

VENDOR NAME & ADDRESS
 Vendor StarMark International, Inc.
 Address 210 South Andrews Ave. Fort Lauderdale, FL 33301

NASSAU COUNTY
BOARD OF COUNTY COMMISSIONERS
 96135 Nassau Place Suite 1
 Yulee, FL 32097

PAGE
 1 OF 1

DEPARTMENT
 AITDC

REQUISITION 2023

Phone 954-874-9000

REQUESTED BY: Gil Langley

VENDOR NUMBER	PURCHASE ORDER NUMBER	PURCHASE ORDER DATE	PURCHASE ORDER TOTAL	DISCOUNT TERMS	
DATE	DESCRIPTION	QUANTITY	UNIT PRICE	AMOUNT	FUND ACCOUNT NUMBER
9/22/2022	Print	1	\$200,000.00	\$ 200,000.00	37523552-548120 PRINT
	Audio	1	\$ 100,000.00	\$ 100,000.00	37523552-548120 AUDIO
	Digital: Search, Social, Display, Stewardship	1	\$ 1,635,000.00	\$ 1,635,000.00	37523552-548120 DIGIT
	Out of Home	1	\$ 175,000.00	\$ 175,000.00	37523552-548120 OOH
	Production Design	1	\$ 216,000.00	\$ 216,000.00	37523552 548110 DESGN
	Partner Related Coops and Event Marketing	1	\$ 50,000.00	\$ 50,000.00	37523552-548120 LCPRS
				\$ -	
				\$ -	
				\$ -	JP
				\$ -	10/21/2022
				\$ -	
				\$ -	
				\$ -	
				\$ -	

Purchasing Process:**5.8 Other Professional Services****BOCC Resolution 22-181**

ORIGINAL - FINANCE COPY
 COPY- DEPARTMENT COPY

Subtotal:
 Total: **\$2,376,000.00**

Department Head / Managing Agent

I certify that, to the best of my knowledge, this requisition reflects accurate information, has been reviewed, budgeted for and follows the Nassau County Purchasing Policy.

Marshall Eyerman

10/24/2022

10/21/2022

Office of Management and Budget

I certify that, to the best of my knowledge, funds are available for payment and this purchase consistent with the Nassau County Purchasing Policy.

Chris Lacambra

10/27/2022

Procurement Director

I attest that, to the best of my knowledge, this requisition is accurate and necessary and is consistent with the Nassau County Purchasing Policy

Sanjay Selvaraj

10/26/2022

County Manager

I certify that, to the best of my knowledge, the appropriate staff have reviewed and approved this Requisition and no other conditions would prevent approval.

RCVD OMB
 '22 OCT 21 AM 10:41

Exemptions / Sole Source / Single Source Certification Form

Date: October 20, 2022 Project: Print, Audio, DIGIT, OOH, Design
 Vendor Name: StarMark International Inc. FY Cost: \$2,376,000.00
 Address: 210 SOUTH ANDREWS AVENUE Total Cost: \$2,376,000.00
FORT LAUDERDALE, FL 33301 Accounts: 37523552-548120 PRINT, AUDIO, DIGIT, OOH and
 Phone: 954-874-9008 37523552 548110 DESGN.
 Contact Name: Jacqui Harnett

Description of Goods and/or Services: **Media Buys and Creative Development Marketing Plan**Source of Funds: ☒ County ☐ State ☐ Federal ☐ Other _____

Check one (1) of the following choices:

<input checked="" type="checkbox"/>	Exempt purchase:	<input type="checkbox"/>	Artistic Services FS 287.057 (3)(e)1. as defined under FS 287.012
		<input type="checkbox"/>	Professional Services: Nassau County Purchasing Policy (Chapter 1, Article VII, Section 1-141) - Purchasing policy Section (e) Purchases exempt from competitive or alternative methods.
		<input type="checkbox"/>	Communications (5.2 – Nassau County Purchasing Policy Exemption)
		<input type="checkbox"/>	Publications (5.3 – Nassau County Purchasing Policy Exemption)
		<input type="checkbox"/>	Lodging and Transportation (5.5 – Nassau County Purchasing Policy Exemption)
		<input checked="" type="checkbox"/>	Other Professional Services (5.8 – Nassau County Purchasing Policy Exemption)
<input type="checkbox"/>	Single Source:	The goods or services can be purchased from multiple sources, but in order to meet certain functional or performance requirements, there is only one economically feasible source for this purchase. (Attach letter from the vendor)	
<input type="checkbox"/>	Sole Source	The goods or services can be legally purchased from only one source. (Attach letter from the vendor). Were alternatives evaluated? Yes <input type="checkbox"/> (If yes, explain why alternatives are unacceptable) No <input type="checkbox"/> (If no, explain why no alternatives were evaluated)	

If Sole or Single Source: Why are the requested goods or services the only goods or services that can satisfy your requirements? Indicate the unique features of the product or qualifications that are not available in any other product or service. Provide what steps have been undertaken to make this determination.

This agency manages much of our paid media buying as well as our creative development and is in the middle of launching our new creative campaign developed in 2022 so we recommend the continuation of work with this agency to fully execute the campaign into the new fiscal year.

Department Head/Managing Agent - I certify that, to the best of my knowledge, this requisition reflects accurate information, has been reviewed, budgeted for, and follows the Nassau County Purchasing Policy.

Marshall Eyemah 10/24/2022

Procurement Director - I certify that I have reviewed this request and concur that it is an Exempt, Sole or Single Source and is consistent with the Nassau County Purchasing Policy.

Sanasa Belmont 10/26/2022

Office of Management and Budget Director - I certify that, to the best of my knowledge, funds are available for payment and this purchase is consistent with the Nassau County Purchasing Policy.

chris lacambra 10/27/2022

County Manager - I certify that, to the best of my knowledge, the appropriate staff have reviewed and approved this Requisition and no other conditions would prevent approval.

[Signature] 11/1/2022



BOCC AGENDA ITEM

Item Title: Consider a Resolution Authorizing the use of TDT funds for certain Professional Service Providers

Date: 9/26/2022

Department: County Manager

Background:

On September 7, 2022, the Tourist Development Council, approved Resolution 2022-160 recommending to the Board of County Commissioners the engagement with certain professional service providers to execute destination marketing services in fiscal year 2023. The TDC found the strategic plan and use of Tourism Development Tax dollars will enhance visitor experiences, promote tourism on Amelia Island, in Nassau County, and in the State of Florida, and will work to grow the tourism market.

For consideration by the Board of County Commissioners, is a Resolution which would authorize the use of Tourist Development Tax dollars to engage with the professional service providers listed below to execute destination marketing related services in FY2023. This action would find the use of TDT funds will enhance visitor experiences, promote tourism on Amelia Island, in Nassau County, and in the State of Florida, and will work to grow the tourism market. The BOCC is authorized, per 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. If approved, the BOCC will consider contracts with each professional service vendor listed at a future meeting date, as necessary.

- 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

Request:

Consider a Resolution authorizing the use of Tourist Development Tax funds to engage with certain Professional Service providers to execute destination marketing related services in FY2023.

Financial/Economic Impact to Future Years Budgeting Process or Effect on Citizens:

Working with tourism partners helps to build a stronger, more resilient, and equitable economic ecosystem, enhance visitor experiences and promote tourism on Amelia Island and Nassau County.

Action Requested and Recommendation:

Consider a Resolution authorizing the use of Tourist Development Tax funds to engage with certain Professional Service providers to execute destination marketing related services in FY2023.

Is this action consistent with the Nassau County Comprehensive Land Use Plan?

Yes

Funding Source:

Fiscal Year 2022-2023

Hayworth Creative, Inc.: 37523552-548710 PR

Starmark International Inc.: 37523552-548120, 37523522-548110 DESGN

SilverTech, Inc.: 37523552-548240 SPEC

3E CJ UC dba We Decorate: 37523552-548520 HOLDY

Florida's First Coast of Golf, Inc: 37523552-548120-DIGIT, 37523552-548120 PRINT

Research Data Services: 37523552-534250

Cellet Travel Services LTD: 37524552-548018 INTNL

Visit FL: 37523552-548120 VIDEO

APPROVED BOCC

DATE

9-26-22 (H)

AICVB - Welcome Center: 37524552-549000 WELMC
 Sky Element LLC: 37523552 – 548520 DOC
 Gator Bowl Sports, Inc: 37523552-548350 JAXSP

Additional Information Needed for Contracts/Agreements (If Applicable)

Contract Number assigned by Contracts Management:

N/A

For non-governmental agencies, has the document been sent to the vendor for signature?

N/A

Does the document need to be recorded? If so, who will pay the recordation fee?

N/A

Are there any special mailing instructions? (Include contact name, address, deadline for submittal, how to mail such as express mail, FedEx, etc):

N/A

How many originals are needed?

One - Please return executed copies to the County Manager's office and Convention and Visitor's Bureau.

ATTACHMENTS:

Description	Upload Date	Type
<u>AITDC Resolution 2022-160</u>	9/19/2022	Cover Memo
<u>BOCC Resolution</u>	9/20/2022	Cover Memo

REVIEWERS:

Department	Reviewer	Action	Date
County Manager	Bell, Amy	Approved	9/19/2022 - 11:00 AM
County Manager	Pope, Taco	Approved	9/19/2022 - 4:41 PM
Attorney	May, Denise	Approved	9/21/2022 - 10:55 AM



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 Sky Element LLC: 37523552 - 548520 DOC
 Gator Bowl Sports, Inc: 37523552-548350 JAXSP

Handwritten signature and date: 9-22-22

Items Search

Title:

Status:

All

☐ Include Archived Items

Meeting Type:

All

Meeting Date:

Next 2 Weeks

Agenda Type:

All

Agenda Category:

☐ Show Items Needing Action☒ Show Submitted/Approved Items

Any Field or Attachment Containing Text:

SHOW XML

QUIT

Search Results

Title	Inside Status	Outside Status	Meeting
Consider a Resolution Authorizing the use of TDT funds to engage or sponsor Fernandina Dolo, LLC Seaside Karate Classic			BOCC
Delta Pioneer Inc. CM3224			BOCC
Derelict Vessel Removal Grant Amendment CM3222-A1			BOCC
EMPG Grant 2022-23. CM3232			BOCC
Final Public Hearing for Adoption of the FY 2022-2023 Budget; Approve CIP Resolution; Approve Financial Policies			BOCC
Finance Package 2022-19			BOCC
Gallagher Risk Management Services Agreement			BOCC
Local 3101 Collective Bargaining Agreement Ratification			BOCC
Request for Advance of Tax Collector Commission			BOCC
S2L, Incorporated WA #30 Q&M, and Reporting for the Landfill Gas Collection and Control System at the West Nassau Landfill			BOCC

Title*

Agenda Type

Consider a Resolution Authorizing the use of TDT f

BOCC MEETING

Agenda Category

NEW BUSINESS

Create Date

9/19/2022 : 11:17 AM

Scheduled Meeting:

BOCC MEETING 9/26/2022 6:00 PM

Item Details

Meeting

Attachments

Comments

Inside Routing

Outside Routing

History

Status: Closed

Step	Group/User	Answer	Date Received	Date Answered
1	OMB	Approved	9/19/2022 11:24 AM	9/19/2022 12:29 PM
2	County Manager	Approved	9/19/2022 12:29 PM	9/19/2022 4:41 PM
3	Clerk of the Courts	Approved	9/19/2022 4:41 PM	9/22/2022 3:58 PM
3	Attorney	Approved	9/19/2022 4:41 PM	9/21/2022 10:55 AM

RESOLUTION NO. 2022- 181

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

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.

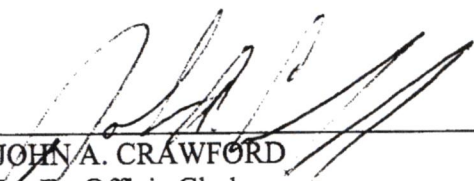
DULY ADOPTED this 26th this day of September, 2022.

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



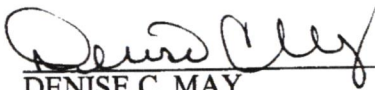
JEFF GRAY
Its: Chairman

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

Resolution 2022-181

EXHIBIT "A"

AITDC RESOLUTION NO. 2022-160

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 DESTINATOIN 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.

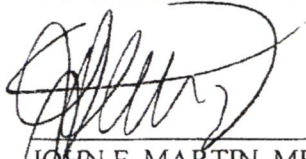
- a. The AITDC recommends that the BOCC utilize TDT dollars for the engagement of the following vendors, as further depicted in Exhibit "A" attached hereto, as means to promote tourism in Nassau County, Florida.
 - a. Starmark International
 - b. Visit Florida
 - c. Cellet Marketing & Public Relations
 - 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. Silvertech
 - 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**


A handwritten signature in black ink, appearing to read 'John F. Martin', is written over a horizontal line.

JOHN F. MARTIN, MBA

Its: Chairman

Date: September 7, 2022

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

AMELIA ISLAND

COME MAKE MEMORIES®

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

AMELIA ISLAND

COME MAKE MEMORIES®

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.