

AITDC RESOLUTION NO. 2024 - 121

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT OF THE OUTLINED PROFESSIONAL SERVICE PROVIDERS TO EXECUTE DESTINATION MARKETING RELATED SERVICES IN FISCAL YEAR 2024/2025; AND IN SUPPORT OF SAID RECOMMENDATION FINDING THAT THE USE OF TOURIST DEVELOPMENT TAX REVENUES FOR SAID PURPOSE WILL ENHANCE VISITOR EXPERIENCES AND PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA; FURTHER PROVIDING FOR CERTAIN LEGISLATIVE FINDINGS AND 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 funds, and the expenditure of those funds 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, based upon the recommendation of the AICVB, the AITDC now finds that the engagement of the outlined professional service providers as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, is tourism-related and will assist in the promotion of Amelia Island and 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 this reference.

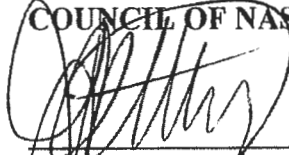
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. The AITDC hereby finds that the use of tourist development tax revenues for the engagement of the professional service providers, as depicted in Exhibit "A", is tourism-related and will assist in the promotion of Amelia Island and Nassau County, Florida, and is consistent with Section 125.0104, Florida Statutes and Sections 30-61 through 30-68 of the Nassau County Code of Ordinances.
- b. Based upon the above finding, the AITDC hereby recommends to the BOCC that the BOCC utilize tourist development tax revenues for the engagement of the professional service providers, as depicted in Exhibit "A", as a means to promote tourism of Amelia Island and Nassau County, Florida, with said amounts to be paid from the AITDC budget.

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

DULY ADOPTED this 24th day of July, 2024.

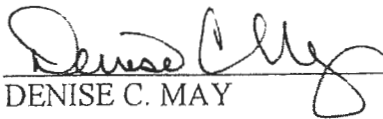
**AMELIA ISLAND TOURIST DEVELOPMENT
COUNCIL OF NASSAU COUNTY, FLORIDA**



JOHN F. MARTIN, MBA
Its Chairman

Date: 7-24-2024

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

AMELIA ISLAND

COME MAKE MEMORIES[®]

EXHIBIT A

AITDC FY24/25 Projected Expenditures over \$100,000

For FY24/25, the Amelia Island Convention & Visitors Bureau has prepared an initial list of forecasted expenditures that will require contracts/purchase orders valued over \$100,000. 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 providers, membership, and advertising insertion orders. These providers have an established track record of helping sustain the positive economic impact of Amelia Island's outstanding tourism industry. Each provider meets the high standards of performance expectations of the AITDC and there are significant financial and time efficiencies to have these providers continue the scope of work already underway on behalf of the destination.

STARMARK INTERNATIONAL, INC. – Renewal

This agency manages much of our paid media buying as well creative development. Starmark is launching our new creative campaign development in FY23/24, so we recommend the continuation of work with this agency to fully execute the campaign into the new fiscal year. Utilizing their media buying expertise and leveraging their buying power provides a greater return on investment. There is great synergy in having this agency manage both media buying and the related creative development to produce an effective marketing strategy. The scope of work in FY24/25 includes a portion of paid media (advertising insertions) expenses as well as budget for ongoing design production such as media built to spec, trafficking, material development etc. throughout the year. FY24/25 total \$3,881,280.

CELLET TRAVEL SERVICES, LTD., FORMARKETING AND PUBLIC RELATIONS - Renewal

Cellet manages our marketing and public relations efforts in the United Kingdom market to help build our destination awareness for 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 FY24/25 we are expanding our international marketing efforts. Prior to the pandemic we utilized a German-based agency for German-speaking markets, but in FY24/25 the AICVB suggests combining those efforts under Cellet to take advantage of unified international efforts. Efforts will include agency coordination as well as marketing activities targeting both consumers as well as trade. FY24/25 not to exceed \$250,000.

HAYWORTH CREATIVE, INC., FOR PUBLIC RELATIONS - Renewal

This public relations firm has a historic track record of developing and maintaining our brand reputation and earned media relationships. Between the cost efficiency, brand familiarity, relationships with working with local industry partners and media, the AICVB recommends the extension of the program of work. The scope of work for FY24/25 includes efforts to increase editorial coverage, generate brand exposure, elevate awareness and provide crisis management if necessary. FY24/25 total of \$148,000.

FLORIDA'S FIRST COAST OF GOLF, INC. – Membership

Florida's First Coast of Golf, Inc. is a regional golf tourism marketing company responsible for advertising a 5- county region as a golf destination. Our membership in this regional 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 investment for FY24/25 is \$102,000.

AMELIA ISLAND

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GATOR BOWL SPORTS, INC. – Under Current Contract

The current membership agreement runs through 2026, with a budget total for FY24/25 in the amount of \$55,000. The ACC Team participating in the TaxSlayer Gator Bowl will use an Amelia Island Hotel/Resort as its official Team Hotel.

DEREMER STUDIOS, LLC -Renewal

Photography and Video Shoot with Content Buyout

Scope for a bank of hours to generally include Still Photography Images onsite photographer at local events, community happenings, key strategic partners, Drone Videography signature events and beach events. FY24/25 total is \$42,900

ELLEN W. JENKINS D/B/A ELLEN'S MARKETPLACE - Renewal

Maintenance and creative design for Amelia Island Website. FY24/25 not to exceed \$40,000

MY AGENCY SAVANNAH, LLC- Renewal

Work includes Graphic Design, Infographics, Page Layouts, Chart Designs, Proofreading, Document Layout, Client Services Printer management, Creative Design, Account Management. FY24/25 not to Exceed \$45,000.

RECONTEURS. LLC - Renewal

Sports Tourism event solicitation and acquisition service assisting in facility review, analysis and recommendations. FY24/25 not to exceed \$60,000

**SECOND AMENDMENT TO CONTRACT FOR PROFESSIONAL SERVICES FOR
NASSAU COUNTY, FLORIDA**

THIS SECOND AMENDMENT TO THE CONTRACT FOR PROFESSIONAL SERVICES FOR NASSAU COUNTY, FLORIDA (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 **FLORIDA 'S FIRST COAST OF GOLF, INC.**, a business having its primary business location at 4300 Marsh Landing, Ste. 102, Jacksonville Beach, FL 32250 (hereinafter the “Vendor”).

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for Professional Services for Nassau County, Florida dated January 18, 2023 (hereinafter “Contract”) which was subsequently amended; and

WHEREAS, on July 24, 2024, the Amelia Island Tourist Development Council (AITDC) recommended approval of a Second Amendment to the Contract in the amount of One-Hundred Two Thousand Dollars and 00/100 (\$102,000.00) as reflected in TDC Resolution 2024-121; and

WHEREAS, following the recommendation of the AITDC, the Parties continued to negotiate the terms of the renewal including the compensation amount and the Parties have now agreed to a reduced compensation amount of Eighty-Eight Thousand, Five Hundred Forty-Two Dollars and 00/100 (\$88,542.00); and **WHEREAS**, the Parties now desire to amend the Contract terms and conditions subject to the Parties’ negotiations as provided forth herein.

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. Article 2 of the Contract is hereby amended to incorporate additional services as outlined in Exhibit “A” attached hereto and incorporated herein.

SECTION 2. Article 4 of the Contract is hereby amended to extend the term of the Contract for an additional one (1) year and the Contract shall now terminate on September 30, 2025.

SECTION 3. Article 5 of the Contract is hereby amended to increase the Vendor’s compensation amount by Eighty-Eight Thousand, Five Hundred Forty-Two Dollars and 00/100 (\$88,542.00) and the County shall now compensate the Vendor in an amount not to exceed Two Hundred Fifty-Eight Thousand, Five Hundred Forty-Two Dollars and 00/100 (\$258,542.00).

SECTION 4. 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.

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

THE COUNTY:

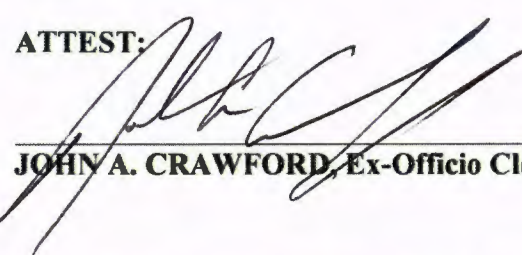
NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS

Signature: 

Print Name: John F Martin

Title: Chairman

Date: 10-14-24

ATTEST: 

JOHN A. CRAWFORD, Ex-Officio Clerk

REVIEWED FOR LEGAL FORM AND CONTENT:

Denise C. May

DENISE C. MAY, County Attorney

VENDOR:

FLORIDA'S FIRST COAST OF GOLF, INC.

Signature: David W Reese

By: David Reese

Title: President

Date: 9/18/2024

Florida's Golf

First Coast of
A GOLF DESTINATION MARKETING COMPANY

EXHIBIT "A"

TO: Gil Langley, Amelia Island CVB

FR: David W. Reese, Florida's First Coast of Golf, Inc.

RE: FY 25 Amelia Island CVB baseline golf marketing investment (Revised from 2/28/24)

DATE: May 28, 2024

Florida's First Coast of Golf appreciates the Amelia Island CVB's strategic partnership in NE Florida's regional efforts promoting ourselves as a golf vacation destination.

Our collaborative efforts are important to increase Amelia Island's reach and frequency efficiently and effectively in the golf tourism market.

Amelia Island FY 23

- Florida's First Coast of Golf, a 5-county regional marketing approach allows the TDC to grow available dollars by leveraging to achieve greater impressions and reach in the golf tourism space.
- In FY 2023, Amelia Island leveraged their investment to achieve a \$15 to \$1 media buying power in the golf tourism market space. Florida's First Coast of Golf's advertising/earned media budget is \$2MM.
- FY23 Golf tourism hotel stays in Amelia Island were 24,197 \$7.7 MM in lodging revenue @318.07 ADR. A \$61 to \$1 return on direct lodging revenue.
 - Source: Golf STR Report tracking travel rounds & UNF Research Lab
- Northeast Florida golf in 2023 had an impact of 2.3M total rounds, 500K tourist rounds, and a product reinvestment of \$115M. Golf's total reach increased to 119M who play, watch, read, and follow. Seeing growth across Beginners +3% | people of color +9% | women +4%

Florida's Golf

First Coast of

A GOLF DESTINATION MARKETING COMPANY

- In position to have a breakout year in the golf tourism sector. Tourist rounds trending towards normalization accounting for 21% of total rounds in 2023. Golfers also represent many other traveler categories: family, couples, corporate, and youth.
- Amelia Island baseline allocation of \$88,542 will be leveraged through the regional approach. 89 million impressions across 50 media channels plus \$1.11M earned media marketing with regional partners under the FFCG brand.

REQUESTED BASELINE AMOUNT: \$88,542

*Additional cooperative programs will be available throughout FY25 for consideration.

NOTE: AICVB have logo treatment in our fulfillment pieces (collateral and website). Display advertisements will have the regional brand FFCG only (unless co-op) due to sizes of print/digital ads. Amelia Island will be promoted on equal footing with the other 4 counties in our advertising efforts. All expenses are shared by all counties and private industry, there is no single expense to any one county in the baseline request.