

CS-22-347

**FIRST AMENDMENT TO CONTRACT**  
**FOR FLORIDA'S FIRST COAST OF GOLF, INC.**

**THIS AMENDMENT** made and entered into by and between the **Board of County Commissioners of Nassau County**, Florida, a political subdivision of the State of Florida, hereinafter referred to as the "County", and **Florida 's First Coast of Golf, Inc.**, hereinafter referred to as "**Consultant**".

**WHEREAS**, the parties entered into a Contract on or about January 18, 2023; and

**WHEREAS**, the Contract provided for an initial performance period beginning on or about October 1, 2022 and ending September 30, 2023, with the option to extend the performance period upon mutual written agreement between the parties; and

**WHEREAS**, the County has determined it to be in the best interest of the public to extend the performance period of the Contract for an additional one (1) year period beginning October 1, 2023, and ending September 30, 2024; and

**WHEREAS**, in addition, the County has also determined it to be appropriate to compensate the Consultant an additional Eighty-Five Thousand Dollars (\$85,000.00) for the services to be performed during the one (1) year extension of the performance period and to replace Exhibit "A" of the contract with the Revised "Exhibit "A" attached hereto in order to incorporate the services to be performed during the extended performance; and

**WHEREAS,** the Consultant agrees to the extension of the performance period and agrees to perform the services as depicted in the Revised Exhibit "A" of the Contract, attached hereto, at a rate of Eighty-Five Thousand Dollars (\$85,000.00) for the additional one (1) year period.

**NOW, THEREFORE,** for and in consideration of the promises and mutual covenants and understanding contained herein, the parties hereto do mutually agree as follows:

1. The Contract shall be amended to extend the performance period to September 30, 2024, to compensate the Consultant at the rate of Eighty-Five Thousand Dollars (\$85,000.00) for an additional one (1) year period, and to replace Exhibit "A" of the Contract with the Revised Exhibit "A" attached hereto.
2. All other provisions of the Contract not in conflict with this Amendment shall remain in full force and effect.

**REMAINDER OF PAGE INTENTIONALLY LEFT BLANK.**

**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**

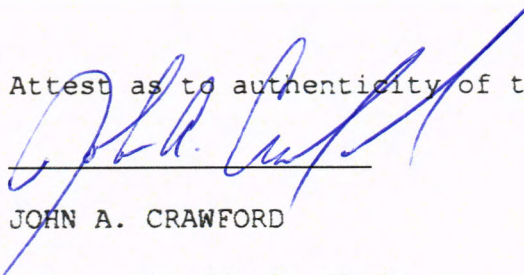
Signature: 

Print Name: Klynt Farmer

Title: Chairman

Date: 9-11-23

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 8/10/2023

DENISE C. MAY, County Attorney

**VENDOR: FLORIDA'S FIRST COAST OF GOLF, INC.**

Signature: David W Reese

By: David Reese

Title: President

Date: 8/10/2023

# Florida's Golf

## First Coast of

### A GOLF DESTINATION MARKETING COMPANY

#### Revised Exhibit A

#### SCOPE OF WORK

##### FY 24 GOLF TOURISM MARKETING SERVICES

**From:** David Reese, President of Florida's First Coast of Golf  
**To:** Gil Langley, President & CEO  
Amy Boek, Chief Marketing Officer  
Amelia Island Convention & Visitors Bureau

**Date:** June 19, 2023

#### Overview

Florida's First Coast of Golf is a regional golf tourism marketing company responsible for advertising a 5-county region as a golf destination. This scope of work provides details on the proposed golf tourism marketing services contract in the amount of \$85,000.

#### Single Source Justification

FFCG is a not-for-profit corporation organization designed to promote the Northeast Florida region as a golf destination, and it was formed by the region's lodging properties, tourist boards, and golf courses. Specifically, within the counties of Duval, Nassau, Clay, St. Johns, and Flagler. This makes it the only organization that can provide a regional partnership to market golf tourism.

#### Deliverables

The funding will be a crucial contribution to a regional marketing effort aimed at attracting golfers to the region. The effort spans a wide variety of platforms and will be conducted under the unified brand of Florida's First Coast of Golf (FFCG), which Amelia Island CVB was instrumental in creating in 1992. The advertising and creative treatments will reflect a blend of the 5 counties, tested for effectiveness, and approved by FFCG board of directors.

Quarterly reporting will stand by the official AICVB Reporting requirements template which includes: Top 10 Golf Visitor Markets, Top 5 Demand Markets, Digital Traffic, Estimated Golf Tourist Room Nights, Average Precipitation and Temperature, and Earned Media Impression and Value Totals.

# Florida's First Coast of Golf

## A GOLF DESTINATION MARKETING COMPANY

The marketing plan created by FFCG staff and approved by its Board of Directors involves spending in several categories, including advertising (print, and digital), presence at two types of events (trade shows and consumer shows), and performing several in-house services which are necessary to execute the working plan effectively (e.g. Collateral print/production/distribution, digital agency, public relations). All dollars are spent collectively under the regional brand, Florida's First Coast of Golf.

This scope of work will demonstrate each of the categories. Please note that earned media, which is estimated to be worth over \$1 million based on historical levels, dependent on VISIT FLORIDA promotions department opportunities, is a separate category from those listed below, and the precise spending amounts and schedules may vary based on budget approval, market conditions, and co-op investment.

### Spending Categories

**COLLATERAL PRINT/PRODUCTION/DISTRIBUTION:** The collateral listed in the marketing plan is scheduled to be a fold-out map listing publicly assessable 18-hole golf courses in the region. The panels would also include the relevant CVB logos and other useful information. Distribution company to deliver to regional hotels.

**DIGITAL MARKETING:** A variety of digital programs are included in the digital marketing aspect of the working plan. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment. A digital agency will be retained to perform digital and graphic design work for the entirety of FY 24.

Five of the digital marketing categories are scheduled to be year-long efforts across FY 24:

- Content Development and deployment
- Digital Agency services
- Display/Retargeting/SEO
- Email Marketing
- Social Media boosts/advertising

The remaining purchases include advertising on popular social media platforms and several specialist golf sites.

**PRINT MEDIA:** Advertising in print media will consist of buys in top-performing markets. Most of the publications are golf-specific. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

# Florida's Golf

## First Coast of

### A GOLF DESTINATION MARKETING COMPANY

#### Targeted Markets

FY24 Budget and Marketing Plan built to:

- Target primary and secondary audience FL/GA (1), within a 700-mile drive halo(2), and maintenance messaging (earned media) in top traditional markets outside drive markets(3).
- Responsible yet aggressive approach to accomplishing our goal of generating demand across primary and secondary markets with a focus on short-term recovery while not abandoning traditional market presence.
  - Primary | Golfer travels to play golf | Ages 35-65 | HHI \$75K+
  - Secondary: Leisure travel that includes golf | Ages 30-49 | HHI \$75K+
- FFCG and agency will constantly monitor trends, consumer confidence, and geographic origins of visitors with the most recent data points available

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The foundation is built on robust cooperative advertising programs across marketing line items optimistically planned with the ability to adjust the scope. FFCG team will maintain and amplify its aggressive approach for value add in promotions, media vendors, and marketing partners.

#### **Geo-target Markets**

Baseline target states FL, GA, NC, SC

Top Ten Spend DMA's: ATL, ORL, Tampa, NY/NJ, Miami, PHI, CHI, DC/BWI, Charlotte, DET. FFCG will weigh consumer confidence when considering geo-markets outside a 700-mile radius.

Seasonal target DMA's will focus on CIN, CLE, DEN, DAL, IND, Norfolk, LA, MIN, Seattle, NSH, PITT, RVA, and Toronto and additional air service markets pending consumer confidence as they develop.

Non-stop air markets within and outside (new) top 20 markets will take priority