

**AITDC RESOLUTION NO. 2025-128**

**A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE CONTINUED ENGAGEMENT OF THE OUTLINED PROFESSIONAL SERVICE PROVIDER TO HELP EXECUTE DESTINATION MARKETING RELATED SERVICES IN FISCAL YEAR 2025/2026; 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 continued engagement of the outlined professional service provider 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.

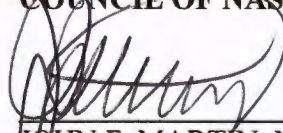
**SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.**

- a. The AITDC hereby finds that the use of tourist development tax revenues for the continued 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 continued engagement of the professional service provider, 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 23<sup>rd</sup> day of July, 2025.

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

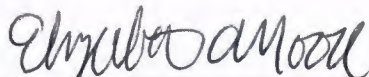


JOHN F. MARTIN, MBA

Its: Chairman

Date: July 23, 2025

Approved as to form by the  
Nassau County Attorney:

  
FOR DENISE C. MAY

# AMELIA ISLAND

COME MAKE MEMORIES®

## EXHIBIT A

### AITDC FY25/26 SPECIALISTS

For FY25/26, 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.

#### ELLEN'S MARKETPLACE – Renewal - \$40,000

Maintenance and creative design for Amelia Island Website. FY25/26 not to exceed \$40,000



## Statement of Work

**Ellen's Marketplace**  
**85268 Amagansett Drive**  
**Fernandina Beach, Florida 32034**

## Summary

The purpose of this Scope of Work (SOW) involves website maintenance for AMELIAISLAND.COM and general marketing efforts across digital platforms.

The point of contact for this SOW is Ellen Jenkins - [ejenkins@ameliaisland.com](mailto:ejenkins@ameliaisland.com) or [ellenjnk@gmail.com](mailto:ellenjnk@gmail.com)  
Cell phone – 904-583-0523

## Project Scope

**Contractor shall provide the Services and Deliverable(s) as follows:**

- Continuous work with vendors (i.e. Silvertech) on website optimization, program management, design, and website issues
- Continuous work with vendors i.e. Crowdriff and Sprout) on User Generated Content to enhance website and digital marketing efforts
- Continuous work with vendors (i.e. TripAdvisor) on Site Management including hosting and maintaining AICVB presence including brand posts, photos, videos, etc.
- On-going work on website to include but not limited to:
  - Write Monthly Blogs
    - Distribute through emails and push on social media
  - Calendar of Events
    - Manually add events and publish or review and publish events added in by stakeholders
  - Update Homepage Hero as needed
  - Promote Events on website, homepage with links to event URL including but not limited to:
    - Dickens on Centre

- Dickens Dining & Drinks
- Restaurant Week
- Shrimp Days of Summer
- Amelia Island Jazz Festival
- Amelia Island Chamber Music Festival
- Shrimp Festival
- TaxSlayer Gator Bowl
- Partner Listings
  - Add listings for new industry partners
  - On-going revision and editing of current pages or listings
- Monthly website maintenance to check for missing URL links, photos, etc.

## Price

Annual: \$40,000.00