

Date/Time: Monday, June 28, 2021  
Location: Board of County Commissioner Chambers

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#### Agenda

Call to Order – 4:30 pm	Aaron Bell
Public Input (items not on the agenda)	3-minute limit
Public Input (emails)	
New Business:	
Holiday Lighting – 3 -Year Contract	Gil Langley
FY-2022 Budget	Gil Langley
Adjourn	Aaron Bell

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT OF WE-DECORATE, LLC TO PROVIDE PROFESSIONAL LIGHTING SERVICES FOR THE 7<sup>TH</sup> ANNUAL AMELIA ISLAND DICKENS ON CENTRE FESTIVAL; RECOMMENDING APPROVAL OF THE PROJECT PROPOSAL FROM WE-DECORATE, LLC; PROVIDING CERTAIN LEGISLATIVE FINDINGS; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Dickens on Centre Festival has become a tradition on Amelia Island; and

**WHEREAS**, the 7<sup>th</sup> Annual Dickens on Centre Festival is scheduled for December 9-12, 2021 in downtown Fernandina Beach, Florida; and

**WHEREAS**, professional lighting services to assist with designing, installing and servicing a Christmas lighting display in Fernandina Beach, Florida for the annual Dickens on Centre Festival is essential; and

**WHEREAS**, We-Decorate, LLC, has the qualifications, experience, staff and resources to perform the requested services; and

**WHEREAS**, the Amelia Island Convention and Visitors Bureau, based on a Request for Proposal process, recommends We-Decorate, LLC as the most responsive company; and

**WHEREAS**, the Amelia Island Tourist Development Council, based upon the recommendation of the Amelia Island Convention and Visitors Bureau, finds that the engagement of We-Decorate, LLC is necessary in order for the Dickens on Centre Festival to proceed as planned; and

**WHEREAS**, pursuant to Section 5.8 of Nassau County Ordinance 2009-09 professional service contracts such as planning, creative services, artistic services and design are exempt from the competitive purchasing method of the Nassau County Purchasing Policy; and,

**WHEREAS**, the proposal from We-Decorate, LLC is attached hereto as Exhibit "A".

**NOW, THEREFORE, BE IT RESOVLED** by the Amelia Island Tourist Development Council, as follows:

**SECTION 1. FINDINGS.** The above findings are true and correct and are hereby incorporated herein by reference.

**SECTION 2. SCOPE.** The Amelia Island Tourist Development Council (AITDC) recommends the Nassau County Board of County Commissioners approve a contract with We-Decorate, LLC based upon the proposal as set forth in Exhibit "A".

**SECTION 3. EFFECTIVE DATE.** This Resolution shall take effect immediately upon its passage.

**DULY ADOPTED** this \_\_\_\_this day of September, 2021.

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

\_\_\_\_\_  
Aaron C. Bell  
Its: Chairman

Attest as to Chairman's Signature

\_\_\_\_\_  
JOHN A. CRAWFORD  
Its: Ex-Officio Clerk

Approved as to form by the  
Nassau County Attorney:

\_\_\_\_\_  
MICHAEL S. MULLIN

**CONTRACT FOR PROFESSIONAL SERVICES**  
**FOR NASSAU COUNTY, FLORIDA**

**THIS AGREEMENT** made and entered into this \_\_\_\_\_ day of \_\_\_\_\_ 2021, by and between the **Board of County Commissioners of Nassau County (“County”)**, a political subdivision of the State of Florida, hereinafter referred to as “County”, and **We-Decorate, LLC (“Consultant”)**, located at 1796 South Metro Parkway, Centerville, Ohio 45459, hereinafter referred to as “Consultant”:

**WHEREAS**, County desires to obtain professional lighting services to assist County with designing, installing and servicing a Christmas lighting display in Fernandina Beach, Florida. Said services are more fully described in the Proposal, attached hereto and incorporated herein as Exhibit “A”; and

**WHEREAS**, the Tourist Development Council and Amelia Island Convention and Visitors Bureau have recommended that the Board of County Commissioners fund this Contract from the Tourist Development Tax revenues; and

**WHEREAS**, Consultant desires to render certain professional services as described in the Proposal, and has the qualifications, experience, staff and resources to perform those services.

**NOW THEREFORE**, in consideration of the mutual covenants and agreements hereinafter contained, the parties hereto agree as follows:

**ARTICLE 1 - EMPLOYMENT OF CONSULTANT**

County hereby agrees to engage Consultant, and Consultant hereby agrees to perform the services set forth in the Proposal.

**ARTICLE 2 - SCOPE OF SERVICES**

**2.1** Consultant shall provide professional services inclusive of installation, service, mapping, takedown, and storage of lighting as more fully described in attached Proposal.

**2.2** Services requested by County or County's representative that are in addition to the Proposal will be considered additional services and reviewed, at that time for additional fees. Any additional services shall be provided if mutually agreed in writing by County and Consultant.

### **ARTICLE 3 - COUNTY'S RESPONSIBILITY**

The County's responsibilities are to render approvals and decisions as necessary for the orderly process of Consultant's services. The Amelia Island Convention and Visitors Bureau shall have the authority to transmit instructions pursuant to the terms of the contract, receive information with respect to the terms of this contract regarding Consultant's services, and recommend approval to the County. Any instructions provided to Consultant shall be copied to:

Nassau County Attorney's Office  
96135 Nassau Place, Suite 6  
Yulee, Florida 32097  
904-530-6100  
contracts@nassaucountyfl.com

Nassau County Office of Management and Budget  
96135 Nassau Place, Suite 2  
Yulee, Florida 32097  
904-530-6010  
bsimmons@nassaucountyfl.com

### **ARTICLE 4 - TERM OF AGREEMENT**

The term of this Agreement shall be from the date of execution through January 31, 2022 with two (2) annual renewals subject to annual appropriation. The term of this Agreement may be extended upon mutual written agreement between both parties.

Any extension of the term under this Agreement shall be in one (1) year increments, unless otherwise agreed to by the parties, and shall be in County's best interest and sole discretion. Any agreement or amendment to the Agreement shall be subject to fund availability and mutual written agreement between County and Consultant.

## **ARTICLE 5 - COMPENSATION**

**5.1** Consultant shall be compensated \$185,613.19 annually. A deposit of \$92,806.60 will be due within 10 days of execution of this Agreement and annually by September 30 for the term of the agreement. Final annual payment of \$92,806.59 shall be rendered upon successful completion of the services expected by January 31 annually. The total sum is not to exceed \$185,613.19 annually, in accordance with the Proposal.

**5.2** The Consultant shall prepare and submit to the Amelia Island Convention and Visitors Bureau, for approval, a monthly invoice for the services rendered under this Agreement based upon the attached Scope of Services. Said invoices shall be reviewed and recommended for approval to the Director of the Nassau County Office of Management and Budget. Invoices for services shall be paid within forty-five (45) days, in accordance with the Florida Prompt Payment Act. The County reserves the right to withhold payment to the Consultant for failure to perform the work in accordance with the provisions of this Agreement, and the County shall promptly notify the Consultant if any invoice or report is found to be unacceptable and will specify the reasons therefor.

**5.3** All representation, indemnifications, warranties and guaranties made in, required by or given in accordance with this Agreement, as well as all continuing obligations indicated in this Agreement, will survive final payment and termination or completion of this Agreement.

**5.4** Final Invoice: In order for both parties herein to close their books and records, Consultant will clearly state "Final Invoice" on Consultant's final/last billing to County. This indicates that all services have been performed and all charges and costs have been invoiced to County and that there is no further work to be performed on the specific project.

## **ARTICLE 6 – EXPENSES**

Consultant shall be responsible for all expenses incurred while performing the services. This includes, without limitation, license fees, memberships and dues; automobile and other travel expenses; meals and entertainment; insurance premiums; and all salary, expenses and other compensation paid to Consultant's agents, if any, hired by Consultant to complete the work under this Agreement.

## **ARTICLE 7 - STANDARD OF CARE**

Consultant shall exercise the same degree of care, skill, and diligence in the performance of the services as is ordinarily provided by a professional under similar circumstances, at the same time, and in the same locality. Consultant shall, at no additional cost to County, re-perform services which fail to satisfy the foregoing standard of care.

## **ARTICLE 8 - DOCUMENTS**

The documents which comprise this Agreement between County and Consultant are attached hereto and made a part hereof and consist of the following:

- 8.1** This Agreement; and
- 8.2** The Proposal attached hereto Exhibit "A"; and
- 8.3** *Certificate of Insurance* attached hereto as Exhibit "B"; and

**8.4** Any work authorizations, written amendments, modifications or addenda to this Agreement.

## **ARTICLE 9 - EQUAL OPPORTUNITY EMPLOYMENT**

In connection with the work to be performed under this Agreement, Consultant agrees to comply with the applicable provisions of State and Federal Equal Employment Opportunity statutes and regulations.

## **ARTICLE 10 - INDEMNIFICATION**

Consultant shall indemnify and hold harmless County and its officers and employees from liabilities, damages, losses, and costs, including but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of Consultant and other persons employed or utilized by the Consultant, in the performance of the Agreement.

## **ARTICLE 11 - INDEPENDENT CONSULTANT**

Consultant undertakes performance of the services as an independent consultant under this Agreement, and shall be wholly responsible for the methods of performance. County shall have no right to supervise the methods used, but County shall have the right to observe such performance. Consultant shall work closely with County in performing services under this Agreement.

## **ARTICLE 12 – EXTENT OF AGREEMENT**

**12.1** This Agreement represents the entire and integrated agreement between County and Consultant and supersedes all prior negotiations, representations, or agreement, either written or oral.

**12.2** This Agreement may only be amended, supplemented, modified, changed or canceled by a duly executed written instrument.



## **ARTICLE 13 - COMPLIANCE WITH LAWS**

In performance of the services, Consultant will comply with applicable regulatory requirements including federal, state, and local laws, rules regulations, orders, codes, criteria and standards.

## **ARTICLE 14 - INSURANCE**

Consultant shall maintain such commercial (occurrence form) or comprehensive general liability, workers compensation, professional liability, and other insurance as is detailed in Exhibit "B" and as is appropriate for the services being performed hereunder by Consultant, its employees or agents.

## **ARTICLE 15 – ACCESS TO PREMISES**

County shall be responsible for providing access to all project sites (if required), and for providing project-specific information.

## **ARTICLE 16 - TERMINATION OF AGREEMENT**

**16.1 Termination for Convenience:** This Agreement may be terminated by County for convenience, upon thirty (30) days of written notice to Consultant. In such event, Consultant shall be paid its compensation for services performed prior to the termination date. In the event that Consultant abandons this Agreement or causes it to be terminated, Consultant is liable to County for all loss pertaining to this termination.

**16.2 Default by Consultant:** In addition to all other remedies available to County, County may terminate this Agreement for cause should Consultant neglect, fail to perform, or observe any of the terms, provisions, conditions, or requirements herein contained. Prior to termination, County shall provide written notice of the specific conditions warranting default, and County shall allow thirty (30) days for Consultant to cure.

**ARTICLE 17 - NONDISCLOSURE OF PROPRIETARY INFORMATION**

Consultant shall consider all information provided by County and all reports, studies, calculations, and other documentation resulting from Consultant's performance of the services to be proprietary unless such information is available from public sources. Consultant shall not publish or disclose proprietary information for any purpose other than the performance of the services without the prior written authorization of County or in response to legal process.

**ARTICLE 18 – UNCONTROLLABLE FORCES**

**18.1** Neither County nor Consultant shall be considered to be in default of this Agreement if delays in or failure of performance shall be due to uncontrollable forces, the effect of which, by the exercise of reasonable diligence, the non-performing party could not avoid. The term “uncontrollable forces” shall mean any event which results in the prevention or delay of performance by a party of its obligations under this Agreement and which is beyond the reasonable control of the nonperforming party. It includes, but is not limited to fire, flood, earthquakes, storms, lightning, epidemic, war, riot, civil disturbance, sabotage and governmental actions.

**18.2** Neither party shall, however, be excused from performance if nonperformance is due to forces, which are preventable, removable, or remediable, and which the nonperforming party could have, with the exercise of reasonable diligence, prevented, removed, or remedied with reasonable dispatch. The nonperforming party shall, within a reasonable time of being prevented or delayed from performance by an uncontrollable force, give written notice to the other party describing the circumstances and uncontrollable forces preventing continued performance of the obligations of this Agreement.

## **ARTICLE 19 - GOVERNING LAW AND VENUE**

This Agreement shall be governed by the laws of the State of Florida. All legal action necessary to enforce the Agreement will be held in Nassau County, Florida.

## **ARTICLE 20 - MISCELLANEOUS**

**20.1 Non-waiver:** A waiver by either County or Consultant of any breach of this Agreement shall not be binding upon the waiving party unless such waiver is in writing. In the event of a written waiver, such a waiver shall not affect the waiving party's rights with respect to any other or further breach. The making or acceptance of a payment by either party with knowledge of the existence of a default or breach shall not operate or be construed to operate as a waiver of any subsequent default or breach.

**20.2 Severability:** Any provision in this Agreement that is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof or affecting the validity or enforceability of such provisions in any other jurisdiction. The non-enforcement of any provision by either party shall not constitute a waiver of that provision nor shall it affect the enforceability of that provision or of the remainder of this Agreement.

**20.3 Public Records:** County is a public agency subject to Chapter 119, Florida Statutes. IF CONSULTANT HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO CONSULTANT'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 530-6010, [RECORDS@NASSAUCOUNTYFL.COM](mailto:RECORDS@NASSAUCOUNTYFL.COM), 96135 NASSAU PLACE, YULEE, FLORIDA

32097. Under this Agreement, to the extent that Consultant is providing services to County, and pursuant to section 119.0701, Florida Statutes, Consultant shall:

a. Keep and maintain public records required by the public agency to perform the service.

b. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.

c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the agreement term and following completion of the Agreement if Consultant does not transfer the records to the public agency.

d. Upon completion of the Agreement, transfer, at no cost, to the public agency all public records in possession of Consultant or keep and maintain public records required by the public agency to perform the service. If Consultant transfers all public records to the public agency upon completion of the contract, Consultant shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If Consultant keeps and maintains public records upon completion of the Agreement, Consultant shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

e. A request to inspect or copy public records relating to a Nassau County

contract for services must be made directly to the Nassau County Custodian of Public Records. If Nassau County does not possess the requested records due to Consultant maintaining the public records, then Nassau County shall immediately notify Consultant of the request for records. Consultant must provide the records to Nassau County or allow the records to be inspected or copied within a reasonable time. If Consultant does not comply with Nassau County's request for records, Nassau County shall be entitled to enforce the contract provisions herein for failure to comply with the terms of the contract. Any Consultant which fails to provide public records to Nassau County within a reasonable time may also be subject to penalties as provided under Section 119.10, Florida Statutes, including punishment by fine or may be guilty of committing a misdemeanor of the first degree for any willful and knowing violation.

**20.4** The provisions of this section shall not prevent the entire Agreement from being void should a provision, which is of the essence of the Agreement, be determined to be void.

## **ARTICLE 21 – EMPLOYMENT ELIGIBILITY**

Consultant must comply with F.S. 448.095 and use the United States Department of Homeland Security's E-Verify system ("E-Verify") to verify the employment eligibility of all persons hired by Consultant during the term of this Agreement to work in Florida. Additionally, if Consultant uses subcontractors to perform any portion of the Work (under this Agreement), Consultant must include a requirement in the subcontractor's contract that the subcontractor use E-Verify to verify the employment eligibility of all persons hired by subcontractor to perform any such portion of the Work. Consultant must include a requirement in the subcontractor's contract that the subcontractor use E-Verify to verify the employment eligibility of all persons hired by

subcontractor to perform any such portion of the work. Answers to questions regarding E-Verify as well as instructions on enrollment may be found at the E-Verify website: [www.uscis.gov/e-verify](http://www.uscis.gov/e-verify).

## **ARTICLE 22 - SUCCESSORS AND ASSIGNS**

County and Consultant each binds itself and its director, officers, partners, successors, executors, administrators, assigns and legal representatives to the other party to this Agreement and to the partners, successors, executors, administrators, assigns, and legal representatives.

## **ARTICLE 23 - CONTINGENT FEES**

Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Consultant to solicit or secure this Agreement and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona fide employee working solely for Consultant, any fee, commission, percentage, gift or any other consideration contingent upon or resulting from the award or making of this Agreement.

## **ARTICLE 24 - OWNERSHIP OF DOCUMENTS**

Consultant shall be required to work in harmony with other consultants relative to providing information requested in a timely manner and in the specified form. All documents, records, disks, original drawings, or other information shall become the property of the County upon completion for its use and distribution as may be deemed appropriate by County.

## **ARTICLE 25 - FUNDING**

The funding for this contract is solely from the Tourist Development Tax revenues. This Agreement shall remain in full force and effect only as long as the

expenditures provided for in the Agreement have been appropriated by the County Commission of the County of Nassau from Tourist Development Tax revenues in the annual budget for each fiscal year of this Agreement, and is subject to termination based on lack of funding from the Tourist Development Tax revenues. There are no ad valorem or other funds available to fund this contract.

## **ARTICLE 26 - NOTICE**

**26.1** Whenever either party desires or is required under this Agreement to give notice to any other party, it must be given by written notice either delivered in person, sent by U.S. Certified Mail, U.S. Express Mail, air or ground courier services, or by messenger service, as follows:

### **COUNTY**

Taco E. Pope, AICP, County Manager  
96135 Nassau Place, Suite 1  
Yulee, Florida 32097  
904-530-6010  
[tpope@nassaucountyfl.com](mailto:tpope@nassaucountyfl.com)

With a copy to the County Attorney at:

96135 Nassau Place, Suite 6  
Yulee, Florida 32097  
(904) 530-6100  
[contracts@nassaucountyfl.com](mailto:contracts@nassaucountyfl.com)

With a copy to the Office of Management and Budget at:

96135 Nassau Place, Suite 2  
Yulee, Florida 32097  
(904) 530-6040  
[mdiehl@nassaucountyfl.com](mailto:mdiehl@nassaucountyfl.com)

With a copy to the Amelia Island Convention and Visitors Bureau at:

398 Sadler Road, Suite 200  
Amelia Island, Florida 32034  
904-277-4369  
[qlanglely@ameliaisland.com](mailto:qlanglely@ameliaisland.com)

**CONSULTANT:**

Josh Johnston  
We-Decorate, LLC  
1796 South Metro Parkway  
Centerville, OH 45459  
(937) 886-4848  
joshj4@hotmail.com

**26.2** Notices shall be effective when received at the address specified above. Changes in the respective addresses to which such notice may be directed may be made from time to time by any party by written notice to the other party. Email and facsimile are acceptable notice effective when received, however, notices received (i.e.; printed) after 5:00 p.m. or on weekends or holidays, will be deemed received on the next business day. The original of the notice must additionally be mailed as required herein.

**26.3** Nothing contained in this Article shall be construed to restrict the transmission of routine communications between representatives of Consultant and County.

**ARTICLE 27 - DISPUTE RESOLUTION**

**27.1** County may utilize this section, at their discretion, as to disputes regarding contract interpretation. County may send a written communication to Consultant by email, overnight mail, UPS, FedEx, or certified mail. The written notification shall set forth County's interpretation of the Agreement. A response shall be provided in the same manner prior to the initial meeting with the County Manager. This initial meeting shall take place no more than twenty (20) days from the written notification of the dispute addressed to Consultant. Consultant should have a representative, at the meeting that can render a decision on behalf of Consultant.



**27.2** If there is no satisfactory resolution as to the interpretation of the Agreement, the dispute may be submitted to mediation in accordance with mediation rules as established by the Florida Supreme Court. Mediators shall be chosen by County and the cost of mediation shall be borne by Consultant. Consultant shall not stop work during the pendency of mediation or dispute resolution.

**IN WITNESS WHEREOF**, the parties hereto have executed this Agreement as of the day and year first written above.

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

\_\_\_\_\_  
THOMAS R. FORD  
Its: Chairman

Attest as to authenticity of the  
Chair's signature:

\_\_\_\_\_  
JOHN A. CRAWFORD  
Its: Ex-Officio Clerk

Approved as to form and legality by the  
Nassau County Attorney

\_\_\_\_\_  
MICHAEL S. MULLIN

**We-Decorate, LLC**

\_\_\_\_\_  
By: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

Exhibit A



Prepared for: AI CVB 2021

Prepared by: Josh Johnston

Date 08-05-2021

# Project Summary

## Objective & Description

- Design, Install, and Service Christmas Lighting
- system will be all 12volt & 120volt
- all transformers will be plugged into 120 volt, 20 amp dedicated gfci outlets

## **\*All Installation Materials, Hardware and Labor Included**

\*All LED lamps have a 3 year warranty on new product

- \* *All outdoor lighting fixtures and transformers are to be 12 volt UL approved landscape lighting components*
- \* *All work to be performed shall meet all national and local electrical codes*

# AI CVB/Dickens on Centre

Installation Detail

## AI CVB Christmas Lighting RFP

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### **Request For Proposal**

**Installation, Service, Mapping, takedown and Storage for AI CVB Christmas. The contract will run for the 2021 Christmas Season.**

### **Background**

**The intent of this RFQ is to receive an exact proposal, that specifically follows to the guidelines below. It is on each contractor to provide a compete and comprehensive bid.**

**The AI CVB is looking for a “turnkey” approach, where all rental, additional equipment, labor, travel, and miscellaneous is covered under the bid. Please have your bid cover the 3 years, ending after takedown in 2021.**

**The RFQ includes tree wrapping, building outlining, and running of power on Center Street.....running from Front St. to 8th St. In addition, side streets on 2nd, 3rd, and 4th**

## **1-Installation**

- wrapping 189 trees, ranging from 750-2100 mini lights, all with 2" spacing per trunk wrap.**
- powering up all trees, via high voltage, low voltage, and aerial connections.**
- outlining 9274' of buildings with C9 LED lamps and stringer**
- running power for all buildings, testing load, and concealing cords.**
- all labor is done from lifts for outlining, all while administrating Osha code of conduct.**
- entire lighting design needs to be completed by 11/23/2021.**
- lights will be turned on the night of 11/27/2021 @ dusk.**
- lights will be turned off 01/02/2022**

## **2-Service**

- contractor will be responsible for all service calls due to outages, faulty power, installation issues, and damage.**
- contractor will have a 24 hour window to fix any outages and document back to the city.**
- contractor will also have a certified electrician on call to work with any high voltage issues that may arise.**
- a current electrical license and insurance information will need to be provided before any work is completed.**

### **3-Mapping**

**-contractor shall provide a full CAD drawing of:**

- \*exact tree locations**
- \*tree light counts**
- \*tree power sources**
- \*building locations/outline**
- \*building light count per unit**
- \*building power sources**

### **4-Takedown**

- contractor shall remove all building and tree lighting by 01/31/2022.**
- all materials shall be stored in labeled containers, with a master pack list designating each tree & building per the CAD drawing.**
- contractor will document all broken/damaged materials during takedown and document to the AI CVB.**
- all materials need to be takedown with care, any replacements that are working on last day of takedown, but damaged by negligence will be taken out of contract.**

### **5-Storage**

- contractor is responsible for 10 months of storage in-between seasons.**
- storage site shall be climate controlled.**
- site location, proof of payment, and combination/entry shall be provided to the City.**
- contractor shall not over-stack containers or put unnecessary weight on containers.**

Pricing

## 2021 Lighting Description

\*trees wrapped on Centre St., Front to 8th street.

\*189 total

\*roofline lighting down Centre St.....from Front to 8th Streets, commercial & government buildings along 2nd, 3rd, & 4th from Ash Street (one block South of Centre) to Alachua (one block North of Centre)

\*includes powering up all lights to existing city electrical infrastructure

\*Post Office

\*upper railing will have garland places end to end, with slight droop in middle

\*lower 3 doors will have garland traced around openings

\*all brackets, power, cords, etc

\*Courthouse

\*upper railing will have garland places end to end, with slight droop in middle

\*lower 3 doors will have garland traced around openings side to side

\*all brackets, power, cords, etc

RFQ Installation Contract based on 3 year contract

\*Installation & storage      \$185,613.19 (per year)      2021, 2022, 2023 \*\*\*\*includes all new product

\*included options

\*Lesesne House

3 oak trunks or building trace lighting

\*City Hall

building trace and 3 trees

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Josh Johnston



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Gil Langley



## **Installation & Inventory Details**

### **1-Installation Details- Tree**

**-tree varieties (warm white)**

**\*palm trees 250-725 per tree, brown wire**

**\*crape myrtle 350-1100 per tree, green wire**

**\*small oaks 700-2200 per tree, green wire**

**\*large oaks 3500-8500 per tree, green wire**

**\*includes strike of City Lights and installation of  
AI CVB Lights.....then strike of AI CVB Lights and install of  
City Lights for full season.**

## **2-Existing Inventory-still in working condition**

- \*brown wire minis-hv-268 strands working, some light degradation**
- \*green wire minis-hv-231 strands working, some light degradation**
- \*green wire minis-lv-151 strands working, very little light degradation**
- \*wreaths-4 24" & 2 48" all good**
- \*garland-18 sticks of ww garland**
- \*rooftop tracer lighting 4,412 good lamps**
- \*rooftop stringers 4921'**

## **3-Existing Inventory-bad**

- \*brown wire strands-hv— 175**
- \*green wire strands-hv-243**
- \*green wire strands-lv-87**
- \*wreaths-2 24"**
- \*garland 14 sticks of ww garland**

**\*rooftop tracer lighting 3,816**

**\*rooftop stringers 3,932'**

# AMELIA ISLAND

## CONVENTION & VISITORS BUREAU

### Memo

**To:** Megan Diehl, Megan Sawyer, Tracy Poore, Cindy Wood  
**From:** Amy Boek  
**Cc:** Taco Pope, Marshal Eyerman, Gil Langley, Nate Aron, Jana Williams  
**Date:** August 9, 2021  
**Re:** Revised FY22 Budget for AITDC

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When we initially submitted our budget for fiscal year 2021-2022 (FY22), we projected tourist development tax (TDT) revenues at \$6,000,000. Since then, we have seen quicker recovery from the COVID-19 impacts across the tourism industry including a record-breaking month of June. The current 2021 fiscal year is on track to beat the record year for 2019 which hit \$7.5 million in TDT. However, it is also yet to be determined the impacts the Delta variant could have on visitation this fall and into the new year. For these reasons, we feel it is prudent to increase the TDT revenue projections for FY22, but at a conservative pace to be mindful of the ever-changing landscape we're still experiencing. Based on projections and discussion with the County Manager and Assistant County Manager, we are submitting a revised FY22 budget for the Amelia Island Tourist Development Fund.

The revised County budget projection worksheet increases TDT revenues to \$7 million and keeps the original reserve spending allocations. Based on the revised TDT, the expense tab shows new calculations for the administrative fees for the Clerk and Tax Collectors, the AICVB management fee as well as expenditures across marketing, travel trade and beach improvements. The revised budget, including reserve spending, is a total of \$10,040,000. While we were going through the process for this revised budget, we took the opportunity to also reallocate funds based on changes or new projects that have developed throughout the year. These monies may include initiatives resulting from the Beach Harmonization, Environmental Branding or American Beach Cultural Heritage projects; a new focus on sports marketing; event development for need periods; renewed international tourism efforts; and niche segment marketing, among others.

To make it easy to see where monies have been adjusted on this revised budget worksheet, I've added a new column (K) in light green which shows the revised FY22 budget amounts. Any line items that have been adjusted from the original budget are indicated in bold. We also added a new project code under special events for the development of a new event, Mardi Q, and added funding to the beach improvement line item so that line is now indicated on this revised budget worksheet. Those two lines are indicated in orange and were confirmed with Mary in the Clerk's office.

We also recognize that after the current fiscal year's books are closed, we may have unused funds from 2021 which will roll into reserves. Those funds could replenish the reserve spending budgeting for 2022.

If you have any questions, please let us know.

01/08/2021 11:36 | BOARD OF COMMISSIONERS  
6235msaw | NEXT YEAR BUDGET HISTORICAL COMPARISON  
PROJECTION: 20221 2021/2022 BUDGET

ACCOUNTS FOR:			<u>FY17/18</u>	<u>FY18/19</u>	<u>FY19/20</u>	<u>FY20/21</u>	<u>FY20/21</u>	<u>FY21/22 PROJECTION</u>	<u>REVISED FY21/22 PROJECTION</u>
AI TOURIST DEVELOPMENT FUND			<u>ACTUALS</u>	<u>ACTUALS</u>	<u>ACTUALS</u>	<u>ACTUALS-TO-DATE</u>	<u>BUDGET</u>	<u>LEVEL 1</u>	<u>7.29.21</u>
37000000	312120	TOURIST DEVELOPMENT TAX	(6,028,424.16)	(7,739,007.63)	(5,799,313.46)	(989,944.05)	(4,750,000.00)	6,000,000.00	7,000,000.00
37000000	361101	INTEREST-BANK	(2,466.41)	(7,117.99)	(1,387.45)	(72.48)	-		
37000000	361101	AMER1 INTEREST-BANK	(19,539.15)	-	-	-	-		
37000000	361101	AMERB INTEREST-BANK	(10,691.39)	-	-	-	-		
37000000	361101	BBVA INTEREST-BANK	(17,256.48)	(52,249.79)	-	-	-		
37000000	361101	EVRB INTEREST-BANK	(6,436.74)	-	-	-	-		
37000000	361101	TDBNK INTEREST-BANK	-	(36,618.00)	(34,108.49)	(487.94)	-		
37000000	361101	TIAAM INTEREST-BANK	-	-	(13,772.79)	(36.90)	-		
37000000	361161	EVRB1 CD INTEREST	(5,951.35)	-	-	-	-		
37000000	361161	EVRB5 CD INTEREST	(3,835.22)	(11,833.69)	(27,962.35)	-	-		
37000000	361161	EVRB6 CD INTEREST	(2,742.25)	-	-	-	-		
37000000	361161	FFSB2 CD INTEREST	-	-	(2,507.21)	(1,254.35)	-		
37000000	361161	FFSB4 CD INTEREST	-	-	(19.73)	(203.84)	-		
37000000	361161	TIAA INTEREST-BANK	-	(32,070.28)	(49,671.75)	(3,634.16)	-		
37000000	399952	CASH FWD-MARKETING	-	-	-	-	(1,725,000.00)	1,500,000.00	1,500,000.00
37000000	399953	CASH FWD-TRADE	-	-	-	-	(500,000.00)	500,000.00	500,000.00
37000000	399954	CASH FWD-BEACH IMPROVEMENTS	-	-	-	-	(1,000,000.00)	1,250,000.00	1,250,000.00
TOTAL AI TOURIST DEVELOP FUN			(6,097,343.15)	(7,878,897.38)	(5,928,743.23)	(995,633.72)	(7,975,000.00)	9,250,000.00	10,250,000.00
37523552	369910	REFUND OF PRIOR YEAR EXPENSES	-	-	(879.00)	-	-		
TOTAL AI TOURIST DEVELOP FUN			-	-	(879.00)	-	-		
37525539	331200	HMAAT FED GRANT-PUBLIC SAFETY	-	(148,322.30)	-	-	-		
37525539	334200	HMAAT ST GRANT-PUBLIC SAFETY	-	(18,540.29)	-	-	-		
37525539	369910	BRSP REFUND PRIOR YEAR EXPENSES	-	-	(399,884.05)	-	-		
TOTAL AI TOURIST DEVELOP FUN			-	(166,862.59)	(399,884.05)	-	-		
GRAND TOTAL			(6,097,343.15)	(8,045,759.97)	(6,329,506.28)	(995,633.72)	(7,975,000.00)	9,250,000.00	10,250,000.00

\*\* END OF REPORT - Generated by Megan Sawyer \*\*

01/08/2021 11:36 | BOARD OF COMMISSIONERS  
6235msaw | NEXT YEAR BUDGET HISTORICAL COMPARISON  
PROJECTION: 20221 2021/2022 BUDGET

ACCOUNTS FOR:				FY17/18	FY18/19	FY19/20	FY20/21	FY20/21	FY21/22 PROJECTION	REVISED FY21/22 PROJECTION
AI TOURIST DEVELOPMENT FUND				ACTUALS	ACTUALS	ACTUALS	ACTUALS-TO-DATE	BUDGET	LEVEL 1	7.29.21
37521582	591910	CLERK	ADMINISTRATIVE FEE-CLERK	90,426.33	116,085.12	86,989.71	14,849.16	71,250.00	90,000.00	105,000.00
37521582	591910	TAXCO	ADMIN FEE-TAX COLLECTOR	90,426.33	116,085.12	86,989.71	14,849.16	71,250.00	90,000.00	105,000.00
1.5% each		TOTAL	TDC ADMIN FEES NASSAU	180,852.66	232,170.24	173,979.42	29,698.32	142,500.00	180,000.00	210,000.00
37522552	531041		MANAGEMENT FEE-CVB	877,135.75	1,126,025.61	843,800.10	144,036.86	691,125.00	873,000.00	1,018,500.00
15%		TOTAL	TDC RESEARCH/ADMIN	877,135.75	1,126,025.61	843,800.10	144,036.86	691,125.00	873,000.00	1,018,500.00
37523552	531000		PROFESSIONAL SERVICES	-	-	1,173.00	-	5,000.00	275,000.00	100,000.00
37523552	531000	LCPRJ	PROFESSIONAL SERVICES	-	-	-	-	-	-	235,000.00
37523552	534250		MARKETING DATA	88,223.45	53,170.00	75,745.00	92,280.00	100,000.00	100,000.00	140,000.00
37523552	540000	ENTNT	TRAVEL AND PER DIEM	-	-	-	-	7,300.00	6,000.00	6,000.00
37523552	540000	LODGE	TRAVEL AND PER DIEM	-	-	-	-	10,000.00	8,500.00	7,500.00
37523552	540000	MEALS	TRAVEL AND PER DIEM	-	-	-	-	10,000.00	6,500.00	6,500.00
37523552	540000	TRAVL	TRAVEL AND PER DIEM	-	-	-	-	15,000.00	12,500.00	12,500.00
37523552	542000	FULFL	FREIGHT AND POSTAGE SERVICES	-	105.83	797.03	-	10,000.00	-	1,000.00
37523552	542000	POSTG	FREIGHT AND POSTAGE SERVICES	-	3,008.05	9,826.63	-	1,500.00	-	-
37523552	548110		PRODUCTION	524,297.53	667,821.60	-	-	-	-	-
37523552	548110	CONTE	PRODUCTIONS	-	-	169,005.38	97,037.00	325,000.00	300,000.00	300,000.00
37523552	548110	DESGN	PRODUCTIONS	-	1,250.00	44,075.14	197,237.80	200,000.00	225,000.00	300,000.00
37523552	548120		PAID MEDIA	1,811,181.70	2,075,408.95	3,000.00	-	-	-	255,000.00
37523552	548120	AUDIO	PAID MEDIA	-	-	20,435.00	4,000.00	25,000.00	25,000.00	50,000.00
37523552	548120	DIGIT	PAID MEDIA	-	38,113.36	1,016,020.03	866,910.81	1,250,000.00	1,400,000.00	1,331,000.00
37523552	548120	INTNL	PAID MEDIA	-	500.79	7,518.74	-	100,000.00	75,000.00	75,000.00
37523552	548120	OOH	PAID MEDIA	-	-	22,491.67	-	175,000.00	125,000.00	125,000.00
37523552	548120	PRINT	PAID MEDIA	-	10,075.00	590,807.24	142,899.00	725,000.00	725,000.00	625,000.00
37523552	548120	VIDEO	PAID MEDIA	-	-	51,349.70	-	150,000.00	200,000.00	200,000.00
37523552	548240		INTERACTIVE	203,310.40	238,716.18	-	-	-	-	-
37523552	548240	LICEN	INTERACTIVE	-	-	10,031.01	11,316.88	50,000.00	35,000.00	35,000.00
37523552	548240	SPEC	INTERACTIVE	-	9,813.49	231,284.40	100,744.18	275,000.00	325,000.00	325,000.00
37523552	548240	TOOLS	INTERACTIVE	-	-	22,988.52	39,213.12	75,000.00	50,000.00	80,000.00
37523552	548250			-	-	-	-	-	-	-
37523552	548330		ADV IN HOUSE-MISC	27,545.01	29,358.78	-	-	-	-	-
37523552	548350		PARTNERS/SPONSORSHIPS/GNTS	-	60,000.00	-	500.00	450,000.00	600,000.00	750,000.00
37523552	548350	A/MOH	PARTNERS/SPONSORSHIPS/GRANT	-	-	42,500.00	17,500.00	17,500.00	15,000.00	15,000.00
37523552	548350	EVNTG	PARTNERS/SPONSORSHIPS/GRANT	-	-	56,250.00	45,000.00	50,000.00	50,000.00	125,000.00
37523552	548350	FFCG	PARTNERS/SPONSORSHIPS/GRANT	-	-	62,220.00	60,000.00	65,000.00	65,000.00	65,000.00
37523552	548350	JAXSP	PARTNERS/SPONSORSHIPS/GRANT	-	-	50,000.00	-	55,000.00	55,000.00	55,000.00

37523552	548520		SPECIAL EVENTS	568,330.60	356,461.80	-	390.00	30,000.00	25,000.00	50,000.00
37523552	548520	DOC	SPECIAL EVENTS	-	85,464.31	111,705.44	15,483.46	200,000.00	225,000.00	225,000.00
37523552	548520	HOLDY	SPECIAL EVENTS	-	-	167,534.72	100,490.11	150,000.00	175,000.00	185,000.00
37523552	548520	RESTW	SPECIAL EVENTS	-	-	1,706.07	3,037.96	5,000.00	5,000.00	5,000.00
37523552	548520	WELLN	SPECIAL EVENTS	-	6,500.00	7,250.00	-	50,000.00	50,000.00	50,000.00
37523552	548520	MARDQ	SPECIAL EVENTS	-	-	-	-	-	-	50,000.00
37523552	548530		GRANT - MUSEUM STIPEND	17,500.00	17,500.00	-	-	-	-	-
37523552	548640		EQUIPMENT	-	2,307.60	-	-	-	-	-
37523552	548710		PUBLIC RELATIONS	72,000.00	73,897.50	-	-	-	-	-
37523552	548710	PREXP	PUBLIC RELATIONS	-	6,305.67	16,643.80	31,200.00	61,075.00	35,000.00	44,000.00
37523552	548710	PRSPC	PUBLIC RELATIONS	-	-	54,000.00	72,000.00	72,000.00	78,500.00	72,000.00
37523552	548720		P R - AGENCY EXPENSES	17,833.19	27,618.51	-	-	-	2,500.00	-
37523552	548740		P R FUNCTIONS-ON ISLAND	719.80	-	-	-	-	-	-
37523552	552000		MISC OPERATING SUPPLIES	-	1,250.00	-	-	2,250.00	5,500.00	10,000.00
37523552	564000		EQUIPMENT	-	-	-	-	2,250.00	3,000.00	3,000.00
37523581	591016		TRANS OUT-GENERAL-EQUIPMENT	662.00	948.21	1,462.13	-	1,000.00	-	-
65%	TOTAL	TDC MARKETING		1,331,603.68	3,765,595.63	2,847,820.65	1,897,240.32	4,719,875.00	5,283,000.00	5,913,500.00

37524552	534000	WELMC	OTHER CONTRACTUAL SERVICES	-	-	1,310.00	100.00	5,000.00	-	1,000.00
37524552	540000		TRAVEL AND PER DIEM	-	790.94	-	1,022.36	-	-	-
37524552	540000	ENTNT	TRAVEL AND PER DIEM	-	-	19.25	-	20,000.00	15,000.00	11,250.00
37524552	540000	LODGE	TRAVEL AND PER DIEM	-	-	6,356.07	537.00	20,000.00	15,000.00	11,250.00
37524552	540000	MEALS	TRAVEL AND PER DIEM	-	-	1,232.40	77.99	10,000.00	7,500.00	7,500.00
37524552	540000	SALMS	TRAVEL AND PER DIEM	-	-	880.73	-	5,000.00	5,000.00	3,000.00
37524552	540000	TRAVL	TRAVEL AND PER DIEM	-	-	8,348.58	333.79	25,000.00	17,500.00	17,500.00
37524552	541000	WELMC	COMMUNICATIONS	-	-	2,795.77	-	5,000.00	5,000.00	5,000.00
37524552	542000		FREIGHT/FEDERAL	-	4,835.02	-	-	-	-	-
37524552	542000	DRAYG	FREIGHT AND POSTAGE SERVICES	-	-	6,270.40	-	6,500.00	6,500.00	5,000.00
37524552	542000	FULFL	FREIGHT AND POSTAGE SERVICES	-	-	33,023.09	18,223.34	35,000.00	27,500.00	38,500.00
37524552	542000	POSTG	FREIGHT AND POSTAGE SERVICES	-	-	4,776.45	-	10,000.00	10,000.00	10,000.00
37524552	543000	WELMC	UTILITY SERVICES	-	-	4,900.78	657.06	10,000.00	10,000.00	10,000.00
37524552	544000	WELMC	RENTALS AND LEASES	-	-	9,160.00	8,021.00	10,000.00	15,000.00	15,000.00
37524552	545000	WELMC	INSURANCE	-	-	1,714.38	1,630.00	5,000.00	5,000.00	5,000.00
37524552	547000		PRINTING-BROCHURES	26,788.19	133,451.95	31,976.41	6,692.71	200,000.00	200,000.00	200,000.00
37524552	548018		TRAVEL TRADE	129,940.95	137,211.84	(47.18)	-	-	-	-
37524552	548018	INTNL	TRAVEL TRADE	-	-	66,436.80	-	90,000.00	100,000.00	125,000.00
37524552	548018	MEETG	TRAVEL TRADE	-	208.80	1,458.66	3,985.00	150,000.00	175,000.00	160,000.00
37524552	548018	NICHE	TRAVEL TRADE	-	22,475.00	37,600.00	-	25,000.00	30,000.00	30,000.00
37524552	548018	TORL	TRAVEL TRADE	-	3,990.00	7,785.75	2,272.93	15,000.00	15,000.00	30,000.00
37524552	548018	TOSHW	TRAVEL TRADE	-	-	970.09	-	15,000.00	15,000.00	30,000.00
37524552	548019		HOSPITALITY SERVICES	99,657.92	93,424.38	-	-	-	-	-
37524552	548019	INCTV	HOSPITALITY SERVICES	-	-	-	-	15,000.00	35,000.00	35,000.00
37524552	548019	PUBAW	HOSPITALITY SERVICES	-	-	5,002.43	9,376.43	25,000.00	20,000.00	50,000.00
37524552	548019	WELMC	HOSPITALITY SERVICES	-	41,811.90	35,559.05	1,162.05	7,500.00	7,500.00	10,000.00
37524552	548141		REGIST-REG-TRADE SHOWS	5,335.28	39,561.49	-	-	-	-	-
37524552	548151		OTHER TRAVEL EXPENSE	11,119.89	41,953.77	(2,366.00)	-	-	-	-
37524552	548161		FAMILIARIZATIONS	8,200.19	2,004.80	-	-	-	-	-
37524552	548161	FAMS	FAMILIARIZATIONS	-	-	187.25	-	15,000.00	25,000.00	20,000.00
37524552	548161	FLTF5	FAMILIARIZATIONS	-	-	2,733.37	-	20,000.00	20,000.00	20,000.00
37524552	548161	SALMS	FAMILIARIZATIONS	-	-	-	-	15,000.00	15,000.00	15,000.00
37524552	549000		OTHER CURRENT CHARGES & OBLIGA	-	-	86.53	-	-	-	-
37524552	549000	WELMC	OTHER CURRENT CHARGES & OBLIGA	-	-	61,202.25	70,200.00	100,000.00	110,000.00	128,000.00
37524552	552000		MISC OPERATING SUPPLIES	-	-	-	-	11,750.00	12,000.00	12,000.00
37524552	552007		PROMOTIONAL SUPPLIES	19,392.03	32,059.28	7,199.31	36.55	75,000.00	150,000.00	150,000.00
37524552	554006		DUES/SUBSCRIPT/TRAINING	10,001.58	21,175.06	7,550.00	2,761.59	15,000.00	18,500.00	24,000.00
10%	TOTAL	TDC TRADE SHOWS/TRAVEL		310,436.03	574,954.23	344,122.62	127,089.80	960,750.00	1,042,000.00	1,179,000.00



37525539	534102		CONTRACT SERVICE-BEACH CLEAN	163,167.65	263,673.11	283,096.80	393,700.00	1,081,250.00	357,500.00	-
37525539	534102	OFBCH	CONTRACT SERVICE-BEACH CLEAN	-	-	-	-	64,500.00	64,500.00	125,000.00
37525539	534102	CNBCH								357,500.00
37525539	552000		MISC OPERATING SUPPLIES	-	-	746.41	-	5,000.00	5,000.00	5,000.00
37525539	552640		EQUIPMENT <\$750	-	-	6,735.00	-	-	-	-
37525539	554000		DUES & SUBSCRIPTIONS	6,500.00	3,000.00	-	3,000.00	10,000.00	5,000.00	10,000.00
37525539	563000		BEACH IMPROVEMENTS	-	-	-	-	-	-	1,381,500.00
37525539	581202		AID-CITY OF FERNANDINA BCH	-	-	52,185.57	-	-	1,225,000.00	50,000.00
37525539	581202	BRSP	AID-CITY OF FERNANDINA BCH	-	-	-	3,500.00	300,000.00	175,000.00	-
10%	TOTAL		TDC BEACH IMPROVEMENTS	169,667.65	266,673.11	342,763.78	400,200.00	1,460,750.00	1,832,000.00	1,929,000.00

  

37999599	599053		RESERVES MARKETING	-	-	-	-	-		
37999599	599054		RESERVES TRADE	-	-	-	-	-		
37999599	599055		RESERVES BEACH	-	-	-	-	-		
	TOTAL		RESERVES	-	-	-	-	-		

  

GRAND TOTAL				4,869,695.77	5,965,418.82	4,552,486.57	2,598,265.30	7,975,000.00	9,425,500.00	10,040,000.00
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\*\* END OF REPORT - Generated by Megan Sawyer \*\*