



SPONSORSHIP AGREEMENT
NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND
AMELIA ISLAND OPERA, INC.

This Sponsorship Agreement (“Agreement”) is entered by and between the Nassau County Board of County Commissioners (“County”) and Amelia Island Opera, Inc. (“Organization”) and overseen by the Amelia Island Convention and Visitors Bureau (“AICVB”) on behalf of the County for the purpose of promoting and conducting the performance of Opera (“Event”).

SECTION 1. Organization’s Responsibilities.

- 1.1 The Organization shall hold the Event which shall consist of an operatic performance as outlined in the Request for Sponsorship (“Exhibit A”). The Events shall begin in September 2024 and continue into April 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 Event.
- 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 promote at least one Amelia Island Hotel on the Organization’s website, and 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.



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- 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. 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 fulfillment of the terms of this Agreement, the County shall provide to Organization a sponsorship in the amount of Ten Thousand Dollars and 00/100 (\$10,000.00) ("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 14th Street, Suite 200
Fernandina Beach, Florida 32034
(904) 277-4369

FOR ORGANIZATION:

ATTENTION:

Robyn Lamp
1841 Perimeter Park Road
Fernandina Beach, FL 32034

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 14. Public Records.

- 14.1 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, 96135 NASSAU PLACE, SUITE 6, YULEE, FLORIDA 32097.**

SECTION 15. Assignment.

- 15.1 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 16. Governing Law and Venue.


- 16.1 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 17. Entire Agreement; Severability.

- 17.1 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.

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

11-18-24

Date

Amelia Island Opera, Inc.



Signature

Robyn Lamp

Printed Name

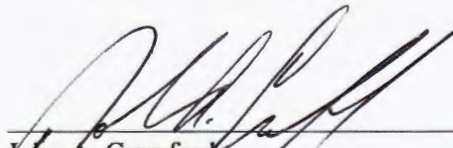
officer

Title

10/16/2024

Date

Attest to the Chairman's signature:



John A. Crawford

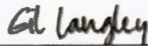
Its: Ex-officio Clerk

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



Signature

Gil Langley

Printed Name

President

Title

10/16/2024

Date

AMELIA ISLAND

COME MAKE MEMORIES®

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) or mailed/hand delivered to 1750 South 14th Street, 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/Project/Program: Amelia Island Opera 2024-2025 Season

Event/Project/Program Date(s): September 2024 - April 2025

Event/Project/Program Location(s): various throughout Amelia Island

Funding Amount Requesting: 30,000

Event/Project/Program Host/Organizer/Applicant: Amelia Island Opera

Event/Project/Program Host/Organizer/Applicant Address: 1841 Perimeter Park Rd Fernandina Beach, FL 32034

Contact Person: Robyn Lamp

Address: 1841 Perimeter Park Rd Fernandina Beach, FL 32034

Phone: 561-315-7702

Email: info@ameliaislandopera.org

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.

Please see attachment

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.

Please see attachment

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.

Please see attachment

Please see attachment

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 attachment

Please see attachment

Budget

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

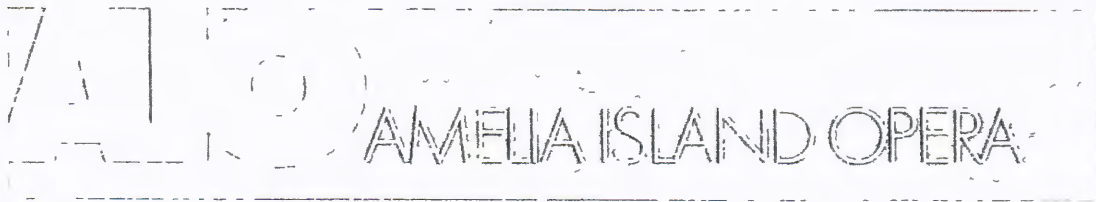
- amount being invested by the event/project/program host/organizer.
- an expense budget for producing the event/project/program.
- amount of support requested from the TDC and its intended use.
- additional sponsorship revenues.
- anticipated revenue from ticket/ancillary sales.
- any other revenue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

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

Robyn Lamp

Date: 6/7/2024

Internal Use Only:
Date Received: <u>6/13/24</u>
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: <u>\$10,000</u>



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

Amelia Island Opera
1841 Perimeter Park Road
Fernandina Beach, FL 32034
(904) 556-7342
info@ameliaislandopera.org

The AIO 2024-25 season includes the second iteration of the Amelia Island Opera Concert Series at Story & Song which features versatile and intimate concerts in Story & Song's second floor art gallery, showcasing a mix of opera, musical theater, art song, chamber music, and more. Along with our annual concert series, we will collaborate with the Woman's Club of Fernandina Beach and Amelia Plantation Chapel to present two operas, *Hansel & Gretel* and *Madama Butterfly*, as well as our second collaboration with Amelia Community Theater.

Amelia Island Opera is run by a Board of Directors and three co-founders, Robyn Marie Lamp, Victoria Isernia, and John Tibbetts. Robyn Marie Lamp is an accomplished soprano and, as well as helping run the day to day operations of AIO, is currently the Company Manager for IlluminArts, a performing arts company based in Miami. She was also the Company Manager for Ft. Lauderdale's Opera Fusion from 2015 - 2019 and holds a Masters Degree from Louisiana State University. Victoria Isernia is a highly competent mezzo-soprano and graduate of the prestigious Manhattan School of Music. She lends her expertise to AIO by planning concert repertoire, children's programming and community outreach events. John Tibbetts is a baritone and event organizer and holds a master's degree from Cincinnati College-Conservatory of Music. He has worked with choirs and opera companies across the United States and Canada and focuses on networking with other local organizations and fundraising.

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.

Amelia Island Opera (AIO), an artist-led organization, is requesting funds to support its 2024-25 season of concerts and operas taking place in different locations throughout Amelia Island. AIO was founded in 2021 by opera singers Victoria Isernia, Robyn Lamp, and John Tibbetts. With three completed seasons of programming, their combined mission is to create opportunities for world-class, emerging vocalists while augmenting cultural opportunities in Nassau County.

Detailed Description:

Funds are being requested to support the following programs in AIO's 2024-2025 season (not an exhaustive list):

1. Amelia Island Opera and Woman's Club of Fernandina Beach present: *Hansel & Gretel*

cockout

- a. Taking place on October 18 & 19, 2024 at the Woman's Club of Fernandina Beach, this operatic fairy tale features six opera singers (Victoria Isernia, Kyaunnee Richardson, Christine Alfano, Lloyd Reshard, Ann Quintero, and Alexis Reed), ballet dancers, and a children's chorus. The opera tells the story of Hansel and Gretel, siblings who find themselves lost in the forest when they stumble upon a house made of gingerbread. Unable to resist temptation, they begin eating the house only to be captured by the witch who lives there. We will offer \$10 student/children tickets for anyone under 18 years of age or anyone with a valid student ID.

2. Amelia Island Opera and Amelia Community Theater present *A Night at the Opera: La dolce vita*

FLKA

- a. Back by popular demand, *Night at the Opera*, taking place on November 1 and 2, 2024 will celebrate Italian culture and music! Presented by Amelia Island Opera at Amelia Community Theater, this concert features five talented opera singers (Robyn Marie Lamp, Kyaunnee Richardson, Victoria Isernia, Minghao Liu, John Tibbetts.) performing a mix of Italian and Neapolitan songs, opera classics from our favorite Italian composers, and classic pop tunes with an Italian twist. Guests will enjoy delicious Italian-inspired hors d'oeuvres, bite-sized desserts, and prosecco while they soak in the melodies and ambiance.

3. Amelia Island Opera presents: *Madama Butterfly* in Concert

- a. AIO will present Puccini's *Madama Butterfly* in concert on April 4 & 6, 2025 at Amelia Plantation Chapel. One of opera's most enduring tales of unrequited love, Puccini's poignant score follows the tragic tale of Cio Cio San, a young Japanese girl who falls in love with American naval officer Pinkerton, with devastating consequences. This opera will be presented in concert format with minimal staging and costumes, and will be accompanied by a 25-piece orchestra conducted by Keith Chambers, Founder & Artistic Director of New Amsterdam Opera in New York City. Casting currently includes internationally-renowned soprano Elaine Alvarez, "powerhouse" mezzo soprano Kristen Choi, and AIO co-founder John Tibbetts.
4. **Amelia Island Opera Concert Series at Story & Song:** In 2023, Amelia Island Opera and Story & Song Center for Arts & Culture strengthened their relationship with the launch of a new annual concert series: *Amelia Island Opera Concert Series at Story & Song*. This series features versatile and intimate concerts in Story & Song's Art Gallery, showcasing a mix of opera, musical theater, art song, chamber music, and more. This season the following concerts will take place:
 - a. ***The Latin Divos*** - Taking place on September 28 and 29, 2024 in celebration of National Hispanic Heritage Month, *The Latin Divos*, featuring Ernesto Cabrera, Fernando Gonzalez and Will Corujo is a pop/opera trio which performs a diverse repertoire from opera to some of the all-time greatest songs with Latin flair. In addition, the violin and saxophone - played by Will - makes them unique in the music genre 'New Latin Pop-Opera' with great recognition from audiences in the North and South American regions and abroad.
 - b. ***Celebrate Love*** - This concert, featuring a quartet of singers that includes AIO's co-founders, will take place on February 8 and 9, 2025 in celebration of Valentine's Day. This concert will be modeled after the popular candlelight concerts where the stage is completely filled with flickering candlelight and provides an ideal opportunity to promote Amelia Island as a romantic destination for couples celebrating Valentine's Day.
 - c. ***Broadway Babies*** - On March 15 and 16, 2025, AIO will present the second iteration of *Broadway Babies*, a fun and upbeat concert of Broadway's greatest hits, brought to life by AIO Co-Founders Victoria Isernia and John Tibbetts, alongside GRAMMY Award-winning vocalist Gabriel Preisser, who is the founder and General Director for Opera Orlando.
5. Other community and children's events, including a children's theater camp, operatic story time, music lectures, and festivals.

How it promotes Tourism:

Throughout our entire 2024-2025 season, we expect to reach at least 5000 individuals, including 300 children, at more than 21 events. Of these people, we anticipate 12% to be from outside Nassau County, with 100 people coming from far enough away to stay in a hotel. We will be hiring over 80 local, regional, and international artists to bring our plans to life on stages throughout the county. Some of these artists will be housed in the homes of our patrons and supporters throughout the island, and others will stay in hotels. Some artists are drawn to the beauty of Amelia Island and bring their families with them, for a hybrid work vacation, utilizing the hotels on the island.

This season, Amelia Island Opera will explore paid advertising around Tallahassee, Orlando, Atlanta, and Savannah in an attempt to draw in audiences from areas outside our county for our events in bigger venues, such as *Hansel & Gretel* and *Madama Butterfly*. As AIO grows into a company that offers multiple fully-staged operas every season, it will become a major attraction for out of town culture and heritage visitors who want to experience something unique and different while visiting, and will more than likely return again and again to experience all that this amazing island has to offer.

With information gathered from 444 respondents on post concert surveys in our most recently completed season, we know that our audiences are:

Age:

65+ (68%)

40-64 (24%)

19-39 (5%)

18 and under (3%)

Race:

95% white

5% hispanic and other

Proposed Goals and Objectives:

A big goal for the AIO team this season is to become further involved in the musical community in northeast Florida. We plan to accomplish this by having our artists participate in educational / community activities while they are here rehearsing and performing. For example, *The Latin Divos* will perform for and answer questions from the 4th and 5th graders at Emma Love Hardee Elementary School. Plans are also underway to have two of our principal artists give masterclasses for the vocal performance majors at Jacksonville University and the University of North Florida. The AIO co-founders jump at any opportunity to talk with and perform for members of our

community at sporting events, camps, festivals, and group meetings. We also actively pursue collaborations and partnerships with other organizations, musical or other, because we believe that both organization's missions can be amplified when we harness the power of collaboration.

Another goal is to grow the number of people we reach by 15%, including residents from outside of Nassau and surrounding counties. To do this, we are offering second and third performance dates to accommodate bigger audiences, we are utilizing new venues with larger capacities, and we are offering our services to other music festivals and concert series in surrounding areas. For example, the AIO co-founders will present a concert at the 2025 Romanza Festivale in St. Augustine, Florida. We will promote AIO's upcoming season at this concert. Last season, we presented a free concert at the Ponte Vedra Beach Library as a part of the Dr. Gerson Yessin Music Series. Many of the attendees of that concert have signed up for our email blasts and have driven up to Amelia Island to hear other performances.

One final goal the AIO co-founders share is to diversify our audiences. We live in a predominantly white area, with recent census numbers showing our community to be 84% white, 6% black, 6% hispanic, and 4% other. We would like the artists on our stages and the people in our audiences to, at the very least, reflect these same percentages. One way we plan to accomplish this is to diversify our casting choices and musical programming, offering a variety of artists and musical themes that will appeal to and reflect the cultures of minority groups in our community.

Economic Impact:

According to the *Arts & Economic Prosperity IV Calculator*, a free and simple tool on the Americans for the Arts website that makes it possible for us to estimate the economic impact of any arts and culture organization, we find that AIO impacts our community in the following ways:

- \$130,000 - The total dollars spent by AIO and our audiences; event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.
- 4.2 - The number of full-time equivalent (FTE) jobs in Amelia Island that AIO and our audiences support. FTE jobs are jobs created and supported by the expenditures made by AIO and/or our audiences.
- \$95,000 - The total dollars paid to community residents as a result of the expenditures made by AIO and/or our audiences.
- \$4,500 - The total dollars received by local and state governments (e.g., license fees, taxes) as a result of the expenditures made by AIO and/or our audiences.

Whenever possible, AIO utilizes local musicians, directors, graphic designers, and actors to bring our performances to life. We want to support local talent with livable wages, creative stimulation, and a friendly, positive, professional work environment. AIO would be nothing without the outstanding artists who work to bring our programming to life and we are proud to keep our independent contractors local, whenever possible. When we are not able to find quality, local professionals for a certain role, we hire from the national and international pool of talented musicians, stage directors, and production professionals.

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.

Location Plan:

AIO partners with local organizations and venues to bring our performances to life. These include Story & Song, Amelia Plantation Chapel, Amelia Island Museum of History, First Baptist Church, and Amelia Community Theater, among others. These locations are in different areas around the island, giving visitors a chance to visit an area they might not have been to. AIO ensures that the venues we use are in compliance with ADA requirements.

Parking/Shuttle/Traffic Plan:

To help alleviate parking congestion, AIO communicates parking information in advance of all events, volunteers help guide and direct traffic, and in certain cases a shuttle bus is hired. The venues and organizations we work with also have parking and traffic policies in place.

Security Plan:

AIO will hire an off duty police officer(s) at any event that has over 350 patrons. Exits at each venue will be clearly marked, and made clear to patrons in the welcome speech for each show.

Health and Safety Plan:

A Board approved readiness plan is in place in case of unsafe weather conditions, natural disaster, terrorist attack, and other situations that may arise. This plan was drawn up utilizing [dPlan|ArtsReady](#), an online emergency preparedness and response tool for arts and cultural organizations.

Special Needs Requirements:

AIO will continue working to ensure that all of its programs are accessible to all members of the community, regardless of their race, ethnicity, gender identity, age, religion, language, abilities/disabilities, sexual orientation, or socioeconomic status. Patrons who use working animals (seeing eye dogs, comfort animals) are given free use of facilities with their assistant animals. AIO concert programs are available in electronic and large print formats, and sign language interpreters and assisted listening devices for amplified sound can be provided upon reasonable timely request. The following statement is listed on the bottom of our website:

It is the policy of Amelia Island Opera to comply with all of the requirements of The Americans with Disabilities Act. To request materials in accessible format, sign language interpreters, and/or any accommodation to participate in our programs and performances, please contact Robyn Lamp at info@ameliaislandopera.org or (904) 556-7342 to initiate your 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

One of the ways Amelia Island Opera builds its audience is by offering a variety of different events for our community. We offer opera, musical theater, art song, jazz, latin music, gospel, folk music, and many other genres in interesting and different venues throughout our community. This variety in programming offers great entry points for those less familiar with opera and/or AIO.

The AIO Marketing plan includes:

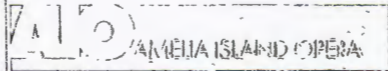
1. Email Marketing Campaigns to a mailing list of 1000. These email campaigns are sent one month, two weeks, and two days prior to the events throughout the season. In addition, a follow up email campaign is sent after the events occur with photos and highlights from the performances to build audience interest for future events. We also include a post-concert survey link in that follow up email. Additionally, any time we collaborate with another organization to produce programming, those performances are included on the email marketing campaigns for the partner organizations.

2. Newsletters: AIO sends information about our upcoming programming to two local newsletters, "The Mouth of Amelia" and "From The Porch" who, in turn, send it to their dedicated email lists of Amelia Island art enthusiasts.
3. Press releases are distributed to all local, regional, and national press outlets six weeks before the AIO performances with solicitation for preview and review articles. Examples of press outlets we submit our press releases to include The News-Leader, Yulee News, The Florida Times-Union, Opera America, The Savannah Tribune, Orlando Sentinel, Tallahassee Democrat, and Atlanta Journal-Constitution.
4. AIO maintains an up to date website with season event information and links to purchase tickets or RSVP for events.
5. Interviews with press outlets are solicited from many of the press outlets listed in #3 above.
6. Advertisements are purchased in the local papers, "The News- Leader," and "The Yulee News." AIO will also run radio ads on WJCT for our larger-venue performances. We are currently working on expanding our paid advertising into Tallahassee, Atlanta, Savannah, and Orlando.
7. Events are listed on online calendars such as Ameliainsland.com, VisitJacksonville.com, visitflorida.com, and News4Jax Community Calendar.
8. AIO maintains an active Social Media presence utilizing Facebook and Instagram.
9. Civic Engagement events: AIO offers new ways for our community to interact with our organization, including music workshops, music lectures, panel discussions, pre-concert talks, and pop-up performances. Plans for our 2024-25 season include a free pop-up performance at Disco Witch Brewing, music lectures for the Newcomers Club of Amelia Island, an Operatic StoryTime at Story & Song, Masterclasses at local schools, and in-school performances.
10. Flyers: AIO prints and distributes flyers around our community

Budget:

AIO is requesting support from the Amelia Island Tourist Development Council (AITDC) in the amount of \$30,000. This money would be used to help pay for our Vocal Soloist Fees, which are budgeted at \$38,850 for the 2024-2025 season. Please find a detailed breakdown of our season budget below, which has grown from year to year. AIO has operated with a modest surplus in revenue for each year we've been in existence. This is due to surpassing ticket revenue and donations, as well as being extremely judicious with expenses. This has allowed us to be more inventive and plan bigger events each season, as we have a pool of cash to pull from if needed.

FY25

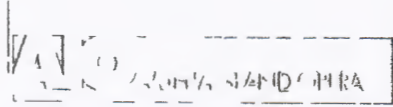


REVENUE	\$ 136,133
EXPENSE	\$ 136,133
SURPLUS/ (DEF)	\$ 0

		FY25
		Budget
REVENUE		\$ 136,133
	Ticket Revenue	\$ 56,900
	Ticket Sales	56,900
	Government Grants	\$ 32,500
	Foundation Grants	\$ 3,000
	Corporate Contributions	\$ 1,000
	Sponsorships	1,000.00
	Individual Contributions	\$ 36,000
	Annual Giving	36,000
	Other Revenue/ In-Kind	\$ -
	Cash on Hand	\$ 6,733
EXPENSE		\$ 136,133
	Artistic Expenses	\$ 90,213
	Professional Fees	\$ 63,118
	Vocal Soloists	38,850
	Instrumentalists	23,268
	Accounting Help	1,000
	Instruments	\$ 800
	Cartage	800
	Equipment & Props & Costumes	\$ 5,900
	Purchase	5,900
	Venue Rental	\$ 1,500
	Rehearsal	500
	Performance	1,000
	Music	\$ 1,000
	Purchase	200
	Rental	800
	Video/Photography/Show Needs	\$ 4,500
	Video/Photography	3,000
	Vendors	1,500
	Travel & Lodging	\$ 8,900

TDC funds included here.

FY25



REVENUE	\$ 136,133
EXPENSE	\$ 136,133
SURPLUS/ (DEF)	\$ 0

	FY25
	Budget
Lodging	1,800
Local Travel	2,000
Flights	3,400
Travel Stipend	1,700
Artistic Contingency	\$ 4,495
Marketing	\$ 9,700
Advertising	2,500
Programs	2,000
Graphic Design	2,000
Radio	2,500
Web Maintenance/Design	200
Other/Program Printing	500
Development	\$ 3,200
Catering	3,000
Fundraising Supplies/Printing	200
G&A Variable	\$ 2,200
Dues & Subscriptions	850
Accounting & Tax Prep	200
Licenses, Fees, Permits	150
Temporary Work	1,000
G&A Fixed	\$ 26,560
Salaries	\$ 20,000
Artistic	20,000
Supplies	1,500
Storage	300
Communication	\$ 500
Postage and Shipping	500
Miscellaneous	\$ 2,000
Banking/PayPal Fees	\$ 175
Contingency	\$ 2,085
Surplus/ (Deficit)	



SPONSORSHIP AGREEMENT
**NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND
STORY & SONG CENTER FOR ARTS & CULTURE, INC.**

This Sponsorship Agreement (“Agreement”) is entered by and between the Nassau County Board of County Commissioners (“County”) and Story & Song Center for Arts & Culture, Inc. (“Organization”) and overseen by the Amelia Island Convention and Visitors Bureau (“AICVB”) on behalf of the County for the purpose of promoting and conducting a Festival of Stories & Song, January 30, 2025 – February 2, 2025 (“Event”).

SECTION 1. Organization’s Responsibilities.

- 1.1 The Organization shall hold the Event which shall consist of a Festival of Stories & Song as outlined in the Request for Sponsorship (“Exhibit A”). The Event shall begin on January 30, 2025 and conclude on February 2, 2025. The Event dates may change so long as the Organization and the AICVB agree in writing on such change at least two (2) weeks in advance of the Event.
- 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 promote at least one Amelia Island Hotel on the Organization’s website, and 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. 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 fulfillment of the terms of this Agreement, the County shall provide to Organization a sponsorship in the amount of Ten Thousand Dollars and 00/100 (\$10,000.00) (“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 14th Street, Suite 200
Fernandina Beach, Florida 32034
(904) 277-4369

FOR ORGANIZATION:

ATTENTION:

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, 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.

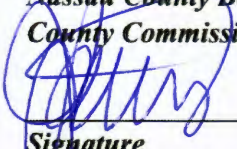
15.1 This Agreement shall be deemed to have been executed and entered into within the State of Florida and any dispute arising hereunder, shall be governed, interpreted and construed according to the laws of the State of Florida, the Ordinances of Nassau County, and any applicable federal statutes, rules 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.

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

11-18-24

Date

*Story & Song Center for Arts & Culture,
Inc.*

Mark Kaufman

Signature

~~XXXXXXXXXXXX~~ Mark Kaufman

Printed Name

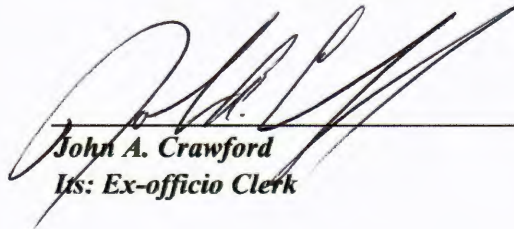
~~Executive Director~~ Co-Founder

Title

10/3/2024

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



Signature

Gil Langley

Printed Name

President

Title

10/2/2024

Date

AMELIA ISLAND

COME MAKE MEMORIES[®]

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) or mailed/hand delivered to 1750 South 14th Street, 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/Project/Program: Fernandina Beach Songwriters Festival, LLC

Event/Project/Program Date(s): April 10th-13th 2025

Event/Project/Program Location(s): Downtown Fernandina Beach Florida

Funding Amount Requesting: \$10,000.00

Event/Project/Program Host/Organizer/Applicant: Fernandina Songwriters Foundation

Event/Project/Program Host/Organizer/Applicant Address: 23583 Bahama Pt #1517

Contact Person: Sean McCarthy

Address: 23583 Bahama Pt #1517 FB Fl 32034

Phone: 904-415-0395

Email: capt.spmc@gmail.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.

Alexandra Maddox 904-556-1759 Tammy King 615-579-5816

Sean McCarthy 904-415-0395 Susie Bridwell 904-556-1959

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.

See attached

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.

See attached

See attached

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.

See attached

See attached

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: Alexandra Maddox Digitally signed by Alexandra Maddox
Date: 2024.06.25 13:48:01 -04'00'

Date: 6/25/24

Internal Use Only:
Date Received: <u>6/25/24</u>
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: <u>\$10,000</u> <u>unmailed 8/1</u>

Attachment A:

The Fernandina Beach Songwriter Festival will be held April 10th-13th, 2025. This is our third year organizing the event and each year the attendance has grown. We plan to bring in approximately 20 Nationally recognized songwriters from around the country to Amelia Island. The event will be held in downtown Fernandina Beach at various locations including The Green Turtle, Marlin & Barrel, St. Peters Episcopal Church, The Alley at AIBC, Amelia River Cruises and Hymann Williams Realty. The Songwriters will perform multiple times at the local venues. Some performances are free to the public while others are ticketed events.

The event brings in attendees from inside and outside the State of Florida. These attendees stay at local hotels and B&B's and visit local restaurants, bars and retail shops. Since it is a three day event, attendees stay multiple nights. The economic impact to local businesses was huge the last two years. Many of the performances last year were standing room only. Since a large number of attendees come from out of town, they stay at local hotels and eat, drink and shop locally. Attendees that live in the area also frequent the local downtown businesses. Since the Festival goes from noon until 11pm, local attendees are spending the entire day downtown and spending money in local businesses.

We will advertise the event through the TDC resources, social media sites, The Newsletter, The Islander Magazine and other news outlets outside of the Fernandina Beach area. We will also advertise on River City Live. Last year we teamed up with Lucky Money Entertainment. They provided advertising through their media outlets and hosted a Songwriter round at The Local in Nashville, TN. It was standing room only at the Event. The individual Songwriters also help advertise the Festival through their social media accounts.

We bring in a variety of Songwriters with different backgrounds and musical genres. For this reason, the audience varies greatly in age and travel from various locations. Songwriter Festivals are becoming increasingly popular. The attendees seek out these types of festivals because it gives them a chance to interact with musicians they would otherwise likely never meet.

Each year we become more widely known and are now having artists reach out to us and ask to be included in the Festival. We also have many return attendees. It will become larger each year.

In 2024, we formed the non-profit organization Fernandina Songwriters Foundation. We were able to go into the Nassau County Schools and have a workshop for local students. The group Troubadour Blue hosted a question and

answer session for local students that were interested in getting into the music industry. We also awarded a \$5,000.00 scholarship to a high school student to be used toward her college expenses.

Attachment B:

We do not anticipate any need for additional parking, shuttle service or security. All the venues are located in downtown Fernandina and within walking distance of the hotels. Our Songwriters will be staying downtown at the Hampton Inn. We encourage attendees to also stay at downtown hotels and B&B's so they can access venues easily. Local attendees rely on their personal vehicles and utilize local parking areas. The venues for 2025 are The Green Turtle, St. Peters Episcopal Church, The Alley at AIBC, Marlin & Barely and Heymann Williams Realty.

Attachment C:

The TDC sponsorship will help cover the cost of the Artists pay. This is the most important part of the Festival since getting Nationally recognized Songwriters brings in more attendees. The marketing and advertising budget will be used to promote the Festival, bring in attendees and procure additional sponsorship.

Our Media plan includes the following:

- Distribute posters to local businesses including hotels, the Welcome Center, the Chamber of Commerce and grocery stores, restaurants, bars and local retail shops.
- Banner across 8th Street
- Social media advertising, paid and free
- Local newspapers and magazines
- Live performances on local tv programs including River City Live
- Individual Artists will advertise on their social media accounts
- Email blasts to past attendees
- Partnership with Lucky Money Entertainment for additional advertising resources and special events.
- Advertising in National Magazines such as Southern Living and Garden and Gun if funds allow.

PROPOSED BUDGET 2025

Expenses:

Artists	\$20,000.00
Advertising & Marketing	\$15,000.00
Sound Company	\$10,000.00
Insurance	\$1,000.00
Hotel Rooms for Songwriters	\$5,000.00
Venue Rentals	\$5,000.00
Boat Rental	\$1,500.00
Website Updates	\$500.00
Food & Beverages for Green Room	\$1,500.00
VIP Reception	\$2,000.00
Promotional Materials	\$8,000.00
Festival Merchandise for sale	\$6,000.00
Transportation for Songwriters	\$800.00
VIP Bags	\$700.00
Supplies	\$1,500.00
Legal and Accounting	\$1,500.00
	<hr/>
	\$80,000.00

Income:

Investment by FBSF	\$5,000.00
Additional Sponsorship	\$30,000.00
Merchandise Sales	\$10,000.00
Ticket Sales	\$25,000.00
TDC Sponsorship	\$10,000.00
	<hr/>
	\$80,000.00

RESOLUTION NO. 2024- 171

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO SPONSOR THE STORY & SONG CENTER FOR ARTS & CULTURE, INC. FINDING THAT THE USE OF TOURIST DEVELOPMENT TAX REVENUES FOR SAID PURPOSE WILL ENHANCE VISITOR EXPERIENCES AND PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA; FURTHER PROVIDING FOR CERTAIN LEGISLATIVE FINDINGS; AND AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the Board of County Commissioners (BOCC), levies and imposes a tourist development tax to promote through marketing and advertising Amelia Island and to increase tourist-related business activities; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC established the Amelia Island Tourist Development Council (AITDC) as an advisory board to oversee the development and marketing of Amelia Island and the expenditure of the tourist development tax revenues; and

WHEREAS, the tourist development tax revenues received by Nassau County are restricted funds and the expenditure of those funds shall comply with Section 125.0104, Florida Statutes, the Florida Administrative Code, Sections 30-61 through 30-68 of the Nassau County Code of Ordinances, and AITDC Policies as approved by the BOCC; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC has contracted with the Amelia Island Convention and Visitors Bureau (AICVB) to execute the marketing of Amelia Island as a world-class tourism destination; and

WHEREAS, on September 24, 2024, by Resolution 2024-153 *mik*, the AITDC recommended to the BOCC the sponsorship of Story & Song Center for Arts & Culture, Inc., (hereinafter "Sponsorship") and by doing so the AITDC found that said Sponsorship is a tourism-related activity that will assist in the promotion of Amelia Island and Nassau County, Florida, as required by Section 125.0104, Florida Statutes. A copy of said Resolution is attached hereto and incorporated herein as Exhibit "A"; and

WHEREAS, based upon the recommendation of the AITDC, the BOCC hereby finds that the utilization of tourist development tax revenues to fund new and enhanced events like the Sponsorship is an integral aspect of successful tourism development in Nassau County, Florida.

NOW, THEREFORE, BE IT RESOLVED by the BOCC, as follows:

SECTION 1. FINDINGS. The above findings are true and correct and are hereby incorporated herein by reference.

SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. Based upon the recommendation of the AITDC as set forth in the AITDC Resolution attached hereto and incorporated herein as Exhibit "A", the BOCC finds that the use of tourist development tax revenues for the Sponsorship is a tourism-related activity and will assist in the promotion of Amelia Island and Nassau County, Florida, and is consistent with Section 125.0104, Florida Statutes and Sections 30-61 through 30-68 of the Nassau County Code of Ordinances.

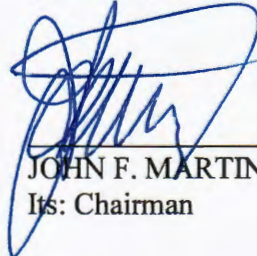
- b. Based upon the above finding, the BOCC authorizes the use of tourist development tax revenues to fund the Sponsorship as referenced in Exhibit "A" as a means to promote tourism of Amelia Island and Nassau County, Florida, and said amount shall be paid from the AITDC budget as follows:

Sponsorship: STORY & SONG CENTER FOR ARTS & CULTURE, INC.
Date: January 30, 2025 – February 2, 2025. Amount: \$10,000

SECTION 3. EFFECTIVE DATE. This Resolution shall take effect immediately upon its passage.

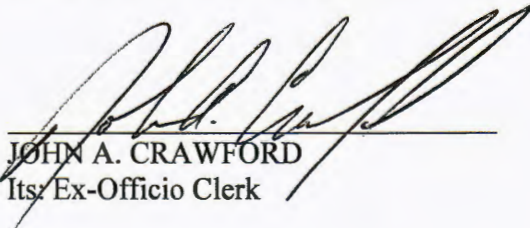
DULY ADOPTED this 18th this day of November, 2024.

**BOARD OF COUNTY COMMISSIONERS
OF NASSAU COUNTY, FLORIDA**



JOHN F. MARTIN, MBA
Its: Chairman

Attest as to Chairman's Signature



JOHN A. CRAWFORD
Its: Ex-Officio Clerk

Approved as to form by the
Nassau County Attorney:

Denise C. May

DENISE C. MAY

EXHIBIT "A"

MK

AITDC RESOLUTION NO. 2024-153