

RESOLUTION NO. 2023-133

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT DOLLARS TO ENGAGE, 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 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

Resolution 2023-_____

WHEREAS, the BOCC, based upon the recommendation of the AITDC on May 3, 2023 by execution of AITDC Resolution 2023-098 attached hereto as Exhibit "A",

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 authorized the use of 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 2nd stage entertainment - not to exceed \$89,750.00.
 - c. Sky Element – One (1) year extension to the current contract for the Drone Show for 3 nights - not to exceed \$120,000.00.
 - d. AVL Productions, Inc. – One (1) year extension to the current contract for the Production Company - not to exceed \$53,711.81.
- b. The BOCC finds that the use of TDT dollars for the engagements are consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and 89-8, as amended.
- c. The BOCC approves the appointment for the AICVB to manage the work 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 amount of TDT dollars to fund above Section 2.a, pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC proposed 2023 budget.

SECTION 3. SCOPE. The BOCC approves the engagement of vendors attached in Exhibit "A".

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

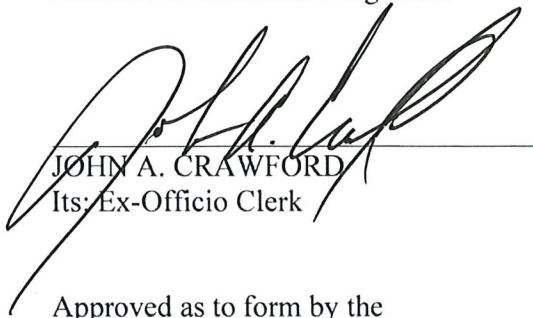
DULY ADOPTED this 19th this day of July, 2023.

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



KLYNT A. FARMER
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. 2023-098

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.

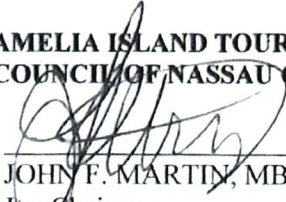
- a. The AITDC recommends that the BOCC utilize TDT dollars for the engagement of the following vendors, as means to promote tourism in Nassau County, Florida.
 - a. We-Decorate – One (1) year extension to the current contract for the Downtown Fernandina Beach holiday tree lighting - \$185,613.19.
 - b. Jason Woods Productions – New contract for the Main and 2nd 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 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 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 3rd day of May, 2023.

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



 JOHN F. MARTIN, MBA
 Its: Chairman
 Date: 5-3-23

Approved as to form by the
Nassau County Attorney:


DENISE C. MAY