - June US Kids *	\$	2,000	\$	2,000	\$	2,000
SUBTOTAL	\$	88,500	\$	88,500	\$	88,500

May carry forward

TOTAL		\$	114,215	\$	99,286	\$	103,286
Balance Left In Budget		\$	109,776	\$	124,705	\$	120,705

Sub Category
Grants Already Awarded

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

2024-25 BUDGET

\$2,940,945

CATEGORY B	\$ 159,866	FY2024-25			
Cultural Arts	10% of Budget	Budget	Actual as of June 2025	Year End Projection	Balance (budget-Year End Projection)
NFFN Folk Fest*		\$ 2,000	\$ 1,944	\$ 1,944	\$ 56
Blue Crab Development - Blue Crab Jam 4th Qtr*		\$ 17,000	\$ 13,500	\$ 13,500	\$ 3,500
Blue Crab Development - Blue Crab Jam New Years Celebration*		\$ 11,000	\$ 11,000	\$ 11,000	\$ -
Blue Crab Development - Blue Crab Jam 1st Qtr*		\$ 11,000	\$ -	\$ -	\$ 11,000
River City Players - 2024 Productions *		\$ 10,500	\$ 3,700	\$ 10,500	\$ -
Arts Council Concert Series*		\$ 7,000	\$ -	\$ 7,000	\$ -
Palatka Porchfest*		\$ 9,500	\$ 8,650	\$ 8,650	\$ 850
Occupation of Palatka*		\$ 500	\$ -	\$ 500	\$ -

May carry forward

May carry forward

May carry forward

TOTAL		\$ 68,500	\$ 38,794	\$ 53,094	\$ 15,406
Balance Left In Budget		\$ 67,978	\$ 121,072	\$ 106,772	

*Paid by County Directly through Purchase Order

Sub Category
Grants Already Awarded

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

2024-25 BUDGET (Oct. 2024 - Sept. 2025)

\$2,863,640

Updated: 8/12/25 - with Oct - June expenses

CATEGORY C	\$ 2,167,394	FY2024-25			
Promotions & Advertising	65% of Budget	Budget	Actual as of June 2025	Year End Projection	Balance (budget-Year End Projection)
Marketing Opportunities/Advertising		\$ 947,684	\$ 143,505	\$ 309,355	\$ 638,330
Promotional Items		\$ 9,396	\$ 7,609	\$ 12,118	\$ (2,722)
Printing		\$ 20,442	\$ 14,748	\$ 15,747	\$ 4,695
Conference/Travel		\$ 14,374	\$ 3,989	\$ 9,874	\$ 4,500
Salaries/Benefits		\$ 350,000	\$ 143,071	\$ 199,205	\$ 150,795
Dues/Subscriptions/Memberships		\$ 5,572	\$ 3,572	\$ 3,572	\$ 2,000
Postage/Shipping		\$ 1,000	\$ 15	\$ 15	\$ 985
Software		\$ 7,919	\$ 7,919	\$ 7,919	\$ (0)
Operating Supplies		\$ 1,671	\$ 1,671	\$ 1,670	\$ 0
Research		\$ 35,160	\$ 31,720	\$ 31,720	\$ 3,440
Remaining Budget Trueup Funds		\$ -	\$ -	\$ -	\$ -
TOTAL		\$ 1,393,218	\$ 357,819	\$ 591,196	\$ 802,022

*Paid by County Directly through
Purchase Order

SUB-CATEGORY C1:	\$ 215,000	FY2024-25			
Large-Scale Events		Budget	Actual as of June 2025	Year End Projection	Balance (Budget-Year End Projection)
Bass Elite	\$ 136,645	\$ 124,955	\$ 110,650	\$ 124,258	\$ 697

Bass Elite Host Fee*	\$ 65,000	\$ 65,000	\$ 65,000	\$ -
City of Palatka Police & City Services	\$ 14,000	\$ -	\$ 13,608	\$ 392
Portable Restrooms	\$ 9,785	\$ 9,785	\$ 9,785	\$ 0
Tables/Chair Rentals	\$ 1,355	\$ 1,355	\$ 1,355	\$ -
Fairgrounds	\$ 600	\$ 600	\$ 600	\$ -
Banner	\$ 170	\$ 170	\$ 170	\$ -
Internet	\$ 1,000	\$ 570	\$ 570	\$ 430
Fire Extinguishers	\$ -	\$ 125	\$ 125	\$ (125)
Insurance	\$ 4,460	\$ 4,460	\$ 4,460	\$ 0
Ice	\$ 510	\$ 510	\$ 510	\$ -
Ambulance	\$ 2,100	\$ 2,100	\$ 2,100	\$ -
Temporary Dock	\$ 25,975	\$ 25,975	\$ 25,975	\$ -
SUBTOTAL	\$ 124,955	\$ 110,650	\$ 124,258	\$ 697
Event Grants	\$ 38,000	\$ 33,000	\$ 28,000	\$ 28,000
BLANPRO Bass Trail*	\$ 5,000	\$ -	\$ -	\$ 5,000
FL BASS Nation Junior/High School Fall & North Regional Qualifiers	\$ -	\$ -	\$ -	\$ -
FCSSA State Softball Tournament*	\$ 5,000	\$ 5,000	\$ 5,000	\$ -
Babe Ruth District 3 All Star Tournament*	\$ 8,000	\$ 8,000	\$ 8,000	\$ -
Heartz Golf - August US Kids*	\$ 2,000	\$ 2,000	\$ 2,000	\$ -
MLFBLF Gator #5 St Johns River Bass Tournament (Major League Fishing)*	\$ 2,500	\$ 2,500	\$ 2,500	\$ -
2025 St. Johns River Bartram Frolic*	\$ 3,500	\$ 3,500	\$ 3,500	\$ -
Symphony Night in Palatka*	\$ 3,000	\$ 3,000	\$ 3,000	\$ -
River City Players - 2025 Spring/Summer*	\$ 4,000	\$ 4,000	\$ 4,000	\$ -
SUBTOTAL	\$ 33,000	\$ 28,000	\$ 28,000	\$ 5,000

TOTAL for Large Scale Events	\$ 157,955	\$ 138,650	\$ 152,258	\$ 5,697	
Balance Left In Large Scale Events Budget	\$ 57,045			\$ 57,045	
Proposed Bassmasters Collegiate Series	\$ 30,000	\$ -	\$ -	\$ 30,000	Balance wil
	\$ 27,045			\$ 27,045	
				\$ -	
TOTAL CATEGORY C EXPENSES	\$ 1,581,173	\$ 496,469	\$ 743,454	\$ 837,719	
BALANCE IN CATEGORY C	\$ 586,221	\$ 1,670,925	\$ 1,423,940		

*Paid by County Directly through
Purchase Order

CATEGORY D	\$ 97,389	FY2024-25			
					Balance (Budget-Year End Projection)
Administrative Fees*	10% of Budget	Estimated/ Committed	Actual as of June 2025	Year End Projection	
Monthly Fee		\$ 97,389	\$ 97,389	\$ 97,389	\$ -
TOTAL		\$ 97,389	\$ 73,042	\$ 97,389	\$ -
Balance Left In Budget		\$ -	\$ 24,347	\$ -	\$ -

Ordinance Category
Subcategory
Expenses within the Subcategory
Planned Projects
County PO Expenses* - CAT C

CATEGORY A - EVENTS AND ACTIVITIES		\$ 223,991							
Event Name	Event Date(s)	FY 24-25 Grant Amount	Prev. Year Grant Amount	Purchase Order #	Post Event Info Rec'd	Room Nights #	Paid	Balance on PO	BOCC Approve Dates
Main Street Palatka Datil Fest	10/26/2024	\$ 5,000		321470			\$ -	\$ 5,000	10/22/2024
BCD Artist Fest, Old Year's Day and Blue	2/13-15/25	\$ 2,840		320581			\$ -	\$ 2,840	10/22/2024
Soul Food Festival		\$ 4,000		320546	x		\$ 3,000	\$ 1,000	10/22/2024
76th Annual Azalea Fest	3/22-23/2025	\$ 5,000		320544	X		\$ 1,911	\$ 3,089	10/22/2024
Crescent City Catfish Festival	4/5/2025	\$ 3,875		320543			\$ -	\$ 3,875	10/22/2024
2025 Toys Tour		\$ 5,000		320545	x		\$ 5,000	\$ -	10/22/2024
Skins Golf		\$ 5,000		320064	X		\$ 5,000	\$ -	10/22/2024
Heartz Golf - N FL Jr*		\$ 3,000		320541	X		\$ 3,000	\$ -	10/22/2024
Heartz Golf - January US Kids*		\$ 3,000		320541	X		\$ 3,000	\$ -	10/22/2024
Heartz Golf - Jr. Azalea*	2/28-3/2/25	\$ 3,000		320541	X		\$ 3,000	\$ -	10/22/2024
Heartz Golf - Sr Azalea*	3/08-11/2025	\$ 3,000		320541	X		\$ 3,000	\$ -	10/22/2024
Heartz Golf - Azalea*	3/13-16/2025	\$ 3,000		320541	X		\$ 3,000	\$ -	10/22/2024
Heartz Golf - Foundation for Rural Education*	3/28/2025	\$ 3,000		321941	X		\$ 3,000	\$ -	10/22/2024
Heartz Golf - April US Kids*	4/12-13/2025	\$ 3,000		321941	X		\$ 3,000	\$ -	10/22/2024
SJRSC Capitol City Bank Classic Baseball Tournament*	2/06-09/2025	\$ 5,000		320542	x		\$ 5,000	\$ -	10/22/2024
SJRSC John Tindall Classic*	2/13-16/2025	\$ 5,000		320542	X		\$ 5,000	\$ -	10/22/2024
Heartz Golf - October US Kids*		\$ 6,000		320064	X		\$ 6,000	\$ -	10/22/2024
SJRSC Golf Classic*	10/25/2025	\$ 5,000		320063	X		\$ 5,000	\$ -	10/22/2024
PAL Boxing*	11/7-9/2025	\$ 12,000		320065	X		\$ 12,000	\$ -	10/22/2024
Xtreme Bass - Host Fee*		\$ 10,000		320066	X		\$ 10,000	\$ -	10/22/2024
Xtreme Bass - Deliverables*		\$ 7,500		320066	X		\$ 7,500	\$ -	10/22/2024
Heartz Golf - April US Kids	4/12-13/2025	\$ 2,000		321941	X		\$ 2,000	\$ -	3/25/2025
FL BASS Nation		\$ 8,000		320067				\$ 8,000	3/26/2024

Heartz Golf - June US Kids	6/07-08/2025	\$ 2,000		321941	x		\$ 2,000	\$ -	3/25/2025
Totals		\$ 114,215					\$ 90,411	\$ 23,804	\$ 109,776

CATEGORY B - CULTURAL ARTS		\$ 159,866							
Event Name	Event Date(s)	FY 24-25 Grant Amount	Prev. Year Grant Amount	Purchase Order #	Post Event Info Rec'd	Room Nights #	Paid	Balance on PO	BOCC Approve Dates
NFFN Folk Fest*	10/12/2024	\$ 2,000		320616	x		\$ 1,944		10/22/2024
Blue Crab Development - Blue Crab Jam 4th Qtr*		\$ 17,000		320579	x		\$ 13,500		10/22/2024
Blue Crab Development - Blue Crab Jam New Years Celebration*		\$ 11,000		320580	x		\$ 11,000	\$ -	10/22/2024
Blue Crab Development - Blue Crab Jam 1st Qtr*		\$ 11,000		320580				\$ 11,000	10/22/2024
River City Players - 2024 Productions *		\$ 10,500		319798	x		\$ 3,700	\$ 6,800	10/22/2024
Arts Council Concert Series*		\$ 7,000		319799	x		\$ 3,000	\$ 4,000	10/22/2024
Palatka Porchfest*	12/7/2024	\$ 9,500		319797	x		\$ 8,525		10/22/2024
Occupation of Palatka	9/26-28/2025	\$ 500		321447				\$ 500	3/25/2025
Totals		\$ 68,500					\$ 41,669	\$ 22,300	\$ 95,897

CATEGORY C - EVENT GRANTS

Event Name	Event Date(s)	FY 24-25 Grant Amount	Prev. Year Grant Amount	Purchase Order #	Post Event Info Rec'd	Room Nights #	Paid	Balance on PO	BOCC Approve Dates
BLANPRO Bass Trail	Various	\$ 5,000		need W9				\$ 5,000	3/25/2025
FL BASS Nation Junior/High School Fall & North Regional Qualifiers	4/5-6/2025	\$ -		Event CXL			\$ -	\$ -	3/25/2025
FCSAA State Softball Tournament	5/1-4/2025	\$ 5,000		321452	x		\$ 5,000	\$ -	3/25/2025
Babe Ruth District 3 All Star Tournament	6/12-15/2025	\$ 8,000		321451	x		\$ 8,000	\$ -	3/25/2025
Heartz Golf - August US Kids	8/30-31/2025	\$ 2,000		321430	x		\$ 2,000	\$ -	3/25/2025
MLFBLF Gator #5 St. Johns River Bass Tournament (Major League Fishing)	9/27-28/2025	\$ 2,500		321498				\$ 2,500	3/25/2025
2025 St. Johns River Bartram Frolic	4/8-13/2025	\$ 3,500		321432	x		\$ 3,500	\$ -	3/25/2025
Symphony Night in Palatka	4/30-5/11/25	\$ 3,000		321448	x		\$ 3,000	\$ -	3/25/2025
River City Players - 2025 Spring/Summer	Various	\$ 4,000		321433	x		\$ 2,650	\$ 1,350	3/25/2025
Totals		\$ 33,000					\$ 24,150	\$ 8,850	

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)	24-25 Grant Award	24-25 Grant Paid	25-26 Request	25-26 Awarded	BOCC Approve Dates	Staff Recommendation	TDC Recommendation
Fall Harvet Festival (Event CXL)	10/24-25/25 (Event CXL)	\$ -	\$ -	\$ 25,000	\$ -	3/25/2025		
St. Johns River State College Athletic Association Golf Classic	10/25/2025	\$ 5,000		\$ 5,000	\$ 4,000	3/25/2025		
Florida State PAL Boxing	11/7-9/25	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	3/25/2025		
100th Anniversary Golf Tournament	10/9-11/25		\$ -	\$ 10,000	\$ 5,000	3/25/2025		
Heartz Golf - Dec. US Kids	12/23/2025	\$ 3,000	\$ -	\$ 6,000	\$ 3,000	3/25/2025		
		\$ -						
Grant Requests - Festivals/Events		\$ -						
Putnam's Festival of Lights*	12/11/2025 -12/14/2025	\$ -	\$ -	\$ 5,000	\$ -		\$ 5,000	\$ 5,000
RHP - 77th Annual Florida Azalea Festival	2/27-3/1/26	\$ 5,000	\$ 1,911	\$ 8,795	\$ -		\$ 5,000	\$ 5,000
Crescent City BikeFest*	10/25/2025	\$ -	\$ -	\$ 6,053	\$ -		\$ 5,000	\$ 5,000
Florida Z-Fest*	2/25-28/26	\$ -	\$ -	\$ 11,300	\$ -		\$ 5,000	\$ 6,150
Datil Pepper Fest	11/8/2025	\$ 5,000	\$ 4,323	\$ 6,000	\$ -		\$ 5,000	\$ 5,000
DPI New Town Family Jam*	5/23-24/26	\$ -	\$ -	\$ 2,500	\$ -		\$ 2,500	\$ 2,500
DPI Palatka Christmas Parade	11/28/2025	\$ -	\$ -	\$ 1,000	\$ -		\$ 1,000	\$ 1,000
DPI July 4th Parade - Palatka	7/4/2026	\$ -	\$ -	\$ 1,000	\$ -		\$ 1,000	\$ 1,000
Blue Crab Festival	5/23-24/26	\$ -	\$ -	\$ 22,000	\$ -		\$ -	\$ -
Palatka Christmas Market*	11/28-12/24-25	\$ -	\$ -	\$ 10,000	\$ -		\$ 5,000	\$ 5,000
Crescent City Catfish Festival	4/4/2026	\$ 3,875	\$ 3,716	\$ 3,825	\$ -		\$ 3,825	\$ 3,825
Grant Requests - Sports								
Babe Ruth District 5 All-Star Baseball Tournament*	May/June 2026	\$ -	\$ -	\$ 20,000	\$ -		\$ 10,000	\$ 10,000
Palatka PAL Baseball Tournament*	Fall/Spring 2026	\$ -	\$ -	\$ 2,500	\$ -		\$ 2,500	\$ 2,500
Palatka PAL Golf Tournament*		\$ -	\$ -	\$ 1,500	\$ -		\$ -	\$ -
John Tindall D2 Classic	2/12/2026 - 2/15/2026	\$ 5,000	\$ 5,000	\$ 12,500	\$ -		\$ 5,000	\$ 6,250
NJCAA D2 South District Championship*	5/08/2026 - 5/10/2026	\$ -	\$ -	\$ 5,000	\$ -		\$ 5,000	\$ 5,000
Florida Elite Anglers - October 2025*	10/12-13/25	\$ -	\$ -	\$ 5,000	\$ -		\$ 3,750	\$ 3,750
Florida Elite Anglers - April 2026*	4/11-12/26	\$ -	\$ -	\$ 5,000	\$ -		\$ 3,750	\$ 3,750
Heartz Golf - Foundation for Rural Education Excellence	4/10/2026	\$ 3,000		\$ 4,000	\$ -		\$ -	\$ -
Heartz Golf - Senior Azalea	3/12-15/26	\$ 3,000	\$ 3,000	\$ 7,500	\$ -		\$ 5,000	\$ 5,000
Heartz Golf - Junior Azalea	3/6-8/26	\$ 3,000	\$ 3,000	\$ 7,500	\$ -		\$ 5,000	\$ 5,000

CATEGORY A - EVENTS AND ACTIVITIES - *New Event								
					\$ 209,501			
Event Name	Event Date(s)	24-25 Grant Award	24-25 Grant Paid	25-26 Request	25-26 Awarded	BOCC Approve Dates	Staff Recommendation	TDC Recommendation
Heartz Golf - Azalea	3/19-22/26	\$ 3,000		\$ 7,500	\$ -		\$ 5,000	\$ 5,000
Heartz Golf - Azalea Flights*	3/26-29/26	\$ -		\$ 7,500	\$ -		\$ 5,000	\$ 5,000
Heartz Golf - US Kids February	2/20-22/26	\$ 3,000		\$ 4,000	\$ -		\$ 3,000	\$ 3,000
Heartz Golf - US Kids May	5/15-17/26	\$ 2,000		\$ 4,000	\$ -		\$ 3,000	\$ 3,000
Heartz Golf - US Kids June	6/5-7/26	\$ 2,000		\$ 4,000	\$ -		\$ 3,000	\$ 3,000
Heartz Golf - US Kids July	7/17-19/26	\$ 3,000		\$ 4,000	\$ -		\$ 3,000	\$ 3,000
Heartz Golf - US Kids August	8/7-9/26	\$ 2,000	\$ 2,000	\$ 4,000	\$ -		\$ 3,000	\$ 3,000
Heartz Golf - US Kids November	11/21-23/26	\$ 6,000		\$ 4,000	\$ -		\$ 3,000	\$ 3,000
Heartz Golf - US Kids Adult-Jr	12/4-5/26	\$ 3,000	\$ 3,000	\$ 4,000	\$ -		\$ 3,000	\$ 3,000
Toys Tour	12/05/2025 - 12/07/2025	\$ 5,000	\$ 5,000	\$ 35,000	\$ -		\$ 5,000	\$ 5,000
Roadheaver Fishing Tournament	3/21/2026	\$ -	\$ -	\$ 3,000	\$ -		\$ 1,000	\$ 1,000
TOTAL		\$ 76,875		\$ 286,973	\$ 24,000		\$ 115,325	\$ 117,725
BUDGET				\$ 209,501	\$ 209,501		\$ 209,501	\$ 209,501
ALREADY AWARDED					\$ 24,000		\$ 24,000	\$ 24,000
BALANCE/DIFFERENCE				\$ (77,472)	\$ 185,501		\$ 70,176	\$ 67,776

CATEGORY B - CULTURAL ARTS - *New Event

Event Name	Event Date(s)	Room Nights #	24-25 Grant	24-25 Grant	25-26 Request	25-26 Awarded	BOCC Approve	Staff	TDC
			Award	Paid			Dates	Recommendation	Recommendation
Palatka Comic and Toy Fest	11/1/2025		\$ -	\$ -	\$ 1,000	\$ 1,000	3/25/2025		
Grant Requests - Cultural Arts									
AAP Putnam Home Studio Tour*	4/17-19/26		\$ -	\$ -	\$ 3,155	\$ -		\$ 3,155	\$ 3,155
AAP Palatka Arts Adventure*	10/25-26/25		\$ -	\$ -	\$ 4,035	\$ -		\$ 4,035	\$ 4,035
4th Annual NFFN Fall Folk Festival	10/4/2025		\$ 2,000	\$ 1,944	\$ 3,000	\$ -		\$ 3,000	\$ 3,000
Bartram Frolic & Symposium	4/24-26/26		\$ 3,500	\$ 3,500	\$ 16,000	\$ -		\$ 5,000	\$ 8,000
River City Players The Dining Room (Nov) and Scotland Road (Feb)	Nov 2025 and Feb 2026		\$ 14,500	\$ 5,250	\$ 5,000	\$ -		\$ 5,000	\$ 5,000
Arts Council - Live at the Larimer	Nov 2025 - June 2026		\$ 7,000	\$ 3,000	\$ 7,500	\$ -		\$ 3,750	\$ 3,750
NCSC Amara Zee Cultural Port C	TBD		\$ -	\$ -	\$ 47,400	\$ -		\$ 5,000	\$ 5,000
DAR Liberty Tree Dedication	2/28/2026		\$ -	\$ -	\$ 2,500	\$ -		\$ -	\$ -
Palatka Porchfest	12/6/2025		\$ 9,500	\$ 8,650	\$ 12,000	\$ -		\$ 5,000	\$ 6,000
Heart & Soul Juneteenth	6/13/2026		\$ -	\$ -	\$ 3,000	\$ -		\$ 3,000	\$ 3,000
Farmers Market*	various		\$ -	\$ -	\$ 6,400	\$ -		\$ 6,400	\$ 6,400
Blue Crab Festival	5/22-24/26		\$ -	\$ -	\$ 28,000	\$ -		\$ 20,000	\$ 28,000
TOTAL			\$ 36,500		\$ 138,990	\$ 1,000		\$ 63,340	\$ 75,340
BUDGET					\$ 123,904			\$ 123,904	\$ 123,904
ALREADY AWARDED								\$ 1,000	\$ 1,000
BALANCE/DIFFERENCE					\$ (15,086)	\$ (1,000)		\$ 59,564	\$ 47,564