

**AITDC RESOLUTION NO. 2023-098**

**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 HELP EXECUTE THE EVENT, DICKENS ON CENTRE, IN FISCAL YEAR 2023; FINDING THE 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, 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, as means to promote tourism in Nassau County, Florida.
  - a. We-Decorate – One (1) year extension to the current contract for the Downtown Fernandina Beach holiday tree lighting - \$185,613.19.
  - b. Jason Woods Productions – New contract for the Main and 2<sup>nd</sup> stage entertainment - not to exceed \$90,000.00.
  - c. Sky Element – One (1) year extension to the current contract for the Drone Show for 3 nights - not to exceed \$130,000.00.
  - d. AVL Productions, Inc. – One (1) year extension to the current contract for the Production Company - not to exceed \$60,000.00.
- b. The AITDC finds that the use of TDT dollars for the engagement of these vendors, 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 events as provided 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 herein; and such amount pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC proposed budget.

**SECTION 3. SCOPE.** The AITDC recommends the BOCC approve the engagement of the vendors herein.

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

**DULLY ADOPTED** this 3<sup>rd</sup> day of May, 2023.

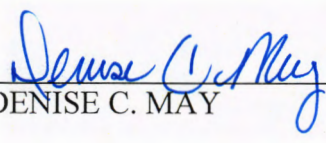
**AMELIA ISLAND TOURIST DEVELOPMENT  
COUNCIL OF NASSAU COUNTY, FLORIDA**

  
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JOHN F. MARTIN, MBA

Its: Chairman

Date: 5-3-23

Approved as to form by the  
Nassau County Attorney:

  
DENISE C. MAY