

FIRST AMENDMENT TO CONTRACT FOR PUBLIC RELATIONS SERVICES

THIS FIRST AMENDMENT TO THE CONTRACT FOR MARKETING SERVICES (hereinafter “Amendment”) is made by and between the Board of County Commissioners of Nassau County, Florida, a political subdivision of the State of Florida (hereinafter the “County”), and Hayworth Creative, Inc., a business having its primary business location at 39 Sunrise Ave, Ormond Beach, FL 32017 (hereinafter the “Vendor”).

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for marketing services dated December 12, 2022 (hereinafter “Contract”); and

WHEREAS, the Parties now desire to amend the Contract terms and conditions subject to the provisions contained herein.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties do agree to amend the Contract as follows:

SECTION 1. The 2022-23 Program of Work attached as Exhibit “A” to the original Contract shall be rescinded and replaced with the 2023-24 Program of Work attached as Exhibit “A” hereto.

SECTION 2. Article 4 of the Contract is hereby amended to extend the term of the Contract for an additional one (1) year and the Contract shall now terminate on September 30, 2024.

SECTION 3. Article 5 of the Contract is hereby amended to increase the compensation amount by One Hundred, Fifty-Nine Thousand, Seven Hundred and 00/100 dollars (\$159,700.00). A copy of the *Vendor's Price Sheet* is attached hereto as Exhibit “B” for the goods/services to be provided under the Contract, and the County shall now compensate the Vendor in an amount not to exceed Three Hundred, Seven Thousand, Seven Hundred and 00/100 dollars (\$307,700.00).

SECTION 4. All other terms and conditions of the Contract not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

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IN WITNESS WHEREOF, the Parties have caused this First Amendment to be executed by its duly authorized representatives, effective as of the last date below.

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

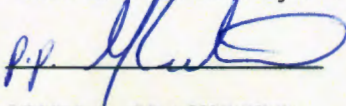
Signature: _____

Print Name: Klynt Farmer

Title: Chairman

Date: 8-28-23

Attest as to authenticity of the Chair's signature:



JOHN A. CRAWFORD

Its: Ex-Officio Clerk

REVIEWED FOR LEGAL FORM AND CONTENT:

Denise C. May 8/9/2023

DENISE C. MAY, County Attorney

VENDOR: Hayworth, Creative Inc.

Signature: Kevin Hayworth

By: Kevin Hayworth

Title: CEO

Date: 8/9/2023

AMELIA ISLAND

COME MAKE MEMORIES

PUBLIC RELATIONS

2023-24 Program of Work
Hayworth Public Relations

GOAL

Generate economic impact by stimulating interest in Amelia Island, its partners, events, and experiences through editorial coverage in targeted media outlets, including web-based, print, and broadcast, and additional exposure through various strategic alliance partners and programs. With this same goal in mind, basic strategies will include generating brand exposure and elevating awareness of experiential options to leisure travelers, while also positioning the destination as a prime option for exceptional meetings and events with quality amenities and superlative service. All public relations efforts will support the Amelia Island Convention & Visitors Bureau in its larger sustainable tourism marketing strategy.

STRATEGIES

- Conduct ongoing media development, proactively pitching national media outlets and generating travel coverage of Amelia Island
- Capitalize on established relationships with key media contacts to secure additional national print and broadcast coverage for the purpose of expanding brand recognition in established markets
- Build relationships with digital influencers to expand exposure in emerging markets
- Increase digital presence by working with digital influencers and content creators to expand editorial exposure on key websites and social media platforms
- Differentiate the destination through niche marketing to specific sectors and demographics
- Leverage the destination's exceptional meeting venues and amenities for feature coverage and inclusion in round-up stories
- Execute creative ideas with broad media appeal to generate significant positive exposure within target markets
- Provide targeted pitches based on market-level research to media contacts in regional hub & spoke travel markets

EXHIBIT A

- Promote the destination's value for shoulder-season travel opportunities to viable media channels
- Utilize the destination's brand to further position the island as a premier vacation destination of choice over other warm-weather location options for leisure travel
- Identify and develop fresh story ideas to feed the ongoing editorial feature pipeline
- Coordinate individual and group media familiarization programs with well-respected, qualified travel journalists, bloggers, influencers and others
- Assist CVB marketing team with international media opportunities as appropriate
- Host media and consumer activation events in target fly and drive markets
- Connect like promotional partners with the destination for national and regional exposure through contests, sweepstakes, special events, and similar programs
- Expand awareness of existing on-island events through increased media coverage, with additional support for CVB-led events
- Maintain consistent branding and messaging through all initiatives
- Assist in educating local industry partners to stimulate greater participation in and support of specific CVB initiatives

TACTICS

- Host a minimum of 20 writers/social media influencers on individual press trips from core, growth and emerging markets to promote Amelia Island as an ideal vacation destination
- Host one-two domestic group media trip/s on Amelia Island tying in with key messaging/themes for FY 23/24
- Execute Content Creator paid partnerships and host as applicable to generate
- Identify a pay-to-participate media opportunities within a core market and/or with national reach
- Write advertorials to support media buys
- Execute consumer activations with established retail outlet in two-three target markets to promote Amelia Island destination/experience
- Conduct media missions with target media in key markets and participate in Visit Florida or other industry media missions as applicable to promote destination
- Execute media activations with established publications in two-three target markets to promote Amelia Island destination/experience

EXHIBIT A

- Identify and coordinate event sponsorship opportunities to leverage Amelia Island brand and reach consumer and media in key markets
- Partner with Atlanta Sustainable Fashion Week Student Design Challenge to promote ecotourism and sustainability by repurposing litter from Amelia Island beaches; continue message delivery through ongoing activations throughout the year with the final runway design
- Secure promotions to provide non-traditional exposure requiring minimal cash investment, in key origin and/or emerging markets
- Execute promotional campaigns to media and consumers to engage target audiences and generate social media coverage
- Identify and coordinate brand collaborations to increase exposure to key audiences and prospective audiences
- Write and distribute press releases to national, regional, and niche media outlets, including a quarterly release announcing special events that currently draw or have the potential to draw overnight guests
- Provide press materials to CVB staff attending various tradeshows for additional trade media coverage
- Confirm interviews for CVB staff, as appropriate, with trade editors at tradeshows
- Respond to crisis situations as necessary to ensure release of accurate information and minimize any negative impact on visitation
- Participate in annual town hall forum and other professional development programs coordinated by the CVB for tourism leaders to discuss upcoming PR events and opportunities for participation
- Compile a comprehensive list of editorial opportunities, targeting a variety of media outlets, including meeting trades; daily newspapers; regional women's consumer, family, men's consumer and travel specific magazines; syndicated articles; broadcast media; and specialty niche outlets for fishing, culinary, epicurean, outdoor, wellness, golf and spa
- Monitor and respond to media leads from SATW E-news, HARO, and other lead generators
- Respond to all media inquiries within 24 hours, and supply requested materials to media within 48 hours

AMELIA ISLAND

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PUBLIC RELATIONS

Price Sheet

Hayworth Public Relations

The following are general budget projections for public relations expenses outlined in the accompanying Program of Work. Managed flexibility is assumed to allow appropriate response to new challenges and opportunities as they arise, without exceeding the indicated total.

Expenses	FY24
<i>PR Retainer (\$8,000 per month)</i>	96,000.00
<i>Media Monitoring (\$100 per month)</i>	1,200.00
<i>Content Creator Fees</i>	12,000.00
<i>Advertorial Placement</i>	3,000.00
<i>Consumer Activations</i>	12,000.00
<i>Media Missions & Events</i>	5,000.00
<i>Event Sponsorship</i>	17,000.00
<i>Sustainable Fashion initiative</i>	2,500.00
<i>Consumer Media Promotions</i>	6,000.00
<i>Brand Collaborations</i>	5,000.00
TOTAL	159,700.00