

AITDC RESOLUTION NO. 2025- 20

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT WITH HAYWORTH CREATIVE, INC TO EXECUTE DESTINATION MARKETING RELATED SERVICES IN FISCAL YEAR 2024/2025; 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 BOCC entered into an agreement (CM3272) with Hayworth Creative, Inc. (hereinafter "Agreement"), for activities in fiscal year 2022/23 in the amount of \$148,000; and

WHEREAS, the Agreement was amended (First Amendment) in order to extend the services into fiscal year 2023/24 and to increase the amount of the Agreement by \$159,700; and

WHEREAS, the Agreement was further amended (Second Amendment) in order to extend the services into fiscal year 2024/25 and to increase the amount by \$148,000; and

WHEREAS, the parties now desire to amend the Agreement further to reflect the scope as contained in Exhibit "A", a copy of which is attached hereto, and to increase the fees for fiscal year 2024/25 for a total amount of \$163,300 which reflects cost escalations from fiscal year 2023/24; and

WHEREAS, the AITDC, based upon the recommendation of the AICVB, finds that the engagement with these professional service providers, 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 engage professional service providers in execution of tasks related to destination marketing 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 of the following vendor and services, as further depicted in Exhibit "A" based on the escalated cost provided in Exhibit "B" attached hereto, as means to promote tourism in Nassau County, Florida.
- b. The AITDC finds that the use of TDT dollars for the engagement of this vendor, 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 the engagement of the vendor is further depicted in Exhibit "A" attached hereto. Such amount pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC proposed budget.

SECTION 3. SCOPE. The AITDC recommends that the BOCC approve the engagement of the vendor herein and further depicted in Exhibit "A".

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

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DULY ADOPTED this 12th day of February, 2025.

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



JOHN F. MARTIN, MBA

Its: Chairman

Date: 2/12/25

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

EXHIBIT “A”



PUBLIC RELATIONS

2024-25 Program of Work
Hayworth Public Relations

GOAL

Generate revenue by stimulating interest in Amelia Island, its partners, events, and experiences through editorial coverage in targeted media outlets, including web-based, print, and broadcast, and additional exposure through various strategic alliance partners and programs. With this same goal in mind, basic strategies will include generating brand exposure and elevating awareness of experiential options to leisure travelers, while also positioning the destination as a prime option for exceptional meetings and events with quality amenities and superlative service. All public relations efforts will support the Amelia Island Convention & Visitors Bureau in its larger sustainable tourism marketing strategy.

STRATEGIES

- Conduct ongoing media development, proactively pitching national media outlets and generating travel coverage of Amelia Island
- Capitalize on established relationships with key media contacts to secure additional national print and broadcast coverage for the purpose of expanding brand recognition in established markets
- Build relationships with digital influencers to expand exposure in emerging markets
- Increase digital presence by working with digital influencers and content creators to expand editorial exposure on key websites and social media platforms
- Differentiate the destination through niche marketing to specific sectors and demographics
- Leverage the destination’s exceptional meeting venues and amenities for feature coverage and inclusion in round-up articles
- Execute creative ideas with broad media appeal to generate significant positive exposure within target markets
- Provide targeted pitches based on market-level research to media contacts in regional hub-and-spoke travel markets
- Promote the destination’s value for shoulder-season travel opportunities to viable media channels

EXHIBIT “A”

- Utilize the destination’s brand to further position the island as a premier vacation destination of choice over other warm-weather location options for leisure travel
- Identify and develop fresh story ideas to feed the ongoing editorial feature pipeline
- Coordinate individual and group media familiarization programs with well-respected, qualified travel journalists, bloggers, influencers, and others
- Assist AICVB marketing team with international media opportunities as appropriate
- Host media and consumer activation events in target fly and drive markets
- Connect strategic promotional partners with the destination for national and regional exposure through contests, sweepstakes, special events, and similar programs
- Expand awareness of existing on-island special events through increased media coverage, with additional support for AICVB-led events
- Maintain consistent branding and messaging through all initiatives
- Assist in educating local industry partners to stimulate greater participation in and support of specific AICVB initiatives

TACTICS

- Host a minimum of 20 writers/social media influencers on individual press trips from core, growth, and emerging markets to promote Amelia Island as an ideal vacation destination
- Host one-two domestic group press trips on Amelia Island based on key messaging / themes for FY 24/25
- Secure and execute select Content Creator paid partnerships, hosting as applicable
- Identify pay-to-participate media opportunities within a core market and/or with national reach
- Identify, coordinate, and write advertorials to support PR campaigns
- Execute consumer activations with established retail outlets in two-three target markets to promote various aspects of the Amelia Island destination/experience
- Conduct media missions in key markets and participate in VISIT FLORIDA or other industry media missions as applicable to promote destination
- Execute media activations with established publications in two-three target markets to promote various aspects of the Amelia Island destination/experience

EXHIBIT “A”

- Identify and coordinate event sponsorship opportunities to leverage Amelia Island brand and reach consumer and media in key markets
- Secure consumer promotions requiring minimal cash investment to generate non-traditional exposure in key origin and/or emerging markets
- Execute promotional campaigns with media and consumers to engage target audiences and generate social media exposure
- Identify and coordinate brand collaborations to increase exposure to key audiences and prospective audiences
- Write and distribute press releases to national, regional, and niche media outlets, including a quarterly release announcing special events that drive or have the potential to drive overnight stays
- Provide press materials to AICVB staff attending various tradeshows for additional trade media coverage
- Secure interview opportunities for AICVB staff, as appropriate, with trade editors at tradeshows
- Respond to crisis situations as necessary to ensure release of accurate information and minimize any negative impact on visitation
- Participate in annual town hall forum and other professional development programs coordinated by the AICVB for tourism leaders to discuss upcoming PR events and opportunities for participation
- Curate a comprehensive list of editorial opportunities, targeting a variety of media outlets, including meeting trades; daily newspapers; regional women’s consumer, family, men’s consumer and travel specific magazines; syndicated articles; broadcast media; and specialty niche outlets for fishing, culinary, epicurean, outdoor, wellness, golf, and spa
- Monitor and respond to media leads from reputable and productive lead generators such as SATW E-news, HERO, Quoted, and others
- Respond to all media inquiries within 24 hours, and supply requested materials to media within 48 hours