

**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.

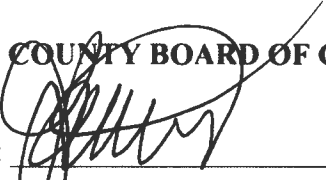
SECTION 3. Article 5 of the Contract is hereby amended to increase the Vendor's compensation amount by Eighty-Eight Thousand, Five Hundred Forty-Two Dollars and 00/100 (\$88,542.00) and the County shall now compensate the Vendor in an amount not to exceed Two Hundred Fifty-Eight Thousand, Five Hundred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

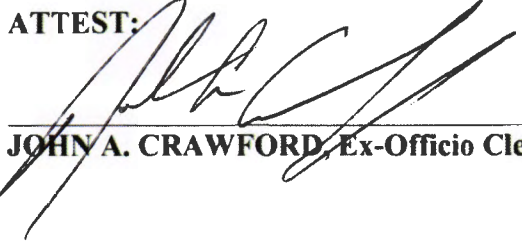
NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS

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 \$1.1M 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.

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.