

AITDC RESOLUTION NO. 2022- 160

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT WITH THE OUTLINED PROFESSIONAL SERVICE PROVIDERS TO EXECUTE DESTINATON MARKETING RELATED SERVICES IN FISCAL YEAR 2023; 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 truces 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 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 vendors, as further depicted in Exhibit "A" attached hereto, as means to promote tourism in Nassau County, Florida.
 - a. Starmark International
 - b. Visit Florida
 - c. Cellet Marketing & Public Relations
 - d. We-Decorate
 - e. Hayworth Public Relations
 - f. Florida's First Coast of Golf
 - g. Amelia Island Welcome Center (Amelia Island Convention & Visitors Bureau)
 - h. Silverttech
 - i. Research Data Services
 - j. Sky Element
 - k. Gator Bowl Sports
- b. The AITDC finds that the use of TDT dollars for the engagement of these vendors, 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 work 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 vendors is further depicted in Exhibit "A" attached hereto. Such amount 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 of the vendors herein and further depicted in Exhibit "A".

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

DULLY ADOPTED this 7th day of September, 2022.

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



JOHN F. MARTIN, MBA

Its: Chairman

Date: September 7, 2022

Approved as to form by the
Nassau County Attorney:


DENISE C. MAY

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EXHIBIT A

AITDC FY23 Projected Expenditures over \$50,000

For fiscal year 2023, the Amelia Island Convention & Visitors Bureau has prepared an initial list of forecasted expenditures that will require purchase orders over \$50,000. 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 work with these single source professional service vendors, membership, and advertising insertion orders. These vendors have an established track record of helping sustain the positive economic impact of Amelia Island's outstanding tourism industry. Each vendor meets the high standards of performance expectations of the AITDC and there are significant financial and time efficiencies to have these vendors continue the scope of work already underway on behalf of the destination.

STARMARK INTERNATIONAL

This agency manages much of our paid media buying as well creative development. Starmark is launching our new creative campaign development in FY22 so we recommend the continuation of work with this agency to fully execute the campaign into the new fiscal year. Utilizing their media buying expertise and leveraging their buying power provides a greater return on investment. There is great synergy in having this agency manage both media buying and the related creative development to produce an effective marketing strategy. The scope of work in FY23 includes a portion of paid media (advertising insertions) expenses as well as budget for ongoing design production such as media built to spec, trafficking, material development etc. throughout the year. Currently budgeting \$2,160,000 in media spend + \$216,000 in production = \$2,376,000 total.

VISIT FLORIDA

The state's destination marketing organization provides cooperative advertising opportunities. In FY23 we are participating in a winter video advertising program that includes a 50/50 match for an advertising insertion order for \$375,000.

CELLET MARKETING AND PUBLIC RELATIONS

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 FY23 we are expanding our international marketing efforts for a Pan-European reach to potentially include Germany and France. Prior to the pandemic we utilized a German-based agency for German-speaking markets, but in FY23 the AICVB suggests combining those efforts under Cellet to take advantage of unified international efforts. Efforts will include agency coordination as well as marketing activities targeting both consumers as well as trade. Budget not to exceed \$250,000.

WE-DECORATE

This vendor has worked on our annual holiday lighting program in historic Fernandina Beach to provide lighting ambiance for the Dickens on Centre holiday festival for many years. Based on historic procurement bids and this vendor's intimate knowledge and experience with the owned product, the electrical needs, and the historical process, we recommend engaging this vendor again in FY23. Budget amount not to exceed \$200,000.

HAYWORTH PUBLIC RELATIONS

This public relations firm has a historic track record of developing and maintaining our brand reputation and earned media relationships. Our annual retainer has not increased in over ten years, providing a significant savings in fees. Between the cost efficiency, brand familiarity, relationships with working with local industry partners and media, the

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AICVB recommends the extension of the program of work. The scope of work for FY23 includes efforts to increase editorial coverage, generate brand exposure, elevate awareness and provide crisis management if necessary. The proposed budget includes \$75,000 for specialist retainers + \$73,000 for expenses, a total of \$148,000.

FLORIDA'S FIRST COAST OF GOLF

Florida's First Coast of Golf is a regional golf tourism marketing company responsible for advertising a 5- county region as a golf destination. Our membership in this regional consortium includes a FY23 scope of work covering golf tourism marketing services. In addition to the annual membership, we also participate in cooperative advertising opportunities to take advantage of the regional brand association and pricing efficiencies. The annual membership investment for FY23 is \$85,000 plus an estimated \$50,000 in co-operative advertising programs for a total of \$135,000.

AMELIA ISLAND WELCOME CENTER (AMELIA ISLAND CONVENTION & VISITORS BUREAU)

Per the contract with the BOCC (CM2698), the AICVB operates and staffs the Amelia Island Welcome Center. The budget for the visitor services staff in FY23 includes extending the hours of the Welcome Center. Budget total is \$130,000.

SILVERTECH

This digital agency currently manages our consumer website Ameliasland.com. While there is an RFP to rebuild a new website in FY23, we will need ongoing services to maintain the current site until the new launch. The AICVB suggests the continuation of work with this agency to save time and money while the RFP process is underway. The scope of work includes a retainer of hours used to maintain and optimize Ameliasland.com, produce and manage our email marketing program and support digital reporting. The budget for FY23 is \$122,149.92

RESEARCH DATA SERVICES

This data company provides strategic marketing research including our core visitor intercepts to develop the visitor profile reports along with event impact/ROI studies. Utilizing the same research company creates a consistent methodology that is important to the validity of the data. In addition, their pricing structure and in-destination staff to execute the intercept studies, lead the AICVB to recommends the continuation of working with RDS in FY23. The budget includes the core visitor profile reports at \$57,000 + \$25,950 for additional insight projects such as event impact studies and Welcome Center tabulations. Total \$82,975.

SKY ELEMENT

To create a "wow" experience at Dickens on Centre which will help elevate the event and increase overnight visitation, the AICVB is recommending we switch from fireworks to a customizable, visually stunning drone light show. Drone shows are also more environmentally sustainable with no related debris, significant noise or chemical pollution. After requesting three written bids from potential vendors, the AICVB recommends engaging with this vendor for a scope of work to include three shows for \$78,750.

GATOR BOWL SPORTS

The current membership agreement runs through 2026, with a budget total for FY2023 in the amount of \$50,000. The ACC Team participating in the TaxSlayer Gator Bowl will use an Amelia Island Hotel/Resort as its official Team Hotel.