

**SECOND AMENDMENT TO CONTRACT FOR PROFESSIONAL SERVICES FOR  
NASSAU COUNTY, FLORIDA**

**THIS SECOND AMENDMENT TO THE CONTRACT FOR PROFESSIONAL SERVICES FOR NASSAU COUNTY, FLORIDA** (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 **FLORIDA'S FIRST COAST OF GOLF, INC.**, a business having its primary business location at 4300 Marsh Landing, Ste. 102, Jacksonville Beach, FL 32250 (hereinafter the “Vendor”).

**WITNESSETH:**

**WHEREAS**, the Parties previously entered into a Contract for Professional Services for Nassau County, Florida dated January 18, 2023 (hereinafter “Contract”) which was subsequently amended; and

**WHEREAS**, on July 24, 2024, the Amelia Island Tourist Development Council (AITDC) recommended approval of a Second Amendment to the Contract in the amount of One-Hundred Two Thousand Dollars and 00/100 (\$102,000.00) as reflected in TDC Resolution 2024-121; and

**WHEREAS**, following the recommendation of the AITDC, the Parties continued to negotiate the terms of the renewal including the compensation amount and the Parties have now agreed to a reduced compensation amount of Eighty-Eight Thousand, Five Hundred Forty-Two Dollars and 00/100 (\$88,542.00); and **WHEREAS**, the Parties now desire to amend the Contract terms and conditions subject to the Parties’ negotiations as provided forth 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 2 of the Contract is hereby amended to incorporate additional services as outlined in Exhibit “A” attached hereto and incorporated herein.

**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.

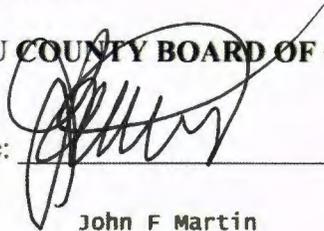
**SECTION 3.** Article 5 of the Contract is hereby amended to increase the Vendor’s compensation amount by Eighty-Eight Thousand, Five Hundred Forty-Two Dollars and 00/100 (\$88,542.00) and the County shall now compensate the Vendor in an amount not to exceed Two Hundred Fifty-Eight Thousand, Five Hundred Forty-Two Dollars and 00/100 (\$258,542.00).

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

**THE COUNTY:**

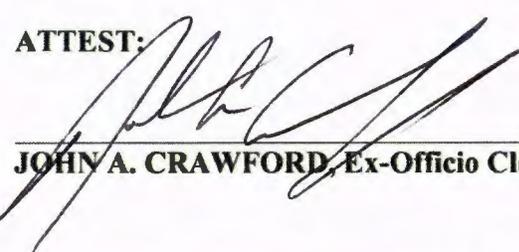
**NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS**

Signature: 

Print Name: John F Martin

Title: Chairman

Date: 10-14-24

ATTEST: 

**JOHN A. CRAWFORD, Ex-Officio Clerk**

**REVIEWED FOR LEGAL FORM AND CONTENT:**

Denise C. May

**DENISE C. MAY, County Attorney**

**VENDOR:**

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

Signature: David W Reese

By: David Reese

Title: President

Date: 9/18/2024

# Florida's Golf

First Coast of  
A GOLF DESTINATION MARKETING COMPANY

## EXHIBIT "A"

**TO:** Gil Langley, Amelia Island CVB

**FR:** David W. Reese, Florida's First Coast of Golf, Inc.

**RE:** FY 25 Amelia Island CVB baseline golf marketing investment (Revised from 2/28/24)

**DATE:** May 28, 2024

Florida's First Coast of Golf appreciates the Amelia Island CVB's strategic partnership in NE Florida's regional efforts promoting ourselves as a golf vacation destination.

Our collaborative efforts are important to increase Amelia Island's reach and frequency efficiently and effectively in the golf tourism market.

### Amelia Island FY 23

- Florida's First Coast of Golf, a 5-county regional marketing approach allows the TDC to grow available dollars by leveraging to achieve greater impressions and reach in the golf tourism space.
- In FY 2023, Amelia Island leveraged their investment to achieve a \$15 to \$1 media buying power in the golf tourism market space. Florida's First Coast of Golf's advertising/earned media budget is \$2MM.
- FY23 Golf tourism hotel stays in Amelia Island were 24,197 \$7.7 MM in lodging revenue @318.07 ADR. A \$61 to \$1 return on direct lodging revenue.
  - Source: Golf STR Report tracking travel rounds & UNF Research Lab
- Northeast Florida golf in 2023 had an impact of 2.3M total rounds, 500K tourist rounds, and a product reinvestment of \$115M. Golf's total reach increased to 119M who play, watch, read, and follow. Seeing growth across Beginners +3% | people of color +9% | women +4%

# Florida's Golf

## First Coast of

A GOLF DESTINATION MARKETING COMPANY

- In position to have a breakout year in the golf tourism sector. Tourist rounds trending towards normalization accounting for 21% of total rounds in 2023. Golfers also represent many other traveler categories: family, couples, corporate, and youth.
- Amelia Island baseline allocation of \$88,542 will be leveraged through the regional approach. 89 million impressions across 50 media channels plus \$1.11M earned media marketing with regional partners under the FFCG brand.

**REQUESTED BASELINE AMOUNT:                     \$88,542**

\*Additional cooperative programs will be available throughout FY25 for consideration.

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**NOTE: AICVB have logo treatment in our fulfillment pieces (collateral and website). Display advertisements will have the regional brand FFCG only (unless co-op) due to sizes of print/digital ads. Amelia Island will be promoted on equal footing with the other 4 counties in our advertising efforts. All expenses are shared by all counties and private industry, there is no single expense to any one county in the baseline request.**