

RESOLUTION NO. 2022- 153

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE ENGAGEMENT OF STARMARK INTERNATIONAL TO DEVELOP A NEW MARKETING CAMPAIGN AND INCREASING THE AMOUNT OF TOURIST DEVELOPMENT TAX DOLLARS NECESSARY TO FUND THE NEW MARKETING CAMPAIGN; FINDING THE STRATEGIC PLAN AND USE OF TOURIST DEVELOPMENT TAX DOLLARS WILL ENHANCE VISITOR EXPERIENCES, PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA, AND GROW THE TOURISM MARKET; 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 Board of County Commissioners (BOCC) is authorized under Section 125.0104, Florida Statutes, 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, the BOCC has by Ordinance No. 88-31, as amended by Ordinance No. 89-8, established the Amelia Island Tourist Development Council (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 for in Section 125.0104; 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 Section 125.0104, Florida Statutes, the BOCC may engage or sponsor 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 AITDC on August 1, 2022 by execution of AITDC Resolution No. 2022-150 attached hereto as Exhibit "A", finds that the engagement of Starkmark International to develop a new marketing campaign is tourism-related and assists in the promotion thereof; and

WHEREAS, the utilization of TDT dollars to fund new and enhanced products and events is an integral aspect of successful tourism development in Nassau County, Florida; and

NOW, THEREFORE, BE IT RESOVLED by the BOCC, as follows:

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

SECTION 2. USE OF TOURIST DEVELOPMENT TAX DOLLARS.

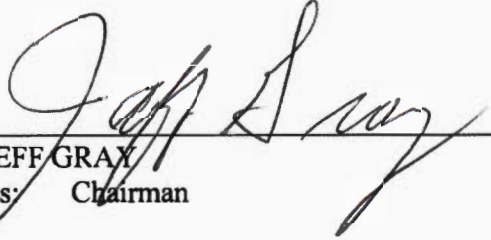
- a. The BOCC authorizes the use of TDT dollars for the engagement of Starmark International to develop a new marketing campaign as means to promote tourism in Nassau County, Florida.
- b. The BOCC finds that the use of TDT dollars for the engagement of Starmark International for the development of a new marketing campaign is consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and 89-8, as amended.
- c. The BOCC approved the appointment of the AICVB to manage the events as provided for in the Agreement (CM2698) between the AICVB and the BOCC, fully executed on July 8, 2019, and utilize such resources necessary for success as recommended by the AITDC and approved by the BOCC.
- d. The recommended additional amount of TDT dollars needed to fund the development of the new marketing campaign is \$500,000 bringing the total not to exceed amount for the engagement of Starkmark International for production to \$660,000. Such amount, pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

SECTION 3. SCOPE. The BOCC approves the engagement of Starmark International to develop a new marketing campaign as referenced herein and further depicted in Exhibit "A" and to increase the amount of TDT dollars as depicted in Exhibit "A" by \$500,000 for a total not to exceed amount of \$660,000 for production.

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

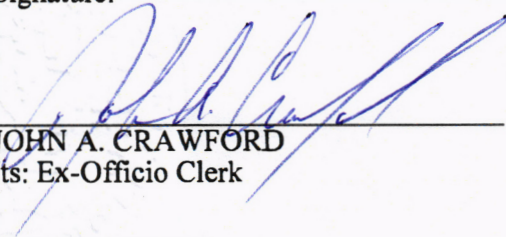
DULY ADOPTED this 3rd day of August, 2022.

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



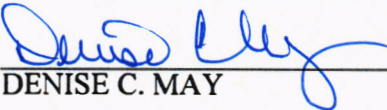
JEFF GRAY
Its: Chairman

Attest as to Chairman's
Signature:



JOHN A. CRAWFORD
Its: Ex-Officio Clerk

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

EXHIBIT "A"

AITDC RESOLUTION NO. 2022-150

AITDC RESOLUTION NO. 2022- 150

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT OF STARMARK INTERNATIONAL TO DEVELOP A NEW MARKETING CAMPAIGN AND INCREASE THE AMOUNT OF TOURIST DEVELOPMENT TAX DOLLARS NEEDED TO FUND THE NEW MARKETING CAMPAIGN; FINDING THE STRATEGIC PLAN AND USE OF TOURIST DEVELOPMENT TAX DOLLARS WILL ENHANCE VISITOR EXPERIENCES, PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA, AND GROW THE TOURISM MARKET; 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 Board of County Commissioners (BOCC) is authorized under Section 125.0104, Florida Statute, 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, the BOCC has by Ordinance No. 88-31, as amended by Ordinance No. 89-8, established the Amelia Island Tourist Development Council (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 for in Section 125.0104, Florida Statutes; 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. 89-08, as amended, and Florida Statutes and the Florida Administrative Code, and AITDC Policies as approved by the BOCC; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC may engage or sponsor 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 AITDC, based upon the recommendation of the AICVB, finds that the engagement of Starmark to develop a new marketing campaign, as further depicted in Exhibit "A" attached hereto, is tourism-related and assists in the promotion thereof; and

WHEREAS, the utilization of TDT dollars to fund new and enhanced marketing initiatives is an integral aspect of successful tourism development in Nassau County, Florida.

NOW, THEREFORE, BE IT RESOLVED by the AITDC, as follows:

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

SECTION 2. USE OF TOURIST DEVELOPMENT TAX DOLLARS.

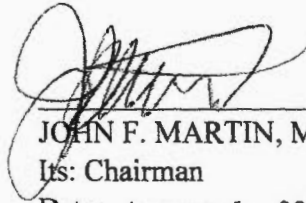
- a. The AITDC recommends that the BOCC utilize additional TDT dollars for the engagement of Starmark to develop a new marketing campaign as further depicted in Exhibit "A" attached hereto, as means to promote tourism in Nassau County, Florida.
- b. The AITDC finds that the use of TDT dollars for the engagement of Starmark for the development of a new marketing campaign as further depicted in Exhibit "A" attached hereto, is consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and Ordinance 89-8, as amended.
- c. The AITDC recommends appointment of the AICVB to manage the project as provided for in the Agreement (CM2698) between the AICVB and the BOCC, fully executed on July 8, 2019, and utilize such resources necessary for success as recommended by the AITDC and approved by the BOCC.
- d. The recommended additional amount of TDT dollars needed to fund the development of the new marketing campaign as further depicted in Exhibit "A", is \$500,000 bringing the total not to exceed amount for the engagement of Starmark for production to \$660,000. Such amounts, pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget, according to the budget transfer further depicted in Exhibit "B."

SECTION 3. SCOPE. The AITDC recommends the BOCC approve the engagement of Starmark to develop a new marketing campaign as referenced herein and further depicted in Exhibit "A" and increase the amount TDT dollars as depicted in Exhibit "B" used for the engagement of Starmark by \$500,000 for a total not to exceed amount of \$660,000 for production.

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

DULLY ADOPTED this 1st day of August, 2022.

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



JOHN F. MARTIN, MBA

Its: Chairman

Date: August 1, 2022

Approved as to form by the
Nassau County Attorney:

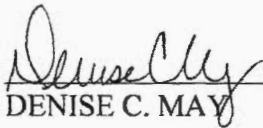

DENISE C. MAY

Exhibit A

Amelia Island | 2022 New Marketing Campaign Development

Estimate for costs associated with the development of the Amelia Island CVB 2022/23 new marketing campaign, including a video and photo shoot planned for September of 2022.

Cost indicated include creative and art direction, account and production management, location scouting, talent scouting/casting, videographer, director and related video expenses, still photographer, drone operator and related photography expenses, producer, stylists, talents and wardrobe.

Agency Services

- Pre-Production (coordinating, planning) with Videography and Photography partners
- Talent casting specifications, coordination, review of candidates and selects
- Wardrobe recommendations, selections, talent fittings
- Props recommendations and procurement
- On-location shoot supervision
- Video footage and image review, selects per "scene"

Video & Photoshoot

4 days on location video shooting and still photography with a professional crew consisting of ~16 team members including Videographer, Still Photographer, Drone Operator, Director, DP, Producer, Gaffer, Key Grip, Grip, AC, Makeup Stylist, Wardrobe Stylist, Hair Stylist, Craft Service, and production assistants.

Post Production

Review of video footage and still images, tagging selects, editing video vignettes to develop hero assets for paid media, organic social media assets, content marketing, ameliaisland.com updates, tradeshow graphics and marketing collateral.

Program Budget: Not to exceed \$500,000