

Amendment 1 to Contract for Services Agreement

Indian River County ("SPONSOR") Office of Management and Budget 1800 27 th Street Vero Beach, FL 32960 FID #59-6000674	UNIVERSITY OF WEST FLORIDA ("UNIVERSITY") Acting for and on behalf of The University of West Florida Board of Trustees, a public body corporate 11000 University Parkway Pensacola FL 32514-5750 FID #59-2976783	
Contract Period of Performance: 09/17/2019 – 12/31/2020 Amended Period of Performance: 09/17/2019 – 03/31/2021	Amendment No. 1	Award Funding Action(s) Original Award \$50,000 Amendment 1: \$ <u>0</u> Total Award: \$50,000 Paid to date: \$25,000 Outstanding Invoice: \$12,500 Due 03/31/2021: \$12,500
Project Title: Indian River County Visitor and Tourism Study		UWF Grant Number: 220817

Amendment(s) to Original Terms and Conditions

This amendment applies to the Contract for Services and any subsequent amendments entered into by Sponsor and The University of West Florida originally dated 09/17/2019 for the period(s) of performance and the amount shown above. The purpose of this Amendment is to:

1. Amend the Period of Performance to 09/17/2019 – 03/31/2021 at no additional cost to Sponsor
2. Amend Attachment 1: Statement of Work and Schedule of Compensation as shown in the attached Revised Attachment 1: Statement of Work and Schedule of Compensation
3. Amend University's proposal dated 09/17/2019 as shown in the attached University's proposal dated 09/17/2019
4. Amend Attachment 2 to update University's contact information

Except as expressly modified by this Amendment 1, all other terms and conditions of the original Contract for Services Agreement shall remain in full force and effect.

<p>By Authorized Official of COLLABORATOR:</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">Chairman Date</p> <p>By: _____</p> <p style="background-color: yellow; padding: 2px;">Jason E. Brown, County Administrator</p> <p>Approved as to form and legal sufficiency:</p> <p>By: _____</p> <p style="background-color: yellow; padding: 2px;">Dylan Reingold, County Attorney</p> <p>Jeffrey R. Smith, Clerk of Court and Comptroller</p> <p>Attest: _____</p> <p style="text-align: center;">Deputy Clerk</p> <p>(SEAL)</p>	<p>By Authorized Official of UNIVERSITY:</p> <p style="text-align: center;">_____ _____</p> <p>Matthew Schwartz, Ph.D. Date</p> <p>Assistant Vice President</p> <p>Research Administration</p> <p>Approved for form and legality:</p> <p style="text-align: center;">_____</p> <p>University Counsel</p>
--	---

**REVISED ATTACHMENT 1:
STATEMENT OF WORK AND SCHEDULE OF COMPENSATION**

This is a cost reimbursable fixed price fixed rate Agreement for services in the amount not to exceed \$50,000 to cover costs associated with the project identified on the previous page and as shown on the following University proposal and/or quotation.

The following deliverable items are due pursuant to the timetable identified below. The numbered invoice for each report or deliverable shall be sent concurrent with the period of performance corresponding to the deliverable on the due date shown.

Report/Deliverable	Date Due	Amount
Report Q1 Findings (complete)	February 14, 2020	\$12,500 (pd)
Report Q2 Findings (complete)	May 14, 2020	\$12,500 (pd)
Report Q3 Findings (complete)	August 14, 2020	\$12,500 (invoiced)
Presentation of Q1-Q3 (2020) Findings to TDC	December 16, 2020	NC
Report Q4 and cumulative 14-month findings	February 28, 2021	\$12,500
Total	15 months	\$50,000

Reason for University’s Revised Tasks:

The spread of the novel coronavirus and the disease it causes, COVID-19 impacted tourism worldwide and the economy in Indian River County. In addition, it also impacted the methodological approach of this project. In order to abide by social distancing measures and other mitigation efforts implemented throughout the state, the Haas Center paused intercept surveying and increased ad spending on online data collection. Survey participants were recruited using a geofenced ad on social media and through outreach to organizations serving Indian River County.

The University will supply personnel and resources to accomplish the scope of work at the original price in the proposal/cost quotation.

SECTION 1 (Comprehensive, 14-month-long Assessment)

The revised scope of work includes 14 full months of visitor surveys that will allow the Haas Center to create a full impact analysis of Indian River County’s tourism market. The survey will allow us to create a profile of visitors beyond spending patterns as well. In-person, intercept surveys ceased once the Coronavirus swept across Florida. Such interviews represent an unnecessary risk to the participant and to the researcher. Therefore, the resources allocated for such interviews were channeled to ad purchases across social media platforms, which included Facebook, Instagram, and Twitter. The survey extension will utilize online outreach to visitor databases. The deliverables include:

A survey instrument reviewed and approved by the client. Complete

An impact estimate based on bed tax collections, which were included in each quarterly report. Four quarterly reports based on data collected from the fully online survey that are representative of the data collected that season. Deliverables include the following:

- 1) IRC Visitor Profile Quarter 1
Delivered: [IRC Visitor Profile 1.pdf](#)
- 2) IRC Visitor Profile Quarter 2
Delivered: [IRC Visitor Profile 2.pdf](#)
- 3) IRC Visitor Profile Quarter 3
Delivered: [FINAL_Indian River Visitor Profile Q3 UWF Haas Center.pdf](#)
- 4) Meeting with the IRC in-person or via Zoom with PowerPoint presentation to the TDC on 12/16/2020. This will cover 3 Quarters of primary data collection and analysis.
- 5) The Q4 Report will include cumulative findings for 2020 based on survey responses that are conducted completely online. Final report will include a final, revised estimate based on actual spending patterns and including data from non-bed tax paying visitors.

Timeline, Pricing, and Deliverables (no cost extension through March 31, 2021)

Report/Deliverable	Date Due	Amount
Report Q1 Findings (complete)	February 14, 2020	\$12,500 (pd)
Report Q2 Findings (complete)	May 14, 2020	\$12,500 (pd)
Report Q3 Findings (complete)	August 14, 2020	\$12,500 (invoiced)
Presentation of Q1-Q3 (2020) Findings to TDC	December 16, 2020	NC
Report Q4 and cumulative 14-month findings	February 28, 2021	\$12,500
Total	15 months	\$50,000

**Revised Attachment 2
CONTACT REPRESENTATIVES**

Indian River County Contacts		University of West Florida Contacts	
FID # 59-6000674 / DUNS # 079208989		FID #59-2976783 / DUNS # 53-000709	
Administrative Point of Contact		Administrative Point of Contact	
Name:	Jennifer Hyde, C.P.P.O	Name:	Theresa Miller, CRA
Title:	Purchasing Manager	Title:	Senior Grants Specialist
Address:	Indian River County	Address:	Research Administration & Engagement University of West Florida 11000 University Parkway
City ST Zip	Vero Beach, FL 32960	City ST Zip	Pensacola, FL 32514-5750
Phone:	772.226.1575	Phone:	(850) 474-2827
E-mail:	jhyde@ircgov.com	E-mail:	tbyrd@uwf.edu
Program/Technical Point of Contact		Program/Technical Point of Contact	
Name:	Dori Stone	Name:	Nicole Gislason
Title:	President	Title:	Executive Director, Haas Center
Address:	Indian River County Chamber of Commerce 1216 21st St.	Address:	University of West Florida 212 East Church St.
City ST Zip	Vero Beach, FL 32960	City ST Zip	Pensacola, FL 32502
Phone:	772.567.3491	Phone:	(850) 637-3831
E-mail:	doris@indianriverchamber.com	E-mail:	nicole@uwf.edu
Financial Point of Contact		Financial Point of Contact	
Name:	Kristin Daniels, C.G.F.O.	Name:	Donna Frazee
Title:	Director – Office of Management and Budget	Title:	Associate Director
Address:	Indian River County 1801 27 th St.	Address:	Research Administration & Engagement University of West Florida 11000 University Parkway
City ST Zip	Vero Beach, FL 32960	City ST Zip	Pensacola, FL 32514-5750
Phone:	772.226.1257	Phone:	(850) 473-7111
E-mail:	kdaniels@ircgov.com	E-mail:	dfrazee@uwf.edu
Authorized Official		Authorized Official	
Name:	Jason Brown	Name:	Matthew Schwartz, Ph.D.
Title:	County Administrator	Title:	Assistant Vice President
Address:	Indian River County 1801 27 th St.	Address:	Research Administration University of West Florida 11000 University Parkway
City ST Zip	Vero Beach, FL 32960	City ST Zip	Pensacola, FL 32514-5750
Phone:	772.226.1408	Phone:	(850) 474-2824
E-mail:	jbrown@irc.gov	E-mail:	mschwartz@uwf.edu

Corporate Background and Experience

With offices in downtown Pensacola, the Haas Center for Business Research and Economic Development (Haas Center) is a research and consulting arm of the University of West Florida. The Haas Center works closely with scientists and staff from UWF and other organizations to engage in applied research and strategy development in economics and across the social sciences.

Since its inception 26 years ago, the Haas Center has played a prominent role in economic development efforts across the Northwest Florida region and around the state. Our Center is home to one of Florida's pre-eminent data warehouses with over 10,000 routinely updated data series that are unique to Florida – tracking historical economic trends across Florida's diverse micro economies. In addition, we house cutting edge economic impact simulation software including REMI for each of Florida's counties and IMPLAN for each of Florida's zip codes as well as the state as a whole.

In addition, the Haas Center has designed, conducted and analyzed surveys utilizing our state of the art 10-seat call center equipped with the latest integrated platform survey technology. We work with our clients to identify the best survey methodology to meet their desired goals whether it is done by phone, Internet, paper, intercept or a combination.

We consider ourselves to be a research shop with a solutions-oriented approach. Our staff come from diverse backgrounds that bring unique work experience to the table. We are comprised of economists, political scientists, multi-media specialists as well as database and IT experts. The Haas Center staff's extensive knowledge of regional and state economic and workforce issues allows us to engage in a wide variety of research projects which include survey marketing research, economic and demographic profiles, economic and tax impact studies, workforce development studies, industry cluster analyses, market and feasibility analyses, strategic planning, and custom database and analytics work. Haas Center staff also work closely with regional economic development entities to provide data to cities, counties and states in efforts designed to attract business and industries to the region.

Our clients include city, county and state government agencies, the military, economic development agencies and chambers of commerce, visitor and tourism organizations, school districts, private businesses, libraries, and school districts.

Evidence of prior experience/firm stability

The Haas Center staff has extensive experience in research at the state, regional and local levels including government and public sector marketing research; conducting economic and fiscal impact studies; developing marketing surveys; conducting and analyzing marketing research for recreation and tourism entities; and conducting and analyzing visitor satisfaction surveys.

The City of Pensacola Resident Satisfaction Survey was conducted for the fourth time in 2017 (previously administered in 2014 - 2016) as part of an on-going relationship between the City of Pensacola and the Haas Center. The Center developed the survey instrument and utilized a mixed methods survey comprised of a live telephone survey and in-person intercept surveys to reach a sample size of 532 Pensacola residents. The survey measured the attitudes and opinions of Pensacola residents regarding their satisfaction with city services, as well as the relative importance of those services to taxpayers such as: public safety, city appearance, parks and

recreation, sanitation services, municipal infrastructure, and communication. The Haas Center is currently in negotiations with the City of Pensacola to conduct the study for 2018.

The 2016 Voter Satisfaction Survey study was commissioned by Escambia County Supervisor of Elections (SOE) to conduct a mixed-methods survey of registered voters in order to measure multiple items, including voter satisfaction with the polling locations and staff; use and familiarity of SOE services; knowledge about election rules; and voting method choice. The survey was administered in two waves over four months in 2016, concentrating around the August 30th Primary and the November 8th General Election. It provided voters a key opportunity to give feedback about their experiences. In turn, the SOE will use the results to evaluate their own performance, training programs and choice of polling locations. This data could help identify opportunities for improvement or inform new educational programs in response to identified knowledge gaps. Moreover, analysis by voting method choice allows the Supervisor's Office to understand the motivations behind choosing voting methods.

The Santa Rosa County Military Spouse Technical Skills Inventory was commissioned by the Santa Rosa County Economic Development Office (EDO) with the goal of studying the skill sets of military spouses residing in Santa Rosa County. Intercept studies were conducted at Naval Air Station Whiting Field in Milton, Florida. The study documents the technical skills that military spouses have, as well as demographics of this population, their projected length of residency, employment status and availability of employment. The data provides a list of occupations in which the target population have experience, as well as transferable skills that could be marketable to many industries. The demographics and family status of the total U.S. military force as well as active duty population are provided for comparison in the report.

The Haas Center has an ongoing relationship with many regional municipalities and counties. A recent example is the "2014 Six Pillars Economic and Community Development Strategic Plan for the Town of Century, Florida (Century Strategic Plan)." The Town of Century commissioned the Haas Center to create an economic development strategic plan as part of the Comprehensive Planning Technical Assistance Grant Program, administered by the Florida Department of Economic Opportunity. The Century Strategic Plan was conducted over the course of a year and utilized a multi-stage process including the development of socio-economic demographic profiles, analyses of both the local and regional markets, the collection of input from four stakeholder focus groups, and an analysis of the community's strengths, weaknesses, opportunities, and threats (SWOT analysis) to form the economic and community development strategic plan that is now in its third year of implementation. Multiple examples of these reports are found at haas.uwf.edu under the "Resources" tab.

Haas Center's Key Personnel

The Haas Center staff has extensive experience in research at the state, regional and local levels including for counties, cities, Tourism Development Organizations (TDO/TDC), and area Chambers of Commerce. Each member of the team has a unique set of skills and professional backgrounds. As a result, we are able to meet almost any client need at the highest quality. Our proposed research team will be comprised the following individuals:

The Haas Center staff has extensive experience in research at the state, regional and local levels including for counties, cities, Tourism Development Organizations (TDO/TDC), and area

Chambers of Commerce. Each member of the team has a unique set of skills and professional backgrounds. As a result, we are able to meet almost any client need at the highest quality. Our proposed research team will be comprised the following individuals:

Nicole Gislason, Executive Director, University of West Florida Haas Center. Gislason oversees the production of information products and services that are designed to inform strategic decision-making processes, enhance operational effectiveness, and improve performance. Gislason is the principal investigator on numerous contracts and grants, including The National Institute for Standards and Technology's (NIST) Manufacturing Extension Partnership (MEP). Operating in all 50 states, the MEP National Network partners with organizations like the Haas Center to increase the productivity and technological performance of the region's manufacturing firms. Gislason's previous large grant awards include a Department of Labor project known as Florida Hire Ed. The team operates a unique additive manufacturing laboratory, known as Sea3D. Housing state-of-the-art additive manufacturing equipment, the Sea3D lab provides a space for students, industry partners and community members to collaborate on the creation and printing of 3-D products. Gislason's overall goal is to accelerate technology adoption, talent development, and business growth in an effort to drive the region's industrial competitiveness. Her primary aptitude in higher education is an ability to communicate effectively with educators, business leaders, and government officials. This allows her to connect people who have common needs but different missions.

Dr. Jerry D. Parrish is the Chief Economist and the Director of Research for the Florida Chamber Foundation. In that role, he is responsible for conducting in-depth analyses on the Florida economy and on solutions to help secure Florida's future. Dr. Parrish previously was the Chief Economist and Director of the Center for Competitive Florida at Florida TaxWatch. Prior to that position, he served as the Associate Director of the Center for Economic Forecasting & Analysis (CEFA) at Florida State University and has many years of experience in the private sector in management roles at international manufacturing companies. Dr. Parrish is currently an Adjunct Instructor in the Masters in Applied Economics Program at Florida State University and the Chair of the Haas Center's Board of Economic Advisers. He earned a B.S. in Agricultural Business and Economics from Auburn University, an M.B.A. from Bellarmine University, an M.S. in Economics from the University of North Carolina at Charlotte, and a Ph.D. in Economics from Auburn University. He regularly publishes research reports and articles on the Florida economy and Florida's competitiveness.

Anna-Maria Colombaro, M.A., Research Coordinator, received her Master of Arts in Industrial-Organizational Psychology from a top nationally ranked I-O program at the University of West Florida. Ms. Colombaro specializes in EEO law-informed personnel recruitment, talent selection, training and development, and human resources. As a RIVA trained moderator, she develops protocol for and leads focus groups. Ms. Colombaro has expertise in both quantitative and qualitative data collection and analysis, with the skill to translate analytics into digital reports and public presentations. Combined with her I/O consulting experience, her strong corporate background gives her the ability to partner with clients to assess their unique needs and provide deliverables that empower clients in their data-driven decision-making processes. Throughout her career with the Haas Center, she has mentored graduate students from UWF's I/O and business degree programs. Mariah Kill, M.S., Applied Economist, is a recent graduate from the Applied Economics M.S. program at Florida State University. As an undergraduate, she led an

independent study in Old City Cemetery in Tallahassee, FL that used regression analysis to assess vandalism patterns, indicate damaged markers and locate areas that need intervention from the historic societies. This creative data-driven project inspired her to pursue a Master of Science, where she refined her analytical and problem-solving skills through various applied econometrics courses. For her master's capstone project, Mariah and her team developed a tool to help groups working on poverty issues in Florida group similar communities and ultimately direct funds to the areas most in need. She joined the Haas Center as an Applied Economist to assist in various impact studies, including the effects of COVID on small businesses.

David Franklin, Digital Marketing Coordinator. Mr. Franklin joined the Haas Center in 2015 and concentrates his efforts on the Haas Center's social media marketing and content creation. He creates marketing materials and designs outreach campaigns for Haas Center clients. He is currently pursuing his MBA at UWF and received a Bachelor's in Political Science from the same school in 2017. He has conducted cyber-security and congressional research on behalf of the Department of Government at UWF and has collected data via in-person surveys and computer-assisted telephone interviews for the Haas Center.

Similar Tourism-Related Projects

The Haas Center has two decades of experience in tourism-related research, especially along the Northwest Florida panhandle. The following section details our experience in tourism with various partners.

The Economic Impact of Tourism in Destin, Florida study was commissioned to examine the economic impact of shoulder season tourism in Destin, Florida; providing the Okaloosa County Tourism Development Council with baseline data to guide future marketing endeavors and report feedback regarding Okaloosa County business leader perceptions on past TDC marketing and communication practices. The study included a survey of 326 tourists that revealed average spending, average group sizes, location of origin, age, lodging preferences, and the likelihood of returning. Data was then entered into economic modeling software to analyze the economic impact of tourism. In addition, local businesses were surveyed by phone to generate feedback of perceptions regarding the TDC. Questions were crafted to understand leaders' understanding of TDC functions, communication practices, and marketing initiative outcomes.

The Tourism Market Economic Impact Study is the conclusion of a yearlong effort to survey Santa Rosa County's tourists and quantify their impact on the community. The annual and quarterly report provided in-depth details about demographic and economic trends of Santa Rosa County tourism from March 2017 to February 2018. This study utilized intercept survey techniques to obtain tourist demographics, lodging and transportation habits, spending patterns, and overall satisfaction. In order to ultimately calculate the economic impact, the survey focused on in-area spending patterns. Secondary data sources like bed tax collections, occupancy and Average Daily Room rates contributed to the analysis. Ultimately, the county was provided 4 quarterly reports, 1 annual report, 4 data dashboards and 2 presentations.

The Emerald Coast Tourism Study was commissioned by Peter Mayer Advertising on behalf of the Emerald Coast Convention and Visitors Bureau with the goal of providing in depth details about demographic and economic trends of the Emerald Coast's tourism. Haas Center's survey professionals administered intercept surveys with visitors throughout the defined region over a

12-month period between March 2014 and February 2015. The survey data was used in conjunction with bed tax collections and county and state data regarding condo and hotel unit availability to estimate the total number of visitors who arrived in the region on a quarterly basis. The Panama City Beach Chamber of Commerce and Visitors Center hired the Haas Center to conduct the Economic Impact Analysis of Tourism in Panama City Beach. The goal of the study was to estimate the economic impact of tourism for the region. Data was provided by the partners of the Panama City Beach Convention and Visitors Bureau, though we also used bed tax collections, retail sales and other secondary data. The Haas Center calculated a spending value for traditional spring break visitors to the area. This value was then removed from an economic model of the Bay County economy, in order to determine the total economic impact, including direct, indirect and induced, of visitor spending in Panama City. In particular, the report highlighted the important contribution that “shoulder season” and spring break tourists contributed to the overall impact.

The Haas Center performed a study of businesses and business travelers for the Pensacola International Airport in 2017. The Haas Center collected data for 12 weeks in a multi-modal outreach of online and intercept surveys. In total, more than 14,000 people were contacted online while more than 2,700 were approached in person. Data was provided in user-friendly database that was searchable by various factors so that the Airport could analyze their business case for potential markets and airlines. The Haas Center is currently conducting an update to this study in 2019.

Statewide, the Haas Center has conducted studies like an Analysis of the Florida Film and Entertainment Industry. The methodological approach includes in-depth interviews, economic impact analysis and a SWOT analysis. The study looked at the film and entertainment’s impact on the economy, both statewide and by region. The study included jobs and establishment estimates, the state’s tax payments received by these types of establishments, and a digital media analysis. In addition, impacts were looked at by productions that classified as independent, minority-owned or Hispanic, as well as independent and faith-based productions. The SWOT analysis gave specific assessments about the state of Florida’s competitive place in the film industry nationwide.

The Recreation, Sports and the Florida Economy study was commissioned by Florida Sports (a segment of Enterprise Florida) with the goal of studying the economic impacts of multiple facets of the state’s sports and recreation cluster. The study is broken into the 10 major components of sporting and recreational activities in Florida, including Amateur Sports, Professional Sports, College Sports, Fishing, Hunting & Wildlife, Golf, Sporting Apparel Sales, Parks & Recreation, Pari-Mutuel Wagering, Recreational Horse Ownership and NASCAR racing events. In this instance, an impact was calculated for each of the separate Sports and Recreation components. The study modeled both the exogenous changes to the economy, as when visitor spending related to a sporting event occurs, as well as economic activity of residents which retains dollars in the local economy. Visitors were responsible for approximately 40% of the total statewide economic impact activity related to Florida’s sports.

Our tourism work extends even beyond the seven projects provided above. The Haas Center recently finished a survey and study on the Foo Foo Festival in Pensacola, FL for Arts, Culture and Entertainment, Inc. Researchers spent approximately 50 hours collecting intercept surveys at three festival events. The Foo Foo Festival, now in its fourth year, attracted more than 9,000

unique visitors to its 12 days of events. The Center was also commissioned by the Santa Rosa Island Authority to conduct the Impact of Pensacola Beach on the Regional Economy study (2012). Results from the economic impact analysis show trends in tourist spending across major business sectors in Pensacola Beach and provide insight into where policymakers may focus marketing and branding efforts in order to maximize economic growth in Escambia County. Additional tourism work includes A Comprehensive Economic Impact Assessment of the Blue Angels Airshow; A Comprehensive Assessment of the 57th Annual Billy Bowlegs Festival; and Cultural Tourism and the Escambia Economy.