

CS-21-297

BOCC CONTRACT APPROVAL FORM

(Contract Management Use only)
CONTRACT TRACKING NO.
CM2891-A3

GENERAL INFORMATION

Requesting Department County Manager

Contact Person: Marshall Eyerman

Telephone: (904) 530-6011 Fax: () Email: meyerman@nassaucountyfl.com

CONTRACTOR INFORMATION

Name: DAWSON ASSOCIATES, LLC

Address: 20 Town Way, Scituate, MA 02066

City State Zip

Contractor's Administrator Name: Jeff Dawson Title: _____

Telephone: (781) 544-2080 Fax: () Email: jdawson@dawson-associates.com

IDENTIFY WHO WILL SIGN CONTRACT ON BEHALF OF CONTRACTOR (NAME AND EMAIL ADDRESS)

Authorized Signatory Name: Jeff Dawson

Authorized Signatory Email: jdawson@dawson-associates.com

CONTRACT INFORMATION

Contract Name: Beach Signing Agreement

Description: Professional services for beach signage

GOODS AND/OR SERVICES TO BE PROCURED, PHYSICAL LOCATION, ETC.

Terms: Payment Period: _____ Amount per Period: _____

Total Amount of Contract: NTE \$50,000

APPROXIMATE IF NECESSARY

Source of Funds: 137-523-552-531000 **Termination/Cancellation:** _____

Authorized Signatory: Taco E. Pope, AICP, County Manager

IDENTIFY WHO WILL SIGN CONTRACT ON BEHALF OF BOCC

Contract Dates: From: January 21, 2021 to: September 20, 2022

Status: ___ New ___ Renew ___ X ___ Amend# ___ WA/Task Order

How Procured: ___ Sole Source ___ Single Source ___ ITB ___ RFP ___ RFQ ___ Coop. ___ Other _____

If Processing an Amendment:

Contract #: CM2891 **Increased Amount of Existing Contract:** \$15,000

New Contract Dates: _____ **Total or Amendment Amount:** \$65,000

Continued on next page

CHECKLIST		
<i>Complete and attach before sending contract for final signature</i>		
Requirement	Description	Certified Complete By
Contract, Exhibits and Appendices	1) The contract and all documents incorporated by reference in the contract, including exhibits and appendices are attached (including E-Verify, Pricing, Scope, etc.) and properly identified; and 2) All such documents have been read and agreed to in their entirety by originating department and any faculty and staff members who have obligations under this contract.	ME
Name, Address, Contact Person	The full name, address, legal status (i.e., corporation, partnership, etc.) and contact person of other party are included.	ME
Understanding	Written contract matches the verbal understanding of all parties. All terms and conditions conform to the final negotiations/agreement of the parties.	ME
Competition/Conflicts and Existing Contracts/ Compliance	This contract does not conflict with any other contracts, promises or obligations of the BOCC. The requesting department verifies the BOCC can comply with all terms and conditions.	ME
Other Necessary Agreements	All other necessary agreements or waivers referred to in contract have been obtained and are attached and properly identified for reference.	ME
Indemnification	BOCC may not indemnify, hold harmless, be liable to, or reimburse any other party to the contract for claims, lawsuits, damages, attorney fees, or losses incurred by that party in connection with the contract.	Defer to CA
Term of Contract	Start and end dates of contract are included. Any renewals are included.	ME
Warranties/Guarantees	Warranties or guarantees give satisfactory protection.	
Insurance	Risk manager <u> X </u> has or <u> </u> will approve insurance clauses. Levels confirmed ins requirements	ME
Governing Law	The contract is governed under the laws of the State of Florida. The contract may be silent on this issue but in no event will another state's law govern the agreement.	Defer to CA
Confidentiality Agreements	All nondisclosure clauses include exceptions regarding disclosure as required by law. If not applicable, indicate "n/a."	n/a
Printed/Typed Names	Names of all persons signing contracts are printed or typed below signatures.	Defer to CA

APPROVALS PURSUANT TO NASSAU COUNTY PURCHASING POLICY

GL

1. Marshall Eyerman 7/26/2022 OMB
 Department Head Signature** Date Submitting Department
2. Janice Adams 8/18/2022 137-523-552-531000
 Procurement Date Funding Source/Acct #** 7/26/2022
3. Chris Lacambra 7/27/2022
 Office of Management & Budget Date
4. Denise C. May 8/22/2022
 County Attorney/Contract Management Date

DF

8/22/2022

COUNTY MANAGER – FINAL SIGNATURE APPROVAL

5. Taco E. Pique AICP 8/22/2022
 County Manager Date

**** THE DEPARTMENT HEAD SIGNING THIS DOCUMENT CERTIFIES THEY HAVE CONFIRMED FUNDING PRIOR TO SUBMITTING THIS FORM.**

RETURN ORIGINAL(S) TO CONTRACT MANAGEMENT FOR DISTRIBUTION

**AMENDMENT NO. 3 TO THE PROFESSIONAL SERVICE
CONTRACT FOR NASSAU COUNTY, FLORIDA**

THIS AMENDMENT entered into on 9-12-22 by and between the **BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, a political subdivision of the State of Florida, (hereinafter referred to as “County”)** and **DAWSON ASSOCIATES, LLC, 20 Town Way, Scituate, MA 02066, (hereinafter referred to as “Consultant”)**.

WHEREAS, the parties entered into an Agreement dated January 21, 2021, for professional services; and

WHEREAS, the Agreement provided for an initial term of eight (8) months beginning January 21, 2021 and ending September 20, 2021, with an option to extend upon mutual agreement of the parties; and

WHEREAS, on September 20, 2021, the parties executed Amendment No. 1 to the Agreement to extend the expiration date to September 20, 2022; and

WHEREAS, on July 6, 2022, the parties executed Amendment No. 2 to the Agreement to extend the expiration date to September 20, 2023; and

WHEREAS, the County desires Consultant to provide concept, design, and production services for the Fernandina Beach Gateway Entrance; and

WHEREAS, Consultant asserts to possess the knowledge, skills, expertise, and resources to provide County with such services: and

WHEREAS, the parties desire to amend the Agreement to include professional services for concept, design, and production services for the Fernandina Beach Gateway Entrance as depicted in the Scope of Services attached here to as Attachment “A”; and

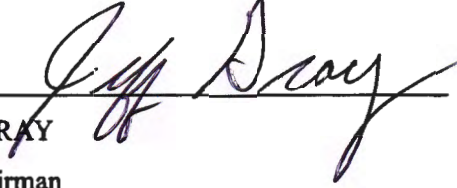
WHEREAS, the parties desire to further amend the Agreement to increase the compensation by a fixed price fee of \$15,000 with a total sum compensation not to exceed \$65,000 to account for the additional services.

NOW, THEREFORE, FOR AND IN CONSIDERATION of the mutual covenants and agreements herein contained, the parties hereto agree as follows:

1. The Agreement is hereby amended to provide concept, design, and production services for the Fernandina Beach Gateway Entrance according to the *Scope of Services* outlined in Attachment "A" attached hereto.
2. The Agreement is hereby further amended to increase the total sum compensation to not to exceed \$65,000.00 per year.
3. All other provisions of said Agreement not in conflict with this Amendment shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment as of the day and year first stated above.

**BOARD OF COUNTY COMMISSIONERS
NASSAU COUNTY, FLORIDA**



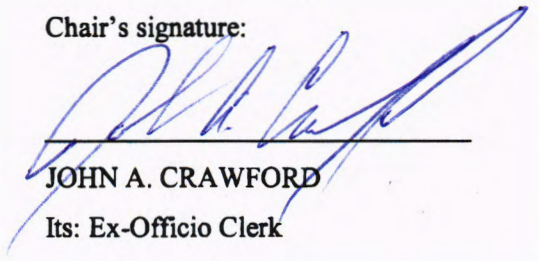
JEFF GRAY

Its: Chairman

Date: 9-12-2022

Attest as to authenticity of the

Chair's signature:



JOHN A. CRAWFORD

Its: Ex-Officio Clerk

Approved as to form and legality by the
Nassau County Attorney

Denise C. May

DENISE C. MAY

DAWSON ASSOCIATES, LLC

Jeff Dawson

Printed Name: Jeff Dawson

Its: Owner Principal-in-charge

Date: 8/24/2022

DAWSON ASSOCIATES LLC

20 Town Way Scituate, MA 02066 781-544-2080

Proposal for the Fernandina Beach Gateway Entrance:

June 28, 2022

CONTENTS

- Introduction
- Experience
- Scope of Work
- Project Fee
- Schedule
- Insurance

INTRODUCTION

Dawson Associates is pleased to present our professional qualifications and proposed approach for developing the Fernandina Beach Gateway Entrance project.

We bring to this project expertise in the development of identity, wayfinding, interpretive, and information signing for the environment. We understand the importance and complexity of developing these projects, and we have the right combination of skills and experience to make it a collaborative success. We are ideally suited to lead the project from its conceptual beginnings to the placement of signs on the ground. We have significant experience with corridors, communities, and sites with a strong sense of place based on their unique resources.

Finally, we are accustomed to working within regional and community development frameworks, creating programs that can complement and enhance other ongoing initiatives within a region.

If selected to participate in this project, Dawson Associates' inclusive approach, along with more than 35 years of project experience and proven analytical and creative abilities, will ensure the project's success.

EXPERIENCE

Dawson Associates brings a broad set of skills and perspectives to the identity project for the Maritime Washington National Heritage Area. Our experience includes branding; signage master planning and design; interpretive planning; exhibit design; adaptive reuse planning for historic properties; heritage tourism planning and marketing; technology transfer; and planning and administration for heritage-based regional and community organizations. We specialize in working in regions that encompass a wide range of stakeholders. Our multi-faceted heritage tourism experience includes public and private sector projects in the United States, Europe, and Asia.

Experience in Environmental Branding and Design

Dawson Associates approaches all projects with a desire to develop design solutions that serve a well-defined purpose and each client's individual needs. Our broad project experience with government, cultural, educational, and corporate clients has made us sensitive to the unique context of each job we undertake. Dawson Associates clients include key government agencies on the federal and local levels; leading educational, cultural, and medical institutions; and Fortune 500 corporations. In addition, our international clients have allowed us the opportunity to work in Europe and Asia.

Dawson Associates directly related project experience includes: a comprehensive identity, interpretive, and wayfinding programs for the City of Norfolk, VA; identity and marketing program for Chantilly, a world-class heritage destination near Paris, France; and branding identity, wayfinding, and interpretive programs for National Heritage Areas including Cane River National Heritage Area, Lackawanna Valley National Heritage Area, Niagara Falls National Heritage Area, and Augusta Canal National Heritage Area. Dawson Associates has performed similar work for other corporate, institutional, and cultural clients such as the 911 National Memorial Museum and Aga Khan University and Teaching Hospital.

Recently completed or currently under development:

- City of Norfolk, VA – downtown pedestrian wayfinding signage
- Fort Norfolk, FL – branding, wayfinding and interpretive signing
- Fernandina Beach, FL – historic district branding, signing and interpretation
- Amelia Island, FL – environmental branding
- Goodwood Museum & Gardens, FL – interpretive, signage, and exhibits
- St. Augustine – Lighthouse Museum, FL – exhibit design
- Appalachian Forest National Heritage Area, WV – management plan and branding
- New York, NY Manhattan downtown interpretive signage
- Prospect Bluff, FL – interpretive signing

Company Identification

- MA CID #L87UU5
- Federal CAGE # 6GKY6
- Federal Tax # 47-2259246
- DUNS # 079978451

SCOPE OF WORK

Environmental signing is one of the critical media a destination uses to make itself known to a visitor. It requires an understanding of designing space, graphic design, branding principles, practical knowledge of how people interact with it, and the different materials and processes needed to create or enhance an environment. In other words, a hybrid of these skills and needs often calls for the collaboration of professionals from several disciplines working closely together.

BACKDROP

Citizens play a critical role. They have to believe in the brand and support it to succeed. While you can manufacture and impose an identity on a product or service, it's impossible to do that with a community. You're not just branding an item; you're branding a community made up of an incredibly diverse range of individuals, all with an attachment to the place for various reasons. But it's important to remember that the primary goal of the gateway entrance signing is to communicate with and influence external audiences. It shouldn't be to brand the community of people themselves. Of course, we want the community to be proud of the gateway entrance, but they don't necessarily need to see themselves in it to be successful.

Second, the gateway entrance sets expectations for visitors coming to Fernandina Beach as to what they will encounter as they venture down 8th Street into the downtown business district. This high-visibility gateway entrance provides the first glimpse of the character of the 8th Street business, cultural community, and the City of Fernandina Beach.

TASK I – Concept and Design Development Services

Objectives are:

- Develop two gateway concepts for steering committee review
- Concepts should provide City identification on one or both corners
- Develop a banner structure to display events and mark the 8th St. corridor
- Review current infrastructure and make recommendations for other City improvements.

Stakeholder involvement is critical in building consensus and momentum behind the development and implementation of a gateway entrance. To obtain the broadest possible input, the project starts with a discussion to review all preliminary information, establish or reaffirm common objectives, and finalize the project development schedule.

The work includes the kick-off meetings to review like-type examples and draft concepts to help set the directions for forthcoming design development. In addition, an inventory and assessment of site conditions are done, such as the structural condition of the wall, defining irrigation and electrical needs, determining what landscape features to save, and other factors influencing site design.

We use a step process for design development that allows the client to review first drafts, give input, and explore ideas with us for the design development. The step process enables concepts to be studied, changes made as stakeholder input is received, funding amounts established, in-kind services determined, and the implementation plan finalized.

Process includes:

- Step 1 - Provide various conceptual design drafts for the first review with like-type examples.
- Step 2 - Provide an advanced concept design for the second review, with locations marked.
- Step 3 - Provide the final design showing the design elements superimposed onto site photos.

TASK 2 – Production Services

The process includes providing the steering committee with the final design documents, performance specifications, site plan and projected cost estimate adjusted to strategies for implementation. Depending on the final design, the various fabrication suppliers providing the signage elements will provide shop drawings on their deliverables with a work schedules. The installation services will provide a work schedule, on-site marked locations of signs and obtain permits. Employing City installation services to install some of the signing and lighting worked well for the heritage district and we will assume they would on this project. Our project supervision will be shared with City, the 8th Street Steering Committee, and the TDC.

Process includes:

- Step 1 - Provide graphics and fabrication drawings and reader proofs for review.
- Step 2 - Provide design intent drawings and specifications for bidding.
- Step 3 - Supervise and act as liaison with suppliers.

DEVELOPMENT FEE

TASK 1- Concept and Design Services

- Entrance and gateway signing
- City identification
- Banner display sign system
- Recommendation for site improvements
- One site visit

TASK 2 – Production Services

- Performance specifications
- Bid documents
- Liaison with suppliers

DEVELOPMENT FEE	\$15,000.00
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WORK SCHEDULE

We always strive to establish a project schedule that meets our clients' fiscal and time requirements. The scope of work tasks is based on our current understanding of the project objectives. We anticipate these will be reviewed and finalized in our initial meeting with the 8th Street Steering Committee, followed by a detailed Gantt chart prepared to identify the tasks, steps within the tasks, and completion date. We can start the project as soon as the agreement is approved, and a County P.O. is provided.

INSURANCE

ACORD with named client and project being done will be issued.

Business	Each Occurrence	1,000,000
	General Aggregate	2,000,000
	Products/Completed Aggregate	2,000,000
	Personal & Advertising Injury	1,000,000
	Damage to Premise Rented to You	1,000,000
	Medical	10,000
	Hire Auto Non Owned	1,000,000
	Employee Practices Liability Per	10,000
Professional Liability	Each Claim:	1,000,000
	Aggregate:	1,000,000