

AITDC RESOLUTION NO. 2023- 135

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT WITH THE OUTLINED PROFESSIONAL SERVICE PROVIDERS TO EXECUTE SERVICES IN FISCAL YEAR 2023/2024; 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. 89-8, 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 AITDC, based upon the recommendation of the AICVB, finds that the engagement with these professional service providers, 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 engage professional service providers in execution of tasks related to destination marketing 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 TDT dollars for the engagement of the following vendors by addendum to existing contracts, renewing the existing contracts or creating new contracts, as further depicted in Exhibit "A" attached hereto, as means to promote tourism in Nassau County, Florida.

| Contract No. | Contractor | Current Contract | FY23/24 Amendment | Total Contract NTE | Amended Term |
|--------------|-------------------------------|------------------|-------------------|--------------------|--------------|
| CM3244 | Starmark - Marketing | \$ 2,376,000 | \$ 3,881,280 | \$ 6,257,280 | two years |
| CM3324 | Cellet | \$ 248,300 | \$ 250,000 | \$ 498,300 | two years |
| CM3272 | Hayworth | \$ 148,000 | \$ 159,700 | \$ 307,700 | two years |
| CM3292 | Florida's First Coast of Golf | \$ 85,000 | \$ 85,000 | \$ 170,000 | two years |
| CM3327 | My Agency Savannah | \$ 49,800 | \$ 43,600 | \$ 93,400 | two years |
| CM3326 | Miles Partnership | \$ 34,000 | \$ 34,000 | \$ 68,000 | two years |
| CM3267 | Ellen's Marketplace | \$ 35,000 | \$ 35,000 | \$ 70,000 | two years |

| Contract No. | Contractor | Current Contract | Amended Amount | Total Contract | Term |
|---------------|--------------------|------------------|----------------|----------------|------------|
| CM3310 | Starmark - website | \$ 692,500 | \$ 583,675 | \$ 1,276,175 | five years |
| Reso 2022-181 | Gator Bowl * | \$ 50,000 | \$ 50,000 | \$ 100,000 | five years |

| New Contracts | Contractor | FY23/24 New Contract | Total Contract | Term |
|---------------|----------------------|----------------------|----------------|-------------|
| New | Chamber | \$ 30,000 | \$ 90,000 | three years |
| New | Deremer Studios, LLC | \$ 42,900 | \$ 42,900 | one year |

* Currently a five year contract expiring March 2026. No amendment required, just annual purchase requisition.

- b. The AITDC finds that the use of TDT dollars for the contract renewals of these vendors, 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 work 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 amounts of TDT dollars needed to fund the engagement of the vendors is further depicted in Exhibit "A" attached hereto. Such amount pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

SECTION 3. SCOPE. The AITDC recommends the BOCC approve the engagement of the vendors herein and further depicted in Exhibit "A".

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

DULY ADOPTED this 7th day of August, 2023.

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

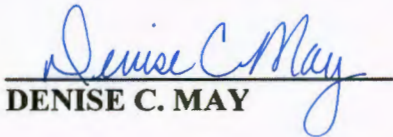


JOHN F. MARTIN, MBA

Its: Chairman

Date: 8.7.23

**Approved as to form by the
Nassau County Attorney:**



DENISE C. MAY



EXHIBIT A

AITDC FY 23/24 Projected Expenditures

For fiscal year 2023/2024, the Amelia Island Convention & Visitors Bureau has prepared an initial list of forecasted expenditures that require AITDC board approval. Upon review, these expenditures should be recommended by the Amelia Island Tourist Development Council (AITDC) to the Nassau County Board of County Commissioners (BOCC) for approval. The list below includes the recommendation to continue the existing contracted work and with these single source professional service vendors and membership to complete scopes of work that benefit the promotion of tourism to Amelia Island. These vendors have an established track record of helping sustain the positive economic impact of Amelia Island's outstanding tourism industry. Each vendor meets the high standards of performance expectations of the AITDC and there are significant financial and time efficiencies to have these vendors continue the scope of work already underway on behalf of the destination.

STARMARK INTERNATIONAL, INC. - MARKETING

This agency manages much of our paid media buying as well as our creative development. Starmark created and launched our new creative campaign in FY2023. We recommend the continuation of work with this agency to fully execute and optimize the campaign in the new fiscal year. Utilizing the agency's media expertise and leveraging their buying power provides a greater return on our media investment. In FY 23/24, Starmark will also encompass our budgeted marketing data to ensure research is the foundation of our media decision making. In addition, Starmark is also building and launching the refreshed Ameliainland.com. There is great synergy in having this agency manage media buying, marketing data, website management and related creative development to produce an effective marketing strategy. The scope of work in FY 23/24 includes a portion of paid media (advertising insertions) expenses as well as budget for marketing data and ongoing production such as media built to spec, trafficking, material development etc. throughout the year.

Total FY 23/24 renewal amendment not to exceed \$3,881,280 bringing total contracted amount to \$6,257,280.00.

CELLET TRAVEL SERVICES, LTD. - MARKETING AND PUBLIC RELATIONS

Cellet manages Amelia Island's marketing and public relations efforts in the United Kingdom and Pan-European markets to build our destination awareness with this high-yield audience. This team has first-hand experience and familiarity of the destination which provides a time and cost savings for our international efforts and ensure the continuing performance. In FY 23/24 we are expanding our international marketing efforts for a wider Pan-European reach to include France and German speaking countries. Efforts will include agency coordination as well as marketing activities targeting both consumers as well as trade. Total FY 23/24 renewal amendment not to exceed \$250,000 bringing total contracted amount to \$498,300.00.

HAYWORTH CREATIVE, INC. - PUBLIC RELATIONS

This public relations firm has a historic track record of developing and maintaining our brand reputation and earned media relationships. The AICVB recommends the extension of the program of work with Hayworth for their deep destination knowledge and positive industry reputation on our behalf. This agency brings great cost efficiency, brand familiarity, and ongoing working relationships with local industry partners and media contacts. The scope of work for FY 23/24 includes efforts to increase editorial coverage, generate brand exposure, elevate awareness and provide crisis management if necessary. Total FY 23/24 renewal amendment not to exceed \$159,700 bringing total contracted amount \$307,700.00.

FLORIDA'S FIRST COAST OF GOLF, INC.

AMELIA ISLAND

COME MAKE MEMORIES®

Florida's First Coast of Golf is a regional golf tourism marketing company responsible for advertising a 5- county region as a golf destination. Our membership in this regional partnership consortium includes a FY24 scope of work covering golf tourism marketing services. In addition to the annual membership, we also participate in cooperative advertising opportunities to take advantage of the regional brand association and pricing efficiencies. The annual membership renewal for FY 23/24 will not exceed \$85,000.00 bringing total contracted amount to \$170,000.00.

GATOR BOWL ASSOCIATION - SPORTS

The current membership agreement with this sports partnership organization runs through 2026, with a budget total for FY 23/24 in the amount of \$50,000. The ACC Team participating in the TaxSlayer Gator Bowl will use an Amelia Island Hotel/Resort as its official team hotel.

STARMARK INTERNATIONAL, INC.

Starmark has a contract to build and maintain a refresh to Ameliainland.com. During the discovery phase of building the new website, we realized there were greater efficiencies to have the same company manage our email marketing program. This addendum will add the Digital Marketing Email Program to the existing 5-year contract CM3310 for website services. Total amendment not to exceed \$583,675.00 bringing the total contracted amount to \$1,276,175.00.

MY AGENCY SAVANNAH, LLC.

This agency has both the destination and brand familiarity as well as the historic working files for many of our graphic design marketing projects. We suggest an amendment to continue to work with this agency for efficiency and cost savings. The FY 23/24 amendment amount, not to exceed \$43,600.00, will bring the total contracted amount to \$93,400.00.

MILES PARTNERSHIP, LLP.

Miles built and maintains our proprietary Amelia Island Mobile App. This amendment continues the maintenance and optimization of this in-market marketing program encouraging higher visitor engagement. The FY 23/24 amended amount not to exceed \$34,000.00 bringing the total contracted amount to \$68,000.00.

NASSAU COUNTY CHAMBER OF COMMERCE

The Nassau County Chamber of Commerce manages and distributes our Amelia Island marketing collateral to specified partners and locations. They also serve as a secondary Welcome Center to provide visitors with collateral visitor services. This 3-year contract is not to exceed \$30,000.00 per year bringing total contracted amount to \$90,000.00.

DEREMER STUDIOS, LLC

Deremer Studios has familiarity with the destination and partners as well as our backend digital asset management system. This new contract is for photography and drone video content. Total contracted amount for FY 23/24 not to exceed \$42,900.00.

ELLEN'S MARKETPLACE

This marketing scope of work includes hours to execute website maintenance for AMELIAISLAND.COM and general marketing efforts across our digital platforms. The amendment renewing contract CM3267 for FY 23/24 for marketing across all platforms will not to exceed \$35,000.00 for FY 23/24 bringing the contracted amount to \$70,000.00.