

CS-22-323

BOCC CONTRACT APPROVAL FORM
(Request for Contract Preparation)

CONTRACT TRACKING NO.
CM 3451

GENERAL INFORMATION

Requesting Department: OMB

Contact Person: Marshall Everman

Telephone: 904-530-6010 Email: meyerman@nassaucountyfl.com

CONTRACTOR INFORMATION

Name: Fernandina Beach Main Street, Inc.

Address: 309 1/2 Centre Street, Ste 205, Fernandina Beach, FL 32034

Contractor's Administrator Name: Lisa Finkelstein Title: Executive Director

Telephone: (904)624-7147 Email lisa@fernandinamainstreet.com

IDENTIFY WHO WILL SIGN CONTRACT ON BEHALF OF CONTRACTOR (NAME AND EMAIL ADDRESS)

Authorized Signatory Name Lisa Finkelstein

Authorized Signatory Email: lisa@fernandinamainstreet.com

CONTRACT INFORMATION

Contract Name: Fernandina Beach Main Street 2023 Sponsorship Agreement

Description: Fernandina Beach Main Street (FBMS) respectfully requests a contribution from the Nassau County Tourist Development Council (TDC) to assist in our mission to promote and enhance our vibrant community through events and marketing initiatives during the 2023-2024 fiscal year. This funding will greatly contribute to the success of our programs and enable us to achieve our goals more effectively. GOODS AND/OR SERVICES TO BE PROCURED, PHYSICAL LOCATION, ETC.

Total Amount of Contract: \$20,000.00.
APPROXIMATE IF NECESSARY

Source of Funds: County State Federal Other Account: 37523552 548350 LCPRJ

Authorized Signatory: Taco Pope

IDENTIFY WHO WILL SIGN CONTRACT ON BEHALF OF BOCC

Contract Dates: From: Execution through December 31 2023 Termination/Cancellation: _____

Status: New Renew Amend# WA/Task Order Supplemental Agreement

How Procured: Exemption Sole Source Single Source ITB RFP RFQ Coop
 Piggyback Quotes Other Sponsorship Agreement

If Processing an Amendment:

Contract #: _____ Increased Amount to Existing Contract: _____

New Contract Dates: _____ to _____ Total or Amended Amount: _____

CHECKLIST		
<i>Review/Complete before sending contract for final signature</i>		
Requirement	Description	Complete By
Contract, Exhibits and Appendices	1) The contract and all documents incorporated by reference in the contract, including exhibits and appendices are attached (including E-Verify, Pricing, Scope, etc.) and properly identified; and 2) All such documents have been read and agreed to in their entirety by originating department and staff members who have obligations under this contract.	Dept LG
Name, Address, Contact Person	The full name, address, legal status (i.e., corporation, partnership, etc.) and contact person of other party are included.	Dept LG
Understanding	Written contract matches the verbal understanding of all parties. All terms and conditions conform to the final negotiations/agreement of the parties.	Dept LG
Competition/Conflicts and Existing Contracts/Compliance	This contract does not conflict with any other contracts, promises or obligations of the BOCC. The requesting department verifies the BOCC can comply with all terms and conditions.	Dept LG Cnty Atty
Other Necessary Agreements	All other necessary agreements or waivers referred to in contract have been obtained and are attached and properly identified for reference.	Cnty Atty
Indemnification	BOCC may not indemnify, hold harmless, be liable to, or reimburse any other party to the contract for claims, lawsuits, damages, attorney fees, or losses incurred by that party in connection with the contract.	Cnty Atty
Term of Contract	Start and end dates of contract are included. Any renewals are included.	Cnty Atty
Warranties/Guarantees	Warranties or guarantees give satisfactory protection.	Cnty Atty/Risk
Insurance	Risk manager has or will approve insurance clauses. Levels confirmed in requirements	Dept LG
Governing Law	The contract is governed under the laws of the State of Florida. The contract may be silent on this issue but in no event will another state's law govern the agreement.	Cnty Atty
Confidentiality Agreements	All nondisclosure clauses include exceptions regarding disclosure as required by law. If not applicable, indicate "n/a."	Cnty Atty
Printed/Typed Names	Names of all persons signing contracts are printed or typed below signatures.	Router

APPROVALS PURSUANT TO NASSAU COUNTY PURCHASING POLICY

1. Marshall Eyerman 7/25/2023 GL 7/25/2023
 Department Head/Contract Manager Date
2. James Roberts 7/25/2023
 Procurement Date
3. Chris Lacambra 7/25/2023 JP 7/24/2023
 Office of Mgmt & Budget Date
4. Denise C. May 7/27/2023 DJ 7/27/2023
 County Attorney Date

COUNTY MANAGER – FINAL SIGNATURE APPROVAL

5.  7/27/2023
 County Manager Date



SPONSORSHIP AGREEMENT

NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND FERNANDINA BEACH MAIN STREET, INC.

The following shall set forth the agreement ("Agreement") effective on behalf of the Nassau County Board of County Commissioners ("NCBOCC") to be overseen by the Amelia Island Convention and Visitors Bureau ("AICVB") and Fernandina Beach Main Street, Inc. (FBMS) for the purpose of promoting events and marketing initiatives during the 2023-2024 fiscal year.

1. Format & Market Initiatives

The Events contemplated under this agreement are as follows and as further detailed in Exhibit "A":

- a. **Island Hop Craft Beer Festival:** Our signature event, held on October 7, 2023, draws thousands of visitors each year, showcasing local craft breweries and distilleries as well as local merchants and restaurants. This event has expanded to include a pre-party for brewers and attendees, a 5K run, and an after party, making it a weekend experience. Local hotels are promoted on the event webpage as lodging partners for this event. The funding will be allocated to event logistics, marketing, permits, entertainment, and infrastructure enhancements. The expected attendance for this weekend event is 2,000.
- b. **Seasonal Celebrations:** Organize various seasonal events (10) throughout the year, such as Summer and Winter Sip & Shop events, an 8th Street Pup Crawl, and the Black Friday Pajama Party, among others. The funding will help cover event promotion, decorations, and necessary equipment. Estimated attendance for seasonal events is 3,500.

2. AICVB Responsibilities

- a. AICVB will provide an event posting on www.ameliaisland.com Festival & Events page.

- b. AICVB and FBMS shall share responsibility for promoting the Event to residents in and out of Nassau County, Florida.

3. FBMS Responsibilities

- a. FBMS will include the destination Amelia Island logo, as supplied by the AICVB, on printed materials as directed by the AICVB and will reference the Amelia Island Tourist Development Council (AITDC) as a sponsor in press releases and any other media materials as requested. Both parties have the right to approve all materials and releases produced by the other for promotional purposes.
- b. FBMS will obtain all necessary permits, approvals, and venues for the conducting of the Event and related activities.
- c. FBMS will provide all necessary equipment for the Event.
- d. FBMS is responsible for providing a safe environment for all participants and spectators.
- e. FBMS will be responsible for promoting a parking system for the Event in a safe and efficient manner in cooperation with Nassau County.
- f. FBMS will provide on-site medical personnel.
- g. FBMS agrees that it is an independent contractor and has no authority or right to make obligations of any kind in the name of or for the account of the NCBOCC nor AITDC nor commit or bind the NCBOCC or AITDC to any contract (other than this Agreement) by virtue of this Agreement.
- h. FBMS shall provide a Certificate of Insurance including one million dollars (\$1,000,000) in general liability coverage and listing the NCBOCC and the AICVB as "additional insured" for the Event within five (5) days of Notification of Selection and/or at time of signing this Agreement. Certificates of Insurance and the insurance policies required for this Agreement shall contain a provision that coverage afforded under the policies will not be cancelled or allowed to expire until at least thirty (30) days prior written notice has been given to NCBOCC and AITDC. Certificates of Insurance and the insurance policies required for this Agreement will also include a provision that policies, except Worker's Compensation, are primary and noncontributory to any insurance maintained by the AICVB. All insurers must be authorized to transact insurance business in the

State of Florida as provided by Section 624.09(1), Florida Statutes and the most recent Rating Classification/Financial Category of the insurer as published in the latest edition of "Best's Key Rating Guide" (property-Casualty) must be at least A- or above.

- i. A Post Event Report must be submitted by FBMS within forty-five (45) days of the event.

4. Financial Responsibilities

- a. Through the recommendation of the AITDC and the approval of NCBOCC, the NCBOCC will supply FBMS a sponsorship of Twenty Thousand Dollars (\$20,000), as general Event sponsorship. The County's performance and obligation under this Agreement is contingent upon an annual appropriation by the Nassau County Board of County Commissioners for subsequent fiscal years and is subject to termination based on lack of funding.
- b. The Event sponsorship will be paid in full to FBMS at least two (2) weeks in advance of the Event.
- c. All Event expenses set forth in sub-paragraph A, above, which are in excess of the total sponsorship amount of Twenty Thousand Dollars (\$20,000), and all other costs associated with the operation of the Event shall be the responsibility of FBMS.

5. Indemnification

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

6. Compliance with Laws & Regulations

FBMS represents and warrants that it will comply with all applicable state, federal and local laws and regulations relating to operation of the Event.

7. Waivers

No release or waiver of any provision of this Agreement shall be enforceable against or binding upon a party unless in writing and executed by the releasing or waiving party. The failure to insist upon specific performance of any of the agreements, terms, covenants, or conditions of this Agreement shall not be deemed a waiver of any rights or remedies that either party may have, or a waiver of any subsequent courses of actions or claims

based upon breach or default of any of such agreements, terms, covenants, and conditions.

8. Relationship of Parties

The parties of this Agreement shall not be deemed joint venturers, agents, or partners of the other for any purpose because of this Agreement or for the transactions contemplated hereby.

9. Term

This Agreement shall commence when fully executed and shall remain in full force and effect until the completion of the Events, or no later than December 31, 2023.

10. Amendments

No provision of this Agreement may be modified, waived, or amended except by a written instrument duly executed by both parties.

11. Impossibility

The performance of this Agreement is subject to any circumstances making it illegal or impossible to manage the Event, including acts of God, war, inclement weather, government regulations, strikes, disaster or curtailment of transportation facilities. The Agreement may be terminated only for any one of the above reasons by written notice from either FBMS or NCBOCC to the other within seven (7) days of learning the basis for termination. If the Event is cancelled for any of the above reasons, any funds provided by NCBOCC to FBMS not expended shall be remitted to the NCBOCC.

12. Governing Law and Venue

The exclusive jurisdiction and venue for any action to interpret and/or enforce the terms of this Agreement shall be in the Fourth Judicial Circuit Court in and for Nassau County, Florida. In the event of a dispute, this Agreement shall be interpreted under Florida Law except its conflict of law's provisions.

13. Non-Disclosure

Except as otherwise expressly required by law, the parties hereto will not publicly announce or otherwise disclose to any third party any term or provision of this Agreement. The provisions of this Agreement shall survive the expiration or termination of this Agreement.

14. Entire Agreement

This Agreement sets forth the final and complete understanding of the parties. It is understood and agreed that there are no other representations with respect to this Agreement and this Agreement supersedes all prior discussions, agreements and


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understandings relating to this subject matter hereof. It is further agreed that the rights, interests, understandings, agreements, and obligations of the respective parties may not be amended, modified, or supplemented in any respect except by a subsequent written instrument evidencing the express written consent to the parties duly executed.

Please indicate your acceptance of the foregoing terms and conditions by signing and dating the space below and returning one fully executed copy of this Agreement to NCBOCC.

Nassau County

Fernandina Beach Main Street, Inc.



Signature
Taco Pope

Printed Name

Lisa Finkelstein

Signature
Lisa Finkelstein

Printed Name

County Manager

Title
7/27/2023

Date

Executive Director

Title
7/26/2023

Date

Approved as to form and legality by the Nassau County Attorney

Denise C. May 7/27/2023

DENISE C. MAY

Amelia Island Convention & Visitors Bureau

Gil Langley

Signature
Gil Langley

Printed Name

President

Title
7/25/2023

Date

EXHIBIT "A"

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AMELIA ISLAND

COME MAKE MEMORIES[®]

Event or Project Sponsorship Funding Application

Please complete the following to be considered for event or project sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event or project host/organizer applying for sponsorship will be required to submit this Special Event or Project Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliaisland.com) or mailed/hand delivered to 2398 Sadler Road, Suite 200, Amelia Island, FL 32034.

For questions related to completing the application, please email Mariela Murphy at mmurphy@ameliaisland.com or call 904-277-4369.

Name of Event or Project: Fernandina Beach Main Street Annual Event and Marketing Sponsorship

Event or Project Date(s) Fiscal Year October 1, 2023 through September 30, 2024

Event or Project Location(s): City of Fernandina Beach

Funding Amount Requesting: \$50,000

Event or Project Host/Organizer/Applicant: Fernandina Beach Main Street

Event or Project Host/Organizer/Applicant Address: 309 ½ Centre Street, Ste 205, Fernandina Beach, FL 32034

Contact Person: Lisa Finkelstein, Executive Director

Address: PO Box 5, Fernandina Beach, FL 32035

Phone: (904)624-7147

Email: lisa@fernandinamainstreet.com

Event or Project Information

Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event or Project or participating in the control of the event or project.

2022-23 Board & Council Contact Information attached.

2023 Member/Partner/Sponsor List attached.

Provide a detailed description of the event or project and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event or project to include dates of the event or project (including set up and tear down); anticipated attendance; audience demographic, and projected overnight visitation.

Fernandina Beach Main Street (FBMS) respectfully requests a \$50,000 contribution from the Nassau County Tourist Development Council (TDC) to assist in our mission to promote and enhance our vibrant community through events and marketing initiatives during the 2023-2024 fiscal year. This funding will greatly contribute to the success of our programs and enable us to achieve our goals more effectively.

FBMS is a nonprofit organization dedicated to promoting preservation-based economic vitality in historic downtown Fernandina Beach. Our aim is to create a thriving and sustainable business environment while preserving the unique charm and character of our beloved community.

Allow me to outline how this financial support will be utilized:

1. Events:

- a. Island Hop Craft Beer Festival: Our signature event, held on the first Saturday in October, draws thousands of visitors each year, showcasing local craft breweries and distilleries as well as local merchants and restaurants. This event has expanded to include a pre-party for brewers and attendees, a 5K run, and an after party, making it a weekend experience. Local hotels are promoted on the event webpage as lodging partners for this event. The funding will be allocated to event logistics, marketing, permits, entertainment, and infrastructure enhancements. The expected attendance for this weekend event is 2,000.
- b. Seasonal Celebrations: We organize various seasonal events (10) throughout the year, such as Summer and Winter Sip & Shop events, an 8th Street Pup Crawl, and the Black Friday Pajama Party, among others. The funding will help cover event promotion, decorations, and necessary equipment. Estimated attendance for seasonal events is 3,500.

2. Marketing:

- a. Digital Marketing Campaigns: We intend to expand our online presence through targeted social media advertising, search engine optimization, and content creation. Website enhancements planned by FBMS in 2023-24 include more user-friendly Business Directory and Event pages, requiring a plug-in. These upgrades will provide visitors to the site with more access to shops, restaurants, and information about upcoming events to build excitement and planning for their visit. The funding will support hiring marketing professionals, graphic designers, and content creators to execute our marketing strategies effectively.
- b. Print Materials: To promote Fernandina Beach Main Street and its events, we require high-quality brochures, banners, posters, and other print materials. FBMS also maintains pedestrian wayfinding signage at each intersection and table maps at four locations throughout the downtown area to assist visitors. The funding will cover the design, printing, and distribution costs of these materials.

According to data from the 4th Quarter Amelia Island Visitor Profile, the historic downtown in Fernandina Beach was rated number one of all activities enjoyed by visitors. When asked why they chose Amelia Island, 18% said it was for the events. And 14% of all visitors responded that their purpose for visiting Amelia Island was for a special event.

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The 2022 Visitor Profile Report also showed that 85% of visitors found the internet to be their most helpful source of information to plan their visit. By supporting Fernandina Beach Main Street's request, you will ensure that visitors and potential visitors alike find the information they need through strategic marketing and a robust online presence.

During our Black Friday Pajama Party, many visiting extended family groups, wearing matching pajamas, tell us that they planned their trip around this event and look forward to returning for it each year at Thanksgiving.

Our goal is to produce high quality, memorable events that attract visitors to Amelia Island and are a benefit to the local community at the same time. We recognize that providing quality events throughout the year draws new visitors to our area and encourages return visits by others who have had a positive experience at these events. Support from the TDC will make a significant difference in our ability to organize successful events and promote Amelia Island effectively.

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event or project.

Fernandina Beach Main Street is requesting annual support for the Island Hop Craft Beer Festival, up to 10 seasonal events, and digital and print marketing campaigns to promote these events and the historic downtown business district. Detailed plans for specific events are available upon request.

Describe in detail how the special event or project sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event or project and the related expense budgets for the marketing activities.

Please see attached Draft 2023-24 Budget and Budget Narrative for Fernandina Beach Main Street. A proposed media plan with advertising schedule for Island Hop Craft Beer Fest is also attached.

Budget

An event or project budget must accompany this application. Budget should include:

- amount being invested by the event or project host/organizer.
- an expense budget for producing the event or project.
- amount of support requested from the TDC and its intended use.
- additional sponsorship revenues.
- anticipated revenue from ticket/ancillary sales.
- any other revenue expected to be generated by the event or project.

Event or Project Host/Organizer/Applicant Signature: _____ Date: 06/01/2023

Internal Use Only:
Date Received:
Approved: ___ Yes / ___ No
Amount: _____

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FERNANDINA BEACH MAIN STREET

BOARD OF DIRECTORS

2022/2023

Terri Tennille (6 yrs)
Coldwell Banker
310 Centre St
Fernandina Beach, FL 32034
terri@ameliaislandre.com
904-415-1002

Bobby Ferreira, Treasurer (9 yrs)
Century 21
500 Centre St
Fernandina Beach, FL 32034
c2lamelia@aol.com
904-261-5571

Jose Miranda (9 yrs)
Miranda Architects
309 1/2 Centre St
Fernandina Beach, FL 32034
jmiranda@mirandaarchitects.com
904-261-4586

Ramona Vikan (2 yrs)
TACG
96039 Ocean Breeze Dr
Fernandina Beach, FL 32034
Ramona.vikan@gmail.com
937-416-9480

Octavio Martinez (4 yrs)
Hot Paws Pet Grooming
1008 S 8th St
Fernandina Beach, FL 32034
octavio473@gmail.com
904-277-3075

Arthur Buddy Jacobs (9 yrs)
Jacobs & Scholz Associates
961687 Gateway Blvd, Ste 201
Fernandina Beach, FL 32034
aijacobs@comcast.net
904-261-3693

Michael Brooks (1 yr)
First Port City Bank
1890 S 14th Street, Bldg 200
Fernandina Beach, FL 32034
mbrooks@firstportcity.com
904-557-9348

Theresa Duncan (6 yrs)
Villa Villekulla Toy Store
5 S 2nd St
Fernandina Beach, FL 32034
theresa@ameliaislandtoys.com
904-423-8291

Jeremiah Glisson (ex officio) (4 yrs)
City of Fernandina Beach
204 Ash St
Fernandina Beach, FL 32034
jglisson@fbfl.org
904-310-3314

Noelle Najimy (1 yr)
Hartke & Najimy CPA
717 S 8th Street, Suite A
Fernandina Beach, FL 32034
noelle@hartkenajimy.com
904-209-6730

Board Chair: Theresa Duncan
Board Vice-Chair: Ramona Vikan
Board Secretary: Michael Brooks
Board Treasurer: Bobby Ferreira
Executive Director: Lisa Finkelstein
309 1/2 Centre St, Ste 205
Fernandina Beach, FL 32034
lisa@fernandinamainstreet.com
904-624-7147 office
570-401-3155 cell

FBMS Council Chairs:
Organization: Gina Miller
Economic Vitality: Pam James
Design: Christie Walsh Myers
Promotions: Mary Hamburg

Organization Council

Gina Miller, Chair
Bobby Ferreira
Ramona Vikan
Chason Forehand
Dunia Taylor
Kevin Geoghan
Scott DeLay
Michele Blubaugh
Mary Ann Rood

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Economic Vitality Council

Pam James, Chair
Jennifer Rimmer
Mike Brooks
Daphne Forehand
Noelle Najimy
Paul Moerman
Sherri Mitchell
Stephanie Knagge

Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Design Council

Christie Walsh Myers, Chair
Jose Miranda
Asa Gillette
Cord McLean
Peggy Roselle
Scott Mikelson
Sal Cumella
Jacob Platt

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Promotions Council

Mary Hamburg, Chair
Julie McAfee
Kelly Powers
Dionna Sowers
Kaitlyn Rivera
Jamie Fallon
Avalee DeLay
Brittany Decker
Julia Blackstone
Paul Moerman
Susie Poirier
Tammy Tingle
Octavio Martinez

Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Fernandina Beach Main Street

2023 Member/Partners

as of May 2023

Org/Business	Contact	Email
2nd Story Art Gallery	Pam Veiser	pivconsultingfl@gmail.com
Ace Concierge	Susan Poirier	info@aceconcierge.net
Amelia Island Coffee	Ray Cooper	ray.carter904@gmail.com
Amelia Island Museum of History	Phyllis Davis	phyllis@ameliamuseum.org
Amelia River Cruises	Kevin McCarthy	dena@ameliarivercruises.com
Andrea Lennon		andrea@alennonlaw.com
Antiques & More	Tammie Westbury, Vera "Sue" Sergeant	tabby0838@yahoo.com
Ariel Marinel - REALTOR® Summer House Realty	Ariel Marinel	ariel@summerhouse Realty.com
Barefoot Amelia Beach Rentals	Matt Mountjoy	matt@mountjoypropertygroup.com
BizBolster Web Solutions	Lori Osbourne	lori@bizbolster.com
Bobby & Carol Ferreira	Bobby Ferreira	c21amelia@aol.com
Century 21 Miller Elite	Dean Miller	Dean@YourDeanOfRealEstate.com
Cinnamon Bear	Michael Snaid	michael@cinnamonbearstores.com
Donna Lynn Custom Homes	Donna Lynn	donnalynne4227@comcast.net
Farmand & Farmand & Farmand	Brandon Farmand	brandon@farmandcpa.com
First Port City Bank	Mike Brooks	mbrooks@firstportcity.com
Gateway Mortgage	Paul Moerman	paul.moerman@gatewayloan.com
Gregor McGregor Links & Drinks	Tim Poynter	t.meredith@cafe.karibo.com
Harbor Front Hampton Inn & Suites	Robert Martyn	robert.martyn@hilton.com
Hofbrau Amelia	Andrea Buehler	hofbrauamelia@gmail.com
Hot Paws	Octavio Martinez	octavio473@gmail.com
Hudson & Perry	Ashlie Kennedy	HUDSONANDPERRY@gmail.com
Island Promos	Bob Lyon	islandpromos@comcast.net
J+MxD	Cord McLean	cord@jmxdesign.com
KPro K9 LLC	Evan Stewart	training@kprok9.com
Landmark Title	Abbey Selvidge	abbey@landmarktitle.com
Miranda Architects	Jose Miranda	jmiranda@mirandaarchitects.com
Miriam Hill/OHPA	Miriam Hill	miriam@miriamhill.com
One Southeby's-Kelly Powers	Kelly Powers	kpowers@onesothebysrealty.com
Pelindaba Lavender	Pam James	ameliasland@pelindaba.com
Pet Wants	Tonya Garcia	tgarcia@petwants.com
Pineland Bank	Kathy Brennan	cforehand@pinelandbank.com

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Fernandina Beach Main Street

2023 Member/Partners

as of May 2023

Org/Business	Contact	Email
REMI Realty	Dunia Taylor	dunia@remirealty.com
Residence Inn	Justin Taylor	jtaylor@residenceinnamelia.com
Salty Local	Ashley Phinazee	hello.shopcolies@gmail.com
Sound Point Investments LLC	Jon Ferguson	jon@spjpproperties.com
The Addison of Amelia	Lisa West	info@addisonamelia.com
The Heirloom Yard	Christie Walsh Myers	rcwnyc@gmail.com
Timoti's Seafood Shak (Cafe Karibo)	Bryan Poynter	bryan@timotis.com
TRV Fund	Ramona Vikan	ramona.vikan@tagg.com
Villa Villekula Toy Store	Theresa Duncan	theresa@ameliaislandtoys.com
WestRock	Eric Schmidt	eric.schmidt@westrock.com
Wicked Bao	Nathalie Wu	info@wickedbao.com

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Fernandina Beach Main Street Foundation, Inc.
Fiscal Year 2023-2024
Draft Budget

Revenue	
Fundraising & Events	
Ticket sales	\$69,400
Sponsorship	\$84,000
Total Fundraising & Events	<u>\$153,400</u>
Government Grants & Awards	\$40,000
Member/Partner Program	\$27,000
Sales Revenue	<u>\$2,600</u>
Total Revenue	\$223,000
Cost of Goods Sold	
Book Expenses	\$400
Total Cost of Goods Sold	\$400
Gross Profit	<u>\$222,600</u>
Expenses	
Advertising & marketing	\$15,900
Bank fees	\$150
Grant/Charitable donations	\$11,350
Conferences & conventions	\$1,200
Dues & subscriptions	\$2,500
Professional fees	\$4,000
Event expenses	
Advertising & printing	\$25,600
Merchandise	\$18,000
Rentals	\$15,520
Other event expenses	<u>\$22,380</u>
Total event expenses	\$81,500
Merchant account fees	\$1,100
Office expense	\$10,000
Payroll expenses	
Payroll Taxes	\$5,800
Wages	<u>\$69,000</u>
Total payroll expenses	\$74,800
Postage	\$450
Printing	\$350
Rent	\$7,800
Taxes & licenses	\$800
Telephone & internet	\$2,400
Travel	\$2,500
Total expenses	<u>\$216,800</u>
Net Income/(Loss)	<u><u>\$5,800</u></u>



2023-24 Budget Narrative – DRAFT

Revenue:

- Ticket sales include Island Hop, promotional events (where applicable), and business networking events.
- Sponsorships include Island Hop, promotional events (where applicable), and memorial bench sponsorships.
- The City of Fernandina Beach provides annual support in return for which the FBMS Executive Director is the CRA Director, spending a minimum of 20% of her time in that role.
- Sales revenue is generated through book sales and sales of FBMS or event merchandise.

Expense:

- Advertising & marketing includes paid social media management, website maintenance, a new website platform, digital marketing, and print media marketing for FBMS and the businesses in the Main Street District.
- Grant/Charitable donations include contributions to the FBHS Art Department for student artists and a Façade Grant Award funding.
- Event expenses/Advertising & Printing includes digital, photographic, and printed materials for pedestrian wayfinding, Island Hop, up to 10 promotional events, the Façade Grant program, and business networking events.
- Event expenses/Merchandise includes memorial benches & plaques, volunteer shirts, general and VIP attendee gifts, and awards.
- Event expenses/Rentals include infrastructure items for all events (tents, tables, portalets, fencing, etc.) and rent on a storage unit.
- Event expenses/Other Expenses include Island Hop items, food/music for Preservation Awards, Distrx online tours, merchant awards.
- Office expenses include insurance, board meetings, a laptop and printer, and supplies.
- Payroll expenses include the Executive Director and a part-time administrative assistant (proposed).

2023 Island Hop Craft Beer Fest-Media Plan Proposed		10/7/2023	Event date
Medium	Details	Dates	Cost
VIDEO	Videography/Drone/Still Photography	10/7/2023	\$ 3,500
AUDIO	Event capture for awareness building - edited :30, :15 and (3) :06 for social		
	62x :15 recognition credit; digital added value 300x250	9/15 -10/1	\$ 4,000
PRINT	Beer Coasters	ASAP	\$ 1,800
	3.5" square, 4/4 QTY:25,000 shipping: local + overnight; 1000 sleeves		\$ 300
	Folio	8/25/2023	\$ 850
	1/2 page horizontal; social added value		younger/hipper target
	Bottom Banner and Top Box	9/20 and 9/27	\$ 775
DIGITAL	Newsleader		
	Google and Facebook advertising	9/5 - 10/06/23	\$ 1,000
			Jax Savannah Tallahassee Orlando Atlanta South Georgia
	Live social content during the event	10/7/2023	\$ 500
EMAIL	Email	w/o 9/11	\$ 400
	Inclusion email		~13% open rate
DIGITAL	www.ameliainland.com	8/10/2023	\$ 500
	blog post calendar of events inclusion	July - 10/7	
	Homepage placement	8/21/2023	\$ 1,000
	Welcome Center video screens	8/21/2023	3MM page views annually
TOTAL			\$ 14,625

TO: FINANCE

CHECK REQUEST

DEPARTMENT: AICVB

DATE: July 7, 2023

PAY TO: Fernandina Beach Main Street, Inc.
309 ½ Centre Street, Ste 205, Fernandina Beach, FL 32034

AMOUNT: \$20,000.00 ACCOUNT: 37523552 548350 LCPRJ

EXPLANATION: Sponsorship for Fernandina Beach Main Street, Inc. which includes Island Hop Event.

FORWARD CHECK TO:

Fernandina Beach Main Street, Inc. 309 ½ Centre Street, Ste 205, Fernandina Beach, FL 32034

REQUESTED BY: Linda Van Haren APPROVAL: claris lacambra 7/25/2023

Certificate Of Completion

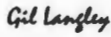
Envelope Id: 61F61E1B05C74A90BB1CAF0DAD8F5804 Status: Completed
 Subject: Complete with DocuSign: Fernandina Beach Main St CM3451 CAF.pdf, Fernandina Beach Main St CM345...
 Source Envelope:
 Document Pages: 18 Signatures: 10 Envelope Originator:
 Certificate Pages: 6 Initials: 3 Tracy Poore
 AutoNav: Enabled tpoore@nassaucountyfl.com
 EnvelopeId Stamping: Enabled IP Address: 50.238.237.26
 Time Zone: (UTC-05:00) Eastern Time (US & Canada)

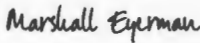
Record Tracking


Status: Original Holder: Tracy Poore Location: DocuSign
 7/24/2023 11:03:58 AM tpoore@nassaucountyfl.com

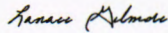




Signer Events

Signer Events	Signature	Timestamp
Tracy Poore tpoore@nassaucountyfl.com OMB Admin Nassau County BOCC Security Level: Email, Account Authentication (None)		Sent: 7/24/2023 11:07:42 AM Viewed: 7/24/2023 11:07:54 AM Signed: 7/24/2023 11:08:00 AM
Electronic Record and Signature Disclosure: Not Offered via DocuSign		

Gil Langley glangley@ameliaisland.com Amelia Island CVB Security Level: Email, Account Authentication (None)		Sent: 7/24/2023 11:08:02 AM Viewed: 7/24/2023 11:54:37 AM Signed: 7/25/2023 6:08:07 AM
Electronic Record and Signature Disclosure: Not Offered via DocuSign		

Marshall Eyerman MEyerman@nassaucountyfl.com Assistant County Manager Nassau County BOCC Security Level: Email, Account Authentication (None)		Sent: 7/25/2023 6:08:09 AM Viewed: 7/25/2023 7:32:22 AM Signed: 7/25/2023 7:32:31 AM
Electronic Record and Signature Disclosure: Not Offered via DocuSign		

chris lacambra clacambra@nassaucountyfl.com OMB Director Nassau County BOCC Security Level: Email, Account Authentication (None)		Sent: 7/25/2023 7:32:33 AM Viewed: 7/25/2023 1:21:05 PM Signed: 7/25/2023 1:21:14 PM
Electronic Record and Signature Disclosure: Not Offered via DocuSign		

Signer Events	Signature	Timestamp
<p>Lanaee Gilmore lgilmore@nassaucountyfl.com Procurement Director Nassau County BOCC Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Not Offered via DocuSign</p>	 <p>Signature Adoption: Pre-selected Style Using IP Address: 50.238.237.26</p>	<p>Sent: 7/25/2023 1:21:16 PM Viewed: 7/25/2023 4:55:36 PM Signed: 7/25/2023 4:55:43 PM</p>
<p>Lisa Finkelstein lisa@femandinainmainstreet.com Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Accepted: 7/25/2023 5:07:34 PM ID: 6b7c8506-f986-433f-90f7-f34715c1df0f</p>	 <p>Signature Adoption: Pre-selected Style Using IP Address: 99.174.209.18</p>	<p>Sent: 7/25/2023 4:55:45 PM Resent: 7/25/2023 4:59:28 PM Viewed: 7/25/2023 5:07:34 PM Signed: 7/26/2023 10:25:43 AM</p>
<p>Abigail Jorandby ajorandby@nassaucountyfl.com Assistant County Attorney Nassau BOCC Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Not Offered via DocuSign</p>	 <p>Signature Adoption: Pre-selected Style Using IP Address: 50.238.237.26</p>	<p>Sent: 7/26/2023 10:25:46 AM Viewed: 7/27/2023 4:38:00 PM Signed: 7/27/2023 4:59:50 PM</p>
<p>Denise C. May dmay@nassaucountyfl.com Assistant County Attorney Nassau County BOCC Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Not Offered via DocuSign</p>	 <p>Signature Adoption: Pre-selected Style Using IP Address: 50.238.237.26</p>	<p>Sent: 7/27/2023 4:59:53 PM Viewed: 7/27/2023 5:00:17 PM Signed: 7/27/2023 5:00:36 PM</p>
<p>Taco Pope, AICP tpope@nassaucountyfl.com County Manager Nassau County BOCC Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Not Offered via DocuSign</p>	 <p>Signature Adoption: Drawn on Device Using IP Address: 50.238.237.26</p>	<p>Sent: 7/27/2023 5:00:38 PM Viewed: 7/27/2023 5:51:02 PM Signed: 7/27/2023 5:51:08 PM</p>
In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp

Carbon Copy Events**Status****Timestamp**

Clerk Admin
 clerkservices@nassaucountyfl.com
 Security Level: Email, Account Authentication (None)
Electronic Record and Signature Disclosure:
 Not Offered via DocuSign

COPIED

Sent: 7/27/2023 5:51:10 PM

Linda Van Haren
 Ivanharen@ameliaisland.com
 Security Level: Email, Account Authentication (None)
Electronic Record and Signature Disclosure:
 Not Offered via DocuSign

COPIEDSent: 7/27/2023 5:51:12 PM
Viewed: 8/10/2023 3:27:05 PM**Witness Events****Signature****Timestamp****Notary Events****Signature****Timestamp****Envelope Summary Events****Status****Timestamps**

Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	7/24/2023 11:07:42 AM
Envelope Updated	Security Checked	7/25/2023 4:59:28 PM
Envelope Updated	Security Checked	7/26/2023 8:47:16 AM
Certified Delivered	Security Checked	7/27/2023 5:51:02 PM
Signing Complete	Security Checked	7/27/2023 5:51:08 PM
Completed	Security Checked	7/27/2023 5:51:12 PM

Payment Events**Status****Timestamps****Electronic Record and Signature Disclosure**

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You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

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To advise County of Nassau of your new email address

To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at bsimmons@nassaucountyfl.com and in the body of such request you must state: your previous email address, your new email address. We do not require any other information from you to change your email address.

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To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an email to bsimmons@nassaucountyfl.com and in the body of such request you must state your email address, full name, mailing address, and telephone number. We will bill you for any fees at that time, if any.

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i. decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may;

ii. send us an email to bsimmons@nassaucountyfl.com and in the body of such request you must state your email, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

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