

AITDC RESOLUTION NO. 2024- 095

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RATIFYING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO PROVIDE STRATEGIC RESPONSE INCREMENTAL MEDIA FOR 2024 AND THE EXECUTION OF THE SECOND AMENDMENT TO THE CONTRACT WITH STARMARK INTERNATIONAL, INC., FOR PAID MEDIA BUYING AND CREATIVE MEDIA DEVELOPMENT THAT WILL PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY AND IN THE STATE OF FLORIDA; PROVIDING CERTAIN LEGISLATIVE FINDINGS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the Board of County Commissioners (BOCC), levies and imposes a tourist development tax to promote through marketing and advertising Amelia Island and to increase tourist-related business activities; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC established the Amelia Island Tourist Development Council (AITDC) as an advisory board to oversee the development and marketing of Amelia Island and the expenditure of the tourist development tax revenues; and

WHEREAS, the tourist development tax revenues received by Nassau County are restricted revenues, and the expenditure of those revenues shall comply with Section 125.0104, Florida Statutes, the Florida Administrative Code, Sections 30-61 through 30-68 of the Nassau County Code of Ordinances, and AITDC Policies as approved by the BOCC; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC has contracted with the Amelia Island Convention and Visitors Bureau (AICVB) to execute the marketing of Amelia Island as a world-class tourism destination; and

WHEREAS, the AICVB performs tasks recommended by the AITDC and approved by the BOCC; and

WHEREAS, on March 27, 2024, the AICVB presented to the AITDC the Strategic Response Incremental Media 2024 concept in order to pursue additional media engagement to further market Amelia Island and the AITDC gave consensus to pursue the same; and

WHEREAS, on April 19, 2024, in order to expedite these efforts, the AICVB brought directly to the Nassau County Board of County Commissioners a Second Amendment to the Contract with Starmark International, Inc., in the amount of One Million Six Hundred and Sixty-One Thousand Dollars (\$1,661,000.00) (hereinafter "Second Amendment"), and the BOCC approved and executed the same, a copy of which is attached hereto as set forth in Exhibit "A"; and

WHEREAS, the AITDC now desires to ratify the utilization of Tourist Development Tax Revenues and the execution of the Second Amendment for the purposes stated above and as more particularly set forth herein.

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 REVENUES. The AITDC hereby ratifies:

- a. The utilization of Tourist Development Tax Revenues for the further engagement of Starmark International, Inc., to provide Strategic Response Incremental Media for 2024, and the execution of the Second Amendment by the Nassau County Board of County Commissioners as a means to promote tourism on Amelia Island, Nassau County and in the State of Florida.

SECTION 3. EFFECTIVE DATE. This Resolution shall take effect immediately upon its passage.

PASSED AND ADOPTED this 22nd day of May, 2024.

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



JOHN F. MARTIN, MBA
Its Chairman
Date: 05/22/2024

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

EXHIBIT "A"

**SECOND AMENDMENT TO CONTRACT FOR PAID MEDIA BUYING AND
CREATIVE MEDIA DEVELOPMENT**

THIS SECOND AMENDMENT TO THE CONTRACT FOR PAID MEDIA BUYING AND CREATIVE MEDIA DEVELOPMENT (hereinafter “Amendment”) is made by and between the Board of County Commissioners of Nassau County, Florida, a political subdivision of the State of Florida (hereinafter the “County”), and Starmark International, Inc., a business having its primary business location at 201 E. Las Olas Blvd. Suite 1040, Fort Lauderdale, FL 33301 (hereinafter the “Vendor”).

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for Paid Media Buying and Creative Media Development dated December 12, 2022 (hereinafter “Contract”); and

WHEREAS, the Parties previously amended said Contract on September 20, 2023 in order to increase the compensation amount and to extend the term of the Contract until September 30, 2024; and

WHEREAS, the Parties now desire to further amend the Contract terms and conditions subject to the provisions contained herein in order to provide Strategic Response Incremental Media for 2024.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties do agree to amend the Contract as follows:

SECTION 1. The Scope of Work attached to the First Amendment as Exhibit “A” shall be further amended to include the additional Scope of Work contemplated under this Second Amendment which is attached hereto as Exhibit “A”.

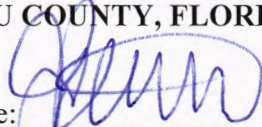
SECTION 2. Article 5 of the Contract is hereby amended to increase the compensation amount by One Million Six Hundred and Sixty-One Thousand Dollars, and 00/100 (\$1,661,000.00) and the County shall now compensate the Vendor in an amount not to exceed Seven Million Nine Hundred and Eighteen Thousand, Two Hundred and Eighty Dollars 00/100 (\$7,918,280.00).

SECTION 3. All other terms and conditions of the Contract not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

[The remainder of this page left intentionally blank.]

IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed by its duly authorized representatives, effective as of the last date below.

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

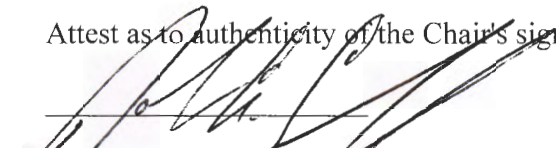
Signature:  _____

Print Name: JOHN F. MARTIN

Title: Chairman

Date: April 22, 2024

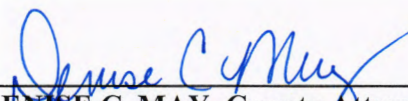
Attest as to authenticity of the Chair's signature:



JOHN A. CRAWFORD

Its: Ex-Officio Clerk

REVIEWED FOR LEGAL FORM AND CONTENT:



DENISE C. MAY, County Attorney

Starmark International, Inc.

Signature: _____

By: _____

Title: _____

Date: _____

IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed by its duly authorized representatives, effective as of the last date below.

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

Signature: _____

John F Martin

Print Name: _____

Title: Chairman

Date: _____

Attest as to authenticity of the Chair's signature:

JOHN A. CRAWFORD

Its: Ex-Officio Clerk

REVIEWED FOR LEGAL FORM AND CONTENT:

Denise C. May

DENISE C. MAY, County Attorney

Starmark International, Inc.

Signature: *Jacqueline Harnett*

By: Jacqueline Harnett

Title: President

Date: 4/24/2024

Exhibit “A”

Amelia Island | FY2024 Starmark Integrated Marketing Scope of Work for Strategic Response Incremental Media 24 Campaign.

Objective

To increase awareness and visitation to Amelia Island through an integrated media strategy using comprehensive tracking, combined with travel data to inform targeting key growth segments and media placements in key markets to combat a projected weakness in overnight bookings.

Media Stewardship

Includes the total value of account service and media for the global management and optimization of all paid media targeting Amelia Island’s high-potential consumers to increase bookings and track to designated paid media via the following planned Paid Media Channels:

Digital display and Video
Social
Print

Search
YouTube
GDN

Success Criteria

- Campaign setup based on approved media strategy and paid media flowchart.
- Organized by campaign - Leisure | Meeting Industry Professionals | International.
- Paid media stewardship to monitor, track and optimize campaign performance.
- Media plan updates and recommendations. Continuous over campaign flight.
- Media outlet billing, performance review and reconciliation.

Paid Social Media Optimization

Includes strategic planning and creative recommendations and social media services to refresh paid social ads during the flight.

Success Criteria

- Strategic creative direction for social paid media in-feed and story ads
- Content will inspire travel to users while they are in their social media channels
- Follows best practice for content distribution on different channels
- Set up by campaigns - Leisure | Meeting Industry Professionals | International dedicated campaigns
- Includes alignment with Amelia Island Organic Social 90 day calendar

Amelia Island | FY2024 Starmark Integrated Marketing Scope of Work for Strategic Response Incremental Media 24 Campaign.

Search Engine Marketing/ GDN / Youtube Optimization and Stewardship

Estimate includes strategic preparation, setup and management of the SEM campaign

Success Criteria

- Includes Paid Search competitive research, bid strategy, budget, and campaigns/ad groups setup
- Includes paid search ads, headline descriptions and display URLs
- Paid search includes Keyword research and includes updates to the measurement strategy updates to include SEM

Reporting

Includes maintenance of the custom dashboard for AICVB that tracks all paid media efforts. Total also includes monthly campaign reporting by channel using the dashboard interface and insights.

Success Criteria

- Paid media tracking for all mediums including all tracking pixel requirements and API connections and data flows from established media sources.
- Track the success of the campaign using the following key performance indicators (KPIs) and metrics.
- Impressions: # of times an ad is seen
- Reach (Social): # of unique people within your target audience who saw the ad(s)
- Clicks: # of people within our target audience who saw the ads and clicked on it
- Click through rate: the % of people who saw your ad and performed an outbound click. This will be measured against industry standards
- Completion rate: The average percentage that people saw the unit
- View Time: The average total time, in seconds, that people spent viewing the unit
- Reach (Conversant): # of unique people within your target audience who saw the ad(s)
- Message Visits (Conversant) : Target audience saw the ad and later searched and visited the website.
- ROAS (Conversant): Average spend per visitor based on credit card transactions. - Total Transactions (Conversant): # of actual credit card swipes attributed to visitors.
- Includes dashboard maintenance and updates as needed.

Amelia Island | FY2024 Starmark Integrated Marketing Scope of Work for Strategic Response Incremental Media 24 Campaign.

Media Stewardship, Paid Social Media, SEM & Reporting

Paid Media - total budget of \$1,450,000

Flight Dates: May 1st, 2024 - September 30th, 2024

Integrated Media Plan costs are allocated by the planned channel. Program Optimizations may require a shift in funds between channels to provide the highest return for the program. All media is approved by the AICVB team in advance of placement.

Production Design - Campaign Creative Development & Marketing

Materials Support creative development and asset rollout for paid media as needed.

Success Criteria:

- Agency services include creative and art direction, copywriting, digital asset prep and account/project management
- Aligns with creative campaign
- Includes rollout of digital and print assets to vendors as specified by the approved media plan.
- Includes paid, social media, GDN, Youtube, and search assets
- Includes studio services for mechanical prep of paid media assets including tracking links and tracking of creative assets.

Production, Branding and Stewardship: \$211,000

Notes:

- *County will receive a discounted blended rate of \$150 per hour for all agency services.*
- *All media is planned and invoiced at net with proof of performance to the County by Starmark.*