

RESOLUTION NO. 2021-144

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT OF EDSA, INC. TO PROVIDE PROFESSIONAL PLANNING AND DESIGN SERVICES FOR THE AMELIA ISLAND BEACH FRONT BRANDING HARMONIZATION AND VISITOR EXPERIENCE ENHANCEMENT INITIATIVE; FINDING THE PROJECT AND USE OF TOURIST DEVELOPMENT TAX DOLLARS WILL ENHANCE VISITOR EXPERIENCES, PROMOTE TOURISM ON AMELIA ISLAND AND IN THE STATE OF FLORIDA, AND GROW THE TOURISM MARKET ON AMELIA ISLAND; RECOMMENDING APPROVAL OF THE PROJECT PROPOSAL FROM EDSA, INC.; PROVIDING CERTAIN LEGISLATIVE FINDINGS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Tourism is a critical component of the Nassau County economy generating over \$850 million in economic impact; supports 1 in 4 jobs; and contributes 36% of all sales taxes collected; and,

WHEREAS, the BOCC is authorized under FLA. STAT. 125.0104, to perform those acts, including the expenditure of Local Option Tourist Development Act tax monies for (1) the marketing of Amelia Island tourism ; (2) to increase Tourism Development Tax, herein referred to as the “TDT”, revenues; (3) to increase Local Optional Sales Tax revenues; (4) to increase gas revenues; (5) to increase job growth; all of which further the public good for the people of Nassau County, and as such is in the best interest of Nassau County; and

WHEREAS, he BOCC has by Ordinance No. 88-31, as amended by Ordinance No. 89-8, established the AITDC, adopted a strategic tourism plan; has levied and imposed a two percent (2%) Tourist Development Tax Development Plan for the use of funds derived from such tax; and pursuant to Florida Statutes and the recommendation of the AITDC, the BOCC, in Ordinance No. 2008-16 increased the TDT to three percent (3%); and in Ordinance No. 2010-02 increased the TDT to four percent (4%); and in Ordinance No. 2018-16 increased the TDT to five percent(5%); and

WHEREAS the AITDC is an advisory board to the BOCC as provided by Fla. Stat. 120.0104; and

WHEREAS the funds received by the County from the TDT are restricted tax funds and the expenditure of those funds shall comply with Ordinance No. 88-31 as amended, and Ordinance No. 89-8, as amended, and Florida Statutes and the Florida Administrative Code, and AITDC Policies as approved by the BOCC; and

WHEREAS, pursuant to Fla. Stat. 125.0104, the BOCC may engage county tourism promotion agencies and has determined that, based on the recommendation of the AITDC, the BOCC shall contract with the Amelia Island Convention and Visitors Bureau (AICVB); and

WHEREAS the AICVB performs tasks recommended by the AITDC and approved by the BOCC in its capacity of administration and research; and

WHEREAS the BOCC, based upon the recommendation of the AICVB and the AITDC, finds that the engagement of EDSA, Inc. is tourism-related and assists in the evaluation of current beachfront parks and enhancement areas; and

WHEREAS pursuant to Section 5.8 of Nassau County Ordinance 2009-09 professional service contracts such as planning, creative services, and design are exempt from the competitive purchasing method of the Nassau County Purchasing Policy; and,

WHEREAS, on February 17, 2021, the Board of County Commissioner directed, with a unanimous vote, the County Manager to execute the Amelia Island Beach Front Branding Harmonization and Visitor Experience Enhancement Initiative. The specific direction was as follows:

- (1) Direct the AICVB, through the AITDC, to create and bring back to the BOCC for consideration a scope of work to execute a study and create an implementation strategy that:
 - a. Harmonizes environmental branding amongst all beach front parks and beach access points.
 - b. Enhances visitor experience at all beach front parks and beach access points.
- (2) The scope shall include, at a minimum:
 - a. Conceptual enhancement plans/packages for the following seven beach front parks:
 - i. Main Beach Park
 - ii. Sadler Seaside Park
 - iii. Peters Point Park
 - iv. Burney Park
 - v. Scott Road Access
 - vi. Southend Access
 - vii. North Beach Park Access
 - b. Corresponding and comprehensive menu of visitor enhancements projects/packages with cost estimates, funding sources, annual maintenance cost estimates, and a recommended 10-year implementation strategy.
- (3) In coordination with the AICVB, direct OMB to calculate a preliminary estimate for use in fy21/22 budget development and 5-yr CIP. Cost will be refined as the related directives are executed; and,

WHEREAS, AICVB staff contacted the EDSA, Inc. on April 21, 2021 and the proposal is attached hereto as Exhibit A; and

WHEREAS, this project is designed to enhance the visitor's experience, and manage the growth of the tourism market by encouraging visitors to stay longer and spend more, leading to greater return on investments and ensuring Amelia Island remains a global destination for decades to come; and

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

NOW, THEREFORE, BE IT RESOVLED by the Amelia Island Tourist Development Council, 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.

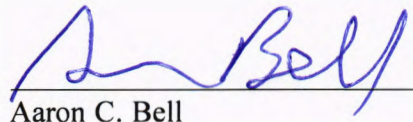
- a. The Amelia Island Tourist Development Council (AITDC) recommends the Nassau County Board of County Commissioners utilize Tourist Development Tax dollars to execute the Amelia Island Beach Front Branding Harmonization and Visitor Experience Enhancement Initiative; recommending approval of the Project Proposal from EDSA, Inc. as a means to promote tourism on Amelia Island and expand the tourism market by encouraging new and return visitors.
- b. The AITDC finds that the use of TouristDevelopment Tax dollars to fund the Amelia Island Beach Front Branding Harmonization and Visitor Experience Enhancement Initiative; is consistent with §125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and 89-8, as amended.
- c. The AITDC recommends appointment of the Amelia Island Convention & Visitors Bureau (AICVB) to manage the project as provided by Agreement CM2695 and utilize such resources necessary for success as recommended by the AITDC and approved by the BOCC.
- d. The recommended Tourist Development Tax dollars to fund the Amelia Island Beach Front Branding Harmonization and Visitor Experience Enhancement Initiative is \$151,800.00. Said amount, pursuant to Ordinance 88-31, as amended, shall be funded from the Amelia Island Tourist Development Council Beach Improvements budget set aside to workon beach related projects which will directly benefittthe visitor industry and attract group business.

SECTION 3. SCOPE. The Amelia Island Tourist Development Council (AITDC) recommends the Nassau County Board of County Commissioners approve a contract with EDSA, Inc.. based on the April 21, 2021 scope of services as set forth in Appendix A.

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

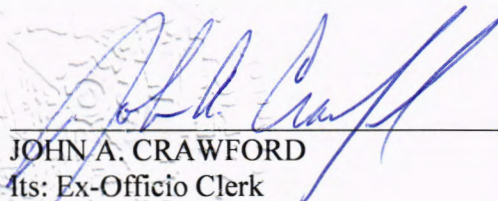
DULY ADOPTED this 28th day of June, 2021.

**AMELIA ISLAND TOURSIT DEVELOPMENT
COUNCIL OF NASSAU COUNTY, FLORIDA**



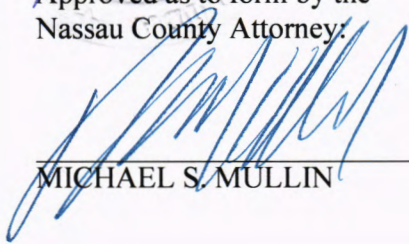
Aaron C. Bell
Its: Chairman

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

**AMELIA ISLAND BEACH FRONT BRANDING HARMONIZATION AND
VISITOR EXPERIENCE ENHANCEMENT INITIATIVE PROJECT TEAM,
SCOPE OF SERVICES, FEESCHEDULE, AND TIMELINE.**



Exhibit "A"

The scope of this assignment is limited to conceptual master planning services and does not include the preparation of permitting or construction documents.

Our Team, which consists of EDSA Inc., Moffatt Nichol, Inc., and WCCI, understands that the anticipated work to be performed for the seven key beach front parks is to conduct a detailed analysis of the North Beach Park, Main Beach, Seaside Park, Peters Point Park, Burney Park, Scott Road Beach Access, and South Beach access. These efforts will be based on a 10-year horizon towards implementation and completion of BOCC initiatives and programs. EDSA will work with the County to gain community input towards capturing the essence of each area and finding consensus for the overall effort. The study will identify opportunities to maximize utilization of the parks and associated upland areas through a mixture of compatible uses that both activates and celebrates the community, waterfront, and county. The master planning process will involve stakeholder and public input throughout the development of the vision and the corresponding recommendations. In general, we understand the tasks to include the following services for each of the identified seven (7) beachfront parks:

- Public involvement, including public workshops, consensus-building, and staff meetings/hearings.
- Inventory and analysis of the market potential.
- Conceptual master plans for each of the parks
- Development of a ten (10) year enhancement plan, including recommendations and prioritization of agreed upon strategic initiatives and implementation projects.
- Identify a phased approach for the implementation of the improvements for each park.
- Provide high level order of magnitude costs for each parcel and amenity in menu format and estimated annual operation and maintenance costs at build-out for each park.

The document should include the following and where applicable, independently for each of the seven beach front parks:

- Public outreach
- Incorporating public beach parking and access assessment by Walker Consultants
- Potential park gateway(s)
- Conceptual site plans, amenity and activity areas
- Relationship and transition between the public and private realm
- Incorporation of work by Barth and Associates related to the American Beach Cultural Heritage Visitor Experience Enhancement Initiative
- Site furniture
- DEP friendly lighting
- Incorporation of wayfinding signage developed by Dawson and Associates
- The inventory and assessment of accessible public shorelines
- A review of coastal dunes, beaches, and marine habitat and incorporation of available data from the City of Fernandina Beach, South Amelia Island Sea Stabilization Association (SASSA), Olsen Associates Inc. Coastal Engineering, the US Army Corps of Engineers and others with related data recently obtained as part of beach renourishment efforts.

APPROACH & SCOPE OF SERVICES

Based on the scope of work, we have crafted a tailored approach and scope of services that will result in a comprehensive Master Plan that is inclusive of the seven (7) identified beach front parks, the public-private realm interface, and the incorporation of the work as referenced above. While we have outlined three (3) specific tasks in our approach, as described below. It is important to note that the first task: public involvement will span the life of the project. Through a multi-disciplinary approach, we recommend the following tasks as it relates comprehensively to Amelia Island and the seven (7) identified beach front parks.

EDSA understands that this assignment will be carried out in accordance with the BOCC Proposed Comprehensive Beach Program and any subsequent deliverables as requested. Our intent is to provide at a minimum the scope of work outlined. EDSA will also consider other elements that add value to the project. Below we have outlined our understanding of the deliverables requested. It is the intent of EDSA in the execution of the below tasks to view Amelia Island in a wholistic and comprehensive manner while providing detailed analysis, conceptual site plans, amenity schedules, costing and implementation/sequencing for the seven(7) identified beach front parks.

TASK #1 – Public Involvement

Public Involvement (for all seven parks within the study): EDSA will assist the County to engage the community stakeholders from the beginning and throughout the entire master planning process. We will begin with a kick-off meeting with the County and stakeholders, including representatives of the City of Fernandina Beach, followed by a subsequent meeting to discuss initial findings. This process is crucial to the master plan. We will listen very carefully and utilize our discovery to design the physical, environmental, and emotional aspects of the master plan. EDSA understands that the basic design philosophy of knowing the site, listening to the users, and implementing the ideas responsibly is essential to every effort. The plan must be visionary and realistic at the same time. As we see this effort is a community master plan, we look forward to gathering and synthesizing the ideas of the residents that live, work, and play on the beach of Amelia Island.

Scope of Services:

Building upon our partnership with the County, our Team will engage the community stakeholders, including the City of Fernandina Beach, through the use of public workshops and online surveys. We have found that an interactive environment helps galvanize public opinion and initiate or build upon grass roots support for a Master Plan. With this goal, the EDSA Team will prepare and facilitate the following:

1. Provide opportunities for informal discovery
2. Participate and present material in County in stakeholder workshops

1.1 - Project Kick-Off - Workshop #1

The purpose of this kick-off meeting / stakeholder workshop is to facilitate public input on the goals and objectives of the County to be replicated; what is missing; etc. Through this process, the EDSA Team will facilitate the input through a series of smaller groups that will be led by the County and EDSA team members. During this process, we will be able to gather input and feedback.

EDSA will work with the County and Stakeholders, including the City of Fernandina Beach, for the purpose of:

- a. Defining the existing characteristics of the Area.
- b. Discussing key elements and recommendations noted in current plans and policies affecting this area including, but not necessarily limited to, those cited in the Appendices.

- c. Identifying key issues, opportunities and constraints related to the Area planning and development (e.g. parks, environment, and market conditions).
- d. Identifying additional key stakeholders and partners.
- e. Clarifying the Plan review process for the public, policy makers and other key stakeholders.
- f. Deciding on the general style and content of the Plan, how it should be integrated into the County's policy framework and how it should be used by stakeholders.

1.2 - Review Meeting with County and Stakeholder(s) – Virtual Workshop #2

Once the inventory and analysis have been completed, the EDSA Team will prepare and facilitate another public workshop to present the preliminary findings for feedback from the County and Stakeholders. As part of this process, the EDSA Team will present the findings from the first public workshop, the results of our inventory and analysis, and develop a draft plan. Once presented, EDSA will facilitate, potentially through smaller breakout sessions, an opportunity for the public to provide comment and feedback. At the conclusion of the meeting, the EDSA Team will summarize and record the feedback garnered.

Deliverables:

1. Kick-off Meeting.
2. One Follow-up meeting with County and/or relevant Stakeholders.
3. Final Presentation to Community and master plan documents available via web as well as print format.

TASK #2 – Inventory and Analysis

Inventory and Analysis (for each of the seven parks) : After the kick-off meeting: We will gather pertinent information both comprehensively on Amelia Island and individually for each of the seven(7) identified beach front parks, then tour the study area by water and land. EDSA suggests a one-day site workshop to introduce the project to the stakeholders, including the City of Fernandina Beach, public, analyze the entire site, envision program opportunities, and develop preliminary ideas. This will be based on our initial inventory of the existing conditions. Prior to the visit, we will request accurate base data and information to prepare for the onsite effort. We will photo document existing conditions and develop an image diary of property improvements. This effort will lead to an overall analysis of the opportunities and constraints that will identify the land areas that are suitable for improvement. Finally, as part of the initial information forum, we will develop with you "on the spot" alternatives for review and discussion. We will also coordinate with local agencies and consider recommendations from existing local City, County and Regional Planning Initiatives. After our inventory of existing conditions, we will review and analyze the material and develop an initial concept for review of consideration. The outcome will establish economically viable solutions to be implemented as opportunities that will be enumerated as to how they contribute to the Amelia Island Beaches and adds benefits for the local population and expands the tourism market on Amelia Island by meeting and/or exceeding visitor expectations and encouraging return visits. This will be the basis for our master planning effort.

Scope of Services:

A comprehensive approach to address all aspects that will influence the development and implementation of the parks master plan is proposed. Beginning with a review of existing resources, the EDSA team will assess the conditions of the parks, existing structures, as well as the associated upland properties within the project's sphere of influence.

The EDSA Team will compile a series of base maps for use in our physical inventory and analysis. These base maps will be compiled through the use of readily available information, such as GIS information, aerial photography, and other relevant information, such as existing reports or plans the County may have in their possession. This

information should be provided in and electronic AutoCAD format. Our initial review would include a written report and the following:

2.1 - Data Collection

EDSA will analyze existing conditions including, but not limited to, the following:

- a. Existing topography
- b. Existing land uses and open space
- c. Existing zoning and planned land uses
- d. Engineering and utilities maps
- e. Property boundary and ownership map
- f. Topographic and Right of Way maps
- g. Floodplain, wetland, and other sub watershed maps
- h. Other environmental information may be required
- i. Aerial and ground level photography.

2.2 - On-Site Tour/Conditions Survey

The EDSA Team will tour the study area with the County and key stakeholders. Early in the process, one (1) on-site tour of the defined beaches, as well as interconnected properties, will be coordinated and scheduled by the County. This tour will serve as a vehicle for discussion of opportunities and constraints within the study area. This tour will also identify key community landmarks that can be enhanced as part of this master plan.

Once the base maps have been prepared, and the background information reviewed and compiled, the EDSA Team will embark upon an analysis to better understand the beaches and associated upland areas and waterfront. The EDSA Team will examine a number of elements including existing land uses, infrastructure, and the natural resources within the study area. This process will entail a collaborative approach and will allow the EDSA Team an opportunity to develop the strengths, weaknesses, and opportunities for the beaches. These strengths, weaknesses and opportunities will be recorded and summarized into a series of diagrams and documents that will become the basis of the Waterways Master Plan.

Economic and Demographic Overview

The project team will work with the TDT to evaluate the potential market and economic factors and conditions related to planning a successful and vibrant waterfront beach community. Connecting that community through improvements to the beaches and by improving existing destinations and providing new interest points at sensible locations is a primary goal of the waterways master planning process.

TASK #3 – Conceptual Master Plan

Conceptual Master Plan (for each of the seven parks): Upon approval of Task 2, the feasibility information will then be developed into a master plan. These plans will focus on creating a strong concept for a 10-year implementation plan. The plans will be phased with completed projects that will encourage momentum and leverage future opportunities. The phased approach to our planning allows for “low-hanging fruit” to be executed quickly. Based on the approved overall master plan strategy, a visioning booklet will be produced as a tool for the County track the process, including the concept plans for all seven parks. The Vision Booklet will also be a great marketing and development resource that can be used to gain political, financial, and local residential support to implement the project(s).

Utilizing the information developed above in the Public Involvement and Inventory and Analysis process, the EDSA Team will embark upon the development of a Conceptual Master Plan for each park. As part of the creative planning process and based on the feedback received from the public and staff, EDSA will formulate a draft master plan in preparation for

the on-going public consensus building process. We anticipate that the draft Master Plan will be vetted in the public process with staff meetings, redevelopment and parks and recreation advisory boards and a public meeting.

With the comments from the public process, the EDSA Team will prepare the comprehensive Final Master Plan and strategic recommendations for approval. The final document will be prepared in a report format, inclusive of all the deliverables and as defined in the above scope of work. As part of the report, the EDSA Team will document the process and findings and include appropriate illustrative diagrams to better convey the recommended strategic goals. Major areas of consideration will include:

- a. The identification beach portals.
- b. Explore alternate amenities such as pavilion, wayfinding, site furniture.
- c. A review of vehicular uses on the beaches.
- d. Alternative parking options.
- e. Historic data.
- f. Identification of environmental conditions.
- g. Discussion with TDT of economic and inclusion factors that connect the community to the beaches.
- h. Preliminary Master Plan
- i. Plan Enlargements of Key Areas
- j. Sections/Elevations that illustrate site relationships and design character
- k. Provide a parking Inventory based on data provided by the County
- l. Design Report booklet including plans, sections, Master Plan character images/sketches.
- m. Refined Project Narrative and Overall Concept Statement

Deliverables:

1. Overall Vicinity Plan
2. Conceptual Master Plan
3. Plan enlargements for each park/area of study
4. Conceptual Sections/Elevations of preferred scheme
5. Final Master Plan with Character Images
6. Perspective sketches of key elements, CGI renderings are excluded in this fee but can be provided
7. Implementation / Phasing Plan (outlining priority developments and strategies)
8. Parks, Recreation and Cultural Programming Initiatives List
9. Provide high level order of magnitude costs for each parcel
10. Master Plan Booklet up to 75 pages

TASK #4 - Final Master Plan

Refinement of the Master Plans will allow for the refinement of the approved concepts to be developed in greater detail. This study will establish the project's identity, the design character, overall layout, and program opportunities that reflect and/or exceed the standards and formats established by the County's vision.

Deliverables:

1. Overall Vicinity Plan
2. Overall Illustrative Master Plan at an appropriate scale.
3. Illustrative and thematic sketches describing the design character of the complex.
4. Function Diagram
5. Circulation Diagram
6. Area Enlargements

- 7. Design sketches, sections and elevations illustrating design intent of the Master Plan
- 8. Parking analysis
- 9. Order of magnitude cost estimating
- 10. Environmental studies of the dune system
- 11. Lighting standards
- 12. Incorporation the site signage
- 13. All drawings, sketches, images and exhibits will be assembled in a Master Plan Report to include a project narrative and other relevant consultant work.

Additional Services

Additional Services will be considered those services related to making revisions or additions to drawings, reports or other documents outlined when such revisions are inconsistent with instructions previously given, or those services which are in addition to the basic services outlined in this agreement. Time spent to address major program or design changes by the County will be considered Additional Services and will be provided if authorized by the County. Finally, remobilization due to project delay by more than 3 months by the County will necessitate renegotiation of fees.

WORKLOAD SCHEDULE AND TIMELINE

The required time duration to execute the scope of services for tasks 1 - 3 is 8 months (excluding the required time for County approval) starting from contract signature accordance or notice to proceed.

SCHEDULE TIMELINE

* Denotes tentatively scheduled workshop, meetings and presentation included in the fees for professional services.

TASK DESCRIPTION	MONTH / TASK DURATION								Visits
	1	2	3	4	5	6	7	8	
Task 1: Public Outreach	*			*			*		2
City Review									
Task #2 Inventory and Analysis		*	*	*					1
City Review									
Phase #3 – Master Plan					*	*	*		3
City Review									
Final Presentation								*	

COMPENSATION

In compensation for the services outlined in this proposal EDSA is suggesting a lump sum fee in the amount \$148,800.00 US Dollars + \$1,200 in expenses. These fees are all inclusive of labor and expenses to provide the professional services requested. The above fees include time in and out of the office for meetings and presentations including travel time. Also, we have estimated taxes, administrative costs, couriers, technical assistance and other expenses which are included in the fees above. This proposal is valid for 90 days from issuance.

Fee Schedule

Task #	Task Description	Duration	EDSA	Moffatt Nichol	Totals
Task #1	Public Involvement	3 months	\$24,000.00		\$24,000.00
Task #2	Inventory & Analysis	2 months	\$35,000.00	\$10,000.00	\$45,000.00
Task #3	Master Plan	3 months	\$59,800.00	\$20,000.00	\$79,800.00
	Expenses				\$1,200.00
	Totals	8 months	\$118,800.00	\$30,00.00	\$148,000.00

EDSA estimates CGI rendering costs will range from \$2,800 for an eye level perspective to \$3,800 for a bird's eye perspective.

If this proposal meets your needs and expectations, receipt of a signed copy of this proposal, advance payment of \$20,000.00 and standard contract will serve as our authorization to proceed with the above outlined scope. The approved resolution for continuing services will be referenced for all the general terms and conditions as it is part of this proposal. Should you have any questions or feel a modification would better meet your needs, please do not hesitate to call.

This is our understanding of Scope of Work to be performed. We very much look forward to the opportunity to work together on this exciting project with you and hope to hear from you soon.

Sincerely,



Jeff Suiter, PLA, ASLA
 Principal

Cc: Jill Martinez, Flavia Gondim
 Attached: General Terms and Conditions, Rate Schedule

APPROVED and ACCEPTED on this _____ day of _____ 2021.

By: _____