

RESOLUTION NO. 2021-89

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX DOLLARS TO EXECUTE THE AMERICAN BEACH CULTURAL HERITAGE VISITOR EXPERIENCE ENHANCEMENT INITIATIVE; APPROVING OF THE PROJECT PROPOSAL FROM BARTH AND ASSOCIATES, INC; FINDING THE PROJECT AND USE OF TOURIST DEVELOPMENT TAX DOLLARS WILL ENHANCE VISITOR EXPERINCES, PROMOTE TOURISM ON AMELIA ISLAND AND IN THE STATE OF FLORIDA, AND GROW THE TOURISM MARKET ON AMELIA ISLAND; PROVIDING CERTAIN LEGISLATIVE FINDINGS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, in the 1900s, African Americans sought to escape the stress of segregation by retreating to beach communities such as Manhattan Beach and Butler Beach. A. L. Lewis, President of the Afro-American Life Insurance Company and a self-made millionaire, wanted to create an oceanfront resort where African Americans could enjoy “recreation and relaxation without humiliation” during the Jim Crow era.; and

WHEREAS, on January 31, 1935, the Afro-American Life Insurance Company’s Pension Bureau purchased 33 acres of land north of Franklinton on North Florida’s Amelia Island. Two subsequent purchases brought the size of the new community to 216 acres. A. L. Lewis called the community “American Beach”; and

WHEREAS, over the next three decades (1935-1964), the American Beach resort received national acclaim and became a sought-after destination for celebrities, local residents and visitors alike. African Americans traveled to American Beach from across the southeastern United States of America; and

WHEREAS, in 1990, the Florida Legislature created the Study Commission on African American History in Florida to explore ways to increase public awareness of the contributions of African Americans to the state. American Beach is a site on the Florida Black Heritage Trail and contains many sites listed on the National Register of Historic Places. The most recent publication of the Florida Back Heritage Trail was a joint project by the Florida Department of State and Visit Florida, the “*State’s official tourism marketing corporation, serves as Florida’s official source for travel planning to visitors across the globe*”; and

WHEREAS, in 2001 American Beach was listed as a historic site on the National Register of Historic Places; and

WHEREAS, in recent years, American Beach residents and local grass-roots community groups have sparked a community renewal. The American Beach Museum, founded in 2014, has been part of that renaissance serving as a repository of the Community’s history and legacy, it is the bridge that connects its past with its emerging future; and

WHEREAS, visitors from across the globe travel to American Beach in honor of its legacy, to pay homage to the community's formative role in this Nation's history, and to immerse themselves in an authentic cultural experience; and

WHEREAS, on February 17, 2021, the Board of County Commissioner directed the County Manager, with a unanimous vote, to commence the American Beach Cultural Heritage Visitor Experience Enhancement Initiative as a means to capture the essences of American Beach, protect the sense-of-place, honor the rich cultural heritage of the community, authentically tell the story of American Beach through the built and natural environment, enhance visitor's cultural experience, and grow the tourism market by encouraging return visitors and ensuring one of Amelia Island's primary attractions remains a global destination for decades to come; and

WHEREAS, the authenticity of the cultural experience of American Beach is the global attraction and without protecting the built and natural features, American Beach will cease to be a destination that draws visitors to Amelia Island and contributes to the local and state tourism market; and

WHEREAS, executing the American Beach Cultural Heritage Visitor Experience Enhancement Initiative is a critical action to ensure the long-term viability of American Beach as a critical component of the tourism ecosystem on Amelia Island and in the state; and

WHEREAS, the utilization of Tourist Development Tax dollars to fund new and enhanced products is an integral aspect of Amelia Island's successful tourism development; and

WHEREAS, on March 30, 2021, the Amelia Island Tourist Development Council unanimously approved Resolution 2021-001 recommending the use of Tourist Development Tax dollars to execute the American Beach Cultural Heritage Visitor Experience Enhancement Initiative; and

WHEREAS, the development and execution of the American Beach Cultural Heritage Visitor Experience Enhancement Initiative will maintain a world-class experience that lures visitors back to the island; and

WHEREAS, the utilization of Tourist Development Tax dollars to promote and advertise tourism in the state via the execution of the American Beach Cultural Heritage Visitor Experience Enhancement Initiative is consistent with §125.0104 Florida Statute and local Ordinances 88-31, 89-8, 2010-02 and Resolution 89-8.

NOW, THEREFORE, BE IT RESOVLED by the Board of County Commissioners, as follows:

SECTION 1. FINDINGS. The above findings are true and correct and are hereby incorporated herein by reference.

SECTION 2. USE OF TOURSIT DEVELOPMENT TAX DOLLARS.

- a. The Board of County Commissioners (BOCC) authorizes the use of Tourist Development Tax dollars to execute the American Beach Cultural Heritage Visitor Experience Enhancement Initiative as a means to promote tourism on Amelia Island and expand the tourism market by encouraging new and return visitors. The BOCC finds that the use of Tourist Development Tax dollars to fund the American Beach Cultural Heritage Visitor Experience Enhancement Initiative is consistent with §125.0104, Florida Statutes and with local Ordinances 88-31, 89-8, 2010-02 and Resolution 89-8.
- b. The recommended Tourist Development Tax dollars to fund a portion of the American Beach Cultural Heritage Visitor Experience Enhancement Initiative is \$127,500.00. Said amount, pursuant to Ordinance 88-31, as amended, shall be funded from the 10% of the Amelia Island Tourist Development Council advertising budget set aside to work with local groups and organizations on meritorious projects which will directly benefit the visitor industry and attract group business.

SECTION 3. IMPLEMENTATION. The Nassau County Board of County Commissioners approved a contract with Barth Associates based on the March 4, 2021 proposal, attached as Appendix A, defining the initiative's project team, scope of services, fee schedule and timeline.

SECTION 4. EFFECTIVE DATE. This Resolution shall take effect immediately upon its passage.

DULY ADOPTED this 24th day of May.

**BOARD OF COUNTY COMMISSIONERS OF
NASSAU COUNTY, FLORIDA**

Thomas R. Ford
Its: Chairman

Attest as to Chairman's Signature

JOHN A. CRAWFORD
Its: Ex-Officio Clerk

Approved as to form by the
Nassau County Attorney:

MICHAEL S. MULLIN

APPENDIX A

**AMERICAN BEACH CULTURAL HERITAGE VISITOR EXPERIENCE
ENHANCEMENT INITIATIVE PROJECT TEAM, SCOPE OF SERVICES, FEE
SCHEDULE, AND TIMELINE.**



March 4, 2021

Thad Crowe, AICP
Planning Director, Nassau County Planning and Economic Opportunity
96161 Nassau Place, Yulee, FL 32097

Re: American Beach Cultural Heritage Experience Enhancement Initiative

Dear Thad,

Barth Associates (BA) is pleased to submit the following proposal to develop a plan to enhance the American Beach Cultural Heritage Experience, focused on improvements to public beaches, trails, parks, natural areas, and other public spaces. Following is our proposed Project Team, Scope of Services, Fee Schedule, and Timeline.

PROJECT TEAM:

NASSAU COUNTY:

Taco Pope, County Manager
Gil Langley, AICVB President and CEO
Thad Crowe, Planning and Economic Opportunity Director, Project Manager
Robert Companion, County Engineer
Holly Coyle, Project Planner
Abigail Weiss, Project Planner
Tyler Blair, Senior Transportation Engineer
Katie Peay, Senior Stormwater Engineer
Jeff Dawson, Dawson and Associates, Branding and Wayfinding
Steve Spratt, FGUA System Manager, Utility Liaison

BARTH ASSOCIATES (including Subconsultants):

David Barth, Principal Planner, Project Manager
Ennis Davis, Alfred Benesch & Company, Historical and Cultural Planner, Architect/ Urban Designer
Carlos Perez, Perez Planning + Design, Public Realm/ Transportation Planner, Urban Designer
ArtRepublic, Public Art Consultant

SCOPE OF SERVICES:

BA will provide the following services, as directed by the County's Project Manager. Specific tasks may be modified, deleted, or added throughout the project, as mutually agreed-upon by BA and the County.

1. **Staff Kick-off Meeting:** BA shall facilitate a virtual kick-off meeting with County staff to discuss the project scope, schedule, expectations, and logistics.

2. **Project Management Support + Coordination:** BA will coordinate our work with the County's Project Manager. BA will also monitor the project schedule as it relates to the scope contained herein and provide timely invoicing and reporting of project progress. BA will hold regular bi-weekly conference calls with County staff to review progress, present information, receive direction, and recommend direction for the remaining portions of the project.
3. **Review of Previous Studies:** The County shall provide BA with a link or copies of previous planning studies, public meeting minutes, maps, and other data related to the project. Studies and data may include but not be limited to:
 - study boundaries
 - land use
 - zoning
 - sites of significance
 - history and culture
 - population and demographics
 - previous studies
4. **Community Kick-off Event:** BA shall facilitate an on-site Kick-off Workshop with American Beach (AB) residents and stakeholders, including an overview of the project purpose and scope; conversations with residents about community values, goals, and desired future conditions for the community; and a walking tour to discuss existing conditions and issues. The County shall be responsible for all workshop logistics including meeting space and chairs; easels and boards; audio-visual equipment; accommodations for disabled participants; and refreshments, if desired.
5. **Community Needs and Desires:** In addition to the walking tour and discussions at the Kick-off event, BA shall also conduct the following meetings and workshops to better understand the community's desires and needs:
 - Up to 24 telephone interviews or virtual meetings workshops (to be organized and scheduled by the County)
 - Up to 2 Advisory Committee workshops (to be organized and scheduled by the County)
 - Up to 2 in-person or virtual public listening sessions (to be organized and scheduled by the County)
 - An on-line or mail survey of community residents (including out-of-state property owners), to be conducted by the County
6. **Existing Public Realm Analysis:** BA shall map and analyze the existing public realm in American Beach to identify opportunities to enhance the Cultural Heritage Experience, based on data provided by the County. The analysis shall include:
 - Historical and cultural sites
 - Existing and potential local, state, and federal parks
 - Existing and proposed conservation areas
 - Streets, sidewalks, and trails
 - Beaches

- Public art
 - Above-ground utilities
 - Tree canopy
7. **Long-Range Vision:** BA shall develop a long-range vision to enhance the American Beach Cultural Heritage Experience, including:
- Guiding principles, trends, and best practices
 - Vision text, maps, and up to 16 illustrations or photographs
 - An Executive Summary brochure
8. **County Review:** The County shall review the draft long-range vision, and provide comments to BA. BA shall revise the draft vision based on County comments.
9. **Community Feedback:** BA shall present the revised vision to the following groups, as directed by the County, for review and comment. Presentations shall be conducted virtually on in-person:
- Advisory Committee
 - Residents and general public
 - Board of County Commissioners

Following the presentation, BA shall revise the draft vision as directed by the County.

10. **Proposed Capital Improvements, Programs and Estimated Costs:** BA shall prepare an “Order-of-Magnitude” estimate of costs to implement the vision, based on available data and experience with similar projects (note: The County may need to conduct further studies of proposed projects in order to obtain more precise estimates for budgeting).
11. **Implementation Strategies:** BA will facilitate an implementation workshop with County staff to determine alternative implementation strategies for proposed capital improvements, programs, and other initiatives. Following the workshop, BA will develop a draft Ten-Year Implementation Plan for the County’s review and approval.
12. **American Beach Cultural Heritage Experience Enhancement Plan:** BA will prepare a draft plan summarizing the proposed enhancement recommendations and actions from the tasks above, and submit to County staff for review. BA shall revise the plan as directed by the County.
13. **Presentations:** BA shall present the final plan to the following groups, as directed by the County, for approval and adoption. Presentations shall be conducted virtually on in-person:
- Advisory Committee
 - Residents and general public
 - Board of County Commissioners
14. **Final Plan:** Following the presentations, BA shall revise the plan if necessary, and submit a final digital copy of the plan to the County.

FEE SCHEDULE:

BA will provide the services outlined above on an hourly basis in accordance with the following hourly rate schedule:

Principal	\$195/ hr.
Senior Landscape Architect/ Urban Designer	\$150/ hr.
Public Art Consultant	\$150 /hr.
Landscape/ Urban Designer	\$100/ hr.
Graphic Designer	\$75/ hr.
Administrative Assistant	\$50/ hr.

Direct expenses (such as mileage, hotel, meals and printing) are not included in the hourly rates, and shall be billed at cost in addition to the hourly fees. Total fees, including direct expenses, shall not exceed one hundred seventy-five thousand dollars (\$175,000) without the written consent of the County.

If requested by the County, BA shall provide additional services on either a lump sum or hourly basis, as mutually agreed upon by the County and BA. Additional service may include, but not be limited to:

- Additional meetings, workshops, or presentations
- Additional site plans, sketches, and/or illustrations
- Other services not specified in the Scope of Services outlined above

TIMELINE:

BA, in consultation with the County, shall perform its work in such a manner as to comply with an agreed-upon schedule. It is anticipated that the County will authorize BA to proceed with the project by mid-March 2021, and that the plan will be completed by mid-November 2021.

We look forward to working with you on this very exciting project, and appreciate the opportunity to continue serving Nassau County.



David Barth PhD, Principal