

**THIRD AMENDMENT TO CONTRACT FOR PAID MEDIA BUYING AND CREATIVE
MEDIA DEVELOPMENT**

THIS THIRD AMENDMENT TO THE CONTRACT FOR PAID MEDIA BUYING AND CREATIVE MEDIA DEVELOPMENT (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 **STARMARK INTERNATIONAL, INC.**, a business having its primary business location at 201 E. Las Olas Blvd., Suite 1040, Fort Lauderdale, FL 33301 (hereinafter the “Vendor”).

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for Paid Media Buying and Creative Media Development dated December 12, 2022 (hereinafter “Contract”); and

WHEREAS, the Parties previously amended said Contract on September 20, 2023 in order to increase the compensation amount and to extend the term of the Contract until September 30, 2024; and

WHEREAS, the Parties further amended said Contract on April 24, 2024 in order to increase the compensation amount and expand the scope of work to include Strategic Response Incremental Media for 2024; and

WHEREAS, the Parties now desire to further amend the Contract terms to increase the compensation amount, expand the Scope of Work and to extend the term of the contract until September 30, 2025.

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 Contract’s Scope of Work shall be further amended to include the additional Scope of Work contemplated under this Third Amendment which is attached hereto as Exhibit “A”.

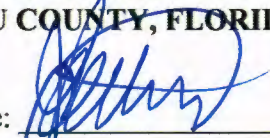
SECTION 2. Article 4 of the Contract is hereby amended to extend the term of the Contract for an additional one (1) year and the Contract shall now terminate on September 30, 2025.

SECTION 3. Article 5 of the Contract is hereby amended to increase the compensation amount by Three Million Eight Hundred and Eighty-One Thousand, Two Hundred Eighty Dollars, and 00/100 (\$3,881,280.00) and the County shall now compensate the Vendor in an amount not to exceed Eleven Million, Seven Hundred and Ninety-Nine Thousand, Five Hundred Sixty Dollars and 00/100 (\$11,799,560.00).

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.

IN WITNESS WHEREOF, the Parties have caused this Third 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: John F. Martin

Title: Chairman


Date: 9-9-24

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, County Attorney

STARMARK INTERNATIONAL, INC.

Signature: Jacqueline Hartnett

Jacqueline Hartnett

By: _____

President

Title: _____

Date: 8/1/2024

Amelia Island | FY 2025 Starmark Integrated Marketing Scope of Work

Objective

To increase awareness and visitation to Amelia Island through an integrated marketing strategy using comprehensive research and travel data to inform targeting and media placements and creative design to target prospects in key feeder markets.

Media Stewardship

Includes the total value of retainer fees (account service and media) for the global management and optimization of all paid media targeting Amelia Island's high-potential consumers to increase bookings and traffic to Ameliasland.com via Paid Media Channels such as:

- Digital display
- Social
- Out of Home
- Print
- Audio (Podcast, radio)
- Broadcast
- Search
- YouTube
- GDN
- CTV/OTT

Success Criteria

- Campaign setup based on approved media strategy and paid media flowchart
- Organized by campaign - Leisure | Vacation Rentals
- Paid media stewardship to monitor, track and optimize campaign performance
- Media plan updates and recommendations. Annual and quarterly
- Media outlet billing, performance review and reconciliation

Niche Marketing

To increase awareness and visitations by utilizing an integrated media program that will target Meetings and Group planners as well as individuals regarding the niche events and offerings on Amelia Island and its partners.

Success Criteria

- Campaign setup based on approved media strategy and paid media flowchart
- Organized by campaign: Meetings, Weddings and Milestone
- Paid media stewardship to monitor, track and optimize campaign performance
- Media plan updates and recommendations. Annual and quarterly
- Media outlet billing, performance review and reconciliation

Amelia Island | FY 2025 Starmark Integrated Marketing Scope of Work

Paid Social Media Optimization

Includes strategic planning and creative recommendations and social media services to refresh paid social ads during the flight to prevent burn out and keep the destination top of mind.

Success Criteria

- Monthly strategic creative direction for the refreshment of social paid media in-feed and story ads (up to 4) (creative development will be estimated separately)
- Content will inspire travel to users while they are in their social media channels
- Follow best practices for content distribution on different channels
- Set up by campaign - Leisure | Meetings | Weddings/Milestones | Vacation Rentals
- Delivered as a Google Sheet for approval
- Includes alignment with Amelia Island Organic Social 90 day calendar created by AI team

Search Engine Marketing/GDN/YouTube Optimization and Stewardship

Estimate includes strategic preparation, setup and management of the SEM campaign

Success Criteria

- Paid Search competitive research, bid strategy, budget, and campaigns/ad groups setup
- Paid search ads, headline descriptions and display URLs that drive to landing page
- Paid search minimum of 3 ads per ad group, 3 headlines and 2 descriptions per ad
- Keyword research
- Search campaigns
- Updates to the measurement strategy updates to include SEM

Paid Media Reporting

Includes maintenance of the custom dashboard for AICVB that tracks all paid media efforts. Total also includes monthly campaign reporting by channel using the dashboard interface and insights.

Success Criteria

- Paid media tracking for all mediums including all tracking pixel requirements and API connections and data flows from established media sources.
- Track the success of the campaign using the following key performance indicators (KPIs) and metrics.
- Impressions: # of times an ad is seen
- Reach (Social): # of unique people within your target audience who saw the ad(s)

Amelia Island | FY 2025 Starmark Integrated Marketing Scope of Work

- Clicks: # of people within our target audience who saw the ads and clicked on it
- Click through rate: the % of people who saw your ad and performed an outbound click. This will be measured against industry standards
- Completion rate (Instant Experience): The average percentage of the Instant Experience that people saw
- View Time (Instant Experience): The average total time, in seconds, that people spent viewing an Instant Experience.
- Reach (Epsilon): # of unique people within your target audience who saw the ad(s)
- Message Visits (Epsilon): Target audience saw the ad and later searched and visited the website.
- ROAS (Epsilon): Average spend per visitor based on credit card transactions. - Total Transactions (Epsilon): # of actual credit card swipes attributed to visitors.
- Includes dashboard maintenance and updates as needed.

Integrated Media Plan costs are allocated by the planned channel. Program Optimizations may require a shift in funds between channels to provide the highest return for the program. All media is approved by the AICVB team in advance of placement. All costs billed on actual.

- **Paid Media includes but not limited to placement and stewardship of Digital, Out of Home, Audio, Print, and Video: \$2,910,568**
- **Niche market development: \$400,000**
- **Total budget of \$3,881,280 | Flight Dates: October 1st, 2024 - September 30th, 2025**

Production Design - Campaign Creative Development & Marketing Materials

Support creative development and asset rollout for media and marketing programs as needed.

Success Criteria:

- Agency services include creative and art direction, copywriting, digital asset prep and account/project management
- Aligns with creative campaign
- Rollout of digital and print assets to vendors as specified by the approved media plan
- Production for paid social media, GDN, Youtube, and search assets
- Studio services for mechanical prep of paid media assets including tracking links and trafficking of creative assets
- Production of creative assets for marketing programs as needed
- **Total Production Project budget: \$440,712**

Amelia Island | FY 2025 Starmark Integrated Marketing Scope of Work

Marketing Data

Execute visitor intercept interviews along with digital and market research to develop visitor profile reports, event impact results and ROI studies and utilize data to inform marketing strategies. The budget includes the core visitor profile reports, event impact studies and economic impact/ROI study for **\$130,000**.

Success Criteria

- Quarterly Visitor Tracking Results
- Annual Economic Impact and Visitor Tracking Results
- Value of Tourism/Visitor ROI report
- Event impact / ROI studies

Notes:

- *County will receive a discounted blended rate of \$150 per hour for all agency services.*
- *All media is planned and invoiced at net with proof of performance to the County by Starmark.*
- *The monthly fees govern management of up to \$3,310,568 in annual paid media.*
- *Annual budget costs are allocated by the planned channel and production projects. Production and media optimizations may require a shift in funds to provide the highest return for the program. All media and production budgetary shifts are approved by the AICVB team in advance of placement or production changes without exceeding the original scope of work.*
- **Total budget of media, niche target development, production and marketing data not to exceed \$3,881,280.**