

SECOND AMENDMENT TO CONTRACT FOR PUBLIC RELATIONS SERVICES

THIS SECOND AMENDMENT TO THE CONTRACT FOR PUBLIC RELATIONS 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 320176 (hereinafter the “Vendor”).

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for Public Relations dated December 12, 2022 which was subsequently amended on August 28, 2023 (hereinafter “Contract”); and

WHEREAS, the Parties now desire to further 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. 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 2. Article 5 of the Contract is hereby amended to increase the compensation amount by One Hundred Forty-Eight Thousand Dollars and 00/100 (\$148,000.00) for the goods/services to be provided under the Contract and the County shall now compensate the Vendor in an amount not to exceed Four Hundred Fifty-Five Thousand, Seven Hundred Dollars and 00/100 (\$455,700.00).

SECTION 3. The Contract is hereby further amended to incorporate the services contained in the 2024-25 Program of Work attached hereto and incorporated herein as Exhibit “A”.

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 Amendment to be executed by its duly authorized representatives, effective as of the last date below.

THE COUNTY:

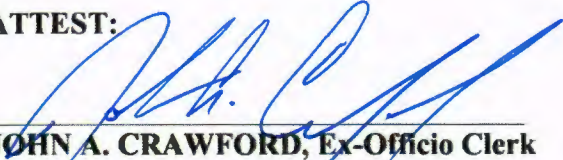
NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS

Signature:  _____

Print Name: JOHN F. MARTIN

Title: CHAIR

Date: 9-23-24

ATTEST: 

JOHN A. CRAWFORD, Ex-Officio Clerk

REVIEWED FOR LEGAL FORM AND CONTENT:

Denise C. May

DENISE C. MAY, County Attorney

VENDOR:

HAYWORTH CREATIVE, INC.

Signature: *Kevin Hayworth* _____

By: Kevin Hayworth

Title: CEO

Date: 8/22/2024

Exhibit A



PUBLIC RELATIONS

2024-25 Program of Work
Hayworth Public Relations

GOAL

Generate revenue 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
- 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 articles
- 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-and-spoke travel markets
- 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

Exhibit A

- Coordinate individual and group media familiarization programs with well-respected, qualified travel journalists, bloggers, influencers, and others
- Assist AICVB marketing team with international media opportunities as appropriate
- Host media and consumer activation events in target fly and drive markets
- Connect strategic promotional partners with the destination for national and regional exposure through contests, sweepstakes, special events, and similar programs
- Expand awareness of existing on-island special events through increased media coverage, with additional support for AICVB-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 AICVB 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
- Secure and execute select Content Creator paid partnerships, hosting as applicable
- Identify pay-to-participate media opportunities within a core market and/or with national reach
- Identify, coordinate, and write advertorials to support PR campaigns
- Execute consumer activations with established retail outlets in two-three target markets to promote various aspects of the Amelia Island destination/experience
- Conduct media missions 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 various aspects of the Amelia Island destination/experience
- Identify and coordinate event sponsorship opportunities to leverage Amelia Island brand and reach consumer and media in key markets
- Secure consumer promotions requiring minimal cash investment to generate non-traditional exposure in key origin and/or emerging markets
- Execute promotional campaigns with media and consumers to engage target audiences and generate social media exposure

Exhibit A

- 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 drive or have the potential to drive overnight stays
- Provide press materials to AICVB staff attending various tradeshows for additional trade media coverage
- Secure interview opportunities for AICVB 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 AICVB for tourism leaders to discuss upcoming PR events and opportunities for participation
- Curate 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 reputable and productive lead generators such as SATW E-news, HERO, Quoted, and others
- Respond to all media inquiries within 24 hours, and supply requested materials to media within 48 hours

FY25 Pricing

Public Relations for 2025 = \$148,000.00