



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

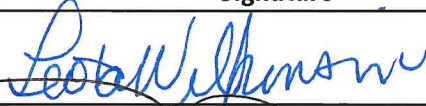
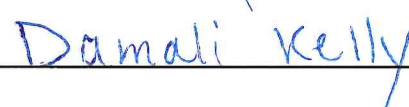
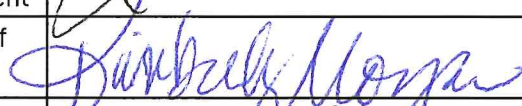
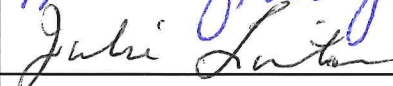
Chair Wilkinson

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

*Signifies an item needing a vote.

Putnam County Tourist Development Council

June 3, 2025 - 9:00 a.m.

Name	Category Represented	Business	Signature
Leota Wilkinson	Elected Official	Putnam County BOCC	
Robbi Correa	Elected Official - largest municipality	City of Palatka	
Michele Myers	Elected Official - large municipality	City of Crescent City	
TJ Smith	Citizen		
Aashton Hodge	Citizen	Palatka Coffee Co.	
Keith Valentine	Accommodation	Trails End Outdoors	
Beata DiCarlo	Accommodation	Holiday Inn Express	
Greg Bacon	Citizen	Plastic Masters International	
Damali Kelly	Accommodation	Quality Inn	
Terry Suggs	County Administrator"	Putnam County BOCC	
Julianne Young	Deputy County Administrator*	Putnam County BOCC	
Laura Pavlus	Staff*	Chamber President	
Kimberly Morgan	Staff	Chamber, VP of Tourism	
Julie Linton	Staff	Chamber, Tourism Director	

*Not required to attend.

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
MARCH 13, 2025

Present: Chair L. Wilkinson, G. Bacon, R. Correa, B. DiCarlo, A. Hodge, D. Kelly, M. Myers, T. Smith, K. Valentine. Staff L. Pavlus, K. Morgan and J. Linton.

Others Present: John Brady, Sam Carr, Jolynn Carter, Niko Costas, Faustino Garcia, Mary Garcia, Nicole Grace, Gabrielle Gunn, Andy Heartz, Valerie Ingamell, Kevin Sharbaugh, Dianne Taylor and John Theobold.

- I. **Call to Order.** Chair L. Wilkinson called the meeting to order at 8:30 a.m. K. Morgan conducted a roll call and confirmed a quorum. Chair Wilkinson reminded all that this Council operates under the Florida Sunshine Law.

- II. **Minutes.** The minutes of the October 7, 2024 meeting were presented for approval.

ACTION: Motion R. Correa, second M. Myers to approve the minutes of the October 7, 2024 meeting as presented.

VOTE: 9-0 Approved minutes as presented.

- III. **Financial Report** K. Morgan reported on the last five years of the bed tax collections and gave an overview of the draft budget stating there were more event grant requests than money in the category to fund them. Morgan also talked about the temporary fix for the missing floating dock had put the funds allocated for Bass Elite deliverables over budget. Discussion followed.

ACTION: Motion R. Correa, second M. Myers to approve the additional amount as presented to the TDC for Bass Elite Deliverables from Category C, Large Scale Events, FY 2024-2025 budget.

VOTE: 9-0 Approved Bass Elite budget as presented.

Bass Elite	\$ 115,000	\$ 137,670	\$ 112,670	\$ 25,000
Bass Elite Host Fee*		\$ 75,000	\$ 65,000	\$ 10,000
City of Palatka Police & City Services		\$ 15,000	\$ -	\$ 15,000
Portable Restrooms		\$ 9,785	\$ 9,785	\$ -
Tables/Chair Rentals		\$ 1,355	\$ 1,355	\$ -
Fairgrounds		\$ 600	\$ 600	\$ -
Banner		\$ 170	\$ 170	\$ -
Internet		\$ 1,000	\$ 1,000	\$ -
Insurance		\$ 4,460	\$ 4,460	\$ -
Ice		\$ 1,200	\$ 1,200	\$ -
Ambulance		\$ 2,100	\$ 2,100	\$ -
Temporary Dock		\$ 27,000	\$ 27,000	\$ -
SUBTOTAL		\$ 137,670	\$ 112,670	\$ 25,000
TOTAL FOR BASS ELITE		\$ (22,670)		

IV. **Legislative Update** K. Morgan talked about current bills in Tallahassee that could affect the Tourist Development Tax, she asked council members to keep up with the legislation and she would send updates. Morgan also discussed Rural Counties and Tourism Days.

V. **Project/Event Updates (Old Business)** K. Morgan informed the TDC that the electronic sign has been repaired and is now being used to promote events in Putnam County. She also shared the collaboration with Bass Elite and 76th Annual Azalea Festival. She reported attendance of 18,000-20,000 and substantial online impressions from the event.

VI. **New Business** Blue Crab Productions has requested to reallocate the unused \$3,500.00 grant funds from the Blue Crab Jam to the New Year's Celebration grant.

ACTION: Motion M. Myers, second T. Smith to deny the request to move grant funds from one event to another.

VOTE: 9-0 to deny the request to move grant funds from one event to another.

VII. **Grant Guidelines Task Force** Chair Wilkinson spoke about the need for some changes to the guidelines and asked for 3 volunteers to serve on the Task Force that would only meet as needed. G. Bacon, R. Correa and M. Myers volunteered.

ACTION: Motion T. Smith, second A. Hodge to approve the Grant Guidelines Task Force.

VOTE: 9-0 to approve the Grant Guidelines Task Force

VIII. **Category B (Cultural Arts) Grant Requests.**

(FY 24-25 Budget Year)

1. **Bartram Frolic.** A request for \$12,850 was made by the Bartram Trail Society of Florida for the 2025 St. Johns River Bartram Frolic. Sam Carr, Mary Garcia and Dianne Taylor gave an overview and history of the frolic, adding the educational components.
2. **Symphony Night in Palatka.** A request for \$12,000 was made by The Rotary Club of Palatka for Symphony Night in Palatka. Dianne Taylor said this would be a good cultural experience featuring the Gainesville Orchestra and a nice reception.
3. **River City Players.** A request for \$8,000 was made by River City Repertory Company for two 2025 April – August Productions. Kevin Sharbaugh said they produce 4 plays a year with 10 showings each, most selling out.
4. **RQ Music.** A request for \$30,000 was made by RQ Music LLC for the Blue Crab Festival 2025. No representative was available to discuss the event.
5. **Occupation of Palatka.** A request for \$500 was made by the Putnam County Historical Society for the Occupation of Palatka. Nicole Grace spoke about the history of the event and said there would be some camping and some hotel stays.

K. Morgan discussed the staff recommendations and provided insights into the scoring.

ACTION: Motion M. Myers, second R. Correa to hear all grant request before making a decision on award amounts.
VOTE; 9-0 to hear all grant requests before making a decision on award amounts.

IX. Category A (Festivals/Events/Sporting) Requests.

(FY 24-25 Budget Year)

1. **Blue Crab Festival.** A request for \$10,000 was made by RQ Music LLC for the Blue Crab Festival 2025. No representative was available to discuss the event.
2. **BlanPro Bass Trail.** A request for \$5,000 was made by BlanPro Bait & Tackle for the BlanPro Bass Trail. There was not a representative present

to speak about the event. No representative was available to discuss the event.

3. **Heartz Golf Tournaments.** Requests totaling \$22,000 were made by Heartz Golf LLC for the following Golf Tournaments, \$6,000 for the (2nd) April US Kids, \$6,000 for the June US Kids, \$6,000 for the August US Kids and \$4,000 for the Third Street Charities. Andy Heartz said he was not asking anything for the Foundation for Rural Education tournament. Heartz said the US Kids tournament brought a lot of affluent families in town with 120 – 250 room nights. Heartz said the 3rd St. Charities raises money for Putnam County kids and had 60-80 room nights.
4. **Heartz Golf Tournaments.** Requests totaling 16,000 were made by Heartz Golf LLC for the following Golf Tournaments, \$6,000 for the December US Kids and \$10,000 for the 100th Anniversary Golf Tournament. Andy Heartz said the US Kids would bring 120-150 room nights and the 100th Anniversary event will get good media coverage and would attract golfers from all over the US. These requests are in the (FY 25-26 Budget Year).
5. **Florida Bass Nation Junior/High School Fall & North Regional Qualifier.** A request for \$8,000 was made by Florida Bass Nation for the Florida Bass Nation Junior/High School Fall & North Regional Qualifier. No representative was available to discuss the event.
6. **FCSAA State Softball Tournament.** A request for \$5,000 was made by St. Johns River State College for the FCSAA State Softball Tournament. Jolynn Carter and John Theobold said the tournament would have four teams of 25 players, Coaches, Trainers and Families. They expect 400-500 people.
7. **Babe Ruth District 3 All Star Tournament.** A request for \$15,000 was made by the Palatka Babe Ruth for the Babe Ruth District 3 All Star Tournament. George Young said there would be 30 teams with 15 players each as well as a large group of vendors.
8. **MLF BFL Gator #5 St. Johns River.** A request for \$2,500 was made by Major League Fishing for the MLF BFL Gator #5 St. Johns River. No representative was available to discuss the event.

X. Category B (Cultural Arts) Grant Requests.

(FY 25-26 Budget Year)

1. **Palatka Comic and Toy Fest.** A request for \$3,000 was made by DPI Develop Palatka Inc/DPE Downtown Palatka Experiences for the Palatka Comic and Toy Fest. Valeria Ingamell said they would be advertising the event in Orlando, Tampa and Jacksonville.

XI. Category A (Festivals/Events/Sporting) Requests.

(FY 25-26 Budget Year)

1. ***Fall Harvest Festival.*** A request for \$60,000 was made by Real Time Entertainment & Management LLC (RTEAM) for the Fall Harvest Festival. Niko Costas said this would be a sponsor driven event that would bring 10,000-20,000 people downtown with significant overnight stays. The festival will have live entertainment with headliners.
2. ***St. Johns River State College Athletic Association Golf Classic.*** A request for \$5,000 was made by St. Johns River State College Foundation for St. Johns River State College Athletic Association Golf Classic.
3. ***Florida State Police Athletic League (PAL) Championship Boxing Tournament.*** A request for \$12,000 was made by the Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Championship Boxing Tournament. John Brady said there will be 280 boxers and families from all over the country, 1,500- 3,000 spectators and they typically sell out hotels in the county.

ACTION: Motion M. Myers, second G. Bacon to award \$500 to Putnam County Historical Society for the Occupation of Palatka and no funding to RQ Music LLC for the 2025 Blue Crab Festival from Category B, Cultural Arts, FY 2024-2025 budget.

VOTE: 9-0 -

ACTION: Motion M. Myers, second G. Bacon to award \$2,000 to Hertz Golf for the (2nd) April US Kids Golf Tournament, \$2,000 to June US Kids Golf Tournament and no funding to RQ Music LLC for the 2025 Blue Crab Festival from Category A, Events & Activities, FY 2024-2025 budget.

VOTE: 9-0

ACTION: Motion M. Myers, second G. Bacon to move remaining Category B, Cultural Arts, grant awards to Category C, Promotions & Advertising/ Large Projects, FY 2024-2025 budget.

VOTE: 9-0

ACTION: Motion M. Myers, second G. Bacon to move remaining Category A, Festival/Events & Sports, grant awards to Category C, Promotions & Advertising/ Large Projects, FY 2024-2025 budget.

VOTE: 9-0

ACTION: Motion G. Bacon, second M. Myers to award \$3,500 to Bartram Trail Society of Florida for the 2025 St. Johns River Bartram Frolic, \$3,000 to Rotary Club of Palatka for Symphony Night in Palatka, \$4,000 to River City Repertory Company for two

2025 April – August Productions from Category C, Promotions & Advertising/Large Projects, FY 2024-2025 budget.

VOTE: 9-0

See attached Category A, B and C budget allocations.

ACTION: Motion M. Myers, second G. Bacon to award \$1,000 to DPI Develop Palatka Inc/DPE Downtown Palatka Experiences for the Palatka Comic and Toy Fest from Category B, Cultural Arts, FY 2025-2026 budget.

VOTE: 9-0

ACTION: Motion G. Bacon, second R. Correa to award \$25,000 to Real Time Entertainment & Management LLC (RTEAM) for the Fall Harvest Festival, \$5,000 to Heartz Golf LLC for the 100th Anniversary Golf Tournament, \$4,000 to St. Johns River State College Foundation for St. Johns River State College Athletic Association Golf Classic, \$12,000 to Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Championship Boxing Tournament and \$3,000 to Heartz Golf LLC for the December US Kids Golf Tournament from Category C, Promotions & Advertising/Large Projects, FY 2025-2026 budget.

VOTE: 8-1, with M.Myers dissenting on the award of \$25,000 to RTEAM for the Fall Harvest Festival; but supporting all other requests.

See attached Category A and B FY 25-26 budget allocations.

XII. Future TDC Meetings. Chair Wilkinson indicated a preference for scheduling quarterly meetings.

XIII. TDC Council Comments. M. Myers expressed a desire to review additional historical data on the applicants.

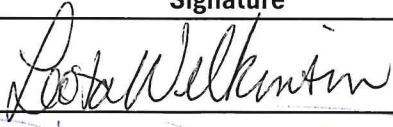
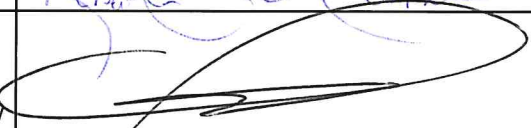
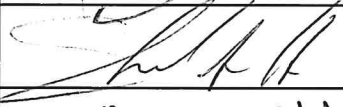
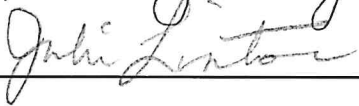
XIV. Adjournment. There being no further business, Chair Wilkinson adjourned the meeting at 11:03 a.m.

Respectfully submitted,
Kimberly Morgan, VP Tourism
Putnam County Chamber of Commerce



Putnam County Tourist Development Council

March 13, 2025 - 8:30 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	
TJ Smith	Citizen		
Aashton Hodge	Citizen	Palatka Coffee Co.	
Keith Valentine	Accommodation	Trails End Outdoors	R. Keith Valentine
Beata DiCarlo	Accommodation	Holiday Inn Express	B DiCarlo
Greg Bacon	Citizen	Plastic Masters International	
Damali Kelly	Accommodation	Quality Inn	Damali Kelly
Terry Suggs	County Administrator"	Putnam County BOCC	
Julianne Young	Deputy County Administrator*	Putnam County BOCC	
Cindy Trent	Finance Dept.*	Putnam County Clerk of Court	
Laura Pavlus	Staff*	Chamber President	
Kimberly Morgan	Staff	Chamber, VP of Tourism	
Julie Linton	Staff	Chamber, Tourism Director	

*Not required to attend.

Tourist Development Council Meeting
Thursday, March 13, 2025

Please Print

<u>Name</u>	<u>Email</u>	<u>Organization</u>
✓1. Valeria Inguell	VG10212@AOL.Com	DPI/ DPE
✓2. D/S John Brady	jbrady@putnamsheriff.org	PCSG
✓3. Faustino Garcia	fgarcia@putnamsheriff.org	PCSG/PAL
✓4. John R. Threbold	threboldjohn@gmail.com	SJR State College Ath. & Soccer
✓5. Sam Carr	SCARR304GM@GMAIL.COM	BARTRAM TEAM SOC.
✓6. Niko Costas	NIKO@RTEAM.NET	RTEAM
✓7. Gabrielle Gunn	gabriellegunn@checkbeck.com	Beck Group
✓8. Ashlee Herp	palutlacoffee@yahoo.com	
9. Dianne Taylor	d.taylor32177@gmail.com	Bartram Frolic
✓10. Amy HEARTZ	AHEARTZ@PGA.COM	Pacora GC
✓11. B. Dilalo	Tourist Development	
✓12. Nicole Grace	pchs1835@gmail.com	PCHS
✓13. Max Gme	mgad@atlwl.com	Bartram Frolic
14.		
✓15. Jean	johnm.carter@sjrstate.edu	St Johns River Flood
✓16. Kevin Starbuck	KESTARBUCK@GMAIL.COM	River City Players
17.		

Putnam County Bed Tax History Summary

Updated: 2/4/25

	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		\$ 189,979		
FEB	\$ 51,933	\$ 58,228	\$ 46,728	\$ 75,051	\$ 80,034	\$ 88,770	\$ 350,899		\$ 189,979		
MAR	\$ 64,171	\$ 49,168	\$ 69,780	\$ 90,780	\$ 92,187	\$ 102,388	\$ 453,287		\$ 189,979		
APR	\$ 54,540	\$ 25,187	\$ 63,398	\$ 81,026	\$ 63,336	\$ 69,324	\$ 522,611		\$ 189,979		
MAY	\$ 61,978	\$ 38,397	\$ 60,934	\$ 70,131	\$ 70,731	\$ 73,748	\$ 596,358		\$ 189,979		
JUNE	\$ 50,314	\$ 50,139	\$ 57,489	\$ 68,044	\$ 60,992	\$ 67,186	\$ 663,544		\$ 189,979		
JULY	\$ 51,282	\$ 39,417	\$ 57,107	\$ 58,764	\$ 50,355	\$ 56,533	\$ 720,077		\$ 189,979		
AUG	\$ 48,624	\$ 38,133	\$ 47,890	\$ 54,308	\$ 61,196	\$ 55,305	\$ 775,382		\$ 189,979		
SEPT	\$ 45,502	\$ 37,060	\$ 53,891	\$ 57,073	\$ 58,276	\$ 55,932	\$ 831,315		\$ 189,979		
TOTAL	\$ 577,881	\$ 532,630	\$ 610,500	\$ 787,861	\$ 761,460	\$ 831,315		\$ 189,979	\$ 189,979		

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

Purchase Order Encumbrance

FY2024-25			
	Estimated/ Committed	Actual	Balance Yet to Pay
Category A - Events & Activities	\$ 106,215	\$ 56,500	\$ 45,715
Category B - Cultural Arts	\$ 70,810	\$ 37,694	\$ 30,306
Category C - Marketing & Promotions	\$ 544,977	\$ 76,927	\$ 468,050
Sub-Category C - Major Events	\$ 215,000	\$ 120,670	\$ 94,330
Category D	\$ 70,810	\$ 23,600	\$ 47,210
Other PO Requests			
BUDGETED	\$ 1,007,812	\$ 315,391	\$ 685,610
TOTAL	\$ 1,001,002		
BALANCE	\$ 6,810		

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET
2024-25 BUDGET
\$1,438,100

CATEGORY A		\$ 106,215	FY2024-25		
Events and Activities	15% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay	
Festivals & Events	\$52,715				
Main Street Palatka Datil Fest*		\$ 5,000	\$ -	\$ 5,000	
BCD Artist Fest, Old Year's Day and Blue Crab Boil*		\$ 2,840	\$ -	\$ 2,840	
Soul Food Festival*		\$ 4,000	\$ -	\$ 4,000	
76th Annual Azalea Fest*		\$ 5,000	\$ -	\$ 5,000	
Crescent City Catfish Festival*		\$ 3,875	\$ -	\$ 3,875	
2024 Toys Tour*		\$ 5,000	\$ 5,000	\$ -	
SUBTOTAL		\$ 25,715	\$ 5,000	\$ 20,715	

Tournaments/Sporting	\$ 53,500			
PC Fair - Rodeo \$10 K but cancelled		\$ -	\$ -	\$ -
Skins Golf*		\$ 5,000	\$ 5,000	\$ -
Heartz Golf - N FL Jr*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - January US Kids*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - Jr. Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Sr Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Foundation for Rural Education*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - April US Kids*		\$ 3,000	\$ -	\$ 3,000
SJRSC Capitol City Bank Classic Baseball Tournament*		\$ 5,000	\$ -	\$ 5,000
SJRSC John Tindall Classic*		\$ 5,000	\$ -	\$ 5,000
Heartz Golf - October US Kids*		\$ 6,000	\$ 6,000	\$ -
SJRSC Golf Classic*		\$ 5,000	\$ 5,000	\$ -
PAL Boxing*		\$ 12,000	\$ 12,000	\$ -
Xtreme Bass - Host Fee*		\$ 10,000	\$ 10,000	\$ -
Xtreme Bass - Deliverables*		\$ 7,500	\$ 7,500	\$ -
SUBTOTAL		\$ 76,500	\$ 51,500	\$ 25,000

TOTAL		\$ 102,215	\$ 56,500	\$ 45,715
Balance Left In Budget		\$ 4,000		

*Paid by County Directly through Purchase Order

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET
2024-25 BUDGET
\$1,438,100

CATEGORY B	\$ 70,810	FY2024-25		
Cultural Arts	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
NFFN Folk Fest*		\$ 2,000	\$ 1,944	\$ 56
Blue Crab Development - Blue Crab Jam 4th Qtr*		\$ 17,000	\$ 13,500	\$ 3,500
Blue Crab Development - Blue Crab Jam New Years Celebration*		\$ 11,000	\$ 11,000	\$ -
Blue Crab Development - Blue Crab Jam 1st Qtr*		\$ 11,000		\$ 11,000
River City Players - 2024 Productions *		\$ 10,500	\$ 2,600	\$ 7,900
Arts Council Concert Series*		\$ 7,000		\$ 7,000
Palatka Porchfest*		\$ 9,500	\$ 8,650	\$ 850

TOTAL		\$ 68,000	\$ 37,694	\$ 30,306
Balance Left In Budget		\$ 2,810		

*Paid by County Directly through Purchase Order

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET
2024-25 BUDGET
\$1,438,100

CATEGORY C	\$ 975,265	FY2024-25		
Promotions & Advertising	65% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
Marketing Opportunities/Advertising		\$ 141,346	\$ 51,445	\$ 74,102
FL Welcome Centers - rack space		\$ 599		\$ 599
Website		\$ 11,667	\$ 2,558	\$ 9,109
Visit Widget App		\$ 7,188	\$ 2,995	\$ 4,193
Printed Brochures (in house)		\$ 1,386	\$ 1,386	\$ -
Bartram brochure - printing				
Crescent City brochure - printing				
Putnam County FL Bicycle Routes brochure - printing				
Murals brochure - printing				
Pocket Bicycle Map - printing				
Maps (printed county maps)		\$ 1,101	\$ 1,101	\$ -
Digital Campaigns		\$ 4,000	\$ 4,000	\$ -
Creative Spark - (Commercial - Creative Spark Media)		\$ 7,546	\$ 7,546	\$ -
TV Media Campaign (Fox)		\$ 35,000		\$ 35,000
Print Ad - Edible Magazine		\$ 1,250	\$ 1,250	\$ -
Print Ad - AE Engine Magazine		\$ 4,000	\$ 4,000	\$ -
Print Ad - Professional Sports Pub - National Championship Football Program		\$ 5,000	\$ 5,000	\$ -
Print Ad - Ultimate Corp Adv -USA Today Summer Edition & Masters Edition*		\$ 15,000	\$ 15,000	\$ -
Misty Wells - Influencer/Discovery Channel		\$ 15,500		\$ 15,500
VISIT FL DMO Video (one in FY23-24/one in FY24-25) Commit for FY25-26		\$ 6,000	\$ 3,000	\$ 3,000
Kiosk Solution				
Welcome Visitor Center Revamp		\$ 15,000		
Office Move (furniture)				
Water Photography/Broll		\$ 800		
Billboards		\$ 5,000	\$ 2,050	\$ 2,950
Adobe Creative Cloud		\$ 560	\$ 560	\$ -
Social Media		\$ 1,800	\$ 600	\$ 1,200
Electronic Sign				
Electronic Sign Maintenance		\$ 1,200	\$ 400	\$ 800
Rural Days Promotional Materials		\$ 1,751		\$ 1,751
Promotional Items		\$ 2,537	\$ 896	\$ 29

Air Cannon (to be used at any events)	\$ 150	\$ 133	\$ 17
Rally Towels	\$ 600	\$ 588	\$ 12
Banners (Generic Sponsors)	\$ 175	\$ 175	\$ -
Lures for Rural Days	\$ 1,612	\$ -	\$ 1,612
Conference/Travel	\$ 4,500	\$ -	\$ 4,500
Rural Days	\$ -	\$ -	\$ -
Bass Elite	\$ -	\$ -	\$ -
Destinas FL Marketing Summit	\$ 1,500	\$ -	\$ 1,500
Destinations FL Annual Meeting	\$ 1,500	\$ -	\$ 1,500
VISIT FLORIDA Governor's Conference	\$ 1,500	\$ -	\$ 1,500
Salaries/Benefits	\$ 350,000	\$ 21,654	\$ 328,346
Dues/Subscriptions/Memberships	\$ 5,477	\$ -	\$ 5,477
VISIT FLORIDA	\$ 1,500		\$ 1,500
FL Sports Foundation	\$ 2,000		\$ 2,000
Destinations Florida	\$ 1,977		\$ 1,977
Postage/Shipping	\$ 1,000	\$ 15	\$ 985
Software	\$ 7,919	\$ 1,193	\$ 6,725
Operating Supplies	\$ 1,598	\$ 1,125	\$ 473
Flashlights & Vests	\$ 104	\$ 104	\$ -
Uline Cord Covers	\$ 729	\$ 729	\$ -
Batteries/Cables	\$ 100	\$ 94	\$ 6
Paper	\$ 100	\$ 16	\$ 84
Office Supplies	\$ 500	\$ 117	\$ 383
Website Domain	\$ 65	\$ 65	\$ -
Research	\$ 30,000	\$ -	\$ -
Placer AI*	\$ 30,000		
Visitor Research Study			
Event Sponsorships/Deliverables	\$ 600	\$ 600	\$ -
Wolfson's Bass Tournament Chairs (200)	\$ 600	\$ 600	\$ -
TOTAL	\$ 544,977	\$ 76,927	\$ 420,637
Balance Left In Budget	\$ 430,288		

*Paid by County Directly through Purchase

Order

SUB-CATEGORY C1:		\$ 215,000 FY2024-25		
Large-Scale Events		Estimated/ Committed	Actual	Balance Yet to Pay
FL BASS Nation	\$ 8,000	\$ 8,000	\$ 8,000	\$ -
FL BASS Nation - Jr/High Fall & North Regional*		\$ 8,000	\$ 8,000	\$ -
Subtotal		\$ 8,000	\$ 8,000	

Bass Elite	\$ 115,000	\$ 137,670	\$ 112,670	\$ 25,000
Bass Elite Host Fee*		\$ 75,000	\$ 65,000	\$ 10,000
City of Palatka Police & City Services		\$ 15,000	\$ -	\$ 15,000
Portable Restrooms		\$ 9,785	\$ 9,785	\$ -
Tables/Chair Rentals		\$ 1,355	\$ 1,355	\$ -
Fairgrounds		\$ 600	\$ 600	\$ -
Banner		\$ 170	\$ 170	\$ -
Internet		\$ 1,000	\$ 1,000	\$ -
Insurance		\$ 4,460	\$ 4,460	\$ -
Ice		\$ 1,200	\$ 1,200	\$ -
Ambulance		\$ 2,100	\$ 2,100	\$ -
Temporary Dock		\$ 27,000	\$ 27,000	\$ -
SUBTOTAL		\$ 137,670	\$ 112,670	\$ 25,000
TOTAL FOR BASS ELITE		\$ (22,670)		
TOTAL for Large Scale Events		\$ 145,670	\$ 120,670	\$ 25,000
Balance Left In Large Scale Events Budget		\$ 69,330		
TOTAL CATEGORY C EXPENSES		\$ 690,647	\$ 197,597	\$ 445,637
BALANCE IN CATEGORY C		\$ 284,618		

*Paid by County Directly through Purchase
Order

CATEGORY D	\$ 70,810	FY2024-25		
	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
Administrative Fees*				
Monthly Fee		\$ 70,810	\$ 23,600	\$ 47,210
TOTAL		\$ 70,810	\$ 23,600	\$ 47,210
Balance Left In Budget		\$ 0		

*Paid by County Directly through Purchase
Order

CATEGORY A		\$ 106,215	FY2024-25	
Events and Activities	15% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
Festivals & Events	\$52,715			
Main Street Palatka Datil Fest*		\$ 5,000	\$ -	\$ 5,000
BCD Artist Fest, Old Year's Day and Blue		\$ 2,840	\$ -	\$ 2,840
Soul Food Festival*		\$ 4,000	\$ -	\$ 4,000
76th Annual Azalea Fest*		\$ 5,000	\$ -	\$ 5,000
Crescent City Catfish Festival*		\$ 3,875	\$ -	\$ 3,875
2024 Toys Tour*		\$ 5,000	\$ 5,000	\$ -
SUBTOTAL		\$ 25,715	\$ 5,000	\$ 20,715

Tournaments/Sporting	\$ 53,500			
PC Fair - Rodeo \$10 K but cancelled		\$ -	\$ -	\$ -
Skins Golf*		\$ 5,000	\$ 5,000	\$ -
Heartz Golf - N FL Jr*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - January US Kids*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - Jr. Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Sr Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Foundation for Rural Education*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - April US Kids*		\$ 3,000	\$ -	\$ 3,000
SJRSC Capitol City Bank Classic Baseball Tournament*		\$ 5,000	\$ -	\$ 5,000
SJRSC John Tindall Classic*		\$ 5,000	\$ -	\$ 5,000
Heartz Golf - October US Kids*		\$ 6,000	\$ 6,000	\$ -
SJRSC Golf Classic*		\$ 5,000	\$ 5,000	\$ -
PAL Boxing*		\$ 12,000	\$ 12,000	\$ -
Xtreme Bass - Host Fee*		\$ 10,000	\$ 10,000	\$ -
Xtreme Bass - Deliverables*		\$ 7,500	\$ 7,500	\$ -
SUBTOTAL		\$ 76,500	\$ 51,500	\$ 25,000

TOTAL		\$ 102,215	\$ 56,500	\$ 45,715
Balance Left In Budget		\$ 4,000		

*Paid by County Directly through Purchase Order

Requests for March 13, 2025 Meeting

Event Name		Requested	Staff Recommendation	TDC Recommendation	Category
Festivals & Events					
Blue Crab 2025		\$ 10,000	\$ -	\$ -	
Tournaments/Sporting					
BLANPRO Bass Trail		\$ 5,000	\$ 5,000	\$ 5,000	C
Heartz Golf - Foundation for Rural Education T		\$ 5,000	\$ -		
North Regional Qualifiers		\$ 8,000	\$ 5,000	\$ 5,000	C
Heartz Golf - April US Kids		\$ 6,000	\$ 1,000	\$ 2,000	A
FCSAA State Softball Tournament		\$ 5,000	\$ 5,000	\$ 5,000	C
Heartz Golf - June US Kids		\$ 6,000	\$ 1,000	\$ 2,000	A
Babe Ruth District 3 All Star Tournament		\$ 15,000	\$ 8,000	\$ 8,000	C
Heartz Golf - August US Kids		\$ 6,000	\$ 1,000	\$ 2,000	C
3rd Street Charities Golf Tournament		\$ 4,000	\$ -		
MLFBLF Gator #5 St. Johns River Bass Tournament (Major League Fishing)		\$ 2,500	\$ 2,500	\$ 2,500	C
SUBTOTAL		\$ 57,500	\$ 28,500	\$ 31,500	

Sub Category
Grants Already Awarded
New Grant Requests

CATEGORY B	\$ 70,810	FY2024-25		
Cultural Arts	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
NFFN Folk Fest*		\$ 2,000	\$ 1,944	\$ 56
Blue Crab Development - Blue Crab Jam 4th Qtr*		\$ 17,000	\$ 13,500	\$ 3,500
Blue Crab Development - Blue Crab Jam New Years Celebration*		\$ 11,000	\$ 11,000	\$ -
Blue Crab Development - Blue Crab Jam 1st Qtr*		\$ 11,000		\$ 11,000
River City Players - 2024 Productions *		\$ 10,500	\$ 2,600	\$ 7,900
Arts Council Concert Series*		\$ 7,000		\$ 7,000
Palatka Porchfest*		\$ 9,500	\$ 8,650	\$ 850

TOTAL		\$ 68,000	\$ 37,694	\$ 30,306
Balance Left In Budget		\$ 2,810		

Requests for March 13, 2025 Meeting

Cultural Arts	10% of Budget	Requested	Staff Recommendation	TDC Recommendation	Category
2025 St. Johns River Bartram Frolic		\$ 12,850	\$ 2,000	\$ 3,500	C
Symphony Night in Palatka		\$ 12,000	\$ 2,000	\$ 3,000	C
River City Players - 2025 Spring/Summer		\$ 8,000	\$ 2,000	\$ 4,000	C
Blue Crab Festival 2025		\$ 30,000	\$ -		
Occupation of Palatka		\$ 500	\$ 500	\$ 500	B
SUBTOTAL		\$ 63,350	\$ 6,500	\$ 11,000	

*Paid by County Directly through Purchase Order

Sub Category
Grants Already Awarded
New Grant Requests

CATEGORY A		FY2025-26		
Events and Activities	15% of Budget	Requested	Staff Recommendation	TDC Recommendation
Festivals & Events				
Fall Harvest Festival		\$ 60,000	\$ 25,000	\$ 25,000
SUBTOTAL		\$ 60,000	\$ 25,000	\$ 25,000

Tournaments/Sporting				
100th Anniversary Golf Tournament		\$ 10,000		\$ 5,000
St. Johns River State College Athletic Assn Classic		\$ 5,000	\$ -	\$ 4,000
FL State PAL Boxing Tournament		\$ 12,000	\$ 12,000	\$ 12,000
Heartz Golf - December US Kids		\$ 6,000	\$ 6,000	\$ 3,000
SUBTOTAL		\$ 33,000	\$ 18,000	\$ 24,000

TOTAL		\$ 93,000	\$ 43,000	\$ 49,000
Balance Left In Budget				

*Paid by County Directly through Purchase Order

Requests for March 13, 2025 Meeting

SUBTOTAL	\$ 93,000	\$ 43,000	\$ 49,000
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Sub Category
Grants Already Awarded
New Grant Requests

CATEGORY B	\$ -	FY2025-26		
Cultural Arts	10% of Budget	Requested	Staff Recommendation	TDC Recommendation
Palatka Comic and Toy Fest		\$ 3,000	\$ 1,000	\$ 1,000

TOTAL		\$ 3,000	\$ 1,000	\$ 1,000
Balance Left In Budget		\$ (3,000)		

Putnam County Bed Tax History Summary

Updated: 5/27/25

	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				
MAY	\$ 61,978	\$ 38,397	\$ 60,934	\$ 70,131	\$ 70,731	\$ 73,748	\$ 596,358				
JUNE	\$ 50,314	\$ 50,139	\$ 57,489	\$ 68,044	\$ 60,992	\$ 67,186	\$ 663,544				
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		\$ 455,637			

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



Event Grant Funding Program Guidelines & Application

This program is administered by the Putnam County Tourist Development Council (TDC), which is overseen by the Putnam County Board of County Commissioners.

Approved by TDC on (Insert Date)/ Approved by BOCC on (Insert Date).

The Florida Legislature enacted the Local Option Tourist Development Act ([Section 125.0104, Florida Statutes](#)) in response to the growing need of Florida counties to provide additional revenue sources for Tourist Development in an effort to stimulate the local economy. The Putnam County Tourist Development Council (TDC) was created in 1992 pursuant to Putnam County Ordinance 92-21, and operates in accordance with Section 125.0104, Florida Statutes. The county's 4% Tourist Development Tax (TDT) is levied on occupied transient lodging sales, i.e. hotels/motels, campgrounds and other short-term rental properties. The TDT Revenues are designated to promote Putnam County as a preferred visitor destination and assist with increasing tourism to the county in the non-peak tourism months.

Uses of the Tourist Development Tax are restricted by Florida Statute and County Ordinance. Simply put, the TDC's Grant Program is permitted only as a means of advertising and promoting tourism. **Therefore, events funded through this program must demonstrate the intent and effect of attracting visitors to Putnam County.**

What is the Event Grant Program?

The Event Grant Program is a TDC-funded grant program for events in Putnam County that provide community-based entertainment and recreation for locals and visitors in Putnam County; encourage increased local and visitor spending; reinforce a positive image of Putnam County; amplify the experience economy; leverage and promote the Putnam County brand; and provide added value to Putnam County visitors while they are visiting Putnam County. Criteria for the Event Grant Program includes:

1. **Minimum number of event attendees: 500+ verified attendees**
2. **Maximum funding: up to \$5,000 (years 1-3); \$2,500 (years 4-6)**
3. Applicant's contribution: 1:1 cash matching for all grant funds requested. In-kind matching will not be accepted.
4. Eligible organization: non-profit organizations in Putnam County
5. Application period: Once per year
6. Selection of recipient: based on scoring
7. Funding: Grant funds can only be used for reimbursable marketing outside Putnam County; 75% must be digital online advertising

TDT funding of Putnam County events and ongoing programs should be provided only on a limited term basis, as "seed funding," not as a perpetual revenue source. The objective for TDT funding is to encourage organizations to develop their programs in ways that help events become self-sufficient in their promotional expenses. In doing so, funding can be available to assist other events and help enhance the overall community product.

Some events attract large numbers of day visitors with little to no overnight room night stays. Those events have a positive effect in contributing to the vitality of Putnam County and are therefore attractive to potential tourists. Therefore, the TDC may support those events that are open to the public through non-grant/non-monetary avenues, such as:

- Fulfillment of area tourism information
- Visit Putnam promotional material
- Request for Proposal (RFP) distribution
- Public relations support
- Photo/video support
- Social media/calendar/website listing
- Referrals to County/City departments
- Research data collection
- Consultation to grow events to attract overnight visitors

To request funding support as an Event, an organization (Applicant) must prepare an application as part of the competitive annual award cycle **AND** attend the TDC meeting where the grant request is considered.

PROGRAM OVERVIEW

The number and amount of each Event Funding Program award will be dependent upon the availability of funds and specific allocations associated within the annual TDC budget. TDC funding support of an Event is reviewed and recommended yearly based on documented performance.

Maximum funding for an Event is up to \$5,000 for years 1-3 of the event; \$2,500 for years 4-6 of the event. For the purpose of TDC funding programs, a year #1 event is defined as a specific event named in the application that has not been previously held in Putnam County in any form.

The Event Grant Funding Program will receive a set budget each year and each Applicant's project will be ranked based on the project's scores from the point system outlined in the application. Funds will be recommended in order from project ranked #1 until the budget has been used.

Scoring:

Criteria	Description	Points
Marketing Plan	Quality and effectiveness of the marketing strategy	45
Budget	Budget shows need and effort to gain additional revenue streams	25
Creativity/Innovation	Creativity and uniqueness of the event and/or enhancements to annual event	30

GRANT PROGRAM CRITERIA

- Event must take place in Putnam County and be accessible to the public & disabled persons.
- All materials submitted with applications for grant funding will become - subject to disclosure and open to inspection in accordance with the requirements of the *Florida Public Records Law* in Chapter 119, Florida Statutes, except information exempt from disclosure pursuant to Section 125.0104 (9)(d)(2), Florida Statutes and other any other applicable provision of law.
- Requesting organization must be located in Putnam County (per W9) and limited to organizations that qualify under Section 501 of the Internal Revenue Service Code as not-for-profit organizations.

- Maximum funding for a Event is \$5,000 for years 1-3 of the event; \$2,500 for years 4-6 of the event.
- Applicant is required to provide matching monetary amounts equivalent to 100% of the award amount.
- Multiple events by the same organization must be separate and distinct applications with separate summaries, marketing plans and budgets.
- All event expenditures are on a reimbursable basis only. No funds will be advanced in anticipation of the receipt of an invoice.
- Applicant is not to contact members of the TDC or Putnam County Board of County Commissioners (BOCC) in order to provide a fair and equitable process of consideration of each applicant. Applicants who do contact TDC or BOCC members regarding their application will be suspended from receiving funding for a minimum of one year.
- Grant requests that do not receive a recommendation for funding by the TDC will not be considered again by the TDC, BOCC or any county staff until the following fiscal year.
- Applications must conform to the guidelines specified by the TDC. Applications that do not conform to these guidelines will not be considered for grant funding. Funding limits are subject to approval by the TDC, which makes its recommendations to the BOCC.
- TDC funds used for advertising and promotion of special events must be placed in media or targeted audiences outside of Putnam County.
- Organizations receiving TDC Community Event Grant Funds are required to have their advertising pre-approved by the TDC staff in advance of placement. Advertising must include required wording, "For visitor information, go to visitputnamcountyfl.com." or if a ticketed event, have a link on the ticket sales page. Promotion of the Visit Putnam County App is also required.
- Applicant may not receive funding from more than one TDC grant program for the same Event.

MATCHING FUNDS

Regardless of the funding amount awarded for the Event, the award will not exceed Applicant's documented expenditures. Applicant is required to provide matching monetary amounts equivalent to 100% of the award amount.

APPLICATION DEADLINE AND GUIDELINES:

Applications will be reviewed at one major meeting (usually summer) TDC meeting. Applications are due no later than the deadline listed herein. If the deadline falls on a weekend or holiday, then the applications are **due the last County business day prior to the posted deadline**. One application will be accepted per Event/Project. The application **must be completely filled out and submitted digitally**. Not Applicable or N/A should be marked if needed. **To be considered for the maximum award available, applications shall be submitted at a MINIMUM of sixty (60) days prior to the Event/Project start date.** Exceptions can be made for tournaments with late notice by host organization.

The TDC Staff and TDC will review funding for Event Funding Requests as outlined in the chart on the next page.

Submittal & Meeting Schedule for Event Grant Funding

Grant Application Submittal Deadline*	TDC Meeting*	BOCC Meeting*	Event Dates
August 15, 2025	September 18, 2025	October 14, 2025	October 15, 2025 – September 30, 2026
May 15, 2026	June 2026	June/July 2026	October 1, 2026 – September 30, 2027
May 15, 2027	June 2027	June/July 2027	October 1, 2027 – September 30, 2027

**Dates are subject to change*

ALL FUNDING RECOMMENDATIONS REQUIRE FINAL APPROVAL BY THE PUTNAM COUNTY BOARD OF COUNTY COMMISSIONERS

MEETING ATTENDANCE REQUIREMENT

Recipients of Event Grant Funding Program funds are required to meet at least once (in person or via phone) with TDC staff to review marketing plans and coordinate marketing efforts.

Applicants requesting funding are required to attend/view the TDC Event Grant Workshop that reviews the Grant Guidelines, Application, and Post Event Report. Applicants requesting funding are required to attend the assigned TDC meeting/workshop in which an Applicant's application will be reviewed. During that TDC meeting, an Applicant may present a 1-2 minute "update" and/or respond to questions from the TDC. ***Failure of an Event representative to attend the specified TDC meeting will result in removal of the Applicant's application from the TDC's consideration.***

REVIEW PROCESS

The TDC will review each request brought forth by the TDC staff.

Tourist Development Tax funds are intended to supplement, not replace Applicant's Event budget. Applicant must recognize that not every application will be funded either fully or partially. A limited amount of funds is available. The grant application process is a highly competitive process and applications will be reviewed and scored on specific criteria.

Applicants must notify the TDC of any changes (i.e. date, venue, event content etc.) to their Event/Project plans in writing at least **60 days prior** to the Event start date. Failure to do this can jeopardize future funding. Early notification of changes is necessary to properly promote programs through various marketing platforms and the TDC's website www.VisitPutnamCountyFL.com. The TDC would have to vote to accept these changes and maintain or adjust funding accordingly.

All information provided to the TDC in conjunction with the Event - Funding Program Guidelines will become subject to disclosure and available for public inspection in accordance with the *Florida Public Records Law*, in Chapter 119, Florida Statutes, except information exempt from disclosure pursuant to Section 125.0104 (9)(d)(2), Florida Statutes and any other applicable provision of law.

RECORD KEEPING AND AUDIT

- A successful Applicant is hereinafter referred to as the "Recipient".
- Recipient agrees to allow TDC staff access to the Event for the purpose of determining economic impact and return on investment. If tickets are required for the Event, Recipient is required to collect from the ticket purchased either a street address or email address along with the purchaser's name for the purpose of permitting the TDC to conduct a survey of the purchaser about attendance at the Event. Recipients must cooperate with the TDC staff and/or contractors

- in providing email addresses of ticket buyers and vendors for the purpose of conducting surveys.
- Upon approval of funds, Recipient shall provide media passes for use by TDC staff to attend and cover the Event for marketing and public relations purposes.
- All contracts are subject to programmatic and financial audit by the Putnam County Clerk of the Court – Internal Auditor or other County staff or authorized personnel. All programmatic and financial documents that are part of the contract are subject to county inspection and may become a public record. Recipient shall acknowledge funding by Visit Sebring in all advertising and publicity for the Event. Acknowledgement may be achieved by: Including recognition of Visit Sebring where appropriate on all printed material, Recipient’s website and in public relations activities. A camera-ready Visit Sebring logo will be provided to Recipient. All printed materials with the logo block must be presented with the reimbursement request.
- **The TDC reserves the right to request additional information beyond that requested in the funding application/guidelines.**

REIMBURSEMENT/ACCOUNTABILITY:

1. Within 60 days after the completion of the Event/Project, Applicant must submit the following:
 - a. Completed Post Event Report (Page 9-10)
 - b. Room Night Verification Forms (Page 8) reporting all room nights generated by the event. This includes all staff, competitors, volunteers, spectators, officials, etc. that stayed in paid accommodations, verified directly by a hotel, motel, or vacation rental.
 - c. Invoice from Grantee to Visit Putnam / Putnam County for reimbursement of TDC/BCC approved funds (addressed to Visit Putnam / Putnam County Tourist Development Council).
 - d. Collateral supporting the expenses grantee is requesting reimbursed (Vendor receipt(s); or Invoices/Orders with proof of payment in form of front and back copy of cleared check, online payment confirmation, credit card receipt or bank statement). Please refer to Eligible/Ineligible Use of Funds from grant application.
 - e. Copies/samples of advertising or promotional materials TDC funds are reimbursing expenses for, and proof of required wording included in said advertising or promotional item.
2. If original award amount must be prorated due to the actual room nights being less than the guaranteed room nights, an updated invoice will be required with the new award amount.
3. The TDC will conduct audits to promote accuracy of attendance and room nights reported in Post Event Report.
4. Incomplete reports will not be considered. A request for an extension of the 60-day deadline will require approval from the part of the Tourist Development Council.

ELIGIBLE USES OF FUNDS:

Event Grant funds **can only** be used for reimbursable, out-of-county marketing and advertising expenses, of which 75% of those expenses must be used for digital, online marketing.

Advertising and publicity, in compliance with the second bullet point below, designed to increase participation, attendance and awareness of the Event by those residing outside of Putnam County:

- Digital, online marketing targeting audiences outside of Putnam County (must be 75% of your TDC funding request)
 - Examples include: Geofencing, re-targeting, SEM/SEO, social media (Facebook, Instagram), targeted E-mail blasts, etc.

- Other approved out-of-county advertising methods that are not considered digital, online advertising include: print ads, printed collateral materials (flyers, posters, banners), radio ads, television ads, digital or print billboards, etc.
- The required wording “For visitor information, go to www.visitputnamcountyfl.com.” shall be included on all digital and printed material associated with the Event and shall list Visit Putnam as a sponsor of the Event.

INELIGIBLE USES OF FUNDS:

1. Prize money, scholarships, awards, plaques, trophies, certificates
2. T-shirts or promotional items
3. Any and all travel expenses. (Includes, but is not limited to, car rental fees, airline tickets, hotels/accommodations, toll fees, food, luggage fees, etc.)
4. Private entertainment, food, beverages, or any type of concession
5. Annual operating expenditures
6. Legal, medical, security, engineering, accounting, auditing, planning or other consulting services
7. Employee salaries
8. Rental items: tents, barricades, toilets, etc.
9. Real property or capital improvements to facilities
10. Tangible personal property including but not limited to office furnishings or equipment
11. Interest or reduction of deficits and loans
12. Expenses incurred or obligated prior to before or after the grant Event/Project period;
13. Advertising & promotional materials distributed at the Event site or after the Event;
14. Receptions or social functions
15. Sales tax;
16. Website design
17. Ongoing or annual facility maintenance.

CONCLUSION:

Applicants are encouraged to not contact members of the TDC, Board of County Commissioners or non-TDC County staff in order to provide a fair and equitable process of consideration of each applicant. Applicant may make contact with TDC staff to address any concerns or deliver updates. Additionally, the Event director, fiscal administrator or other contact person may be called upon by TDC staff at any time during the review process.

TDC meetings are held quarterly. Applicant is required to attend the TDC meeting (either in person or via phone) for which the Event application is scheduled for review. This will be the only opportunity to speak directly to the TDC in regard to the Event application.



Signature Event Funding Program

Guidelines & Application

This program is administered by the Putnam County Tourist Development Council (TDC), which is overseen by the Putnam County Board of County Commissioners.

Approved by TDC on (Insert Date). / Approved by BOCC on (Insert Date).

The Florida Legislature enacted the Local Option Tourist Development Act ([Section 125.0104, Florida Statutes](#)) in response to the growing need of Florida counties to provide additional revenue sources for Tourist Development in an effort to stimulate the local economy. The Putnam County Tourist Development Council (TDC) was created in 1992 pursuant to Putnam County Ordinance 92-21, and operates in accordance with Section 125.0104, Florida Statutes. The county's 4% Tourist Development Tax (TDT) is levied on occupied transient lodging sales, i.e. hotels/motels, campgrounds and other short-term rental properties. The TDT Revenues are designated to promote Putnam County as a preferred visitor destination and assist with increasing tourism to the county in the non-peak tourism months.

SIGNATURE EVENT GUIDELINES

Funding is available for Signature Events staged in Putnam County by organizations that attract large numbers of visitors from outside Putnam County. Such an Event must generate a **minimum of 1,000 TOTAL room nights or at least 10,000 verified attendees with at least 30% of the verified attendees coming from outside Putnam County** to be considered for funding.

Consideration for funding is determined by the number of room nights and the overall economic impact the Event will bring to Putnam County. The funding level will be determined strictly based on \$20 per each verified room night that the Event brought to Putnam County lodging partners or \$.050 for each verified attendee with documentation that 30% of attendees came from outside of Putnam County.

This may include an entity that has multiple events in one year.

SIGNATURE EVENT FUNDING REQUEST LEVELS

There is a maximum funding level of \$20,000. The guaranteed number of room nights stated by the Applicant does not guarantee the level of funding at which the Event may be approved. Marketing efforts will also be considered for the final funding recommendation. The final funding recommendation will be based on the TDC's sole and absolute discretion. The TDC has the right to place the application at a lower funding level with providing justification for its decision. All requests will be submitted as a recommendation by the TDC to the Putnam County Board of County Commissioners which makes the final decision.

Exceptions for extraordinary circumstances

While it is not possible to legislate for the unknown, it is possible to identify and anticipate the potential for exceptional circumstances. The TDC may recommend increasing funding in extraordinary circumstances. These extraordinary circumstances will be reviewed on a case-by-case basis for consideration and recommendation to the Putnam County Board of County Commissioners for final approval.

The TDC will reimburse for actual, verified room nights only. For example:

Example 1 - If the TDC approved a grant for \$20,000 for an event that guaranteed 1,000 room nights and the event actually only generated 700 total room nights, the TDC would determine the total percentage of what was produced based upon what was guaranteed by taking $700/1000 = 70\%$. The maximum total amount awarded in this case based upon the % formula would be 70% of \$20,000 which equals \$14,000.

Example 2 - If the TDC approved a grant for \$3,000 for an event that has a robust marketing plan and \$17,000 for a guaranteed 1,000 room nights and the event only generated 700 total room nights, the TDC would determine the total percentage of what was produced based upon what was guaranteed by taking $700/1000 = 70\%$. The maximum total amount awarded in this case based upon the % formula would be 70% of \$20,000 which equals \$11,900 for the verified room nights. The total reimbursable grant, as long as they submitted all the required marketing documentation, would be \$3,000 for marketing plus \$11,900 for the verified room nights totaling \$14,900.

ELIGIBLE USE OF FUNDS

The following is a list of how Tourist Development Funds are to be used to promote tourism for Putnam County.

1. Out-of-County Advertising Expenses

Advertising and publicity outside Putnam County to increase participation, attendance and awareness of the Event and generate hotel room nights. The Visit Putnam logo must appear in or with the ad, which must be pre-approved by TDC staff. Advertising examples include:

- Digital Online Advertising: geofencing, social media, retargeting, SEO/SEM, display ads, targeted email campaigns, digital content creation via online storytelling, etc.
- Print: advertising, direct mail, flyers/posters, etc.
- Radio & TV Advertisements placed outside Putnam County
- Public Relations/Media Events
- Targeted Audience Outreach, such as trade show booth rental

2. Promotional Items/Shirts

Must be tied to a direct “experience” with the event (i.e. themed reception, activity, etc.) and the Visit Putnam logo must be included on the shirt or promotional item, and the item with logo must be pre-approved by TDC staff before they qualify for reimbursement. Please consult TDC staff regarding any direct experience ideas.

3. Hosting, Bid, Facility or Event Fees

- Bid or Hosting Fee (Must be considered an authorized use as determined by the Florida Statute 125.0104).

- Facility fees - for Events taking place at Putnam County sports facilities, including MOT fees.
- Necessary event-related operational expenses, as approved per Florida Statute 125.0104 and indicated in the final motion to approve funding.

4. Trophies, Plaques, and Non-Monetary Awards

Items must include Visit Putnam's logo in the design and be pre-approved by the TDC staff before they qualify for reimbursement. Items will only be funded with a robust marketing plan as generating attendance.

5. Field/Facility Related Expenses

Must be outlined in grant application and will be approved at the discretion of the TDC.

INELIGIBLE USES OF FUNDS:

1. Prize money, scholarships, monetary awards
2. Shirts that are not pre-approved by TDC staff and/or do not include the Visit Putnam logo
3. Any and all travel expenses (includes, but is not limited to, mileage reimbursement, car rental fees, airline tickets, hotel/accommodations, food, luggage fees, etc.)
4. Private entertainment, food, beverages, or any type of concession
5. Annual operating expenditures not directly related to the Event/Project
6. Legal, medical, security, engineering, accounting, auditing, planning, feasibility studies or other consulting services
7. Employee salaries
8. Real property or capital improvements to facilities
9. Tangible personal property including but not limited to office furnishings or equipment
10. Interest or reduction of deficits and loans
11. Expenses incurred or obligated prior to or after the grant Event period
12. Advertising/promotional materials distributed in Putnam County, during or after the Event
13. Receptions or social functions other than those specifically designed for pre-event media promotional purposes
14. Sales tax
15. Website design
16. Ongoing or annual facility maintenance
17. Any use not authorized as determined by the Florida State Statute 125.0104

Submittal & Meeting Schedule for Event Grant Funding

Grant Application Submittal Deadline*	TDC Meeting*	BOCC Meeting*	Event Dates
August 15, 2025	September 18, 2025	October 14, 2025	October 15, 2025 – September 30, 2026
May 15, 2026	June 2026	June/July 2026	October 1, 2026 – September 30, 2027
May 15, 2027	June 2027	June/July 2027	October 1, 2027 – September 30, 2027

**Dates are subject to change*

ALL FUNDING RECOMMENDATIONS REQUIRE FINAL APPROVAL BY THE PUTNAM COUNTY BOARD OF COUNTY COMMISSIONERS

MEETING ATTENDANCE REQUIREMENT

Recipients of Event Grant Funding Program funds are required to meet at least once (in person or via phone) with TDC staff to review marketing plans and coordinate marketing efforts.

Applicants requesting funding are required to attend/view the TDC Event Grant Workshop that reviews the Grant Guidelines, Application, and Post Event Report. Applicants requesting funding are required to attend the assigned TDC meeting/workshop in which an Applicant's application will be reviewed. During that TDC meeting, an Applicant may present a 1-2 minute "update" and/or respond to questions from the TDC. ***Failure of an Event representative to attend the specified TDC meeting will result in removal of the Applicant's application from the TDC's consideration.***

REVIEW PROCESS

The TDC will review each request brought forth by the TDC staff.

Tourist Development Tax funds are intended to supplement, not replace Applicant's Event budget.

Applicant must recognize that not every application will be funded either fully or partially. A limited amount of funds is available. The grant application process is a highly competitive process and applications will be reviewed and scored on specific criteria.

Applicants must notify the TDC of any changes (i.e. date, venue, event content etc.) to their Event/Project plans in writing at least **60 days prior** to the Event start date. Failure to do this can jeopardize future funding. Early notification of changes is necessary to properly promote programs through various marketing platforms and the TDC's website www.VisitPutnamCountyFL.com. The TDC would have to vote to accept these changes and maintain or adjust funding accordingly.

All information provided to the TDC in conjunction with the Event - Funding Program Guidelines will become subject to disclosure and available for public inspection in accordance with the *Florida Public Records Law*, in Chapter 119, Florida Statutes, except information exempt from disclosure pursuant to Section 125.0104 (9)(d)(2), Florida Statutes and any other applicable provision of law.

RECORD KEEPING AND AUDIT

- A successful Applicant is hereinafter referred to as the "Recipient".
- Recipient agrees to allow TDC staff access to the Event for the purpose of determining economic impact and return on investment. If tickets are required for the Event, Recipient is required to collect from the ticket purchaser either a street address or email address along with the purchaser's name for the purpose of permitting the TDC to conduct a survey of the purchaser about attendance at the Event. Recipient must cooperate with the TDC staff and/or contractors in providing email addresses of ticket buyers and vendors for the purpose of conducting surveys.
- Upon approval of funds, Recipient shall provide media passes for use by TDC staff to attend and cover the Event for marketing and public relations purposes.
- All contracts are subject to programmatic and financial audit by the Putnam County Clerk of the Court – Internal Auditor or other County staff or authorized personnel. All programmatic and financial documents that are part of the contract are subject to county inspection and may become a public record. Recipient shall acknowledge funding by Visit Putnam in all advertising and publicity for the Event. Acknowledgement may be achieved

by: Including recognition of Visit Putnam where appropriate on all printed material, Recipient's website and in public relations activities. A camera-ready Visit Putnam logo will be provided to Recipient. All printed materials with the logo block must be presented with the reimbursement request.

- The TDC reserves the right to request additional information beyond that requested in the funding application/guidelines.

REIMBURSEMENT/ACCOUNTABILITY:

1. Within 60 days after the completion of the Event/Project, Applicant must submit the following:
 - a. Completed Post Event Report
 - b. Room Night Verification Forms (available upon request) reporting all room nights generated by the event. This includes all staff, competitors, volunteers, spectators, officials, etc. that stayed in paid accommodations, verified directly by a hotel, motel, or vacation rental. This information can be gathered at registration.
 - c. Invoice from Grantee to Visit Putnam / Putnam County for reimbursement of TDC/BCC approved funds (addressed to Visit Putnam / Putnam County Tourist Development Council).
 - d. Collateral supporting the expenses grantee is requesting reimbursed (Vendor receipt(s); or Invoices/Orders with proof of payment in form of front and back copy of cleared check, online payment confirmation, credit card receipt or bank statement). Please refer to Eligible/Ineligible Use of Funds from grant application.
 - e. Copies/samples of advertising or promotional materials TDC funds are reimbursing expenses for, and proof of required wording included in said advertising or promotional item.
2. If original award amount must be prorated due to the actual room nights being less than the guaranteed room nights, an updated invoice will be required with the new award amount.
3. The TDC will conduct audits to promote accuracy of attendance and room nights reported in Post Event Report.
4. Incomplete reports will not be considered. A request for an extension of the 60-day deadline will require approval from the part of the Tourist Development Council.

ROOM NIGHT TRACKING:

In order to assess the impact of each Event on the Putnam County transient lodging industry, the TDC requires the tracking of the number of overnight visitors attending the Event/Project.

Applicant will be required to provide all Putnam County based accommodations where attendees may be staying with room night certification forms and submit the **Room Night Certification Form** to the TDC at the conclusion of the Event. Applicant is strongly encouraged to conduct their own room night surveys to verify room nights and hotels in order to complete the **Room Night Certification Form** for back up documentation should there be any discrepancies in determining the total number of room nights generated from the event. All documents verifying room nights must be signed by an authorized representative of the lodging partner.

NOTE: *For the purpose of calculating creditable overnight stays, only rooms subject to Tourist Development Tax shall be included, i.e., rooms exempt from payment of tax or provided on a complimentary (free of charge) basis shall be excluded from the calculation.*

Following the Event, the TDC reserves the right to conduct an audit of information presented for each funded Event. All lodging accommodations listed may be contacted to confirm the number of room nights generated for the Event/Project. **PLEASE NOTE THAT ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT CURRENT AND**

FUTURE FUNDING AWARDS. Not tracking your rooms and/or visitors could void your post-event funding.

CONCLUSION:

Applicants are encouraged to not contact members of the TDC, Board of County Commissioners or non-TDC County staff in order to provide a fair and equitable process of consideration of each applicant. Applicant may make contact with TDC staff to address any concerns or deliver updates. Additionally, the Event director, fiscal administrator or other contact person may be called upon by TDC staff at any time during the review process.

TDC meetings are held quarterly. Applicant is required to attend the TDC meeting (either in person or via phone) for which the Event application is scheduled for review. This will be the only opportunity to speak directly to the TDC in regard to the Event application.



Sports Event Funding Program Guidelines & Application

This program is administered by the Putnam County Tourist Development Council (TDC), which is overseen by the Putnam County Board of County Commissioners.

Approved by TDC on (Insert Date). / Approved by BOCC on (Insert Date).

The Florida Legislature enacted the Local Option Tourist Development Act ([Section 125.0104, Florida Statutes](#)) in response to the growing need of Florida counties to provide additional revenue sources for Tourist Development in an effort to stimulate the local economy. The Putnam County Tourist Development Council (TDC) was created in 1992 pursuant to Putnam County Ordinance 92-21, and operates in accordance with Section 125.0104, Florida Statutes. The county's 4% Tourist Development Tax (TDT) is levied on occupied transient lodging sales, i.e. hotels/motels, campgrounds and other short-term rental properties. The TDT Revenues are designated to promote Putnam County as a preferred visitor destination and assist with increasing tourism to the county in the non-peak tourism months.

SPORTS EVENT GUIDELINES

Funding is available for major Sports Events staged in Putnam County by organizations that attract large numbers of visitors from outside Putnam County. Such an Event must generate a **minimum of 100 TOTAL room nights** to be considered for funding. An example would be a state, regional, national, or international sporting event.

Consideration for funding is determined by the number of room nights and the overall economic impact the Event will bring to Putnam County. The funding level will be determined based on \$20 per each verified room night that the Event brought to Putnam County lodging partners and destination marketing efforts to the event attendees.

SPORTS EVENT FUNDING REQUEST LEVELS

There is a maximum funding level of up to \$10,000 per event. The guaranteed number of room nights stated by the Applicant does not guarantee the level of funding at which the Event may be approved. The final funding recommendation will be based on the TDC's sole and absolute discretion. The TDC has the right to place the application at a lower funding level providing justification for its decision. All requests will be submitted as a recommendation by the TDC to the Putnam County Board of County Commissioners which makes the final decision.

Exceptions for extraordinary circumstances

While it is not possible to legislate for the unknown, it is possible to identify and anticipate the potential for exceptional circumstances. The TDC may recommend increasing funding in extraordinary circumstances. These extraordinary circumstances will be reviewed on a case-by-case basis for consideration and recommendation to the Putnam County Board of County Commissioners for final approval.

The TDC will reimburse for the marketing efforts affiliated with the event and the actual, verified room nights. For example:

Example 1 - If the TDC approved a total grant award of \$20,000: \$17,000 for their robust marketing plan and \$3,000 for a

guaranteed 150 room nights. The event actually generated 150 total room nights, the TDC would reimburse up to the entire \$20,000.

Example 2 - If the TDC approved a grant for \$3,000 for an event that has a marketing plan and \$17,000 for a guaranteed 1,000 room nights and the event only generated 700 total room nights, the TDC would determine the total percentage of what was produced based upon what was guaranteed by taking $700/1000 = 70\%$. The maximum total amount awarded in this case based upon the % formula would be 70% of \$20,000 which equals \$11,900 for the verified room nights. The total reimbursable grant, as long as they submitted all the required marketing documentation, would be \$3,000 for marketing plus \$11,900 for the verified room nights totaling \$14,900. In order to receive the full \$20,000, the Event Organizer must show how he/she used the Destination Toolkit to promote Putnam County businesses to their event attendees.

ELIGIBLE USE OF FUNDS

The following is a list of how Tourist Development Funds are to be used to promote tourism for Putnam County.

1. Out-of-County Advertising Expenses

Advertising and publicity outside Putnam County to increase participation, attendance and awareness of the Event and generate hotel room nights. The Visit Putnam logo must appear in or with the ad, which must be pre-approved by TDC staff. Advertising examples include:

- Digital Online Advertising: geofencing, social media, retargeting, SEO/SEM, display ads, targeted email campaigns, digital content creation via online storytelling, etc.
- Print: advertising, direct mail, flyers/posters, etc.
- Radio & TV Advertisements placed outside Putnam County
- Public Relations/Media Events
- Targeted Audience Outreach, such as trade show booth rental

2. Promotional Items/Shirts

Must be tied to a direct “experience” with the event (i.e. themed reception, activity, etc.) and the Visit Putnam logo must be included on the shirt or promotional item, and the item with logo must be pre-approved by TDC staff before they qualify for reimbursement. Please consult TDC staff regarding any direct experience ideas.

3. Hosting, Bid, Facility or Event Fees

- Bid or Hosting Fee (Must be considered an authorized use as determined by the Florida Statute 125.0104).
- Facility fees - for Events taking place at Putnam County sports facilities, including MOT fees.
- Necessary event-related operational expenses, as approved per Florida Statute 125.0104 and indicated in the final motion to approve funding.

4. Trophies, Plaques, and Non-Monetary Awards

Items must include Visit Putnam’s logo in the design and be pre-approved by the TDC staff before they qualify for reimbursement. Items will only be funded with a robust marketing plan as generating attendance.

5. Field/Facility Related Expenses

Must be outlined in grant application and will be approved at the discretion of the TDC.

INELIGIBLE USES OF FUNDS:

1. Prize money, scholarships, monetary awards
2. Shirts that are not pre-approved by TDC staff and/or do not include the Visit Putnam logo
3. Any and all travel expenses (including, but is not limited to, mileage reimbursement, car rental fees, airline tickets, hotel/accommodation, food, luggage fees, etc.)
4. Private entertainment, food, beverages, or any type of concession
5. Annual operating expenditures not directly related to the Event/Project
6. Legal, medical, security, engineering, accounting, auditing, planning, feasibility studies or other consulting services
7. Employee salaries
8. Real property or capital improvements to facilities
9. Tangible personal property including but not limited to office furnishings or equipment
10. Interest or reduction of deficits and loans

11. Expenses incurred or obligated prior to or after the grant Event period
12. Advertising/promotional materials distributed in Putnam County, during or after the Event
13. Receptions or social functions other than those specifically designed for pre-event media promotional purposes
14. Sales tax
15. Website design
16. Ongoing or annual facility maintenance
17. Any use not authorized as determined by the Florida State Statute 125.0104

Submittal & Meeting Schedule for Event Grant Funding

Grant Application Submittal Deadline*	TDC Meeting*	BOCC Meeting*	Event Dates
August 15, 2025	September 18, 2025	October 14, 2025	October 15, 2025 – September 30, 2026
May 15, 2026	June 2026	June/July 2026	October 1, 2026 – September 30, 2027
May 15, 2027	June 2027	June/July 2027	October 1, 2027 – September 30, 2027

**Dates are subject to change*

ALL FUNDING RECOMMENDATIONS REQUIRE FINAL APPROVAL BY THE PUTNAM COUNTY BOARD OF COUNTY COMMISSIONERS

MEETING ATTENDANCE REQUIREMENT

Recipients of Event Grant Funding Program funds are required to meet at least once (in person or via phone) with TDC staff to review marketing plans and coordinate marketing efforts.

Applicants requesting funding are required to attend/view the TDC Event Grant Workshop that reviews the Grant Guidelines, Application, and Post Event Report. Applicants requesting funding are required to attend the assigned TDC meeting/workshop in which an Applicant's application will be reviewed. During that TDC meeting, an Applicant may present a 1-2 minute "update" and/or respond to questions from the TDC. ***Failure of an Event representative to attend the specified TDC meeting will result in removal of the Applicant's application from the TDC's consideration.***

REVIEW PROCESS

The TDC will review each request brought forth by the TDC staff.

Tourist Development Tax funds are intended to supplement, not replace Applicant's Event budget. Applicant must recognize that not every application will be funded either fully or partially. A limited amount of funds is available. The grant application process is a highly competitive process and applications will be reviewed and scored on specific criteria.

Applicants must notify the TDC of any changes (i.e. date, venue, event content etc.) to their Event/Project plans in writing at least **60 days prior** to the Event start date. Failure to do this can jeopardize future funding. Early notification of changes is necessary to properly promote programs through various marketing platforms and the TDC's website www.VisitPutnamCountyFL.com. The TDC would have to vote to accept these changes and maintain or adjust funding accordingly.

All information provided to the TDC in conjunction with the Event - Funding Program Guidelines will become subject to disclosure and available for public inspection in accordance with the *Florida Public Records Law*, in Chapter 119, Florida Statutes, except information exempt from disclosure pursuant to Section 125.0104 (9)(d)(2), Florida Statutes and any other applicable provision of law.

RECORD KEEPING AND AUDIT

- A successful Applicant is hereinafter referred to as the "Recipient".

- Recipient agrees to allow TDC staff access to the Event for the purpose of determining economic impact and return on investment. If tickets are required for the Event, Recipient is required to collect from the ticket purchaser either a street address or email address along with the purchaser's name for the purpose of permitting the TDC to conduct a survey of the purchaser about attendance at the Event. Recipient must cooperate with the TDC staff and/or contractors in providing email addresses of ticket buyers and vendors for the purpose of conducting surveys.
- Upon approval of funds, Recipient shall provide media passes for use by TDC staff to attend and cover the Event for marketing and public relations purposes.
- All contracts are subject to programmatic and financial audit by the Putnam County Clerk of the Court – Internal Auditor or other County staff or authorized personnel. All programmatic and financial documents that are part of the contract are subject to county inspection and may become a public record. Recipient shall acknowledge funding by Visit Putnam in all advertising and publicity for the Event. Acknowledgement may be achieved by: Including recognition of Visit Putnam where appropriate on all printed material, Recipient's website and in public relations activities. A camera-ready Visit Putnam logo will be provided to Recipient. All printed materials with the logo block must be presented with the reimbursement request.
- The TDC reserves the right to request additional information beyond that requested in the funding application/guidelines.

REIMBURSEMENT/ACCOUNTABILITY:

1. Within 60 days after the completion of the Event/Project, Applicant must submit the following:
 - a. Completed Post Event Report
 - b. Room Night Verification Forms (available upon request) reporting all room nights generated by the event. This includes all staff, competitors, volunteers, spectators, officials, etc. that stayed in paid accommodations, verified directly by a hotel, motel, or vacation rental. This information can be gathered at registration.
 - c. Proof of use of Destination Toolkit for destination marketing to the Event attendees.
 - d. Invoice from Grantee to Visit Putnam / Putnam County for reimbursement of TDC/BCC approved funds (addressed to Visit Putnam / Putnam County Tourist Development Council).
 - e. Collateral supporting the expenses grantee is requesting reimbursed (Vendor receipt(s); or Invoices/Orders with proof of payment in form of front and back copy of cleared check, online payment confirmation, credit card receipt or bank statement). Please refer to Eligible/Ineligible Use of Funds from grant application.
 - f. Copies/samples of advertising or promotional materials TDC funds are reimbursing expenses for, and proof of required wording included in said advertising or promotional item.
2. If original award amount must be prorated due to the actual room nights being less than the guaranteed room nights, an updated invoice will be required with the new award amount.
3. The TDC will conduct audits to promote accuracy of attendance and room nights reported in Post Event Report.
4. Incomplete reports will not be considered. A request for an extension of the 60-day deadline will require approval from the part of the Tourist Development Council.

ROOM NIGHT TRACKING:

In order to assess the impact of each Event on the Putnam County transient lodging industry, the TDC requires the tracking of the number of overnight visitors attending the Event/Project.

Applicant will be required to provide all Putnam County based accommodations where attendees may be staying with room night certification forms and submit the **Room Night Certification Form** to the TDC at the

conclusion of the Event. Applicant is strongly encouraged to conduct their own room night surveys to verify room nights and hotels in order to complete the **Room Night Certification Form** for back up documentation should there be any discrepancies in determining the total number of room nights generated from the event. All documents verifying room nights must be signed by an authorized representative of the lodging partner.

NOTE: For the purpose of calculating creditable overnight stays, only rooms subject to Tourist Development Tax shall be included, i.e., rooms exempt from payment of tax or provided on a complimentary (free of charge) basis shall be excluded from the calculation.

Following the Event, the TDC reserves the right to conduct an audit of information presented for each funded Event. All lodging accommodations listed may be contacted to confirm the number of room nights generated for the Event/Project. **PLEASE NOTE THAT ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT CURRENT AND FUTURE FUNDING AWARDS.** Not tracking your rooms and/or visitors could void your post-event funding.

CONCLUSION:

Applicants are encouraged not to contact members of the TDC, Board of County Commissioners or non- TDC County staff in order to provide a fair and equitable process of consideration of each applicant.

Applicant may make contact with TDC staff to address any concerns or deliver updates. Additionally, the Event director, fiscal administrator or other contact person may be called upon by TDC staff at any time during the review process.

TDC meetings are held quarterly. Applicant is required to attend the TDC meeting (either in person or via phone) for which the Event application is scheduled for review. This will be the only opportunity to speak directly to the TDC in regard to the Event application.

Event Budget Summary

Income Source & Type (example: Sponsorships, T-Shirt Sales, Attendee Registration Fees)	Income or In-Kind Amount
Putnam County TDC Funding Request	\$
TOTAL INCOME ALL SOURCES	\$

Expense Type (example: Insurance, Signage, Rentals, Officials, Security)	Expense Amount
TOTAL EVENT EXPENSES	\$
Intended uses of TDC funds	Amount
TOTAL TDC EXPENSES	\$

PUTNAM COUNTY TOURIST DEVELOPMENT COUNCIL (TDC) COMMUNITY EVENT FUNDING REQUEST APPLICATION

Amount Requested from TDC: \$_____

1. *General Organization Information*

Name of Organization: (must be non-profit and submit verification)

Event Name:

Address:

City:

State:

Postal Code:

Phone:

Website:

Contact Name:

Contact Email Address:

Contact Phone:

Contact Cell Phone:

Requesting Organization's Net Reported Assets in most recent completed fiscal year. Please attach file.

2. *Event Information*

Name of Event:

Date(s) of Event (Events held in January-March are not eligible):

Time(s) of Event:

Location of Event:

Website:

Social Media handles:

Projected number of Event Attendees (please explain how attendee numbers will be verified):

Local (Putnam County) Attendees:

Out-of-Town Attendees:

Projected number of Vendors:

Projected number of hotel room nights:

TDC Event Marketing Grant Request: (Must be 1:1 match for Event Grant)

What method was used to determine your projected numbers for this event?

3. *Event History*

Date of Most Recent Past Event:

Location of Most Recent Past Event:

Number of Attendees:

Number of Vendors:

Estimated Economic Impact:

How did you estimate the economic impact?

Hotel Room Nights Generated by this event:

How many years has the event existed in Putnam County?

What method was used to capture the number of attendees?

What method was used to capture the number of vendors?

What method was used to capture the number of hotel room nights?

Of the number of attendees, how many were day visitors (tourists/visitors from outside of Putnam County, but not staying overnight in hotels)?

4. *Event Funding*

Please attach Event Budget (both revenue and expenditures) using the form provided.

Please attach Sponsorship Plan/Commitments

What alternative source of funding will you seek if your request is not eligible for funding?

Are you requesting funding or event assistance (in-kind) from any other government entity in Putnam County? If yes, please list name of entity and amount allocated:

5. *Event Marketing Plan*

Please attach Event Marketing Plan using the form provided (include size/length of advertisement, distribution channel(s) used, when advertisements will appear, targeted audiences, etc.)

Grant Application Checklist

Please initial next to each item and fill in the blanks below. This list must accompany your grant application.

Initials

- _____ This application is being submitted.
Date of Event: _____ Date of Application: _____
- _____ I understand that the reimbursement request must be completed and submitted to the Tourism Office with all back up and supporting material no later than 60 days after the event ends, which will be on _____ (date 60 days after event ends).
- _____ I understand that the required wording "For visitor information, go to www.VisitPutnamCountyFL.com." must appear in any print advertisements that are funded by the TDC. For digital ads, the required wording "For visitor information, go to www.VisitPutnamCountyFL.com." must either be featured on the advertisement or on website/landing page linked to the ad or the ad must link to the TDC's website, VisitPutnamCountyFL.com. I will also use the #VisitPutnam hashtag on at least one event social media post.
- _____ I have included an IRS **W-9 Form** and a copy of the Florida Division of Corporations form with the application.
- _____ I understand that someone representing this grant application must be available at the TDC meeting when it considers the application for funding or the application will not be considered.
- _____ I understand that no expenses incurred before the TDC recommends approval of the grant application will be reimbursed under any circumstances. I also understand that no funding has been approved until the Board of County Commissioners (BOCC) approves final Grant Award.
- _____ I understand that reimbursements following the event will only be made for itemized, authorized expenses approved by the BOCC in the fully executed Grant Contract.
- _____ I understand each reimbursement request must include copies of paid invoices, screenshots of digital ads, copies of the ad/tear sheets, invoice for reimbursement amount to the Putnam County Board of County Commissioners, copy of front and back of cleared checks paying for advertising, and outreach figures identifying the number of people your ad reached outside Putnam County and inside Putnam County.
- _____ I certify that the funding request is within the limits as outlined in the Grant Rules & Guidelines.
- _____ I agree that the funds I receive will ONLY be used in accordance with the eligible and ineligible uses of funds.

- _____ I have included a list of my business/organization's current Officers and/or Board members (if applicable) with the application.
- _____ I will provide the Putnam County Chamber of Commerce office with a Certificate of Insurance (COI) naming "Putnam County Chamber of Commerce", "Putnam County Tourist Development Council", and "Putnam County Board of County Commissioners" as additionally insured no later than 15 days before the event begins.
- _____ I have included a detailed **Marketing Plan** for the Event.
- _____ As an authorized representative of Applicant, I (the person submitting this application) acknowledge that I am also the person required to execute the contract and prepare the **Post- Event Report** for the Event within 60 days after completion of event to receive payment. This report should include: total number of attendees, information regarding where attendees came from, etc.
- _____ I acknowledge that I am required to submit documentation that confirms my authority to act on behalf of the Applying Organization, such as a corporate resolution or a copy of a record from the State of Florida Division of Corporations that lists me (the person submitting the Application) as an officer who has statutory authority to represent and bind the Applying Organization.
- _____ I acknowledge that any material made or received by Putnam County in connection with my request for Program funding is a public record and subject to public inspection unless there is a legislatively created exemption that makes it confidential and not subject to disclosure. I acknowledge that I cannot dictate to Putnam County what material is open to public inspection or the circumstances under which material is deemed confidential.
- _____ I understand that as a requirement to receiving funding, I will execute a release to permit Putnam County to photo and/or record the Event and I must make Event invitees aware of this and make the signing of a release a requirement to participate in the Event.
- _____ I understand that all funds received are subject to audit by the Putnam County Clerk of the Court – Internal Auditor or other representative as Putnam County may designate.
- _____ I understand that this event may require a County or City Special Event Permit, and it is up to me to complete that permit request and pay the required permit fee.

Authorized Agent: _____

Title: _____ *Date:* _____

Authorized Agent Signature: _____



Putnam County Tourist Development Council
Event Grant Program Scoring Worksheet
FY 2026

Organization Name: _____

Event Name: _____

Scoring:

Criteria	Description	Points	Score
Marketing Plan	Quality and effectiveness of the marketing strategy	45	
Creativity/Innovation	Creativity and uniqueness of the event and/or enhancements to annual event	30	
Budget	Budget shows need and effort to gain additional revenue streams	25	
Total Score		100	

Marketing Plan

Digital Presence

- a. Event has a mobile-friendly website that is current on website design trends and actively posting quality content (at least once a week) on at least one social media channel as the event itself (not host organization) (10 points)
- b. Has event-specific website with event specific URL and an Event Page on Facebook (5 points)
- c. Destination information on your website (hotels, link to www.visitputnamcountyfl.com, etc.) (5 points)
- d. Email blast to first-party database (5 points)
- e. No event-specific website or social media presence (0 points)

Print Marketing – newspaper, magazine, newsletter (10 points)

Broadcast Marketing – radio or television (10 points)

Creativity/Innovation

If the event is the only event of its kind within a 50-mile radius, the applicant scores 30 points.

Budget

The event budget shows multiple revenue streams (20 points)

The event budget shows that the TDC grant request is less than 25% of the entire budget. (5 points)

EVENT PROPOSED MEDIA & ADVERTISING PLAN

					Media Exposure								
Media Category	Media Vendor/ Partner	Market	Media Placement Timing	Media Placement Detail	Broadcast Impressions TV/Radio	Outdoor Impressions	Print Circulation Magazine/Newspaper	Digital Impressions Banners, Website, Email	Social Media Impressions	Other Media Category Impressions	Media Cost (NET to Vendor)	Media Cost (IN-KIND)	Comments
Television	WESH-NBC	Orlando	6/3/24-6/23/24	30-second spot: (25) spots morning news; (15) spots in weekend news	287,500						\$ 35,000.00		
Print	Orlando Sentinel	Orlando	Sunday, 6/9/25	1/2 Page, 4C			210,225				\$ 6,225.00		
Social Media	Facebook	State of Florida	6/3/24-6/23/25	Promoted Posts					3,200,000		\$ 4,000.00		
Outdoor	Lamar Outdoor	Orlando	6/3/24-6/23/25	(3) Billboards		755,000					\$ 12,500.00		
E-Newsletter	MailChimp	Return visitors/1st party data	6/15/2025							4,000	\$ 35.00		
											\$ 57,760.00	\$ -	

Note: Media plan input document MUST INCLUDE - Vendor, Market, Timing, Placement Detail, Impressions by Placement Type, Total Net Spending



Organization Name: _____

Event Name: _____

Certification and Compliance Agreement

I hereby certify that the information contained in the Post-Event Worksheet submitted herewith is true and correct to the best of my knowledge. I acknowledge and understand I must complete and submit a fully completed Post-Event Report per the **Post-Event Requirements & Instructions** to be eligible for final payment.

(Initial each item below in **blue ink**.)

_____ I acknowledge a fully completed Post-Event Report consists of the following:

- One (1) Original Post-Event Report Packet with Support Materials, or
- One (1) Digital Copy of the Post-Event Report Packet

_____ I acknowledge and understand that Post-Event Reports that are not complete, as stated above, may result in delay of final payment.

_____ I acknowledge and understand that I must explain the methodology utilized to determine attendance and room nights generated by the event.

_____ I acknowledge and understand that I must explain any discrepancies between information presented in the original Funding Application and the final performance of the event prior to processing of final payment.

I certify I am an **Authorized Corporate Officer** or an **Authorized Individual** (if a municipality) on behalf of the Event.

Authorized By: _____

Signature: _____

Title: _____

Date: _____

Phone: _____

Email: _____

Post-Event Worksheet

1. Organization / Contact Information

Organization Name:		
Organization Address: City:		
Primary Contact Name:	State:	Zip:
Office:		
Email Address:	Mobile:	Fax:

2. Event Information

Event Title:	
Event Location(s):	Event Date(s):

3. Request Summary

☐ Signature Event Grant	☐ Event Grant	☐ Sports Grant
Final Awarded Funding Amount: \$		

4. Budget: Proof of Performance

Provide proof of additional revenue streams, dollar for dollar match and/or payment to vendors.

5. Marketing & Advertising Plan: Proof of Performance

Provide Proof of Performance of your Marketing & Advertising Plan for all expenditures which you are seeking reimbursement. Proof of Performance shall include 3rd party invoice(s) or other such documentation as requested by Visit Putnam. Explain any discrepancies with the Marketing & Advertising Plan agreed upon in Marketing Plan of the Application. Please show how you used the Destination Toolkit provided.

6. Attendance Methodology & Zip Code Data

Provide your Actual Attendance and methodology for calculating attendance, including photos to substantiate crowd sizes. Any ticketed event must provide Zip Code Data in an Excel format.

7. Final Invoice & W-9

Provide and attach your final invoice and completed W-9.



Putnam County Tourist Development Council Room Night Certification Form

*A form should be completed by each accommodation that housed event attendees/staff.
Due to the TDC office no later than 60 days after the end of event.*

Attention: Hotel Representative / Contact

The Event, _____, was awarded Funding through the Putnam County Tourist Development Council (TDC) to assist in the advancement of bringing additional economic impact through tourism into our community. The purpose of this form is to certify the number of room nights in Putnam County that were attributable to the Event.

Name of Hotel/Accommodation: _____

Contact Person: _____

Telephone: _____ **Email:** _____

TRACKED ROOM NIGHTS							
EVENT NAME							
DATE (s)							
PAID ROOM NIGHTS							
COMP ROOM NIGHTS							

Hotel Contact Signature: _____

The TDC thanks you for your help and partnership in making Putnam County a choice destination!

GRANT APPLICANT: I certify that Event listed above consumed the reported room nights. Name of

Applicant: _____

Signature: _____ **Title:** _____

The TDC reserves the right to unilaterally reduce the maximum amount of reimbursement if Applicant's room night guarantee is not satisfied or documented with this Room Night Certification Form. This SIGNED form must be completed and returned before final payment is delivered to Applicant.



**Putnam County Tourist Development Council
Signature Event Grant Program Scoring Worksheet
FY 2026**

Organization Name: _____

Event Name: _____

Scoring:

	Number of Room Nights
Application	
Actual	
Percentage	
	Destination Toolkit Usage
Application	Yes or No
Actual	Yes or No
Need Period	Yes or No
Total Reimbursable Award (up to \$10,000)	

Room Night Verification Forms will be available upon request.

Need period is defined as January, June, July, August, September, November and December.



**Putnam County Tourist Development Council
Sports Event Grant Program Scoring Worksheet
FY 2026**

Organization Name: _____

Event Name: _____

Scoring:

	Number of Room Nights
Application	
Actual	
Percentage	
	Destination Toolkit Usage
Application	Yes or No
Actual	Yes or No
Need Period	Yes or No
Total Reimbursable Award (up to \$10,000)	

Room Night Verification Forms will be available upon request.

Need period is defined as January, June, July, August, September, November and December.



TDC Event Support Without a Formal Grant

This program is administered by the Putnam County Tourist Development Council (TDC), which is overseen by the Putnam County Board of County Commissioners.

Approved by TDC on (Insert Date/) / Approved by BOCC on (Insert Date/).

If you are an event planner, you do not necessarily have to submit a formal Event Grant for TDC assistance. Some events attract large numbers of day visitors with little to no overnight room night stays. These events have a positive effect in contributing to the vitality of the Putnam County area and attractiveness to potential tourists. Therefore, the TDC may support these events, at discretion of TDC staff, that are open to the public through non-grant/non-monetary avenues, such as:

- Collateral fulfillment of area tourism information
- Visit Putnam promotional branded material fulfillment
- Request for Proposal (RFP) distribution (hotels, group dining requests, etc.)
- Public relations support
- Photo/video support
- Social media/calendar/website listing
- Referrals to County/City departments
- Research data collection
- Consultation to grow events to attract overnight visitors

To submit your event for review, simply email your event information and details with at least one high-resolution promotional photo to the Putnam County Chamber office at chamber@chamberpc.com for consideration.

Signature Event Grant Scoring

Minimum number of event attendees: 1,000 verified room nights or 10,000 verified attendees with 30% coming from outside Putnam County

Maximum funding: \$20,000

Marketing Plan /
Destination Toolkit

Verified Room Nights

The TDC will reimburse for the marketing efforts affiliated with the event and the actual, verified room nights. For example:

Example 1 - If the TDC approved a total grant award of \$20,000: \$17,000 for their robust marketing plan and \$3,000 for a guaranteed 150 room nights. The event actually generated 150 total room nights, the TDC would reimburse up to the entire \$20,000.

Example 2 - If the TDC approved a grant for \$3,000 for an event that has a marketing plan and \$17,000 for a guaranteed 1,000 room nights and the event only generated 700 total room nights, the TDC would determine the total percentage of what was produced based upon what was guaranteed by taking $700/1000 = 70\%$. The maximum total amount awarded in this case based upon the % formula would be 70% of \$20,000 which equals \$11,900 for the verified room nights. The total reimbursable grant, as long as they submitted all the required marketing documentation, would be \$3,000 for marketing plus \$11,900 for the verified room nights totaling \$14,900. In order to receive the full \$20,000, the Event Organizer must show how he/she used the Destination Toolkit to promote Putnam County businesses to their event attendees.

Event Grant Scoring

Minimum number of event attendees: 500+ verified attendees

Maximum funding: \$5,000 (years 1-3); \$2,500 (years 4-6)

Marketing Plan

45 points

Quality and effectiveness of the marketing strategy

Creativity/Innovation

30 points

Creativity and uniqueness of the event and/or enhancements to annual event

Budget

25 points

Budget shows need and effort to gain additional revenue streams

Marketing Digital Presence

- a. Event has a mobile friendly website design, trends and actively posting quality content (at least once a week) on at least one social media channel as the event itself (not host organization) **10 points**
- b. Has event-specific website with event specific URL and an Event Page on Facebook **5 points**
- c. Destination information on your website (hotels, link to www.visitputnamcountyfl.com, etc.) **5 points**
- d. Email blast to first-party database **5 points**
- e. No event-specific website or social media presence **0 points**

Print Marketing – newspaper, magazine, newsletter **10 points**

Broadcast Marketing – radio or television **10 points**

Creativity/Innovation If the event is the only event of its kind within a 50-mile radius **30 points**

Budget The event budget shows multiple revenue streams and dollar for dollar match **20 points** The event budget shows that the TDC grant request is less than 25% of the entire budget **5 points**

Sports Event Grant Scoring

Minimum number of 100 Total room nights

Maximum funding: \$10,000 per event

Marketing Plan /
Destination Toolkit

Verified Room Nights

The TDC will reimburse for actual, verified room nights at a rate of \$20/room and use of the Destination Toolkit that Event Organizers can use to promote local businesses to their event attendees.

For example: If the TDC approved a grant for \$10,000 for an event that guaranteed 1,000 room nights and the event actually only generated 700 total room nights, the TDC would determine the total percentage of what was produced based upon what was guaranteed by taking $700/1000 = 70\%$. The maximum total amount awarded in this case based upon the % formula would be 70% of \$10,000 which equals \$7,000. In order to receive the full \$10,000, the Event Organizer must show how he/she used the Destination Toolkit to promote Putnam County businesses to their event attendees.

*Please note that these grants are different than the RFPs that the Tourism Department pursues/competes for business.
(Example: BassMasters events, etc.)



March 13, 2025 TDC Meeting Minutes

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
MARCH 13, 2025

Present: Chair L. Wilkinson, G. Bacon, R. Correa, B. DiCarlo, A. Hodge, D. Kelly, M. Myers, T. Smith, K. Valentine. Staff L. Pavlus, K. Morgan and J. Linton.

Others Present: John Brady, Sam Carr, Jolynn Carter, Niko Costas, Faustino Garcia, Mary Garcia, Nicole Grace, Gabrielle Gunn, Andy Heartz, Valerie Ingamell, Kevin Sharbaugh, Dianne Taylor and John Theobold.

- I. **Call to Order.** Chair L. Wilkinson called the meeting to order at 8:30 a.m. K. Morgan conducted a roll call and confirmed a quorum. Chair Wilkinson reminded all that this Council operates under the Florida Sunshine Law.

- II. **Minutes.** The minutes of the October 7, 2024 meeting were presented for approval.

ACTION: Motion R. Correa, second M. Myers to approve the minutes of the October 7, 2024 meeting as presented.

VOTE: 9-0 Approved minutes as presented.

- III. **Financial Report** K. Morgan reported on the last five years of the bed tax collections and gave an overview of the draft budget stating there were more event grant requests than money in the category to fund them. Morgan also talked about the temporary fix for the missing floating dock had put the funds allocated for Bass Elite deliverables over budget. Discussion followed.

ACTION: Motion R. Correa, second M. Myers to approve the additional amount as presented to the TDC for Bass Elite Deliverables from Category C, Large Scale Events, FY 2024-2025 budget.

VOTE: 9-0 Approved Bass Elite budget as presented.

Bass Elite	\$ 115,000	\$ 137,670	\$ 112,670	\$ 25,000
Bass Elite Host Fee*		\$ 75,000	\$ 65,000	\$ 10,000
City of Palatka Police & City Services		\$ 15,000	\$ -	\$ 15,000
Portable Restrooms		\$ 9,785	\$ 9,785	\$ -
Tables/Chair Rentals		\$ 1,355	\$ 1,355	\$ -
Fairgrounds		\$ 600	\$ 600	\$ -
Banner		\$ 170	\$ 170	\$ -
Internet		\$ 1,000	\$ 1,000	\$ -
Insurance		\$ 4,460	\$ 4,460	\$ -
Ice		\$ 1,200	\$ 1,200	\$ -
Ambulance		\$ 2,100	\$ 2,100	\$ -
Temporary Dock		\$ 27,000	\$ 27,000	\$ -
SUBTOTAL		\$ 137,670	\$ 112,670	\$ 25,000
TOTAL FOR BASS ELITE		\$ (22,670)		

IV. **Legislative Update** K. Morgan talked about current bills in Tallahassee that could affect the Tourist Development Tax, she asked council members to keep up with the legislation and she would send updates. Morgan also discussed Rural Counties and Tourism Days.

V. **Project/Event Updates (Old Business)** K. Morgan informed the TDC that the electronic sign has been repaired and is now being used to promote events in Putnam County. She also shared the collaboration with Bass Elite and 76th Annual Azalea Festival. She reported attendance of 18,000-20,000 and substantial online impressions from the event.

VI. **New Business** Blue Crab Productions has requested to reallocate the unused \$3,500.00 grant funds from the Blue Crab Jam to the New Year's Celebration grant.

ACTION: Motion M. Myers, second T. Smith to deny the request to move grant funds from one event to another.

VOTE: 9-0 to deny the request to move grant funds from one event to another.

VII. **Grant Guidelines Task Force** Chair Wilkinson spoke about the need for some changes to the guidelines and asked for 3 volunteers to serve on the Task Force that would only meet as needed. G. Bacon, R. Correa and M. Myers volunteered.

ACTION: Motion T. Smith, second A. Hodge to approve the Grant Guidelines Task Force.

VOTE: 9-0 to approve the Grant Guidelines Task Force

VIII. **Category B (Cultural Arts) Grant Requests.**

(FY 24-25 Budget Year)

1. **Bartram Frolic.** A request for \$12,850 was made by the Bartram Trail Society of Florida for the 2025 St. Johns River Bartram Frolic. Sam Carr, Mary Garcia and Dianne Taylor gave an overview and history of the frolic, adding the educational components.
2. **Symphony Night in Palatka.** A request for \$12,000 was made by The Rotary Club of Palatka for Symphony Night in Palatka. Dianne Taylor said this would be a good cultural experience featuring the Gainesville Orchestra and a nice reception.
3. **River City Players.** A request for \$8,000 was made by River City Repertory Company for two 2025 April – August Productions. Kevin Sharbaugh said they produce 4 plays a year with 10 showings each, most selling out.
4. **RQ Music.** A request for \$30,000 was made by RQ Music LLC for the Blue Crab Festival 2025. No representative was available to discuss the event.
5. **Occupation of Palatka.** A request for \$500 was made by the Putnam County Historical Society for the Occupation of Palatka. Nicole Grace spoke about the history of the event and said there would be some camping and some hotel stays.

K. Morgan discussed the staff recommendations and provided insights into the scoring.

ACTION: Motion M. Myers, second R. Correa to hear all grant request before making a decision on award amounts.
VOTE; 9-0 to hear all grant requests before making a decision on award amounts.

IX. Category A (Festivals/Events/Sporting) Requests.

(FY 24-25 Budget Year)

1. **Blue Crab Festival.** A request for \$10,000 was made by RQ Music LLC for the Blue Crab Festival 2025. No representative was available to discuss the event.
2. **BlanPro Bass Trail.** A request for \$5,000 was made by BlanPro Bait & Tackle for the BlanPro Bass Trail. There was not a representative present

to speak about the event. No representative was available to discuss the event.

3. **Heartz Golf Tournaments.** Requests totaling \$22,000 were made by Heartz Golf LLC for the following Golf Tournaments, \$6,000 for the (2nd) April US Kids, \$6,000 for the June US Kids, \$6,000 for the August US Kids and \$4,000 for the Third Street Charities. Andy Heartz said he was not asking anything for the Foundation for Rural Education tournament. Heartz said the US Kids tournament brought a lot of affluent families in town with 120 – 250 room nights. Heartz said the 3rd St. Charities raises money for Putnam County kids and had 60-80 room nights.
4. **Heartz Golf Tournaments.** Requests totaling 16,000 were made by Heartz Golf LLC for the following Golf Tournaments, \$6,000 for the December US Kids and \$10,000 for the 100th Anniversary Golf Tournament. Andy Heartz said the US Kids would bring 120-150 room nights and the 100th Anniversary event will get good media coverage and would attract golfers from all over the US. These requests are in the (FY 25-26 Budget Year).
5. **Florida Bass Nation Junior/High School Fall & North Regional Qualifier.** A request for \$8,000 was made by Florida Bass Nation for the Florida Bass Nation Junior/High School Fall & North Regional Qualifier. No representative was available to discuss the event.
6. **FCSAA State Softball Tournament.** A request for \$5,000 was made by St. Johns River State College for the FCSAA State Softball Tournament. Jolynn Carter and John Theobold said the tournament would have four teams of 25 players, Coaches, Trainers and Families. They expect 400-500 people.
7. **Babe Ruth District 3 All Star Tournament.** A request for \$15,000 was made by the Palatka Babe Ruth for the Babe Ruth District 3 All Star Tournament. George Young said there would be 30 teams with 15 players each as well as a large group of vendors.
8. **MLF BFL Gator #5 St. Johns River.** A request for \$2,500 was made by Major League Fishing for the MLF BFL Gator #5 St. Johns River. No representative was available to discuss the event.

X. Category B (Cultural Arts) Grant Requests.

(FY 25-26 Budget Year)

1. **Palatka Comic and Toy Fest.** A request for \$3,000 was made by DPI Develop Palatka Inc/DPE Downtown Palatka Experiences for the Palatka Comic and Toy Fest. Valeria Ingamell said they would be advertising the event in Orlando, Tampa and Jacksonville.

XI. Category A (Festivals/Events/Sporting) Requests.

(FY 25-26 Budget Year)

1. ***Fall Harvest Festival.*** A request for \$60,000 was made by Real Time Entertainment & Management LLC (RTEAM) for the Fall Harvest Festival. Niko Costas said this would be a sponsor driven event that would bring 10,000-20,000 people downtown with significant overnight stays. The festival will have live entertainment with headliners.
2. ***St. Johns River State College Athletic Association Golf Classic.*** A request for \$5,000 was made by St. Johns River State College Foundation for St. Johns River State College Athletic Association Golf Classic.
3. ***Florida State Police Athletic League (PAL) Championship Boxing Tournament.*** A request for \$12,000 was made by the Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Championship Boxing Tournament. John Brady said there will be 280 boxers and families from all over the country, 1,500- 3,000 spectators and they typically sell out hotels in the county.

ACTION: Motion M. Myers, second G. Bacon to award \$500 to Putnam County Historical Society for the Occupation of Palatka and no funding to RQ Music LLC for the 2025 Blue Crab Festival from Category B, Cultural Arts, FY 2024-2025 budget.

VOTE: 9-0 -

ACTION: Motion M. Myers, second G. Bacon to award \$2,000 to Hertz Golf for the (2nd) April US Kids Golf Tournament, \$2,000 to June US Kids Golf Tournament and no funding to RQ Music LLC for the 2025 Blue Crab Festival from Category A, Events & Activities, FY 2024-2025 budget.

VOTE: 9-0

ACTION: Motion M. Myers, second G. Bacon to move remaining Category B, Cultural Arts, grant awards to Category C, Promotions & Advertising/ Large Projects, FY 2024-2025 budget.

VOTE: 9-0

ACTION: Motion M. Myers, second G. Bacon to move remaining Category A, Festival/Events & Sports, grant awards to Category C, Promotions & Advertising/ Large Projects, FY 2024-2025 budget.

VOTE: 9-0

ACTION: Motion G. Bacon, second M. Myers to award \$3,500 to Bartram Trail Society of Florida for the 2025 St. Johns River Bartram Frolic, \$3,000 to Rotary Club of Palatka for Symphony Night in Palatka, \$4,000 to River City Repertory Company for two

2025 April – August Productions from Category C, Promotions & Advertising/Large Projects, FY 2024-2025 budget.

VOTE: 9-0

See attached Category A, B and C budget allocations.

ACTION: Motion M. Myers, second G. Bacon to award \$1,000 to DPI Develop Palatka Inc/DPE Downtown Palatka Experiences for the Palatka Comic and Toy Fest from Category B, Cultural Arts, FY 2025-2026 budget.

VOTE: 9-0

ACTION: Motion G. Bacon, second R. Correa to award \$25,000 to Real Time Entertainment & Management LLC (RTEAM) for the Fall Harvest Festival, \$5,000 to Heartz Golf LLC for the 100th Anniversary Golf Tournament, \$4,000 to St. Johns River State College Foundation for St. Johns River State College Athletic Association Golf Classic, \$12,000 to Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Championship Boxing Tournament and \$3,000 to Heartz Golf LLC for the December US Kids Golf Tournament from Category C, Promotions & Advertising/Large Projects, FY 2025-2026 budget.

VOTE: 8-1, with M.Myers dissenting on the award of \$25,000 to RTEAM for the Fall Harvest Festival; but supporting all other requests.

See attached Category A and B FY 25-26 budget allocations.

XII. Future TDC Meetings. Chair Wilkinson indicated a preference for scheduling quarterly meetings.

XIII. TDC Council Comments. M. Myers expressed a desire to review additional historical data on the applicants.

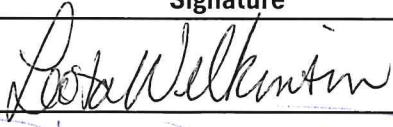
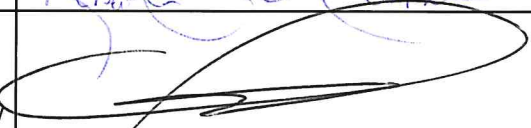
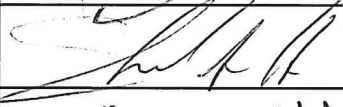
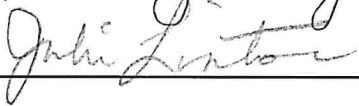
XIV. Adjournment. There being no further business, Chair Wilkinson adjourned the meeting at 11:03 a.m.

Respectfully submitted,
Kimberly Morgan, VP Tourism
Putnam County Chamber of Commerce



Putnam County Tourist Development Council

March 13, 2025 - 8:30 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	
TJ Smith	Citizen		
Aashton Hodge	Citizen	Palatka Coffee Co.	
Keith Valentine	Accommodation	Trails End Outdoors	R. Keith Valentine
Beata DiCarlo	Accommodation	Holiday Inn Express	B DiCarlo
Greg Bacon	Citizen	Plastic Masters International	
Damali Kelly	Accommodation	Quality Inn	Damali Kelly
Terry Suggs	County Administrator"	Putnam County BOCC	
Julianne Young	Deputy County Administrator*	Putnam County BOCC	
Cindy Trent	Finance Dept.*	Putnam County Clerk of Court	
Laura Pavlus	Staff*	Chamber President	
Kimberly Morgan	Staff	Chamber, VP of Tourism	
Julie Linton	Staff	Chamber, Tourism Director	

*Not required to attend.

Tourist Development Council Meeting
Thursday, March 13, 2025

Please Print

<u>Name</u>	<u>Email</u>	<u>Organization</u>
✓1. Valeria Inguell	VG10212@AOL.Com	DPI/ DPE
✓2. D/S John Brady	jbrady@putnamsheriff.org	PCSG
✓3. Faustino Garcia	fgarcia@putnamsheriff.org	PCSG/PAL
✓4. John R. Threbold	threboldjohn@gmail.com	SJR State College Ath. & Soccer
✓5. Sam Carr	SCARR304GM@GMAIL.COM	BARTRAM TEAM SOC.
✓6. Niko Costas	NIKO@RTEAM.NET	RTEAM
✓7. Gabrielle Gunn	gabriellegunn@checkbeck.com	Beck Group
✓8. Ashlee Herp	palutlacoffee@yahoo.com	
9. Dianne Taylor	d.taylor32177@gmail.com	Bartram Frolic
✓10. Anna HEARTZ	AHEARTZ@PGA.COM	PACORA GC
✓11. B. Dilalo	Tourist Development	
✓12. Nicole Grace	pchs1835@gmail.com	PCHS
✓13. Max Gme	mgad@atlwl.com	Bartram Frolic
14.		
✓15. Jean	johnm.carter@sjrstate.edu	St Johns River Flood
✓16. KVIN SHARBAUGH	RKSTARBUCK@GMAIL.COM	River CITY PLAYERS
17.		

Putnam County Bed Tax History Summary

Updated: 2/4/25

	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		\$ 189,979		
FEB	\$ 51,933	\$ 58,228	\$ 46,728	\$ 75,051	\$ 80,034	\$ 88,770	\$ 350,899		\$ 189,979		
MAR	\$ 64,171	\$ 49,168	\$ 69,780	\$ 90,780	\$ 92,187	\$ 102,388	\$ 453,287		\$ 189,979		
APR	\$ 54,540	\$ 25,187	\$ 63,398	\$ 81,026	\$ 63,336	\$ 69,324	\$ 522,611		\$ 189,979		
MAY	\$ 61,978	\$ 38,397	\$ 60,934	\$ 70,131	\$ 70,731	\$ 73,748	\$ 596,358		\$ 189,979		
JUNE	\$ 50,314	\$ 50,139	\$ 57,489	\$ 68,044	\$ 60,992	\$ 67,186	\$ 663,544		\$ 189,979		
JULY	\$ 51,282	\$ 39,417	\$ 57,107	\$ 58,764	\$ 50,355	\$ 56,533	\$ 720,077		\$ 189,979		
AUG	\$ 48,624	\$ 38,133	\$ 47,890	\$ 54,308	\$ 61,196	\$ 55,305	\$ 775,382		\$ 189,979		
SEPT	\$ 45,502	\$ 37,060	\$ 53,891	\$ 57,073	\$ 58,276	\$ 55,932	\$ 831,315		\$ 189,979		
TOTAL	\$ 577,881	\$ 532,630	\$ 610,500	\$ 787,861	\$ 761,460	\$ 831,315		\$ 189,979	\$ 189,979		

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

Purchase Order Encumbrance

FY2024-25			
	Estimated/ Committed	Actual	Balance Yet to Pay
Category A - Events & Activities	\$ 106,215	\$ 56,500	\$ 45,715
Category B - Cultural Arts	\$ 70,810	\$ 37,694	\$ 30,306
Category C - Marketing & Promotions	\$ 544,977	\$ 76,927	\$ 468,050
Sub-Category C - Major Events	\$ 215,000	\$ 120,670	\$ 94,330
Category D	\$ 70,810	\$ 23,600	\$ 47,210
Other PO Requests			
BUDGETED	\$ 1,007,812	\$ 315,391	\$ 685,610
TOTAL	\$ 1,001,002		
BALANCE	\$ 6,810		

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET
2024-25 BUDGET
\$1,438,100

CATEGORY A		\$ 106,215	FY2024-25		
Events and Activities	15% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay	
Festivals & Events	\$52,715				
Main Street Palatka Datil Fest*		\$ 5,000	\$ -	\$ 5,000	
BCD Artist Fest, Old Year's Day and Blue Crab Boil*		\$ 2,840	\$ -	\$ 2,840	
Soul Food Festival*		\$ 4,000	\$ -	\$ 4,000	
76th Annual Azalea Fest*		\$ 5,000	\$ -	\$ 5,000	
Crescent City Catfish Festival*		\$ 3,875	\$ -	\$ 3,875	
2024 Toys Tour*		\$ 5,000	\$ 5,000	\$ -	
SUBTOTAL		\$ 25,715	\$ 5,000	\$ 20,715	

Tournaments/Sporting	\$ 53,500			
PC Fair - Rodeo \$10 K but cancelled		\$ -	\$ -	\$ -
Skins Golf*		\$ 5,000	\$ 5,000	\$ -
Heartz Golf - N FL Jr*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - January US Kids*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - Jr. Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Sr Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Foundation for Rural Education*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - April US Kids*		\$ 3,000	\$ -	\$ 3,000
SJRSC Capitol City Bank Classic Baseball Tournament*		\$ 5,000	\$ -	\$ 5,000
SJRSC John Tindall Classic*		\$ 5,000	\$ -	\$ 5,000
Heartz Golf - October US Kids*		\$ 6,000	\$ 6,000	\$ -
SJRSC Golf Classic*		\$ 5,000	\$ 5,000	\$ -
PAL Boxing*		\$ 12,000	\$ 12,000	\$ -
Xtreme Bass - Host Fee*		\$ 10,000	\$ 10,000	\$ -
Xtreme Bass - Deliverables*		\$ 7,500	\$ 7,500	\$ -
SUBTOTAL		\$ 76,500	\$ 51,500	\$ 25,000

TOTAL		\$ 102,215	\$ 56,500	\$ 45,715
Balance Left In Budget		\$ 4,000		

*Paid by County Directly through Purchase Order

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET
2024-25 BUDGET
\$1,438,100

CATEGORY B	\$ 70,810	FY2024-25		
Cultural Arts	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
NFFN Folk Fest*		\$ 2,000	\$ 1,944	\$ 56
Blue Crab Development - Blue Crab Jam 4th Qtr*		\$ 17,000	\$ 13,500	\$ 3,500
Blue Crab Development - Blue Crab Jam New Years Celebration*		\$ 11,000	\$ 11,000	\$ -
Blue Crab Development - Blue Crab Jam 1st Qtr*		\$ 11,000		\$ 11,000
River City Players - 2024 Productions *		\$ 10,500	\$ 2,600	\$ 7,900
Arts Council Concert Series*		\$ 7,000		\$ 7,000
Palatka Porchfest*		\$ 9,500	\$ 8,650	\$ 850

TOTAL		\$ 68,000	\$ 37,694	\$ 30,306
Balance Left In Budget		\$ 2,810		

*Paid by County Directly through Purchase Order

DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET
2024-25 BUDGET
\$1,438,100

CATEGORY C	\$ 975,265	FY2024-25		
Promotions & Advertising	65% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
Marketing Opportunities/Advertising		\$ 141,346	\$ 51,445	\$ 74,102
FL Welcome Centers - rack space		\$ 599		\$ 599
Website		\$ 11,667	\$ 2,558	\$ 9,109
Visit Widget App		\$ 7,188	\$ 2,995	\$ 4,193
Printed Brochures (in house)		\$ 1,386	\$ 1,386	\$ -
Bartram brochure - printing				
Crescent City brochure - printing				
Putnam County FL Bicycle Routes brochure - printing				
Murals brochure - printing				
Pocket Bicycle Map - printing				
Maps (printed county maps)		\$ 1,101	\$ 1,101	\$ -
Digital Campaigns		\$ 4,000	\$ 4,000	\$ -
Creative Spark - (Commercial - Creative Spark Media)		\$ 7,546	\$ 7,546	\$ -
TV Media Campaign (Fox)		\$ 35,000		\$ 35,000
Print Ad - Edible Magazine		\$ 1,250	\$ 1,250	\$ -
Print Ad - AE Engine Magazine		\$ 4,000	\$ 4,000	\$ -
Print Ad - Professional Sports Pub - National Championship Football Program		\$ 5,000	\$ 5,000	\$ -
Print Ad - Ultimate Corp Adv -USA Today Summer Edition & Masters Edition*		\$ 15,000	\$ 15,000	\$ -
Misty Wells - Influencer/Discovery Channel		\$ 15,500		\$ 15,500
VISIT FL DMO Video (one in FY23-24/one in FY24-25) Commit for FY25-26		\$ 6,000	\$ 3,000	\$ 3,000
Kiosk Solution				
Welcome Visitor Center Revamp		\$ 15,000		
Office Move (furniture)				
Water Photography/Broll		\$ 800		
Billboards		\$ 5,000	\$ 2,050	\$ 2,950
Adobe Creative Cloud		\$ 560	\$ 560	\$ -
Social Media		\$ 1,800	\$ 600	\$ 1,200
Electronic Sign				
Electronic Sign Maintenance		\$ 1,200	\$ 400	\$ 800
Rural Days Promotional Materials		\$ 1,751		\$ 1,751
Promotional Items		\$ 2,537	\$ 896	\$ 29

Air Cannon (to be used at any events)	\$ 150	\$ 133	\$ 17
Rally Towels	\$ 600	\$ 588	\$ 12
Banners (Generic Sponsors)	\$ 175	\$ 175	\$ -
Lures for Rural Days	\$ 1,612	\$ -	\$ 1,612
Conference/Travel	\$ 4,500	\$ -	\$ 4,500
Rural Days	\$ -	\$ -	\$ -
Bass Elite	\$ -	\$ -	\$ -
Destinas FL Marketing Summit	\$ 1,500	\$ -	\$ 1,500
Destinations FL Annual Meeting	\$ 1,500	\$ -	\$ 1,500
VISIT FLORIDA Governor's Conference	\$ 1,500	\$ -	\$ 1,500
Salaries/Benefits	\$ 350,000	\$ 21,654	\$ 328,346
Dues/Subscriptions/Memberships	\$ 5,477	\$ -	\$ 5,477
VISIT FLORIDA	\$ 1,500		\$ 1,500
FL Sports Foundation	\$ 2,000		\$ 2,000
Destinations Florida	\$ 1,977		\$ 1,977
Postage/Shipping	\$ 1,000	\$ 15	\$ 985
Software	\$ 7,919	\$ 1,193	\$ 6,725
Operating Supplies	\$ 1,598	\$ 1,125	\$ 473
Flashlights & Vests	\$ 104	\$ 104	\$ -
Uline Cord Covers	\$ 729	\$ 729	\$ -
Batteries/Cables	\$ 100	\$ 94	\$ 6
Paper	\$ 100	\$ 16	\$ 84
Office Supplies	\$ 500	\$ 117	\$ 383
Website Domain	\$ 65	\$ 65	\$ -
Research	\$ 30,000	\$ -	\$ -
Placer AI*	\$ 30,000		
Visitor Research Study			
Event Sponsorships/Deliverables	\$ 600	\$ 600	\$ -
Wolfson's Bass Tournament Chairs (200)	\$ 600	\$ 600	\$ -
TOTAL	\$ 544,977	\$ 76,927	\$ 420,637
Balance Left In Budget	\$ 430,288		

*Paid by County Directly through Purchase

Order

SUB-CATEGORY C1:		\$ 215,000	FY2024-25		
Large-Scale Events		Estimated/ Committed	Actual	Balance Yet to Pay	
FL BASS Nation	\$ 8,000	\$ 8,000	\$ 8,000	\$ -	
FL BASS Nation - Jr/High Fall & North Regional*		\$ 8,000	\$ 8,000	\$ -	
Subtotal		\$ 8,000	\$ 8,000		

Bass Elite	\$ 115,000	\$ 137,670	\$ 112,670	\$ 25,000
Bass Elite Host Fee*		\$ 75,000	\$ 65,000	\$ 10,000
City of Palatka Police & City Services		\$ 15,000	\$ -	\$ 15,000
Portable Restrooms		\$ 9,785	\$ 9,785	\$ -
Tables/Chair Rentals		\$ 1,355	\$ 1,355	\$ -
Fairgrounds		\$ 600	\$ 600	\$ -
Banner		\$ 170	\$ 170	\$ -
Internet		\$ 1,000	\$ 1,000	\$ -
Insurance		\$ 4,460	\$ 4,460	\$ -
Ice		\$ 1,200	\$ 1,200	\$ -
Ambulance		\$ 2,100	\$ 2,100	\$ -
Temporary Dock		\$ 27,000	\$ 27,000	\$ -
SUBTOTAL		\$ 137,670	\$ 112,670	\$ 25,000
TOTAL FOR BASS ELITE		\$ (22,670)		
TOTAL for Large Scale Events		\$ 145,670	\$ 120,670	\$ 25,000
Balance Left In Large Scale Events Budget		\$ 69,330		
TOTAL CATEGORY C EXPENSES		\$ 690,647	\$ 197,597	\$ 445,637
BALANCE IN CATEGORY C		\$ 284,618		

*Paid by County Directly through Purchase
Order

CATEGORY D	\$ 70,810	FY2024-25		
	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
Administrative Fees*				
Monthly Fee		\$ 70,810	\$ 23,600	\$ 47,210
TOTAL		\$ 70,810	\$ 23,600	\$ 47,210
Balance Left In Budget		\$ 0		

*Paid by County Directly through Purchase
Order

CATEGORY A		\$ 106,215	FY2024-25	
Events and Activities	15% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
Festivals & Events	\$52,715			
Main Street Palatka Datil Fest*		\$ 5,000	\$ -	\$ 5,000
BCD Artist Fest, Old Year's Day and Blue		\$ 2,840	\$ -	\$ 2,840
Soul Food Festival*		\$ 4,000	\$ -	\$ 4,000
76th Annual Azalea Fest*		\$ 5,000	\$ -	\$ 5,000
Crescent City Catfish Festival*		\$ 3,875	\$ -	\$ 3,875
2024 Toys Tour*		\$ 5,000	\$ 5,000	\$ -
SUBTOTAL		\$ 25,715	\$ 5,000	\$ 20,715

Tournaments/Sporting	\$ 53,500			
PC Fair - Rodeo \$10 K but cancelled		\$ -	\$ -	\$ -
Skins Golf*		\$ 5,000	\$ 5,000	\$ -
Heartz Golf - N FL Jr*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - January US Kids*		\$ 3,000	\$ 3,000	\$ -
Heartz Golf - Jr. Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Sr Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Azalea*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - Foundation for Rural Education*		\$ 3,000	\$ -	\$ 3,000
Heartz Golf - April US Kids*		\$ 3,000	\$ -	\$ 3,000
SJRSC Capitol City Bank Classic Baseball Tournament*		\$ 5,000	\$ -	\$ 5,000
SJRSC John Tindall Classic*		\$ 5,000	\$ -	\$ 5,000
Heartz Golf - October US Kids*		\$ 6,000	\$ 6,000	\$ -
SJRSC Golf Classic*		\$ 5,000	\$ 5,000	\$ -
PAL Boxing*		\$ 12,000	\$ 12,000	\$ -
Xtreme Bass - Host Fee*		\$ 10,000	\$ 10,000	\$ -
Xtreme Bass - Deliverables*		\$ 7,500	\$ 7,500	\$ -
SUBTOTAL		\$ 76,500	\$ 51,500	\$ 25,000

TOTAL		\$ 102,215	\$ 56,500	\$ 45,715
Balance Left In Budget		\$ 4,000		

*Paid by County Directly through Purchase Order

Requests for March 13, 2025 Meeting

Event Name		Requested	Staff Recommendation	TDC Recommendation	Category
Festivals & Events					
Blue Crab 2025		\$ 10,000	\$ -	\$ -	
Tournaments/Sporting					
BLANPRO Bass Trail		\$ 5,000	\$ 5,000	\$ 5,000	C
Heartz Golf - Foundation for Rural Education T		\$ 5,000	\$ -		
North Regional Qualifiers		\$ 8,000	\$ 5,000	\$ 5,000	C
Heartz Golf - April US Kids		\$ 6,000	\$ 1,000	\$ 2,000	A
FCSAA State Softball Tournament		\$ 5,000	\$ 5,000	\$ 5,000	C
Heartz Golf - June US Kids		\$ 6,000	\$ 1,000	\$ 2,000	A
Babe Ruth District 3 All Star Tournament		\$ 15,000	\$ 8,000	\$ 8,000	C
Heartz Golf - August US Kids		\$ 6,000	\$ 1,000	\$ 2,000	C
3rd Street Charities Golf Tournament		\$ 4,000	\$ -		
MLFBLF Gator #5 St. Johns River Bass Tournament (Major League Fishing)		\$ 2,500	\$ 2,500	\$ 2,500	C
SUBTOTAL		\$ 57,500	\$ 28,500	\$ 31,500	

Sub Category
Grants Already Awarded
New Grant Requests

CATEGORY B	\$ 70,810	FY2024-25		
Cultural Arts	10% of Budget	Estimated/ Committed	Actual	Balance Yet to Pay
NFFN Folk Fest*		\$ 2,000	\$ 1,944	\$ 56
Blue Crab Development - Blue Crab Jam 4th Qtr*		\$ 17,000	\$ 13,500	\$ 3,500
Blue Crab Development - Blue Crab Jam New Years Celebration*		\$ 11,000	\$ 11,000	\$ -
Blue Crab Development - Blue Crab Jam 1st Qtr*		\$ 11,000		\$ 11,000
River City Players - 2024 Productions *		\$ 10,500	\$ 2,600	\$ 7,900
Arts Council Concert Series*		\$ 7,000		\$ 7,000
Palatka Porchfest*		\$ 9,500	\$ 8,650	\$ 850

TOTAL		\$ 68,000	\$ 37,694	\$ 30,306
Balance Left In Budget		\$ 2,810		

Requests for March 13, 2025 Meeting

Cultural Arts	10% of Budget	Requested	Staff Recommendation	TDC Recommendation	Category
2025 St. Johns River Bartram Frolic		\$ 12,850	\$ 2,000	\$ 3,500	C
Symphony Night in Palatka		\$ 12,000	\$ 2,000	\$ 3,000	C
River City Players - 2025 Spring/Summer		\$ 8,000	\$ 2,000	\$ 4,000	C
Blue Crab Festival 2025		\$ 30,000	\$ -		
Occupation of Palatka		\$ 500	\$ 500	\$ 500	B
SUBTOTAL		\$ 63,350	\$ 6,500	\$ 11,000	

*Paid by County Directly through Purchase Order

Sub Category
Grants Already Awarded
New Grant Requests

CATEGORY A		FY2025-26		
Events and Activities	15% of Budget	Requested	Staff Recommendation	TDC Recommendation
Festivals & Events				
Fall Harvest Festival		\$ 60,000	\$ 25,000	\$ 25,000
SUBTOTAL		\$ 60,000	\$ 25,000	\$ 25,000

Tournaments/Sporting				
100th Anniversary Golf Tournament		\$ 10,000		\$ 5,000
St. Johns River State College Athletic Assn Classic		\$ 5,000	\$ -	\$ 4,000
FL State PAL Boxing Tournament		\$ 12,000	\$ 12,000	\$ 12,000
Heartz Golf - December US Kids		\$ 6,000	\$ 6,000	\$ 3,000
SUBTOTAL		\$ 33,000	\$ 18,000	\$ 24,000

TOTAL		\$ 93,000	\$ 43,000	\$ 49,000
Balance Left In Budget				

*Paid by County Directly through Purchase Order

Requests for March 13, 2025 Meeting

SUBTOTAL	\$ 93,000	\$ 43,000	\$ 49,000
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Sub Category
Grants Already Awarded
New Grant Requests

CATEGORY B	\$ -	FY2025-26		
Cultural Arts	10% of Budget	Requested	Staff Recommendation	TDC Recommendation
Palatka Comic and Toy Fest		\$ 3,000	\$ 1,000	\$ 1,000

TOTAL		\$ 3,000	\$ 1,000	\$ 1,000
Balance Left In Budget		\$ (3,000)		



April 15, 2025

May 6, 2025

June 2, 2025

TDC Event Grant Task Force Meeting Minutes

MINUTES
EVENT GRANT TASK FORCE
PUTNAM COUNTY TOURIST DEVELOPMENT COUNCIL
APRIL 16, 2025

Present: G. Bacon, Mayor R. Correa, Mayor M. Myers and Staff L. Pavlus, K. Morgan, and J. Linton

Agenda Items Discussed:

- A. **Task Force Chair.** By consensus, M. Myers was named Chair and R. Correa was named Vice Chair.
- B. **Budget:** K. Morgan said per County ordinance, Category A (Festivals/Events/Sports) received 15% of the budget and Category B (Cultural Arts) received 10% of the budget.
- C. **Review of Current Guidelines:** Current guidelines were reviewed.
- D. **Discuss Suggested Changes:** R. Correa said we need to make updates to make people aware that TDC funds the same event for a maximum of 3 years. M. Myers said we need to educate our restaurants and hotels about the economic impact of events. K. Morgan discussed getting a return on investment from events and deciding if seasonality was important to us. The group also discussed that the events receive tax dollars so the group can give scholarship funds, which is not in alignment with the purpose or mission of the TDC. More data is needed post-event. It should be required that events have links to the website and encourage use of the Visit Putnam App. We need to clearly define what our need periods/seasons are. Grant recipients need to understand this isn't free money and that they have responsibility to the community. Budget and Marketing Plan documentation should be required.
- E. **Review Examples:** K. Morgan gave links to other TDC applications and guidelines for everyone to review.
- F. **Timeline and Meeting Date:** The Task Force asked staff to come to the next meeting with their suggestions for changes to the guidelines and applications, including a post event report. **The next meeting will be May 6, 2025, at 9:00 am.**
- G. **Adjourn:** The meeting was adjourned at 9:45 am.

MINUTES
EVENT GRANT TASK FORCE
PUTNAM COUNTY TOURIST DEVELOPMENT COUNCIL
JUNE 2, 2025

Present: G. Bacon, Mayor R. Correa, Mayor M. Myers (Via Teams) and Staff L. Pavlus, K. Morgan, and J. Linton

Agenda Items Discussed:

- A. **Recap/Discussion:** Last meeting council wanted to take out needs period and adjust scoring. R. Correa said the process has to be tightened up and all need to attend a workshop. K. Morgan said there would be one grant cycle a year, which would help to manage the budget better.
- B. **Sporting Events:** R. Correa and M. Myers suggested not holding this group to the room verification, they are filling the hotels. They should have the requirement of the destination toolkit and best effort of do everything we ask of them. The group also wants sports to get bonus points for out-of-season and change from \$20,000 to \$10,000 with not matching funds.
- C. **Signature Events:** Are for profit organizers. Something should be added that all vendors are paid. Local Signature event up to \$20,000. Add National Marketing Exposure to be estimated by TDC based on bid fee, set apart from Signature Event.
- D. The next meeting of the TDC will be June 3, 2025 at the County Complex.
- E. **Adjourn:** Motion to adjourn was made by G. Bacon. The meeting was adjourned at 10:20 am.

MINUTES
EVENT GRANT TASK FORCE
PUTNAM COUNTY TOURIST DEVELOPMENT COUNCIL
MAY 06, 2025

Present: G. Bacon, Mayor M. Myers and Staff L. Pavlus, K. Morgan, and J. Linton

Agenda Items Discussed:

- A. **Minutes:** The minutes of the April 15, 2025, meeting were reviewed but not approved because the chair was unable to approve or second the motion, as she was one of only two members present. However, a quorum was still met.
- B. **Signature Event Grants, Event Grants, Sports Grants and Support without a Grant:** K. Morgan explained staff recommendations for changes to grant applications and grant guidelines, she reminded them this was only a draft, and they could make any changes. Discussion followed: Task force had a few minor changes but overall were pleased with updated guidelines. They did not want to make a motion for approval until Mayor Correa was informed of the changes.
- C. The next meeting of the Task Force will be June 2, 2025
- D. **Adjourn:** The meeting was adjourned at 10:15 am.