

EXHIBIT "A"

**CONTRACTOR'S SCOPE OF SERVICES**

**Administration & Research**

The Contractor shall act on behalf of the AITDC and BOCC to perform the administrative and research duties required to carry out the County's Tourism Program as set forth in Ordinance 88-31, as amended.

The Contractor's fee for service is to provide for all administrative and research related expenses necessary to operate and manage the Tourism Development function.

Administrative Expenses shall include, but not limited to:

- All wages and benefits of Contractor employees (individuals issued an IRS Form W-2 from the Contractor), except employees staffing Amelia Island Welcome Center, which shall be a reimbursable expense from the TDT funds (outside of the Contractor's 15% fee for services).

- All Contractor Operational costs (e.g., office space, rents, utilities, insurance, taxes, accounting expenses, office cleaning, maintenance, other supplies, attorney/legal fees, etc.), except items directly related to marketing, i.e. postage and/or delivery for marketing materials, toll-free numbers, and storage of AITDC/BOCC owned inventory, etc. shall be reimbursed from the TDT funds (outside of the Contractor's 15% fee for services).

- All Administrative related travel expenses of the Contractor. Administrative travel is defined as those ordinary and incidental expenditures necessarily incurred in Nassau County while performing the routine operational duties of the Tourist Development function (e.g., employee/team meetings and/or lunches, board meetings, supply runs, event planning, etc.). "Team" shall include local Tourist Development partners (e.g., hotels, restaurants, businesses, etc.) and other Nassau County governmental officials, municipalities, boards, and associated employees.

- All professional fees, dues, memberships and continuing education of CVB Contractor employees.

- All costs required to administer, coordinate and take the minutes of AITDC and AITDC subcommittee meetings.

- All costs of providing meetings & reports, except reports used or generated for promotional purposes, as outlined and required of the Contractor.

Research Expenses shall include, but not limited to:

- Research and/or costs associated with generating information from visitors, potential visitors and events in order to assist in the formation of marketing plans or other promotional activities which may include interviews, consultations with hotels and travel writers and/or consultations and interviews.

Strategic marketing includes testing, analyzing, evaluating, and modifying marketing efforts on a consistent base. These critical strategic efforts require significant time and personnel resources beyond the primary research included in the Contractor's 15% fee for service. Strategic marketing research includes economic impact and visitor behavior studies, consumer analytics, custom impact/ROI studies, and marketing effectiveness tools, i.e. Research Data Services, Downs and St. Germain, Visa Vue, Arrivalist, and any other specialist subcontractors recommended by the AITDC and approved by the BOCC. These strategic marketing research costs are payable from TDT funds (outside of the Contractor's 15% fee for service).

- All research and/or costs to establish and monitor benchmarks from which to measure success with advertising, promotion and direct sales strategies.

Contractor Services shall include, but not limited to:

- Administrative
  - A. Market Planning.
  - B. Develop and manage, herein defined as the service rendered by the Contractor that includes operational strategies, execution and oversight of an AITDC marketing program, but does not include the direct costs of the program, which shall be payable from the TDT funds (outside the Contractor's 15% fee for service), relationships with all advertising and marketing agencies.
  - C. Develop and manage the relationship and execution of contracts with 3rd party specialists.
  - D. Administration of AITDC and AITDC subcommittee meetings.
  - E. Develop and manage the creation, production and distribution of assets including collateral materials, content, digital assets (website, social and digital channels), and other owned promotional items.
  - F. Clearly and effectively manage the communication of the Amelia Island brand to build awareness both domestically and internationally.
  - G. Develop and manage visitor services for meeting and leisure group business through inbound familiarization trips and site inspections as well as outbound sales missions, seminars, training, and trade shows.

H. Develop and manage industry and trade relationships (e.g., tourism, hospitality, tour operator, media and marketing related industries) at the local, state, regional, national and international levels including inbound familiarization trips, outbound missions, seminars, trade show operation, package development and sales.

I. Develop and manage the Amelia Island Welcome Center.

J. Develop and manage the development and support of special events designed to increase visitation; creating a sustainable tourism program.

K. Develop and manage industry and resident educational seminars and programs designed to develop and support a sustainable tourism industry.

L. Develop and manage public awareness campaigns designed to communicate the importance of the travel industry to Nassau County and solicit support for a successful tourism program.

M. Develop and manage direct mail programs.

- Research

A. Evaluate research to forge effective decision making as outlined and executed in the marketing plan.

B. Manage and report on research related to the travel and hospitality industry including metrics such as those reflecting short term tourism performance, lodging taxable sales, and website analytics and advertising response such as visitor inquiries, collateral requests, email signups, and digital traffic and engagement.

C. Manage and report on economic impact and visitor behavioral studies, consumer analytics, custom impact/return on investment studies, and marketing effectiveness tools.

D. Evaluation of research measures for program effectiveness.