



## **SPONSORSHIP AGREEMENT**

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

This Sponsorship Agreement (“Agreement”) is entered by and between the Nassau County Board of County Commissioners (“County”) and Fernandina Beach Main Street Foundation, Inc., (“Organization”) and overseen by the Amelia Island Convention and Visitors Bureau (“AICVB”) on behalf of the County for the purpose of promoting downtown Fernandina through events and marketing initiatives (“Event”).

#### **SECTION 1. Organization’s Responsibilities.**

- 1.1** The Organization shall hold the Event which shall consist of a several programs and events throughout the year, as outlined in the Request for Sponsorship (“Exhibit A”). The Event shall begin on August 1, 2024, and continue through January 1, 2025. AICVB may change the Event dates so long as the Organization and the AICVB agree in writing on such change at least two (2) weeks in advance of the individual events.
- 1.2** The Organization shall include the destination Amelia Island logo, as supplied by the AICVB, on printed materials and shall reference the Amelia Island Tourist Development Council (“AITDC”) as a sponsor in press releases and any other media materials. The AITDC and Organization have the right to approve all materials and releases produced by the other for promotional purposes.
- 1.3** The Organization shall encourage Event attendees to utilize Amelia Island hotel rooms or lodging.
- 1.4** The Organization shall obtain all necessary permits, approvals, and venues for the conducting of the Event and related activities.
- 1.5** The Organization shall provide all necessary equipment for the Event.
- 1.6** The Organization shall be responsible for all food and beverage sales. No alcohol shall be consumed or sold on property belonging to the County, except where permitted by the County.

- 1.7 The Organization shall be responsible for all merchandise sales.
- 1.8 The Organization shall be responsible for all sponsorship sales.
- 1.9 The Organization shall be responsible for providing a safe environment for all participants and spectators.
- 1.10 The Organization shall provide all Event staff.
- 1.11 The Organization shall be responsible for implementing a parking system for the Event in a safe and efficient manner and in cooperation with the County, municipality, or appropriate authority.
- 1.12 The Organization shall provide on-site medical personnel or have a medical plan prepared.
- 1.13 The Organization understands 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 County, the AITDC or AICVB nor commit or bind the County, the AITDC or AICVB to any contract (other than this Agreement) by virtue of this Agreement.
- 1.14 If the Event is held on County-owned property or if the County is co-participating in the Event, as determined by the County in its sole discretion, then the Organization shall, upon written request by the County, provide the County a Certificate of Insurance including one million dollars (\$1,000,000) in general liability coverage and listing the County and the AICVB as “additional insured” for the Event no later than five (5) days after execution of this Agreement by all parties. Certificates of Insurance and the insurance policies required for this Agreement shall contain a provision that coverage afforded under the policies shall not be cancelled or allowed to expire unless at least thirty (30) days prior written notice has been given to the County and the AITDC. Certificates of Insurance and the insurance policies required for this Agreement shall also include a provision that policies, except Worker’s Compensation, are primary and noncontributory to any insurance maintained by the AICVB. All insurers shall 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.
- 1.15 The Organization shall submit to the AICVB a Post Event Report within forty-five (45) days of the Event.

## **SECTION 2. AICVB’s Responsibilities.**

- 2.1 The AICVB shall provide a link to the Event webpage on [www.ameliaisland.com](http://www.ameliaisland.com). The Event posting should include the Event schedule and details as they relate to parking, registration fees, sponsorship, merchandise sales, concessions, and all other activities relating directly or indirectly to the operation of the Event (as applicable).

- 2.2 The AICVB shall share responsibility with the Organization for the promotion of the Event outside of Nassau County, Florida.

**SECTION 3. Sponsorship Amount.**

- 3.1 Upon the recommendation of the AITDC and approval of the County and pursuant to the acceptance and fulfilment of the terms of this Agreement, the County shall provide to Organization a sponsorship in the amount of Sixty Thousand Dollars (\$60,000.00) (“Sponsorship Amount”). 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.
- 3.2 The Sponsorship Amount may be paid in full to the Organization at least two (2) weeks in advance of the Event. Notwithstanding County’s payment of the Sponsorship Amount prior to the Event, the Organization shall only be entitled to retain and shall have only been deemed to have earned the Sponsorship Amount after the conclusion of the Event and timely delivery of the completed and executed Post Event Report as required in Section 1.16 hereinabove and any required supporting documentation.
- 3.3 The Organization shall use and allocate the Sponsorship Amount solely for expenditures or obligations related to the Event as outlined in Exhibit A.
- 3.4 The Organization shall be responsible for any and all Event costs and expenses in excess of the total Sponsorship Amount incurred due to Event.

**SECTION 4. Indemnification.**

- 4.1 The Organization shall indemnify, and hold harmless the County and its officers and employees, the Amelia Island Tourist Development Council, the Amelia Island Convention and Visitor’s Bureau from any and all 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 the Organization and other persons employed or utilized by the Organization in the performance of the Agreement.

**SECTION 5. Compliance with Laws & Regulations.**

- 5.1 The Organization represents and warrants that it shall comply with all applicable state, federal and local laws and regulations relating to operation of the Event.

**SECTION 6. Waivers.**

- 6.1 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 of any party 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.

**SECTION 7. Relationship of Parties.**

7.1 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.

**SECTION 8. Term.**

8.1 This Agreement shall commence when fully executed and shall remain in full force and effect until September 30, 2025.

**SECTION 9. Amendments.**

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

**SECTION 10. Cancellation; Rescheduling; Force Majeure.**

10.1 Notwithstanding anything to the contrary contained herein, if the Event is canceled for any reason whatsoever, and the Event is not rescheduled as set forth in Section 10.2 below, then (a) this Agreement shall be automatically deemed terminated, (b) the Organization shall have no right to receive or otherwise direct the receipt of any portion of the Sponsorship Amount, and (c) the Organization must refund to the County all amounts paid by the County to the Organization pursuant to this Agreement within ten (10) business days following written request by the County. The Organization hereby waives and releases any and all claims it may have for breach of contract or otherwise arising out of such circumstances.

10.2 If the Event is canceled for any reason, within ten (10) business days of such cancellation, Organization shall notify County in writing whether the Organization intends to reschedule the Event to a date during County's current Fiscal Year (October 1 through September 30). If the Organization timely notifies County of its intent to reschedule the Event to a date within the current Fiscal Year, County and the Organization shall coordinate the replacement dates for the Event; provided, however, County shall not unreasonably withhold, condition, or delay its consent to dates requested by the Organization. If the Parties agree on rescheduled dates for the Event, such agreement shall be made in writing by the parties and treated as an amendment to this Agreement, with all references to Event herein to mean the new dates. If the Organization does not timely notify County that it intends to reschedule the Event within the time period stated in this section, the Event is deemed canceled, and this Agreement is automatically deemed terminated as provided in Section 10.1 above.

**10.3** Other than the Organization’s obligations to refund the Sponsorship Amount as provided in Section 10.1 of this Agreement, which obligations are not waived by any event of Force Majeure (as defined in this paragraph), each Party’s obligations under this Agreement shall be temporarily excused by acts of God, such as fires, storms, lightning, floods, confiscations or restraints of government (civil or military), war, terrorism, strikes or labor disputes, civil disturbances, or any other cause that is not within the reasonable control of a Party, and not otherwise due to any negligence or willful misconduct by that Party (“Force Majeure”).

**SECTION 11. Third- Party Beneficiaries.**

**11.1** Neither the Organization nor the County intends to directly or substantially benefit a third party by this Agreement. Therefore, the Parties acknowledge that there are no third-party beneficiaries to this Agreement and that no third party shall be entitled to assert a right or claim against either of them based upon this Agreement.

**SECTION 12. Notices.**

**12.1** In order for a notice to a party to be effective under this Agreement, notice must be sent via U.S. first-class mail, hand delivery, or commercial overnight delivery, each with a contemporaneous copy via e-mail, to the addresses listed below and shall be effective upon mailing or hand delivery (provided the contemporaneous e-mail is also sent). The addresses for notice shall remain as set forth in this section unless and until changed by providing notice of such change in accordance with the provisions of this section.

**FOR AICVB:**

**ATTENTION:**

Executive Director  
1750 South 14<sup>th</sup> Street, Suite 200  
Fernandina Beach, Florida 32034  
(904) 277-4369

**FOR ORGANIZATION:**

**ATTENTION:**

Fernandina Beach Main Street Foundation, Inc.  
309 ½ Centre Street  
Fernandina Beach, FL 32034  
Lisa Finkelstein – [lisa@fernandinamainstreet.com](mailto:lisa@fernandinamainstreet.com)

All notices for the Organization shall be provided to the Organization through the contact person named on the Event or Project Sponsorship Funding Application (“Application”) at the address listed on the Application.

**SECTION 13. Public Records.**

- 13.1** The Organization acknowledges that the County is a public agency subject to Chapter 119, Florida Statutes, and that the information and data the Organization manages under this Agreement may be public records in accordance with Chapter 119, Florida Statutes. If a court of competent jurisdiction determines that the Organization is a “contractor” for purposes of Section 119.0701, Florida Statutes, then the Organization shall comply with all requirements of Chapter 119, Florida Statutes. Failure to comply with this section shall be deemed a breach of this Agreement and enforceable as set forth in Section 119.0701, Florida Statutes. **IF THE ORGANIZATION HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE ORGANIZATION’S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 530-6090, [RECORDS@NASSAUCOUNTYFL.COM](mailto:RECORDS@NASSAUCOUNTYFL.COM), 96135 NASSAU PLACE, SUITE 6, YULEE, FLORIDA 32097.**

**SECTION 14. Assignment.**

- 14.1** The Organization may not assign all or part of its rights or obligations under this Agreement without the prior written consent of County, which consent shall not be unreasonably withheld, conditioned, or delayed. Any assignment, transfer, or encumbrance in violation of this section shall be void and ineffective. If the Organization violates this provision, any portion of the Sponsorship Amount already provided to the Organization shall be immediately refunded to County upon demand and, in addition to any other rights and remedies County may have, County may immediately terminate this Agreement.

**SECTION 15. Governing Law and Venue.**

- 15.1** This Agreement shall be deemed to have been executed and entered into within the State of Florida and any dispute arising hereunder, shall be governed, interpreted and construed according to the laws of the State of Florida, the Ordinances of Nassau County, and any applicable federal statutes, rules and regulations. Any and all litigation arising under this Agreement shall be brought in Nassau County, Florida, and any trial shall be non-jury. Any mediation, pursuant to litigation, shall occur in Nassau County, Florida.

**SECTION 16. Entire Agreement; Severability.**

- 16.1** 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 understandings relating to this subject matter hereof. In the event any part of this Agreement is found to be unenforceable by any court of competent jurisdiction, that part

shall be deemed severed from this Agreement and the balance of this Agreement shall remain in full force and effect.

**[The remainder of this page left intentionally blank.]**

*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 the County.*

**Nassau County Board of  
County Commissioners**



Signature  
John F Martin

Printed Name  
Chairman

Title

7/8/2024  
Date

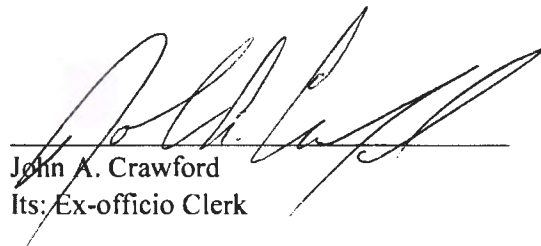
**Fernandina Beach Main Street  
Foundation, Inc.**

*Lisa Finkelstein*  
Signature  
Lisa Finkelstein

Printed Name  
~~Executive~~  
~~Director~~  
Title

6/3/2024  
Date

Attest to the Chairman's signature:



John A. Crawford  
Its: Ex-officio Clerk

Approved as to form and legality by the  
Nassau County Attorney:

*Denise C. May*  
Denise C. May, County Attorney

**Amelia Island Convention and Visitors Bureau**

*Gil Langley*  
Signature

Gil Langley  
Printed Name  
President and CEO

Title

5/31/2024  
Date



Exhibit "A"

MEMORIES<sup>®</sup>

## Event/Project/Program Sponsorship Funding Application

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

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program 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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/Project/Program: Fernandina Beach Main Street Event Sponsorship LF

Event/Project/Program Date(s): Various dates in 2024 through January 1, 2025

Event/Project/Program Location(s): Fernandina Beach Main Street District

Funding Amount Requesting: \$60,000 LF

Event/Project/Program Host/Organizer/Applicant: Fernandina Beach Main Street Foundation Inc.

Event/Project/Program Host/Organizer/Applicant Address: 309 ½ Centre St, 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](mailto:lisa@fernandinamainstreet.com)

### Event/Project/Program Information

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

2023-24 Board & Council Contact Information and 2024 Main Street Partner/Sponsor List attached.

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

On behalf of Fernandina Beach Main Street (FBMS), I respectfully submit this request for funding 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.

FBMS is a nonprofit organization dedicated to promoting economic vitality and preserving the historic downtown district of Fernandina Beach. Our aim is to create a thriving and sustainable business environment while preserving the unique charm and character of our beloved community. Main Street communities use a four-point approach to promote and preserve the district.

Through our Promotions Council, we strategically plan promotional events to draw people into the historic downtown and 8<sup>th</sup> Street business districts. These events provide support for our local retail, food, and lodging businesses by providing quality events scheduled at times of the year when tourism and travel are at a low point.

In addition to events, FBMS supports tourism through our Design Council, a group of design professionals in the fields of landscape design and maintenance, architecture, engineering, and city staff. The work of this Council enhances the visitor experience, providing an indirect correlation to a decision to stay longer and return to the area in the future.

We are seeking funding in the amount of \$60,000 to support our 2024-25 events, projects, and marketing campaign. This funding will greatly contribute to the success of our programs and enable us to achieve our goals more effectively. Allow me to outline how this financial support will be utilized:

Events:

**Dining Down Centre:** The City of Fernandina Beach was incorporated on January 1, 1825. A series of events is being held throughout 2024 to celebrate this historic milestone. On January 1, 2025, Fernandina Beach Main Street will host an epic community birthday party on Centre Street, a once in a lifetime bicentennial celebration of fun, food, and birthday cake. This event will engage both residents and visitors alike as they gather around the 720' dinner table stretching down several blocks of Centre Street. The program is planned to include a meal, birthday cake contest, music, elected officials, and activities for children. Funding for this event, budgeted at \$38,500, will support marketing, logistics, entertainment, activities, and food expenses. The anticipated attendance is 720.

**Island Hop Craft Beer Festival (IHCBF):** 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, an after party at a downtown location, and a Sunday brunch experience, making it a weekend experience. Local bed & breakfast establishments and hotels are promoted on the event webpage as lodging partners for this event. Main Street coordinates special Weekend Lodging Packages with our partners by offering ticket pricing incentives with a room booking. The funding will be allocated to marketing this event, event logistics, permits, entertainment, and infrastructure enhancements. The expected attendance is 2,000 people.

Attendance records show that over 100 zip codes from throughout Florida, Georgia, and beyond were represented at the 2023 festival. The festival committee is currently engaging with brewers from other regions of Florida and Georgia to recruit them to join the 2024 IHCBF. Brewers from more distant locations provide us with the opportunity to market the festival to their customer base. This new market now has a reason to experience Amelia Island for the very first time while attending the craft beer festival.

**Seasonal Celebrations:** A variety of seasonal events (10) are strategically planned throughout the year, including the Summer and Winter Sip & Shop events, an 8th Shopping promotion and party, and the Black Friday Pajama Party, among others. A new event, Sip or Treat, will be held on October 25, 2024, to provide an incentive for visitors to visit Amelia Island for the Halloween festivities and stay for the Florida-Georgia College Football game the following weekend. Also happening this year is a Preservation Tour of Historic Churches which will attract visitors interested in visiting these historic sacred spaces that are an integral part of the community. Plans are also in place to add a holiday experience to the 8th Street corridor which will be a draw for visitors in much the same way that Jacksonville Beach's Deck the Chairs event is a draw to that area. Tourist Development Council funding will help cover event coordination and promotion, decorations, and necessary equipment to carry out quality events. Anticipated attendance for all seasonal events is 7,000.

**4th of July Fireworks:** The annual July 4th celebration at Fernandina Beach's waterfront has become a cherished tradition, drawing both locals and tourists to our vibrant community. In 2025, the holiday falls on a Thursday, presenting a unique opportunity to extend the festivities into an enticing weekend experience. To elevate this year's celebration, we are seeking support from the TDC. With an allocation of \$10,000 from the total FBMS request for TDC funding, we aim to enhance the fireworks display and bolster promotional efforts.

The 4th of July Fireworks, an integral part of Fernandina Beach's Bicentennial Celebration, serve as a highlight of our community's rich history and vibrant spirit. Your investment will not only contribute to the success of this annual tradition but also help showcase Fernandina Beach as a premier destination for holiday gatherings. We are excited about the opportunity to make this year's celebration truly memorable and invite the TDC's partnership in creating an unforgettable experience for residents and visitors alike.

#### Wayfinding & Beautification:

**Wayfinding:** FBMS manages annual updates to wayfinding signage including directional signs at each corner of the downtown business district. Sign panels will be reprinted with new businesses added and signage replaced. The five table maps throughout the downtown which show visitors the locations of shops, restaurants, and attractions will also get a much-needed update. QR codes directing visitors to digital resources such as the Amelia Island Convention & Visitors Bureau, FBMS business directory and event page, and the Distrx app will all be added to the table maps. Distrx is a free app provided by FBMS and used throughout the country in Main Street communities to showcase businesses, tours, activities, and attractions.

**Landscaping:** Additionally, the Design Council will continue to work closely with the City of Fernandina Beach and other nonprofit organizations to improve the visitor experience through beautification of the landscaping in the historic downtown. FBMS will provide expert advice on landscape design, maintain a plant list for landscape beds, and oversee the landscape maintenance contract with city staff. Main Street will continue to work closely with Flowering Fernandina to coordinate the plant selection process for the large cement pots throughout the downtown. We will also coordinate with the Bartram Garden Club to ensure a smooth transition as they take on the care and improvement of the Butterfly Garden located at the Welcome Center at Front & Centre Streets.

#### Marketing:

**Digital Marketing Campaigns:** Expansion of our online presence through targeted social media advertising, search engine optimization, and content creation will enable FBMS to expand our reach. In addition, an improved mix of content to include special events, business spotlights, preservation projects, the FBMS Arboretum, and historic buildings will attract visitors looking for variety of experiences in the recreational, historic, or natural environments.

**Website enhancements:** Additions to the new site include a more user-friendly Business Directory organized by category with clickable links and Event pages with details and links to purchase tickets. These upgrades provide visitors to the site with more access to shops, restaurants, and information about upcoming events which builds excitement and helps in planning for their visit. These changes were prompted by questions that we receive regularly at the Main Street office from tour organizers and other visitors. The TDC funding will provide social media support, graphic designers, and content creators to execute our marketing strategies effectively.

**Print Materials:** To promote Fernandina Beach Main Street and its events, we require high-quality brochures, banners, posters, and other print materials. The funding will cover the design, printing, and distribution costs of these materials.

According to data from the 2023 4<sup>th</sup> Quarter Amelia Island Visitor Profile, exploring the historic downtown in Fernandina Beach, eating at restaurants, and shopping were three of the top 4 visitor activities and FBMS touches all of them with our events, projects, and support to small businesses. When asked why they chose Amelia Island, 10% of all visitors responded that their purpose for visiting Amelia Island was for a special event. Visitors to Amelia Island have short trip planning windows, making interesting and frequent events an integral part of their decision-making process.

Our goal is to produce high quality events that attract visitors to Amelia Island year after year 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/project/program.**

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

**Describe in detail how the special event/project/program 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/project/program and the related expense budgets for the marketing activities.**

Please see attached 2023-24 Budget and Budget Narrative for Fernandina Beach Main Street. The budget for Dining Down Centre, the bicentennial birthday celebration, is also attached. This budget is not included in the Fernandina Beach Main Street budget.

### **Budget**

An event/project/program budget should accompany this application, and contain such items as available:

- amount being invested by the event/project/program host/organizer.
- an expense budget for producing the event/project/program.
- 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/project/program.

Event/Project/Program Host/Organizer/Applicant Signature:

A handwritten signature in blue ink, appearing to read "Lisa Fink", with a long horizontal stroke extending to the right.

Date: 04/12/2024

Internal Use Only:

Date Received:

Approved:        Yes /

No Amount:

**Event/Project/Program Sponsorship Funding Requirements:**

1. Only one request per event/project/program.
2. Requests cannot be for more than fifty percent (50%) of total event/project/program budget.
3. Approval of sponsorships shall be considered as one-time approvals and applicant should not assume that funding is pre-approved for subsequent years or amounts.
4. *A Post Event Summary Report* must be submitted to the TDC forty-five (45) days after completion of the event/project/program.
5. All sponsorship funds must go toward the event/project/program itself and must not be used to pay commissions, bonuses, or other incentives for fund-raising efforts by staff, volunteers, or other parties.
6. If, for any reason you are unable to purchase an item or service as approved in your application, you must notify the TDC and request to substitute another item or service.
7. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the application requirements shall be disqualified from submitting any future requests.
8. Sponsorship funds may not be used for political campaigns, political parties, or for lobbying.
9. All events/projects/programs funded shall be conducted in a nondiscriminatory manner and in accordance with local, state, and federal laws, rules and regulations related to nondiscrimination and equal opportunity. Applicant and its event/project/program shall not discriminate on the grounds of race color, religion, sex, age, national origin, ancestry, marital status, disability, sexual orientation, gender identity or expression, or any other protected category designated by local, state, or federal law. All events/projects/programs funded shall be accessible to persons with disabilities in accordance with the Americans with Disabilities Act and related regulations.
10. If awarded funding, applicant agrees that it will include the Amelia Island logo in advertising, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion, and publicity if requested to do so. Both parties have the right to approve all materials and releases produced by the other for promotional purposes.
11. Any funds granted shall be subject to an audit by the Nassau County Clerk of Court and Comptroller or their authorized representative.

**FERNANDINA BEACH MAIN STREET  
BOARD OF DIRECTORS  
2023/2024**

Bobby Ferreira, Treasurer (10 yrs)  
Century 21 (retired)  
500 Centre St  
Fernandina Beach, FL 32034  
[c21amelia@aol.com](mailto:c21amelia@aol.com)  
904-261-5571

Jose Miranda (10 yrs)  
Miranda Architects  
309 ½ Centre St  
Fernandina Beach, FL 32034  
[jmiranda@mirandaarchitects.com](mailto:jmiranda@mirandaarchitects.com)  
904-261-4586

Noelle Najimy (2 yr)  
Hartke & Najimy CPA  
717 S 8<sup>th</sup> Street, Suite A  
Fernandina Beach, FL 32034  
[noelle@hartkenajimy.com](mailto:noelle@hartkenajimy.com)  
904-209-6730

Ramona Vikan (3 yrs)  
TACG (retired)  
96039 Ocean Breeze Dr  
Fernandina Beach, FL 32034  
[Ramona.vikan@gmail.com](mailto:Ramona.vikan@gmail.com)  
937-416-9480

Octavio Martinez (5 yrs)  
Hot Paws Pet Grooming  
1008 S 8<sup>th</sup> St  
Fernandina Beach, FL 32034  
[octavio473@gmail.com](mailto:octavio473@gmail.com)  
904-277-3075

Arthur Buddy Jacobs (ex-officio) (10 yrs)  
Jacobs & Scholz Associates  
961687 Gateway Blvd, Ste 201  
Fernandina Beach, FL 32034  
[ajjacobs@comcast.net](mailto:ajjacobs@comcast.net)  
904-261-3693

Michael Brooks, Secretary(2 yr)  
First Port City Bank  
1890 S 14<sup>th</sup> Street, Bldg 200  
Fernandina Beach, FL 32034  
[mbrooks@firstportcity.com](mailto:mbrooks@firstportcity.com)  
904-557-9348

Theresa Duncan, Chair(7 yrs)  
Villa Villekulla Toy Store  
5 S 2<sup>nd</sup> St  
Fernandina Beach, FL 32034  
[theresa@ameliaislandtoys.com](mailto:theresa@ameliaislandtoys.com)  
904-423-8291

Jeremiah Glisson (ex officio) (5 yrs)  
City of Fernandina Beach  
204 Ash St  
Fernandina Beach, FL 32034  
[jglisson@fbfl.org](mailto:jglisson@fbfl.org)  
904-310-3314

Mark Gearis (0 yr)  
Green Turtle/SHG  
14 S 3<sup>rd</sup> Street  
Fernandina Beach, FL 32034  
[markgreenturtle@gmail.com](mailto:markgreenturtle@gmail.com)  
904-321-2324

Jon Lasserre (0 yr)  
Rogers Towers P.A.  
P.O. Box 653  
Fernandina Beach, FL 32034  
[jonlasserre@icould.com](mailto:jonlasserre@icould.com)  
904-432-0070

Board Chair: Theresa Duncan  
Board Vice-Chair: Ramona Vikan  
Board Secretary: Michael Brooks  
Board Treasurer: Bobby Ferreira  
Executive Director: Lisa Finkelstein  
309 ½ Centre St, Ste 205  
Fernandina Beach, FL 32034  
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570-401-3155 cell

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

**FERNANDINA BEACH MAIN STREET  
BOARD OF DIRECTORS  
2023/2024**

**Organization Council**

Gina Miller, Chair  
Bobby Ferreira  
Ramona Vikan  
Chason Forehand  
Kevin Geoghan  
Michele Blubaugh  
Mary Ann Rood  
Theresa Duncan

**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  
Noelle Najimy  
Paul Moerman  
Meagan Georgio  
Nick McTurk

**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  
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  
Julia Blackstone  
Paul Moerman  
Susie Poirier  
Tammy Tingle  
Octavio Martinez  
Ashley McLean

**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**  
**2024 Main Street Partner/Sponsor List**  
**as of 4/1/2024**

8 Flags Insurance	Lautz, Lucinda & Dick
Amelia Angler Outfitters	M.A. Rood Company
Amelia Island Coffee	Marlin & Barrel
Amelia Island Footprints	Mason's Lobster Rolls
Amelia Island Museum of History	Miranda Architects
Amelia River Cruises	Miriam Hill/OHPA
Andrea Lennon	Pelindaba Lavender
Antiques & More Treasures	Pepper's Cocina Mexicana & Tequila Bar
Ariel Marinel - Summer House Realty	Pet Wants
Barefoot Amelia Beach Rentals	Pineland Bank
BizBolster Web Solutions	Poynter Restaurant Group
Century 21 Miller Elite	REMI Realty
Cinnamon Bear	Residence Inn
Colie's The Cute Shop	Roadshark Powersports
Donna Lynn Custom Homes	Salt Life
e-Wheelz	Salty Local
FB Skin & Wellness	Salty Pelican
Ferreira, Bobby & Carol	Scott Bobeck & Nicole Perrella
First Love Brewing	Sound Point Investments LLC
First Port City Bank	The \$1,000 Start Up Consortium
Florida Public Utilities	The Addison of Amelia
Gateway Mortgage	The Heirloom Yard
Harbor Front Hampton Inn & Suites	TRV Fund
Hofbrau Amelia	Twisted Sisters!
Hot Paws	Villa Villekulla Toy Store
IQ Fiber	WestRock
Island Promos	Wicked Bao
J+MxD	Williams House

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

	Total	Admin	Design	Economic Vitality	Organization	Promotions
<b>Revenue</b>						
Fundraising & Events						
Ticket sales	96,500.00	-	-	400.00	80,000.00	16,100.00
Sponsorship	70,450.00	20,000.00	-	250.00	42,000.00	8,200.00
<b>Total Fundraising &amp; Events</b>	<b>166,950.00</b>	<b>20,000.00</b>	<b>-</b>	<b>650.00</b>	<b>122,000.00</b>	<b>24,300.00</b>
Government Grants & Awards	40,000.00	40,000.00	-	-	-	-
Member/Partner Program	35,000.00	35,000.00	-	-	-	-
Sales Revenue	900.00	900.00	-	-	-	-
<b>Total Revenue</b>	<b>242,850.00</b>	<b>95,900.00</b>	<b>-</b>	<b>650.00</b>	<b>122,000.00</b>	<b>24,300.00</b>
<b>Cost of Goods Sold</b>						
Book Expenses	400.00	400.00	-	-	-	-
Merchandise Expenses	-	-	-	-	-	-
<b>Total Cost of Goods Sold</b>	<b>400.00</b>	<b>400.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Gross Profit</b>	<b>242,450.00</b>	<b>95,500.00</b>	<b>-</b>	<b>650.00</b>	<b>122,000.00</b>	<b>24,300.00</b>
<b>Expenses</b>						
Advertising & marketing	30,300.00	30,300.00	-	-	-	-
Bank fees	150.00	150.00	-	-	-	-
Charitable donations	2,350.00	350.00	-	-	1,000.00	1,000.00
Conferences & conventions	1,200.00	1,200.00	-	-	-	-
Dues & subscriptions	2,500.00	2,500.00	-	-	-	-
Professional fees	4,000.00	4,000.00	-	-	-	-
Event expenses	-	-	-	-	-	-
Advertising & printing	14,000.00	-	5,400.00	1,900.00	4,000.00	2,700.00
Merchandise	33,300.00	-	-	-	26,400.00	6,900.00
Rentals	13,500.00	-	-	-	9,000.00	4,500.00
Other event expenses	44,900.00	300.00	-	23,000.00	19,000.00	2,600.00
<b>Total event expenses</b>	<b>105,700.00</b>	<b>300.00</b>	<b>5,400.00</b>	<b>24,900.00</b>	<b>58,400.00</b>	<b>16,700.00</b>
Merchant account fees	1,100.00	1,100.00	-	-	-	-
Office expense	10,400.00	10,000.00	-	-	400.00	-
Payroll expenses	-	-	-	-	-	-
Independent contractors	-	-	-	-	-	-
Payroll Taxes	5,876.82	5,876.82	-	-	-	-
Wages	70,782.00	70,782.00	-	-	-	-
<b>Total payroll expenses</b>	<b>76,658.82</b>	<b>76,658.82</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Postage	450.00	450.00	-	-	-	-
Printing	350.00	350.00	-	-	-	-
Rent	7,800.00	7,800.00	-	-	-	-
Taxes & licenses	800.00	800.00	-	-	-	-
Telephone & internet	2,400.00	2,400.00	-	-	-	-
Travel	2,500.00	2,500.00	-	-	-	-
<b>Total expenses</b>	<b>248,658.82</b>	<b>140,858.82</b>	<b>5,400.00</b>	<b>24,900.00</b>	<b>59,800.00</b>	<b>17,700.00</b>
Net Other Revenue	-	-	-	-	-	-
<b>Net Income/(Loss)</b>	<b>(6,208.82)</b>	<b>(45,358.82)</b>	<b>(5,400.00)</b>	<b>(24,250.00)</b>	<b>62,200.00</b>	<b>6,600.00</b>



## 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).

<b>Dining Down Centre</b>		
<b>Fernandina Beach Bicentennial Community Dinner</b>		
<b>January 1, 2025</b>		
<b>Organized by: Fernandina Beach Main Street</b>		
<b>Expenses</b>		<b>Budget Narrative</b>
<b>Logistics</b>		
Permits/Fees	\$1,600	City fees
Tables - 8 ft	\$2,400	95 tables; includes setup/delivery
Chairs	\$4,050	720 chairs; includes setup/delivery
Tents - 10'x10'	\$840	1 check-in, 6 food distribution
Trash	\$800	dumpster; donated receptacles
Barricades	\$420	
Portapotties	\$1,500	6 reg, 2 handicap, 2 wash stations
Wristbands	\$400	
Police/PAC	\$1,160	
Volunteer Shirts	\$900	
Parking Signs	\$180	
Cupcake/Cake Stand	\$250	Materials + Labor
	<b>\$12,900</b>	
<b>Entertainment</b>		
Stage/Sound System	\$2,100	
Table Games	\$450	
Entertainment	\$600	Music
Printed Table Cloths	\$900	Historic Timeline
Balloons	\$900	Bunch of 5 for each table
	<b>\$4,950</b>	
<b>Promotion</b>		
Posters	\$300	
Social Media (Paid)	\$200	4 boosts at \$50 ea
Print Media (Paid)	\$350	3 ads-NewsLeader
Sponsor Signage	\$600	
8th Street Banner	\$890	
Photographer/Drone	\$600	
	<b>\$2,940</b>	
<b>Food</b>		
Boxed Meals	\$14,400	720 meals @ \$20 ea
Cupcakes/Cake	\$2,880	720 pcs @ \$4 ea
Water	\$350	1,000 12 oz bottles
Utensil Packets	\$90	1,000 packets; incl salt/pepper
	<b>\$17,720</b>	
<b>TOTAL EXPENSES</b>	<b>\$38,510</b>	