



## September 18, 2025 TDC Meeting Minutes



**Agenda – Thursday, September 18, 2025 – 9:00 a.m.**

**Putnam County Chamber of Commerce – Georgia-Pacific Board Room**

**1100 Reid Street, Palatka**

I. Call To Order Chair Wilkinson

Chair Wilkinson called the meeting to order at 9:06 a.m. In attendance were Chair Leota Wilkinson, Mayor Robbi Correa, Mayor Michele Myers, Natalie Herrington, Beata DiCarlo and Damali Kelly. Chamber Staff present were Laura Pavlus and Kimberly Morgan. Those absent were Greg Bacon, TJ Smith, and Keith Valentine.

Chair Wilkinson welcomed new TDC Member Natalie Herrington from God's Country Outfitters. Chair Wilkinson also noted that TJ Smith submitted his resignation from the TDC, which is a Citizen Seat.

II. Public Comment

Mrs. Morgan explained that events would be discussed during the Event Grant portion of the agenda, but only if there were questions. She explained that each of the events represented are valuable to the community but in the interest of time, events will only be called upon if there are questions.

III. Approval of Minutes\* Chair Wilkinson

- a. June 3, 2025 TDC Meeting
- b. July 17, 2025 Special TDC Meeting

Mayor Meyers made the motion to approve both sets of meeting minutes as presented. Mayor Correa seconded the motion. The TDC voted unanimously to approve the minutes as presented.

IV. Financial Report

Kimberly Morgan, VP Tourism

- a. Bed Tax Collections Update - Mrs. Morgan explained that tourism is normalizing in the marketplace, which means we are seeing a decrease from the inflated rates and numbers of visitors we saw during/post pandemic. We are down in bed tax collections by 2.96% Year over Year.
- b. Budget Report – Projected Year-End Budget to County – Mrs. Morgan shared the projected year-end budget for FY24-25 that was presented to County staff. A final true-up will be presented at the December TDC meeting.
- c. Marketing Plan Update from 8/12 BCC meeting- Mrs. Morgan explained that things are moving forward with the Marketing Plan projects. The Branding and Strategic Plan will be kicking off the end of October, the video contractor has been selected and will start filming in the last quarter of the year.
- d. FY25-26 Budget Update – Mrs. Morgan explained that she just received the preliminary budget numbers and will present a budget for approval at the next meeting.

V. TDC Business Update

Kimberly Morgan, VP Tourism

a. FY24-25 Event Grant Update

This report tells us where we are now with this fiscal year's Grant Awards – what was awarded, how much was paid to the event and how much is left. Keep in mind that there are 2 events the last weekend of September: Occupation of Palatka at \$500 and MLF Gator #5 Bass Fishing Tournament at \$2,500. The TDC requested that the number of years an organization has received funding be added to the report.

b. Event Grant Guidelines Revision Update

The County reviewed the proposed changes from the TDC. Chamber Staff, County Staff and County's Legal Counsel need to review the proposed changes and will then present an updated version to the BOCC for final approval.

c. TDC Event Grant Workshop – 7/24/25

Mrs. Morgan explained that approximately 20 people attended the TDC Event Grant Workshop. Event Planners heard about the TDC Event Grant Guidelines, the Grant Application, basic marketing tips and reimbursement requirements.

d. Event Marketing Workshop – 9/23/25

The Chamber contracted with Kayleigh Westbury to conduct a Marketing Workshop to share best practices for marketing events and planning content for events.

VI. FY 2025-26 Grant Awards\*

Kimberly

Morgan, VP Tourism

a. Category A – Festival/Events and Sports

The TDC has already awarded 4 TDC Festival/Event and Sports Grants in the amount of \$24,000. Please note that the December US Kids Golf Event dates have changed to December 23.

The TDC reviewed and made recommendations on the 11 Festival/Event Grants and 21 Sports Grants requests received.

Mrs. Morgan explained that she developed a scoring system to make it easier to fairly score the applications presented. The FY25-26 budget was also considered.

There was a discussion about various events related to their reimbursements thus far, their requests and their event.

The TDC discussed changing Florida Z-fest award to \$6,150, which is 50% of their request. All other recommendations were consistent with staff recommendations.

Mayor Myers made a motion to approve the Category A TDC Event Grants as discussed and recommended. Mayor Correa seconded the motion. The motion passed unanimously.

b. Category B – Cultural Arts

The TDC has already awarded 1 TDC Event Grant in the amount of \$1,000.

The TDC reviewed and made recommendations on the 12 Cultural Arts Grant requests received.

The TDC discussed the staff recommendations for awards. They changed the Bartram Frolic recommendation to \$8,000 and Palatka Porchfest recommendation to \$6,000. They also discussed only funding the Blue Crab Festival out of the Category B grants and increased the funding to \$28,000. Mayor Myers made the motion to accept these changes; Natalie Herrington seconded the motion. The motion was approved unanimously.

Mayor Myers made the motion to approve the recommendations and changes as the final TDC recommendations. Beata DiCarlo seconded the motion. The motion was approved unanimously.

c. Category C - Bassmaster Collegiate Series RFP Request

Mrs. Morgan explained that she has been in contact with BassMasters over the past few months. They will not be coming to Putnam County, FL in 2026. She explained that BassMasters will be submitting a contract for us to consider hosting the Collegiate Series for January 2027. The TDC discussed this and made a motion to approve the \$30,000 host fee for this event. The motion was approved unanimously.

- |       |   |                             |
|-------|---|-----------------------------|
| VII.  | Future TDC Meetings                             | Chair Wilkinson             |
| a.    | December 2, 2025                                |                             |
| VIII. | TDC Member Comments                             | Chair Wilkinson             |
|       | No comments were shared.                        |                             |
| IX.   | Upcoming Events                                 | Kimberly Morgan, VP Tourism |
|       | Mrs. Morgan shared the list of upcoming events. |                             |
| X.    | Adjourn   | Chair Wilkinson             |

\*Signifies an item needing a vote.



**Agenda – Thursday, September 18, 2025 – 9:00 a.m.**

**Putnam County Chamber of Commerce – Georgia-Pacific Board Room**

**1100 Reid Street, Palatka**

- |      |  |                             |
|------|--|-----------------------------|
| I.   | Call To Order  | Chair Wilkinson             |
| II.  | Public Comment   |                             |
| III. | Approval of Minutes*                                     | Chair Wilkinson             |
|      | a. June 3, 2025 TDC Meeting                              |                             |
|      | b. July 17, 2025 Special TDC Meeting                     |                             |
| IV.  | Financial Report   | Kimberly Morgan, VP Tourism |
|      | a. Bed Tax Collections Update                            |                             |
|      | b. Budget Report – Projected Year-End Budget to County   |                             |
|      | c. Marketing Plan Update from 8/12 BCC meeting           |                             |
|      | d. FY25-26 Budget Update                                 |                             |
| V.   | TDC Business Update                                      | Kimberly Morgan, VP Tourism |
|      | a. FY24-25 Event Grant Update                            |                             |
|      | b. Event Grant Guidelines Revision Update                |                             |
|      | c. TDC Event Grant Workshop – 7/24                       |                             |
|      | d. Event Marketing Workshop – 9/23                       |                             |
| VI.  | FY 2025-26 Grant Awards*                                 | Kimberly Morgan, VP Tourism |
|      | a. Category A  |                             |
|      | b. Category B  |                             |
|      | c. Category C - Bassmaster Collegiate Series RFP Request |                             |
| VII. | Future TDC Meetings                                      | Chair Wilkinson             |
|      | a. December 2, 2025                                      |                             |

VIII. TDC Member Comments

Chair Wilkinson

IX. Upcoming Events

Kimberly Morgan, VP Tourism

X. Adjourn

Chair Wilkinson

\*Signifies an item needing a vote.

## Putnam County Bed Tax History Summary

Updated: 9/9/25

	FY18-19	FY19-20	FY20-21	FY21-22	FY22-23	FY23-24	FY 23-24 Total	FY24-25	FY 24-25 YTD Total	MOM Change	YOY Change
OCT	\$ 41,568	\$ 54,948	\$ 39,894	\$ 56,141	\$ 58,169	\$ 74,371	\$ 74,371	\$ 62,646	\$ 62,646	-15.77%	-15.77%
NOV	\$ 32,828	\$ 51,884	\$ 37,679	\$ 63,947	\$ 51,977	\$ 61,745	\$ 136,117	\$ 58,636	\$ 121,282	-5.04%	-10.90%
DEC	\$ 35,408	\$ 41,842	\$ 35,039	\$ 53,376	\$ 55,699	\$ 60,588	\$ 196,705	\$ 68,697	\$ 189,979	13.38%	-3.42%
JAN	\$ 39,733	\$ 48,227	\$ 40,673	\$ 59,220	\$ 58,508	\$ 65,424	\$ 262,129	\$ 84,045	\$ 274,024	28.46%	4.54%
FEB	\$ 51,933	\$ 58,228	\$ 46,728	\$ 75,051	\$ 80,034	\$ 88,770	\$ 350,899	\$ 90,616	\$ 364,640	2.08%	3.92%
MAR	\$ 64,171	\$ 49,168	\$ 69,780	\$ 90,780	\$ 92,187	\$ 102,388	\$ 453,287	\$ 90,996	\$ 455,637	-11.13%	0.52%
APR	\$ 54,540	\$ 25,187	\$ 63,398	\$ 81,026	\$ 63,336	\$ 69,324	\$ 522,611	\$ 67,864	\$ 523,501	-2.11%	0.17%
MAY	\$ 61,978	\$ 38,397	\$ 60,934	\$ 70,131	\$ 70,731	\$ 73,748	\$ 596,358	\$ 60,673	\$ 584,174	-17.73%	-2.04%
JUNE	\$ 50,314	\$ 50,139	\$ 57,489	\$ 68,044	\$ 60,992	\$ 67,186	\$ 663,544	\$ 59,723	\$ 643,897	-11.11%	-2.96%
JULY	\$ 51,282	\$ 39,417	\$ 57,107	\$ 58,764	\$ 50,355	\$ 56,533	\$ 720,077				
AUG	\$ 48,624	\$ 38,133	\$ 47,890	\$ 54,308	\$ 61,196	\$ 55,305	\$ 775,382				
SEPT	\$ 45,502	\$ 37,060	\$ 53,891	\$ 57,073	\$ 58,276	\$ 55,932	\$ 831,315				
TOTAL	\$ 577,881	\$ 532,630	\$ 610,500	\$ 787,861	\$ 761,460	\$ 831,315		\$ 643,897			

This report includes numbers recorded as distribution to the Tourist Tax Commission.

Note that TDT is collected a month after the overnight stay. Example: March collections are for February stays.

Bassmaster Elite Series Event

# DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

## 2024-25 BUDGET

Updated 8-12-25

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

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

# DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

2024-25 BUDGET

\$2,940,945

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

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

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

May carry forward

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

<b>Sub Category</b>
<b>Grants Already Awarded</b>

# DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

2024-25 BUDGET

\$2,940,945

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

May carry forward

May carry forward

May carry forward

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

\*Paid by County Directly through Purchase Order

<b>Sub Category</b>
<b>Grants Already Awarded</b>

# DRAFT TOURIST DEVELOPMENT COUNCIL BUDGET

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

\$2,863,640

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

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

\*Paid by County Directly through  
Purchase Order

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

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

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

\*Paid by County Directly through  
Purchase Order

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

<b>Ordinance Category</b>
<b>Subcategory</b>
<b>Expenses within the Subcategory</b>
<b>Planned Projects</b>
<b>County PO Expenses* - CAT C</b>

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

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

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

**CATEGORY C - EVENT GRANTS**

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

CATEGORY A - EVENTS AND ACTIVITIES - *New Event						\$ 209,501		
Event Name	Event Date(s)	24-25 Grant Award	24-25 Grant Paid	25-26 Request	25-26 Awarded	BOCC Approve Dates	Staff Recommendation	TDC Recommendation
Fall Harvet Festival (Event CXL)	10/24-25/25 (Event CXL)	\$ -	\$ -	\$ 25,000	\$ -	3/25/2025		
St. Johns River State College Athletic Association Golf Classic	10/25/2025	\$ 5,000		\$ 5,000	\$ 4,000	3/25/2025		
Florida State PAL Boxing	11/7-9/25	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	3/25/2025		
100th Anniversary Golf Tournament	10/9-11/25		\$ -	\$ 10,000	\$ 5,000	3/25/2025		
Heartz Golf - Dec. US Kids	12/23/2025	\$ 3,000	\$ -	\$ 6,000	\$ 3,000	3/25/2025		
		\$ -						
Grant Requests - Festivals/Events		\$ -						
Putnam's Festival of Lights*	12/11/2025 -12/14/2025	\$ -	\$ -	\$ 5,000	\$ -		\$ 5,000	\$ 5,000
RHP - 77th Annual Florida Azalea Festival	2/27-3/1/26	\$ 5,000	\$ 1,911	\$ 8,795	\$ -		\$ 5,000	\$ 5,000
Crescent City BikeFest*	10/25/2025	\$ -	\$ -	\$ 6,053	\$ -		\$ 5,000	\$ 5,000
Florida Z-Fest*	2/25-28/26	\$ -	\$ -	\$ 11,300	\$ -		\$ 5,000	\$ 6,150
Datil Pepper Fest	11/8/2025	\$ 5,000	\$ 4,323	\$ 6,000	\$ -		\$ 5,000	\$ 5,000
DPI New Town Family Jam*	5/23-24/26	\$ -	\$ -	\$ 2,500	\$ -		\$ 2,500	\$ 2,500
DPI Palatka Christmas Parade	11/28/2025	\$ -	\$ -	\$ 1,000	\$ -		\$ 1,000	\$ 1,000
DPI July 4th Parade - Palatka	7/4/2026	\$ -	\$ -	\$ 1,000	\$ -		\$ 1,000	\$ 1,000
Blue Crab Festival	5/23-24/26	\$ -	\$ -	\$ 22,000	\$ -		\$ -	\$ -
Palatka Christmas Market*	11/28-12/24-25	\$ -	\$ -	\$ 10,000	\$ -		\$ 5,000	\$ 5,000
Crescent City Catfish Festival	4/4/2026	\$ 3,875	\$ 3,716	\$ 3,825	\$ -		\$ 3,825	\$ 3,825
Grant Requests - Sports								
Babe Ruth District 5 All-Star Baseball Tournament*	May/June 2026	\$ -	\$ -	\$ 20,000	\$ -		\$ 10,000	\$ 10,000
Palatka PAL Baseball Tournament*	Fall/Spring 2026	\$ -	\$ -	\$ 2,500	\$ -		\$ 2,500	\$ 2,500
Palatka PAL Golf Tournament*		\$ -	\$ -	\$ 1,500	\$ -		\$ -	\$ -
John Tindall D2 Classic	2/12/2026 - 2/15/2026	\$ 5,000	\$ 5,000	\$ 12,500	\$ -		\$ 5,000	\$ 6,250
NJCAA D2 South District Championship*	5/08/2026 - 5/10/2026	\$ -	\$ -	\$ 5,000	\$ -		\$ 5,000	\$ 5,000
Florida Elite Anglers - October 2025*	10/12-13/25	\$ -	\$ -	\$ 5,000	\$ -		\$ 3,750	\$ 3,750
Florida Elite Anglers - April 2026*	4/11-12/26	\$ -	\$ -	\$ 5,000	\$ -		\$ 3,750	\$ 3,750
Heartz Golf - Foundation for Rural Education Excellence	4/10/2026	\$ 3,000		\$ 4,000	\$ -		\$ -	\$ -
Heartz Golf - Senior Azalea	3/12-15/26	\$ 3,000	\$ 3,000	\$ 7,500	\$ -		\$ 5,000	\$ 5,000
Heartz Golf - Junior Azalea	3/6-8/26	\$ 3,000	\$ 3,000	\$ 7,500	\$ -		\$ 5,000	\$ 5,000

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

CATEGORY B - CULTURAL ARTS - \*New Event

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