

RESOLUTION NO. 2025-155

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT DOLLARS TO CONTINUE TO ENGAGE THE OUTLINED PROFESSIONAL SERVICE PROVIDER TO HELP EXECUTE THE DESTINATION MARKETING RELATED SERVICES IN FISCAL YEAR 2025/2026; 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, pursuant to Section 125.0104, Florida Statutes, the Board of County Commissioners (BOCC), levies and imposes a tourist development tax (TDT) 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, on July 23, 2025, by Resolution, the AITDC recommended to the BOCC the continued engagement of HAYWORTH CREATIVE, INC., (hereinafter "Vendor") and by doing so the AITDC found that said continued engagement is tourism-related and will assist in the promotion of Amelia Island and Nassau County, Florida, as required by Section 125.0104, Florida Statutes and pursuant to the Marketing Plan. A copy of said Resolution is attached hereto and incorporated herein as Exhibit "A"; and

WHEREAS, based upon the recommendation of the AITDC, the BOCC hereby finds that the utilization of tourist development tax revenues to continue to engage the below mentioned Vendor will support as 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 dollars for the continued engagement of the following Vendor, as means to promote tourism in Nassau County, Florida:

HAYWORTH CREATIVE, INC.– An amendment extending the current contract (CM3272) for an addition one (1) year and increasing the compensation amount by an additional not to exceed amount of \$170,000.00 bringing the total contracted compensation amount to not to exceed \$641,000.00.

- b. The BOCC finds that the use of TDT dollars for the continued engagement is consistent with 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.
- 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 recommended amount of TDT dollars to fund above Section 2.a, pursuant to 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, as amended, shall be funded from the AITDC proposed 2025/2026 budget.

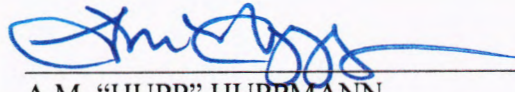
SECTION 3. SCOPE. The BOCC approves the engagement of the above-referenced Vendor.

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

DULY ADOPTED this 25th this day of August, 2025.

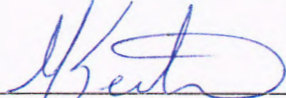
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**BOARD OF COUNTY COMMISSIONERS
OF NASSAU COUNTY, FLORIDA**



A.M. "HUPP" HUPPMANN
Its: Chairman

Attest as to Chairman's Signature



MITCH L. KEITER
Its: Ex-Officio Clerk

Approved as to form by the
Nassau County Attorney:

Denise C. May, Esq., BCS

DENISE C. MAY

EXHIBIT "A"

AITDC RESOLUTION NO. 2025-127

AITDC RESOLUTION NO. 2025-127

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 THE 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.

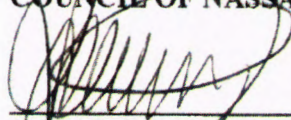
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- 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 23rd day of July, 2025.

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

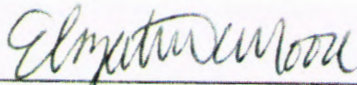


JOHN F. MARTIN, MBA

Its Chairman

Date: July 23, 2025

Approved as to form by the
Nassau County Attorney:



for DENISE C. MAY



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.

HAYWORTH CREATIVE, INC., FOR PUBLIC RELATIONS – Renewal - \$170,000

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 FY25/26 includes efforts to increase editorial coverage, generate brand exposure, elevate awareness and provide crisis management if necessary. FY25/26 total of \$170,000.