



Nassau County

Tourism Development Plan

Our Mission...

**To leverage the
impact of tourism
to positively
impact quality
of life.**

WHERE WE'VE BEEN → WHERE WE'RE HEADED

Four Phase Planning Process

Phase 1
Stakeholder Engagement ☒

Phase 2
Market Research + Analysis ☒

Phase 3
Priorities + Recommendations ☒

Phase 4
Final Plan Development ☒

- Expanding TDT allows us to further enhance and develop Nassau County and its sister municipalities to grow existing stages of tourism through product development
- Management, Maintenance, and Preservation of the successful existing tourism economy
- Evolve and enhance the organizational capacity to positively grow the impact of tourism across the county

WHERE WE'VE BEEN → WHERE WE'RE HEADED

Four Phase Planning Process

Phase 1
Stakeholder Engagement ☒

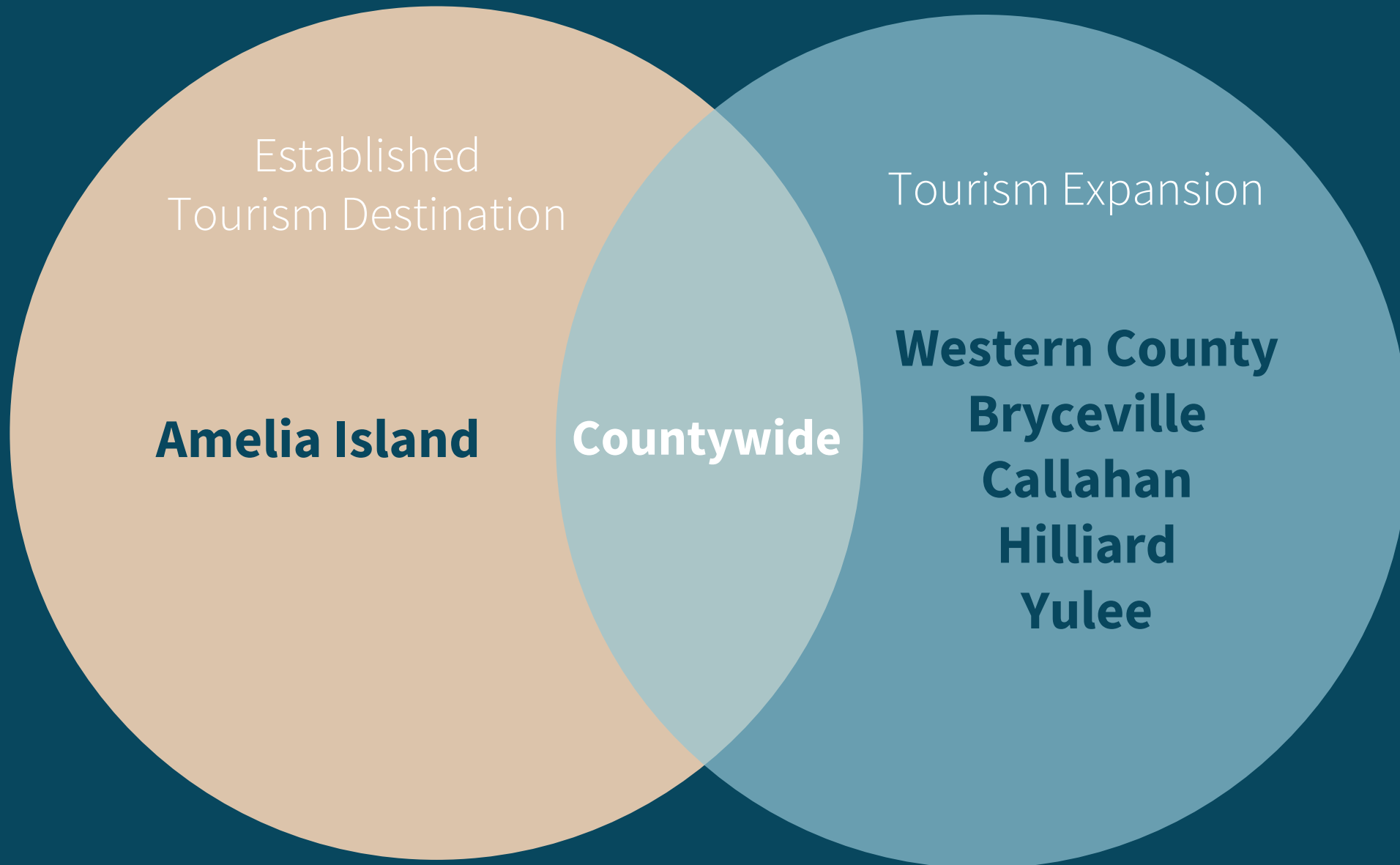
Phase 2
Market Research + Analysis ☒

Phase 3
Priorities + Recommendations ☒

Phase 4
Final Plan Development ☒

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PLAN RECOMMENDATIONS **BASED GEOGRAPHICALLY**



Priorities

Improvement of Existing
Tourism Product

Destination + Experience
Management

Health of the
Tourism Economy

Direct Marketing

Expansion of
Funding Sources

Tourism Product
Development

Leveraging
Event Strategy

Destination Connectivity

Destination-wide Community
Engagement

One Organization
Two Brands – Same Lens

IMPROVEMENT OF EXISTING TOURISM PRODUCT

Workshop Areas for Discussion

- Beach Harmonization
- Upgraded Visitor Experience
- Historic Downtown Infrastructure
- Waterfront Enhancement + Amenity Upgrades

DESTINATION + EXPERIENCE MANAGEMENT

Eastern County Priorities

Workshop Areas for Discussion

- Connectivity Across the Island
- Oversight + Management of Short-term Rentals

HEALTH OF THE TOURISM ECONOMY

Workshop Areas for Discussion

- Viability of Small Local Businesses
- Business-friendly Policies
- Short-term Rental Policies
- Solutions to Address Parking
- Workforce Housing

COMPREHENSIVE MARKETING EFFORT

Workshop Areas for Discussion

- Preserve existing marketing efforts + expand digital marketing
- Direct marketing efforts
- Additional Research for Strategic Fly-in Market Outreach + Marketing Spend
- Realignment/Refresh of Digital Assets

EXPANSION OF FUNDING SOURCES

Western County Priorities

Workshop Areas for Discussion

- Expansion of TDT County-wide
- Recommended allocations for new county collections
- Tourism product development recommendations to follow

TOURISM PRODUCT DEVELOPMENT

Western County Priorities

Workshop Areas for Discussion

- Sports Tournament Facilities
- Outdoor Recreation
- Food & Beverage Activities (wine/beer trails)
- Retail Activations
- Waterfront Evolution
- Hotel Product (Long-term)

LEVERAGING AN EVENT STRATEGY

Workshop Areas for Discussion

- Identify potential growth areas for existing events
- Sports Events + Tournaments
- Sister events to the Island

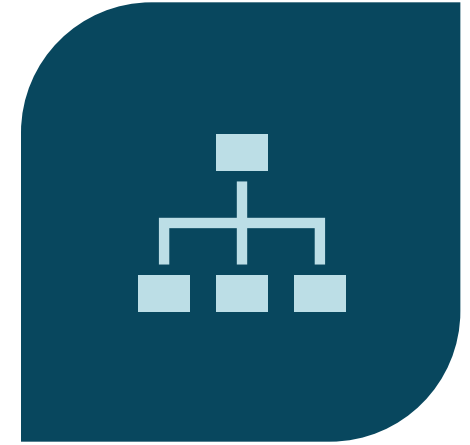
COUNTY-WIDE PRIORITIES



DESTINATION CONNECTIVITY



DESTINATION-WIDE
COMMUNITY ENGAGEMENT



ONE ORGANIZATION,
TWO STRATEGIES – SAME LENS

Appendix

Nassau County Tourism Strategic Plan

Phase 1 Summary



50

Individual Interviews &
Focus Group Participants



657

Completed Survey Results
215 Industry / 442 Local
Resident

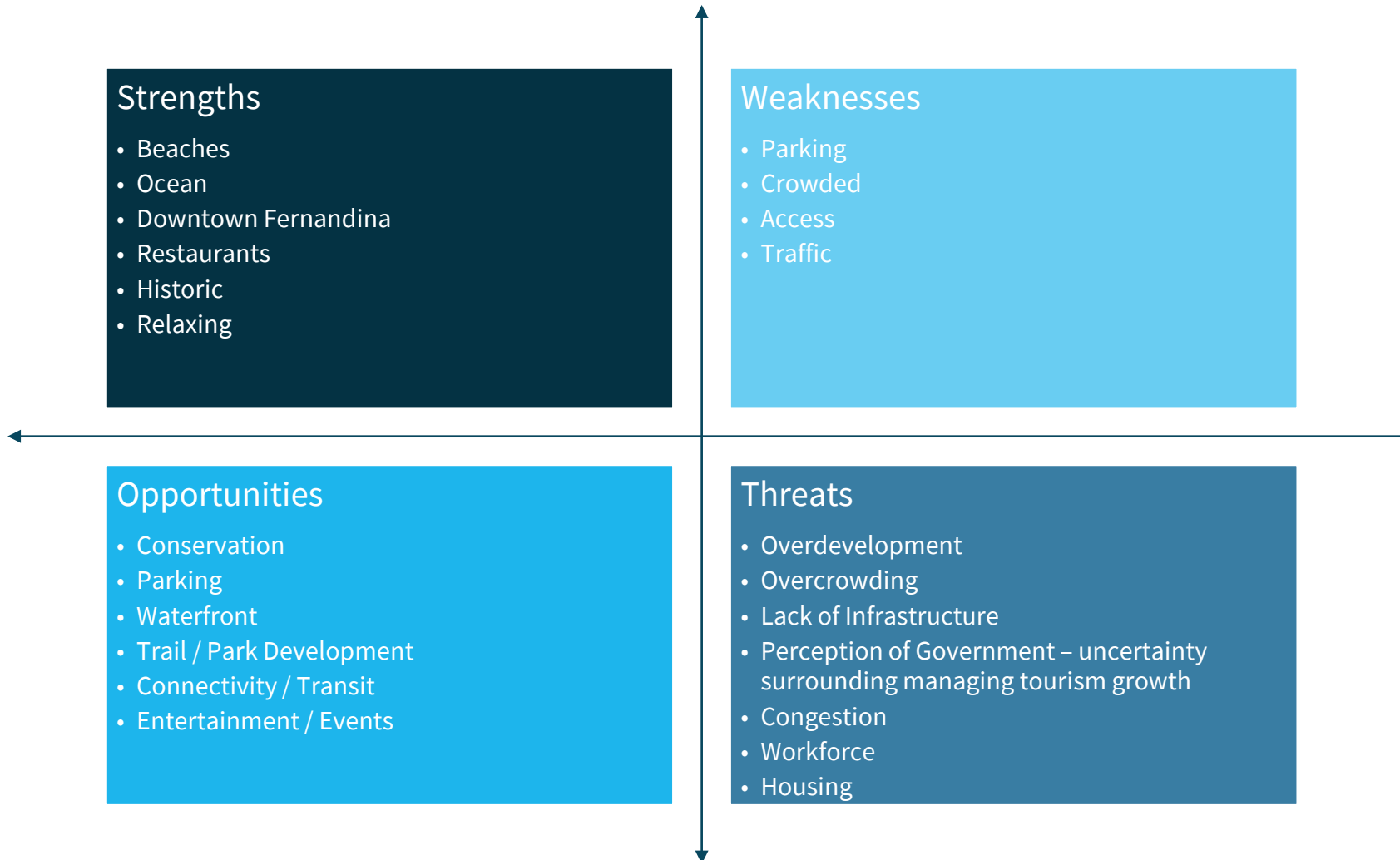


20+

County-wide Site Visits

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Phase 1 Outcomes: SWOT



Residents & Stakeholders were aligned on key themes:

- ✓ Product development in the western county
- ✓ Investment in infrastructure
- ✓ Need for upkeep of primary visitor assets (natural resources and downtown Fernandina)
- ✓ Increased amenities
- ✓ Desire for Smart Growth Plan

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Phase 2 Summary



7/7

Research Projects Completed

Market Study
Hotel & Lodging Inventory
Benchmarking
Tourism Readiness Index
Demand Driver Score Card
Events Analysis
Digital Presence Analysis



30+

Visitor Assets Scored County-wide

50% of all assets include the western County (see next slide)



5

Competitive County-wide Destinations

Comparables within Florida



50+

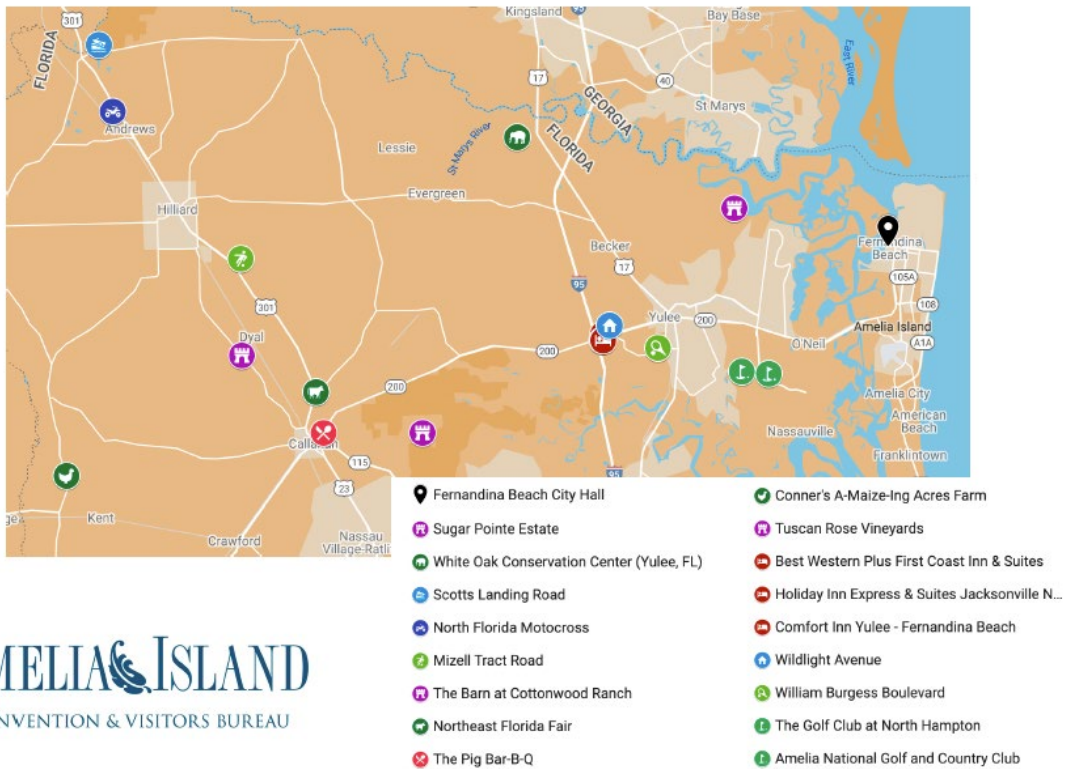
Destinations Considered for Tourism Readiness

Nassau County in Early Tourism Development Stages vs. Amelia Island in Mature Stages

Tourism Readiness covers 75 data points across the destination ecosystem from hotel rooms to economic development policy and more.

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Nassau County West Tour



Site Visit Tour included stops and at and touring of key western county anchor points.

Potential for product development in these areas aligns well with stakeholder input.

Short vs Long-term Considerations

Short-term (0-5 years)

Workforce / Housing

Current Infrastructure

Density / Dispersal

Increase Amenities

Community Engagement



Long-term (5-10+ years)

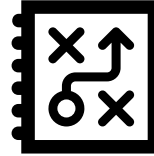
Experiential Development

Developing Milestones

Branding

Cost Of Doing Nothing

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Finalized Research Elements



Developed Initial Priorities



Received Stakeholder
Priority Feedback

Phase 3 Summary