

THIRD AMENDMENT TO CONTRACT FOR PUBLIC RELATIONS SERVICES

THIS THIRD 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 Services dated October 1, 2022 (hereinafter “Contract”); and

WHEREAS, on August 28, 2023, the Parties amended the Contract to: (1) extend the term of the Contract, (2) rescind and replace the 2022-2023 Program of Work with the 2023-2024 Program of Work and (3) increase the compensation amount under the Contract to a not to exceed amount of \$307, 700.00 (hereinafter "First Amendment"); and

WHEREAS, on September 23, 2024, the Parties further amended the Contract to: (1) further extend the term of the Contract, (2) to incorporate the services contained in the 2024-2025 Program of Work and (3) increase the compensation amount under the Contract to a not to exceed amount of \$455,700.00 (hereinafter “Second Amendment”); and

WHEREAS, the Parties now desire to 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 revise and replace the 2024-2025 Program of Work with Exhibit "A", a copy of which is attached hereto.

SECTION 2. Article 5 of the Contract is hereby amended to increase the compensation amount for the goods/services by Fifteen Thousand Three Hundred Dollars and 00/100 (\$15,300.00) to be provided under the Contract due to a change in industry pricing and the County shall now compensate the Vendor in an amount not to exceed Four Hundred Seventy-One Thousand Dollars and 00/100 (\$471,000.00).

SECTION 3. 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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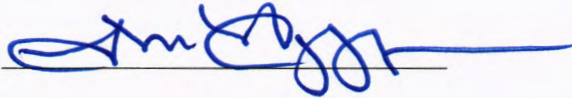
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IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed by its duly authorized representatives, effective as of the last date below.

BOARD OF COUNTY COMMISSIONERS

NASSAU COUNTY, FLORIDA

Signature: _____

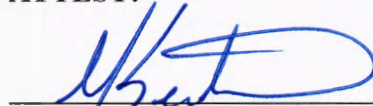


Print Name: A.M. "HUPP" HUPPMANN

Title: CHAIRMAN

Date: 6-9-25

ATTEST:



MITCH L. KEITER

Its: EX-OFFICIO CLERK

REVIEWED FOR LEGAL FORM AND CONTENT:

Denise C. May, Esq., BCS

DENISE C. MAY, County Attorney

HAYWORTH CREATIVE, INC.

Signature: _____

Kevin Hayworth

By: Kevin Hayworth

Title: CEO

Date: 5/5/2025

EXHIBIT "A"



COME MAKE MEMORIES®

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
- Capitalize on established relationships with key media contacts to secure additional national print and broadcast coverage for the purpose of expanding brand recognition in established markets
- 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

EXHIBIT "A"

- 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
- 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
- Host one-two domestic group press trips on Amelia Island based on key messaging / themes for FY 24/25
- 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

