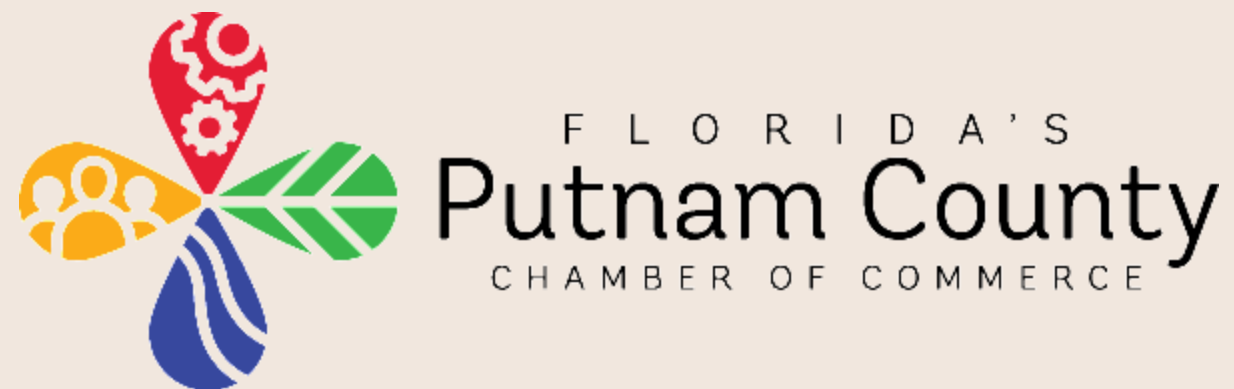




2026

Event Grant Workshop



NTPA Southern Swing Tractor Pull

Grant Schedule

October 1, 2026 – September 30, 2027

	Grant Cycle
Applications open for submittal	July 1, 2026
Grant Workshop	June 23, 2026
Application Deadline	August 1, 2026
TDC Meeting	August 20, 2026
Recommendation to BOCC	September 8, 2026
Reimbursement Backup Due	60 days from the end of your event

TDC Meetings

August 20, 2026
November 19, 2026
February 2027
May 2027
August 2027
November 2027

BOCC Approval is generally 3 weeks following TDC meeting date.



What you need to know

3 Grant Types:

- Festival/Event Grant
- Cultural Arts Grant
- Sports Grant

Event Budget

Event Marketing Plan

- Reimbursable for outside of Putnam County

Timeline:

- Application Deadline: 8/1/26
- TDC Meeting: 8/20/26 - 9am at the Chamber
- BOCC Meeting: 9/8/26 at 9am at PC Government Complex

Work with the Tourism Team

- Research/Data
- Booking hotels/overnight accommodations for tracking
- Connecting with service providers
- Use the Visit Putnam App

Load your event to the Events Calendar

Share Photos and event descriptions



Pitcher at Babe Ruth
District 3 Tournament

What you need to know

What is a reimbursable grant?

This means that your organization has to invest in your event first. The TDC/County will reimburse your expenses up to the approved award amount.

We will be reviewing special processes that you should go through to get your reimbursement.

Do you need volunteers?

www.PutnamVolunteers.org

- Recruit volunteers
- Be a volunteer
- Putnam Volunteers app
- Gabriellegunn@checkbeck.com for more information



FL ZFest



Toys Tour

Festivals/Events Grant



Blue Crab Festival

- Main purpose = attract overnight visitors
- Open to the general public
- Event must take place in Putnam County
- Revenue must benefit Putnam County residents and/or charities.
- Applicants must be a civic organization and must be a legal FL business
- The TDC will provide up to 50% matching funds for approved activities and expenses of existing events for up to three years or until the event becomes profitable.
- Proof Of Insurance – TDC & BOCC - \$2M



Grant Funds will NOT Reimburse these expenses

- Prize money, scholarships, awards, plaques, or certificates
- Projects, which are restricted to private or exclusive participation. Private entertainment, food, and beverage
- Annual operating expenditures not directly related to the project or event
- Consulting services: i.e., legal, medical, engineering, accounting, auditing, planning
- Salaries or supplements to salaries for existing or future staff, employment of personnel for administration of project
- Real property or capital improvements to any facilities.
- Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
- Interest or reduction of deficits and loans
- Expenses incurred or obligated prior to or after the grant project period
- Operating expenses of the event such as a field or facility rental, tents, etc.
- Advertising and promotional materials distributed at or after the event
- The cost of applying for the grant
- The cost of resale items; i.e., t-shirts, maps and novelty items that will be sold at a profit
- Performance fees
- Alcoholic Beverages
- Payment for goods or services purchased for other events
- Travel Expenses



Cultural Arts Grants

- Showcase Putnam County's unique culture = attract visitors, enhance the visitor/resident experience
- High quality, creative offerings that contribute significantly to our quality of life and bring tourists
- Boost the reputation of Putnam County as a destination for arts and culture.
- Applicants must be a civic organization and must be a legal FL business
- The TDC will provide up to 50% matching funds for approved activities and expenses of existing events for up to three years or until the event becomes profitable.
- Proof Of Insurance – TDC & BOCC - \$2M



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- Alcoholic Beverages
- Payment for goods or services purchased for other events
- Travel Expenses



Sports Grant

- An eligible athletic event consists of game(s), exhibitions(s), tournament(s) and other sports-related events planned, promoted and held in Putnam County.
- To attract high quality amateur and professional sporting events which, in turn, advance and promote tourism and enhance the quality of life in Putnam County through events.



Palatka Golf Club



Marketing Plan Tips

What is in the Marketing Plan?

Your Marketing Plan is a dashboard of your marketing efforts and should be used as a measurement tool to track success.

- When will your ads run?
- Where will your ads run (geographically)
- What media outlets/distribution channels are you using?
- What kinds of ads will you run?
- What will your ads cost?

- If you need help, ask! Also consider hiring a person/volunteer or agency to assist you with this.



Crowd at 2025 BASS Elite



Marketing Plan Tips

Remember the Goal – Out of County Visitors

- What makes your event unique and like no other event anywhere else?
- Connect with other events/local attractions

What is your Call to Action?

- Purchase Tickets
- Use a Promotional Code/QR Code to drive people where you want them to go for engagement/conversion
- Engage on social media – are you using hashtags, etc.?

Know Your Audience

- Drive Market within a 3 – 5-hour drive
- Day visitors – less than a 3-hour drive
- Niche Markets – Is your event for everyone or those with special interests (music, activity, etc.)?

Use Destination Research – last year’s event data, website analytics, social media analytics, and county tourism analytics



**Azalea Festival
Crowd**



Marketing Plan Tips

Social Media Platforms – buy ads, target audiences

Media/Public Relations

- Free Event Calendar listings
- Mom Bloggers
- Local/Regional Media List
- Putnam County Chamber Events Calendar

Influencers vs. Content Creators

- Unation
- Stuff to do in Jax
- 904 Happy Hour

Track your success – use Unique URLs

Marketing Workshop

If you need help, ask!



Occupation of Palatka



Reimbursement

These grants are reimbursable grants.

- Your materials for reimbursement are due 60 days following the close of the event.
- 1 packet of materials delivered digitally (via email or thumb drive) to the Tourism office – **DIGITAL ONLY!**

Proof of Expense

- Invoice and or Receipt from the vendor including a description of the services/products provided and the amount charged

Proof of Payment

- Payments should be made via credit card, check, digital payment app by the Organization; Personal cards, checks or accounts should not be used.
- Credit Card or Bank Statements that show the money was actually expended. Remember this document will be public record, so black out anything you don't want in public record.
- Copy of cleared checks (front and back)
- No cash payments will be reimbursed.

Proof of Performance

- Proof of the services/products provided being used at the event



Proof of ad running from the date it appeared or a recording of broadcast media. We need to be able to tell what distribution was used and the date the distribution channel was used.



Crowd at Catfish Festival



Next Steps

Chamber of Commerce Tourism Team reviews your reimbursement materials.

- You may get questions for clarification.

Chamber of Commerce sends a formal request for reimbursement to Putnam County for review.

Payment is issued directly to the organization.

Start planning next year's event!

**Ice Cream with Blueberry Syrup at
Bostwick Blueberry Festival**



Thank you for being you and doing what you do!



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