

AITDC RESOLUTION NO. 2025-153

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 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.

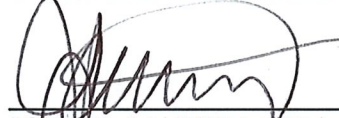
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. The AITDC hereby finds that the use of tourist development tax revenues for the continued engagement of the professional service provider, 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 25th day of August, 2025.

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



JOHN F. MARTIN, MBA
Its: Chairman
Date: August 25, 2025

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY





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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. This provider has an established track record of helping sustain the positive economic impact of Amelia Island's outstanding tourism industry. The provider meets the high standards of performance expectations of the AITDC and there are significant financial and time efficiencies to have this provider continue the scope of work already underway on behalf of the destination.

CELLET TRAVEL SERVICES, LTD., FOR MARKETING AND PUBLIC RELATIONS – Renewal - \$250,000

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 FY25/26 we are continuing our international marketing efforts. Efforts will include agency coordination as well as marketing activities targeting both consumers as well as trade. FY25/26 \$250,000.