

STRATEGIC PLAN '27-'31

THE ROLE OF PUTNAM COUNTY TOURISM

Destination Leadership

Bring partners together under a shared vision and destination strategy.

Destination Marketing

Be the voice for inspiring visitors to come to Putnam County.

Destination Management

Positively influence how Putnam County can always be appealing to visitors and support sustainable development.

STRATEGIC KEY INITIATIVES

1. Building the Brand	2. Building a Community Culture of Hospitality	3. Building Tourism Experiences	4. Grow the Tourism Economy for Putnam
Brand integration Content & Storytelling Program PR & Media Outreach Co-Op Marketing Program Brand Adoption Toolkit Use Pole Banners and Billboards to Create a Sense of Place Destination Photography/ Video Library	Tourism Stakeholder Meetings Hospitality Training Program Tourism Education Campaign Community Ambassador Program Tourism Communication Platform	Outdoor Recreation Packaging Wayfinding & Signage Create grant programs that encourage tourism product success Downtown Activation Support Visitor Amenities Expansion Creation of a local-visitor sustainable program	Overnight Stay Campaigns Target Close to Home markets Convert pass through traffic to overnight visitors Build more packageable experiences Make Research and Reporting an Ongoing Priority Explore Niche Group Travel Opportunities Be active in the recruitment of tourism Investment & Recruitment

STRATEGIC PRIORITIES

YEAR 1: Build the Foundation (2027)

YEAR 2: Build Community Buy-In (2028)

YEAR 3: Expand Participation and Experiences (2029)

YEAR 4: Strengthen Destination Development (2030)

YEAR 5: Elevate the Destination (2031)

MISSION STATEMENT

To drive economic revenue for all of Putnam County as a must-visit 'Old Florida' destination.

VISION

To be the recognized gateway to the St. Johns River, known for hospitality, stewardship, and fueling a vibrant, local economy.

VALUES

Professionalism & Accountability

Strategic Collaboration

Purposeful & Action-Oriented

Authentic Stewardship

PALATKA

WELAKA

INTERLAGHEN

CRESCENT CITY

POMONA PARK