

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

THIS FOURTH 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 **HAYWORTH CREATIVE, INC.**, a business having its primary business location at 39 Sunrise Ave., Ormond Beach, FL 32176 (hereinafter the "Vendor").

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for Professional Services for Nassau County, Florida for public relations services on December 12, 2022, which was subsequently amended on August 28, 2023 ("First Amendment"), September 23, 2024 ("Second Amendment"), and June 9, 2025 (Third Amendment") (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. The Contract is hereby amended to include the 2025-2026 Program Work attached hereto and incorporated herein 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, 2026.

SECTION 3. Article 5 of the Contract is hereby amended to increase the compensation amount by One Hundred, Seventy Thousand and 00/100 dollars (\$170,000.00) for the goods/services to be provided under the Contract and the County shall now compensate the Vendor in an amount not to exceed Six Hundred, Forty-One Thousand and 00/100 dollars (\$641,000.00).

SECTION 4. Upon execution of this Amendment, and in compliance with Section 787.06, Florida Statutes, the Vendor shall provide the County an affidavit, on a form approved by the County, signed by an officer or a representative of the Vendor under penalty of perjury attesting that the Vendor does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.

SECTION 5. Upon execution of this Amendment, and in compliance with Section 287.138, Florida Statutes, the Vendor shall provide the County an affidavit, on a form approved by the County, signed by an officer or representative of the Vendor under penalty of perjury attesting that the Vendor will comply with all requirements of Section 287.138, Florida Statutes.

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SECTION 6. 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.

BOARD OF COUNTY COMMISSIONERS

NASSAU COUNTY, FLORIDA

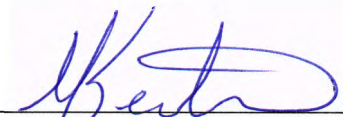
Signature: 

Print Name: A.M. "HUPP" HUPPMANN

Title: CHAIR

Date: 8/25/2025

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: 7/31/2025



PUBLIC RELATIONS

2025-26 PR Proposal
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

- 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
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 writers/social media influencers on individual press trips from core, growth, and emerging markets to promote Amelia Island as an ideal vacation destination
- Host domestic group press trips on Amelia Island based on key messaging / themes if applicable
- 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 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 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
- 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 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 industry meeting 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

PROPOSED BUDGET ALLOCATION

Total Budget: \$170,000

Work Orders: \$98,300 – PR Retainer + Media Monitoring

\$19,500 – Content Development + Content Creator Fees

\$20,500 – Media Missions + Events

\$31,700 – Consumer/Media Promotions + Activations

PR Retainer + Media Monitoring

- 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
- Leverage the destination's exceptional meeting venues and amenities for feature coverage and inclusion in round-up stories
- 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 travel markets
- Assist in educating local industry partners to stimulate greater participation in and support of specific CVB initiatives
- Maintain consistent branding and messaging through all initiatives
- Write and distribute press releases to national, regional, and niche media outlets, including announcing special events that currently draw or have the potential to draw overnight guests
- Identify and develop fresh story ideas to feed the ongoing editorial feature pipeline
- Respond to all media inquiries within 24 hours, and supply requested materials to media within 48 hours
- Monitor and respond to media leads from SATW E-news, HARO, and other lead generators
- Compile 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
- 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
- Participate in annual industry meeting and other professional development programs coordinated by the CVB for tourism leaders to discuss upcoming PR events and opportunities for participation

- Respond to crisis situations as necessary to ensure release of accurate information and minimize any negative impact on visitation
- Provide press materials to CVB staff attending various tradeshow for additional trade media coverage
- Confirm interviews for CVB staff, as appropriate, with trade editors at tradeshow
- Host writers/social media influencers on individual press trips from core, growth and emerging markets to promote Amelia Island as an ideal vacation destination
- Host domestic group media trip/s on Amelia Island tying in with key messaging/themes when applicable
- Coordinate individual and group media familiarization programs with well-respected, qualified travel journalists, bloggers, influencers and others
- Partner to host larger pubs with multiple writers, such as Macaroni Kid, GoPro, etc.

Content Development + Content Creator Fees

- Execute Content Creator paid partnerships and host as applicable to generate engagement with the destination and garner travel interest
- 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
- Promote the destination's value for shoulder-season travel opportunities to viable media channels using paid efforts if needed
- Secure and write advertorials (sponsored articles, newsletters, social media giveaways, etc.) to support media messages and to reach niche audiences
- Potentially host an influencer FAM
- Secure paid opportunities to gather and generate user-generated content or paid content on top travel publications (such as Matador Content Creator program)

Media Missions and Events

- Expand awareness of existing on-island events through increased media coverage, with additional support for CVB-led events
- Conduct media missions with target media in key markets (such as Cold Weather Tour media missions)
- Execute in-market media activations/pop-ups, etc. as applicable
- Participate in Visit Florida or other industry media missions as applicable to promote destination
- VISIT FLORIDA and Southeast Tourism Society Opportunities such as SMT's
- Execute community events as needed to support messaging/events (such as Dining Month)

Consumer/Media Promotions and Activations

- Differentiate the destination through niche marketing to specific sectors and demographics
- Connect promotional partners with the destination for national and regional exposure through contests, sweepstakes, special events, and similar programs.
- Secure broadcast opportunities with stations in key markets
- Host media and consumer activation events in target fly and drive markets
- Execute consumer activations with established retail outlet in target markets to promote Amelia Island destination/experience
- Identify a pay-to-participate media opportunities within a core market and/or with national reach
- Secure promotions to provide non-traditional exposure requiring minimal cash investment, in key origin and/or emerging markets.
- Execute promotional campaigns to media and consumers to engage target audiences and generate social media coverage.
- Identify and coordinate event sponsorship opportunities to leverage Amelia Island brand and reach consumer and media in key markets
- Execute media mailers
- Broadcast media opportunities and promotions
- Support in-market media events and missions
- Highly attended, affluent event sponsorships in key markets