

AITDC RESOLUTION NO. 2022-151

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT OR SPONSORSHIP OF AMELIA ISLAND CHAMBER MUSIC FESTIVAL, AMELIA ISLAND DANCE FESTIVAL, ENDLESS SUMMER RIDE (NFL BIKE CLUB), ISLAND HOP AND SONGWRITERS FESTIVAL; FINDING THE STRATEGIC PLAN AND 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 Statute, 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, the AITDC, based upon the recommendation of the AICVB, finds that the engagement or sponsorship of Amelia Island Chamber Music Festival, Amelia Island Dance Festival, Endless Summer Ride (NFL Bike Club), Island Hop and Songwriters Festival, as further depicted in Exhibit "A" attached hereto, is tourism-related and assists in the promotion thereof; and

WHEREAS, the utilization of TDT dollars to fund new and enhanced products and events is an integral aspect of successful tourism development in 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 reference.

SECTION 2. USE OF TOURIST DEVELOPMENT TAX DOLLARS.

- a. The AITDC recommends that the BOCC utilize TDT dollars for the engagement or sponsorship of Amelia Island Chamber Music Festival, Amelia Island Dance Festival, Endless Summer Ride (NFL Bike Club), Island Hop and Songwriters Festival, as further depicted in Exhibit "A" attached hereto, as means to promote tourism in Nassau County, Florida.
- b. The AITDC finds that the use of TDT dollars for the engagement or sponsorship of Amelia Island Chamber Music Festival, Amelia Island Dance Festival, Endless Summer Ride (NFL Bike Club), Island Hop and Songwriters Festival, as further depicted in Exhibit "A" attached hereto, is consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and Ordinance 89-8, as amended.
- c. The AITDC recommends appointment of the AICVB to manage the events as provided for 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 amounts of TDT dollars needed to fund or sponsor the events, as further depicted in Exhibit "A", is as follows:

1. Amelia Island Chamber Music Festival - \$25,000
2. Amelia Island Dance Festival - \$10,000
3. Endless Summer Ride (NFL Bike Club) - \$4,600
4. Island Hop - \$10,000
5. Songwriters Festival - \$5,000

Such amounts, pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

SECTION 3. SCOPE. The AITDC recommends the BOCC approve the engagement or sponsorship of the events referenced herein and further depicted in Exhibit "A".

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

DULLY ADOPTED this 1st day of August, 2022.

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

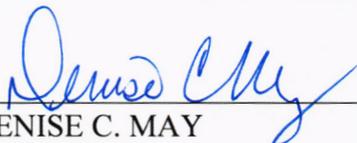


JOHN F. MARTIN, MBA

Its: Chairman

Date: August 1, 2022

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

Exhibit A

Amelia Island | 2022 New Marketing Campaign Development

Estimate for costs associated with the development of the Amelia Island CVB 2022/23 new marketing campaign, including a video and photo shoot planned for September of 2022.

Cost indicated include creative and art direction, account and production management, location scouting, talent scouting/casting, videographer, director and related video expenses, still photographer, drone operator and related photography expenses, producer, stylists, talents and wardrobe.

Agency Services

- Pre-Production (coordinating, planning) with Videography and Photography partners
- Talent casting specifications, coordination, review of candidates and selects
- Wardrobe recommendations, selections, talent fittings
- Props recommendations and procurement
- On-location shoot supervision
- Video footage and image review, selects per "scene"

Video & Photoshoot

4 days on location video shooting and still photography with a professional crew consisting of ~16 team members including Videographer, Still Photographer, Drone Operator, Director, DP, Producer, Gaffer, Key Grip, Grip, AC, Makeup Stylist, Wardrobe Stylist, Hair Stylist, Craft Service, and production assistants.

Post Production

Review of video footage and still images, tagging selects, editing video vignettes to develop hero assets for paid media, organic social media assets, content marketing, ameliainland.com updates, tradeshow graphics and marketing collateral.

Program Budget: Not to exceed \$500,000

Budget Transfer Request

EXHIBIT B

Requesting Dept: AITDC Fund: TDT Transfer # _____

Requested By: Gil Langley Date: 7/27/2022

Purpose: Budget Transfer to fund the Marketing campaign development project

Note: Currently encumbered in PO # 22000250, being released for this transfer

				Fin. Serv. Use Only
				Verified Available
Acct. Number	Acct. Description	Available Budget	Transfer Amount	
Transfer:				
From: <u>37523552-548120</u>	<u>Paid Media General Line</u>	<u>\$190,480</u>	<u>\$ (75,000)</u>	
From: <u>37523552-548120-OOH</u>	<u>Paid Media, Out of Home</u>	<u>See Note</u>	<u>\$ (125,000)</u>	
From: <u>37523552-548120-PRINT</u>	<u>Paid Media-Print</u>	<u>\$ 236,847</u>	<u>\$ (100,000)</u>	
To: <u>37523552-54810-CONTE</u>	<u>Production-Content</u>	<u>\$270,146</u>	<u>\$ 300,000.00</u>	
To: _____	_____	_____	_____	
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		Subtotal:	\$ -	
		Grand Total:	\$ -	

Approved By: _____ BOCC: _____ Clerk of Courts: _____
 Date: _____ Date: _____

Financial Services Use Only

Action Completed: _____
 Signature/Date _____