

**RESOLUTION NO. 2024-087**

**A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT REVENUES TO FURTHER ENGAGE STARMARK INTERNATIONAL, INC. TO PROVIDE STRATEGIC RESPONSE INCREMENTAL MEDIA FOR 2024; 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, 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**, 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

**WHEREAS**, the AITDC gave consensus to pursue the Strategic Response Incremental Media 2024 using TDT Revenues; and

**WHEREAS**, as a result of the AITDC's consensus, the AICVB now recommends the engagement of Starmark International, Inc., to provide the Strategic Response Incremental Media 2024 concept; and

**WHEREAS**, in order to expedite these efforts, the AICVB has brought directly to the BOCC 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"), as set forth in Exhibit "A", a copy of which is attached hereto; and

**WHEREAS**, upon approval of the BOCC of the Second Amendment, the AICVB will bring the Second Amendment to the AITDC for their ratification at the next AITDC Meeting; and

**WHEREAS**, the BOCC finds that the utilization of TDT Revenues to fund new and enhanced products and events including the Strategic Response Incremental Media 2024 concept is an integral aspect of successful tourism development in Nassau County, Florida.

**NOW, THEREFORE, BE IT RESOLVED** 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 authorizes the use of TDT Revenues for the further engagement of Starmark International, Inc., as set forth in the Second Amendment in order to provide the Strategic Response Incremental Media 2024 and promote tourism in Nassau County, Florida.
- b.** The BOCC finds that the use of TDT Revenues for the further engagement of Starmark International, Inc., is 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 amount of TDT Revenues to fund the further engagement of Starmark International, Inc., pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC

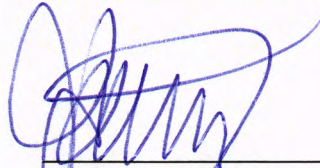
proposed 2023/2024 budget.

**SECTION 3. SCOPE.** The BOCC approves the further engagement of Starmark International, Inc. to provide for the Strategic Response Incremental Media 2024.

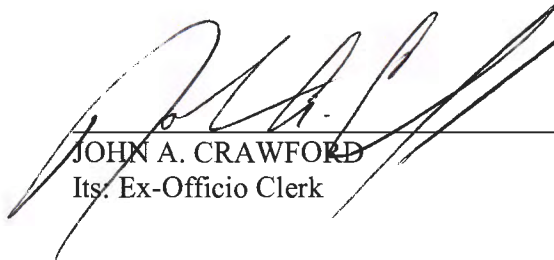
**SECTION 4. EFFECTIVE DATE.** This Resolution shall take effect immediately upon its passage.

**DULY ADOPTED** this 22nd day of April, 2024.

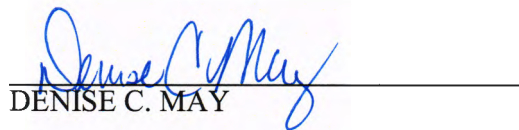
**BOARD OF COUNTY COMMISSIONERS  
OF NASSAU COUNTY, FLORIDA**

  
\_\_\_\_\_  
JOHN F. MARTIN  
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"**

**SECOND AMENDMENT TO STARMARK INTERNATIONAL, INC.**

**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”.

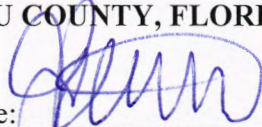
**SECTION 2.** Article 5 of the Contract is hereby amended to increase the compensation amount by One Million Six Hundred and Sixty-One Thousand Dollars, and 00/100 (\$1,661,000.00) and the County shall now compensate the Vendor in an amount not to exceed Seven Million Nine Hundred and Eighteen Thousand,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

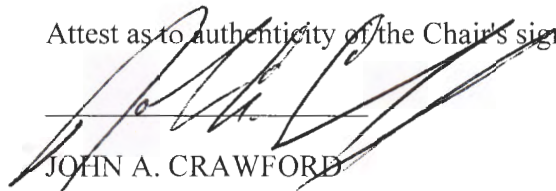
Signature:  \_\_\_\_\_

Print Name: JOHN F. MARTIN

Title: Chairman

Date: April 22, 2024

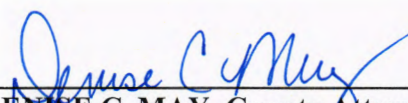
Attest as to authenticity of the Chair's signature:

  
\_\_\_\_\_

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: \_\_\_\_\_

                                Chairman  
Title: \_\_\_\_\_

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*

                                Jacqueline Harnett  
By: \_\_\_\_\_

                                President  
Title: \_\_\_\_\_

                                4/24/2024  
Date: \_\_\_\_\_

# 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	Search
Social	YouTube
Print	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.

## **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.*

# 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.