

RESOLUTION NO. 2022-

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT DOLLARS TO ENGAGE, WITH THE OUTLINED PROFESSIONAL SERVICE PROVIDERS TO EXECUTE DESTINATION 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 taxes collected; and

WHEREAS, the Board of County Commissioners (BOCC) is authorized under Section 125.0104, Florida Statutes, 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; 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

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WHEREAS, the BOCC, based upon the recommendation of the AITDC on September 7, 2022 by execution of AITDC Resolution No. 2022-160 attached hereto as Exhibit "A"; 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; and

WHEREAS, the engagement of such professional services shall meet all applicable Federal, State and local procurement requirements; and

NOW, THEREFORE, BE IT RESOVLED 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 authorized the use of 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.
 - Starmark International
 - Visit Florida
 - Cellet Marketing & Public Relations
 - We-Decorate
 - Hayworth Public Relations
 - Florida's First Coast of Golf
 - Amelia Island Welcome Center (Amelia Island Convention & Visitors Bureau)
 - Silvertch
 - Research Data Services
 - Sky Element
 - Gator Bowl Sports
- b. The BOCC finds that the use of TDT dollars for the engagements are consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and 89-8, as amended.
- 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 Exhibit A, pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC proposed 2023 budget.

SECTION 3. SCOPE. The BOCC approves the engagement of vendors in Section 2.a and further depicted in Exhibit “A”.

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

DULY ADOPTED this ____ this day of _____, 2022.

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

JEFF GRAY
Its: Chairman

Attest as to Chairman's Signature

JOHN A. CRAWFORD
Its: Ex-Officio Clerk

Approved as to form by the
Nassau County Attorney:

DENISE C. MAY

EXHIBIT "A"

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