



## **SPONSORSHIP AGREEMENT**

### **NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND THE ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC.**

This Sponsorship Agreement (“Agreement”) is entered by and between the Nassau County Board of County Commissioners (“County”) and ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, 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 an event on May 2, 2025 through May 4, 2025. (“Event”).

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

- 1.1** The Organization shall hold the Event which shall consist of a concert as outlined in the Request for Sponsorship (“Exhibit A”). The Event shall be held May 2, 2025, through May 4, 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.

- 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.ameliasland.com](http://www.ameliasland.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 Twenty-Five Thousand Dollars and 00/100 (\$25,000.00) (“Sponsorship Amount”) for the 2025 Event. 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 the 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:**

Dawn Lunt - Treasurer  
ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC  
P.O. Box 6146  
Fernandina Beach, FL 32035  
(904) 261-2114

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.**

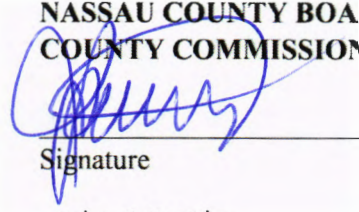
**16.1** This Agreement sets forth the final and complete understanding of the parties. It is understood and agreed that there are no other representations with respect to this Agreement and this Agreement supersedes all prior discussions, agreements and

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

11-18-24

Date

**ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC.**

*Dawn A. Lunt*

Signature

Dawn Lunt

Printed Name

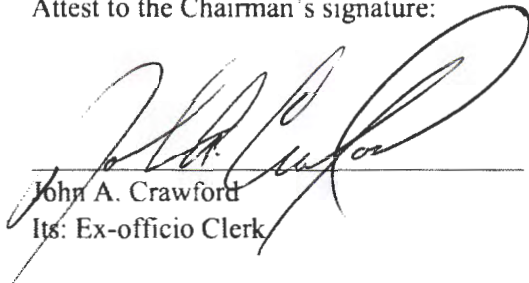
Treasurer

Title

10/25/2024

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

Title

10/25/2024

Date



EXHIBIT A

# 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](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: Isle of Eight Flags Shrimp Festival

Event/Project/Program Date(s): May 2, 3 & 4. 2025 Parade May 1st

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

Funding Amount Requesting: \$25,000

Event/Project/Program Host/Organizer/Applicant: Isle Of Eight Flags shrimp Festival, Inc. (Committee)

Event/Project/Program Host/Organizer/Applicant Address: P.O. Box 6146 Fernandina Beach, FL 32035

Contact Person: Dawn Lunt, Treasurer

Address: same as above

Phone: 904-206-0069

Email: treasurer@shrimpfestival.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.

see attached sheets

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 sheets for all questions on this page

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.

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.

**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: Dawn A. Lunt, TRES

Date: 8/29/2024

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.

**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.**

**RESPONSE:**

The 60<sup>th</sup> Isle of Eight Flags Shrimp Festival (Shrimp Festival) will be held May 2-4, 2025 with a community-wide parade scheduled as the kickoff event for the weekend on Thursday, May 1. The Shrimp Festival is a volunteer organization managed by an Executive Board including: chairman, vice chairman, treasurer, assistant treasurer, secretary, assistant secretary and five other members. In addition to the Board, there are 19 directors who are responsible for successfully executing the tasks such as logistics, food booths, merchandise and publicity. The members of the Board and Directors volunteer their time throughout the year to plan for the annual festival.

The members of the Board and directors are representative of the community as they participate in other organizations, live both on and off the island, and are committed to promoting Amelia Island and the Shrimp Festival as a premier destination for visitors.

Sponsors for the 2024 Shrimp Festival included: Baptist Medical Center Nassau, XL Custom Carts, VyStar, IQ Fiber, Hampton Inn, Residence Inn and Chick-fil-a to name a few. Note that some sponsors provide a financial contribution while others provide an in-kind contribution. See attached our Sponsors page from our website which includes links to the sponsors' websites.

**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.**

**RESPONSE:**

The goals of the Shrimp Festival are to:

- Attract visitors to Amelia Island and the surrounding area for the Shrimp Festival, and as a result of those efforts, enhance cultural, business and retail activity during non-festival periods.
- Promote the Shrimp Festival to other markets.
- Make a positive contribution, whether tangible or intangible, to the quality of life on Amelia Island and the surrounding area.

Research provided from CVB for the 2024 Shrimp Festival showed that the three-day festival made an economic impact when including indirect and induced effects of the direct spending, the total economic impact of people attending who live outside of Nassau County was \$15,234,600. The research also showed that of the over estimated 100,000 visitors to the Shrimp Festival 54% were from outside of Nassau County. The festival promotes tourism to Nassau County, as the majority of attendees are from outside the area.

The 2025 festival begins on Thursday, May 1 with a parade to celebrate the community and their love for the Shrimp Festival. The parade is expected to include over 100 entries from various

organizations including government officials, schools, sporting teams, local businesses, and more. The excitement of the parade begins early in the day as local merchants host special sales and locals are known to put their chairs by the parade route early in the day. The theme for the 2025 Shrimp Festival parade is: *Diamonds are a Shrimp's Best Friend: Celebrating our 60<sup>th</sup> Jubilee*. After the parade, the Shrimp Festival partners with Sounds on Centre to host a band to close out the day.

The Shrimp Festival will be held May 2-4 with the footprint in historic downtown Fernandina Beach on Amelia Island, spanning 16 city blocks from the waterfront to 8<sup>th</sup> Street, and north to Alachua St. and south to Ash St. The festival includes fine arts, food vendors, entertainment, kids' fun zone, and new for 2025 will be Nassau Place, a marketplace located on S. 5<sup>th</sup> St, which will be open to local Nassau County small businesses and non-profits. There is already excitement in the community about this new section of the Shrimp Festival.

**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.**

**RESPONSE:**

The Shrimp Festival Committee works in collaboration with the City of Fernandina, law enforcement and partner agencies to develop and execute a plan to provides safety measures for local residents as well as visitors to the festival.

Information about the Shrimp Festival is publicized on our website, social media, as well as The Essentials magazine which is available in the local newspaper. Local merchants and residents in the footprint of the Shrimp Festival receive a letter that is personally delivered by a member of the Shrimp Festival Committee which details key information for living and working in the area of the festival.

Signage is posted in advance of the Shrimp Festival to promote awareness of parking and road closures.

The City of Fernandina Beach police department and other agencies are invited to attend the Shrimp Festival meetings throughout the year.

The City of Fernandina Beach law enforcement coordinates protective services with Nassau County Sheriffs' Department as well as other units if needed. The Shrimp Festival contracts with a private security company for additional coverage throughout the festival.

After the festival, there is a debriefing to identify areas of improvement for future festivals and to acknowledge what went well.

Shrimp Festival committee members have access to radios to communicate throughout the festival and to notify law enforcement if needed.

Note: Please see the attached documents with additional information about transportation, maps, road closures, etc.

**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.**

**RESPONSE:**

The Shrimp Festival Executive Board is willing to work with CVB to determine how the funds would be used to support the Shrimp Festival. Options would be to support the overall expense of the festival or to designate CVB as a sponsor for a specific segment of the festival. Some examples could include: the purchase of new Shrimp Festival signs for Centre and 8<sup>th</sup> Streets, having a national music headliner on Saturday, or paying the fees for the shrimp boat that will be available for walk on tours.

The shrimp boat will be docked at the marina and available throughout the festival to tour at no cost to the general public. This will be a unique opportunity, especially for children attending, to learn about the shrimping industry.

The festival is promoted throughout the year on social media, brochures at the visitor's center, the Fernandina Pirates Club, and the festival webpage. An increased presence on social media is planned for the 60<sup>th</sup> Shrimp Festival.

Signs are placed on Centre Street and 8<sup>th</sup> Streets. The webpage and social media will include information on how to apply to submit the t-shirt design, to apply as a vendor and food booth operator. The Island Art Association promotes the festival and coordinates the application process for fine art vendors.

**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.

**RESPONSE:**

The 2025 budget shows the projection of festival income and expenses. The budget has been approved by the Executive Board, and the Directors (voting body) will approve it at the September Shrimp Festival Committee meeting. Please note: a deficit is shown and Sponsors Income does NOT include the amount requested in this grant, as the approval of the grant is unknown, and we didn't want the budget figures skewed if the grant is denied. We do have residual funds to cover the projected deficit if needed.

Our event is a FREE event, no tickets are required to attend.

**Isle of Eight Flags Shrimp Festival, Inc**  
**Profit & Loss Budget**  
 January through December 2025

	Jan - Dec 25
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Antiques, Vintage &amp; Small Bus</b>	
Antique Booth Fees	13,500.00
Nassau Small Bus Booth Fees	7,400.00
<b>Total Antiques, Vintage &amp; Small Bus</b>	20,900.00
<b>ATM Revenue</b>	1,700.00
<b>Beverage / Alcohol Sales</b>	
Beer Sales	60,000.00
Water Sales	2,100.00
<b>Total Beverage / Alcohol Sales</b>	62,100.00
<b>Fine Arts &amp; Crafts Sales Commis</b>	42,000.00
<b>Food Booths</b>	
Booth Fees	4,500.00
Food Booth Sales Commissions	50,000.00
<b>Total Food Booths</b>	54,500.00
<b>Kid's Area - Fun Zone</b>	
KFZ Commissions	7,000.00
KFZ Space Fees	3,500.00
<b>Total Kid's Area - Fun Zone</b>	10,500.00
<b>Other Income</b>	
Miscellaneous	2,000.00
<b>Total Other Income</b>	2,000.00
<b>Parade Income</b>	7,000.00
<b>Parking Revenue</b>	
Parking Revenue	6,000.00
<b>Total Parking Revenue</b>	6,000.00
<b>Shrimpers</b>	
Best Decorated Boat Contest	3,000.00
<b>Total Shrimpers</b>	3,000.00
<b>Sponsors</b>	
Banners	2,000.00
Special (Local) Sponsors	4,000.00
Student Art tent	2,500.00
Sponsors - Other	87,000.00
<b>Total Sponsors</b>	95,500.00
<b>T-Shirt &amp; Merchandise Revenue</b>	
Event Sales	95,000.00
Post Sales	1,000.00
Pre-Sales	6,500.00
<b>Total T-Shirt &amp; Merchandise Revenue</b>	102,500.00
<b>YMCA Shrimp Run</b>	250.00
<b>Total Income</b>	407,950.00
<b>Gross Profit</b>	407,950.00
<b>Expense</b>	
<b>Advertising</b>	
Banners	500.00
Brochure	2,500.00
Internet/Digital Ads	250.00
Photography	1,500.00

**Isle of Eight Flags Shrimp Festival, Inc**  
**Profit & Loss Budget**  
 January through December 2025

	Jan - Dec 25
Poster - Set-up & Design	400.00
Print Ads	2,000.00
Rack Cards	800.00
SF Sponsorships	2,500.00
<b>Total Advertising</b>	<b>10,450.00</b>
Annual Report	65.00
Antiques	1,000.00
Auto	500.00
Bank Charges	400.00
<b>Beverages - Alcohol Expenses</b>	
<b>Beer Stations Expenses</b>	
Beer Expense	13,500.00
Beer Fencing & Tents	3,500.00
Security	7,000.00
zSales Tax Included in Sales	4,000.00
Beer Stations Expenses - Other	8,000.00
<b>Total Beer Stations Expenses</b>	<b>36,000.00</b>
<b>Water Expenses</b>	
zSales Tax Included in Sales	250.00
Water Expenses - Other	700.00
<b>Total Water Expenses</b>	<b>950.00</b>
<b>Total Beverages - Alcohol Expenses</b>	<b>36,950.00</b>
<b>City Of Fernandina Beach</b>	
Drinks - Police & Fire/EMT	400.00
Fire/EMS	12,000.00
Police	28,000.00
City Of Fernandina Beach - Other	1,500.00
<b>Total City Of Fernandina Beach</b>	<b>41,900.00</b>
<b>Committee Expenses</b>	4,000.00
Communication	3,000.00
Conferences & Meetings	500.00
Contest Supplies	250.00
Donations to Local Charities	15,000.00
Dues & Subscriptions	750.00
Electrical Expense	500.00
<b>Entertainment</b>	
Children's Entertainment	9,200.00
Hospitality & Supplies	500.00
Performing Artists	30,000.00
Production Expense	39,200.00
<b>Total Entertainment</b>	<b>78,900.00</b>
Entertainment Equipment Rental	3,000.00
Entertainment Music License	1,000.00
Fine Arts & Crafts Expenses	2,500.00
Fireworks	9,000.00
<b>Food Booth Expense</b>	
Equipment Rental	3,500.00
Grease Disposal	200.00
Office Supplies, Stamps	100.00
Overnight Security	1,750.00
Food Booth Expense - Other	300.00
<b>Total Food Booth Expense</b>	<b>5,850.00</b>
Franchise Fee - City	1.00
Gifts Given	600.00
Heritage/Shrimpers expense	3,500.00



**Isle of Eight Flags Shrimp Festival, Inc**  
**Profit & Loss Budget**  
 January through December 2025

	Jan - Dec 25
Hospitality & Volunteer Expense	1,500.00
Insurance	24,000.00
Kid's Fun Zone Area Expense	3,000.00
Licenses	100.00
Logistic Expense	1,250.00
Meals & Entertainment	4,500.00
Misc	250.00
Miss Shrimp Festival Pageant	2,500.00
Office Supplies	250.00
Parade Expenses	5,750.00
Pirates Fees/Expense	3,000.00
Port-O-Let Rental	15,500.00
Post Office Box Fee	300.00
Postage	100.00
Printing	2,250.00
Professional Services	1,500.00
Rental Expense	7,000.00
Repairs & Maintenance	100.00
Security Expense (Overall Fest)	5,000.00
Set-up/Break Down Expense	6,000.00
Shrimp Boat Award	3,000.00
Shrimp Boat Tours	11,000.00
Shrimpers Dinner	1,500.00
Shrimpers Fuel Reimbursement	3,000.00
Sponsor Expense	
Banners	500.00
Sponsor Expense - Other	6,000.00
<b>Total Sponsor Expense</b>	<b>6,500.00</b>
Storage	10,000.00
Supplies	1,000.00
T-shirt & Merchandise Expenses	
T-Shirt & Mdse expense	47,500.00
T-Shirt Design	1,500.00
T-Shirt Tent Rental	1,000.00
zCredit Card fees	1,750.00
zSales Tax Included In Sales	7,500.00
T-shirt & Merchandise Expenses - Other	4,000.00
<b>Total T-shirt &amp; Merchandise Expenses</b>	<b>63,250.00</b>
Transportation Expenses	
Parking Expense	2,000.00
Shuttle Buses	12,000.00
Traffic Control Expenses	2,500.00
<b>Total Transportation Expenses</b>	<b>16,500.00</b>
Travel	1,000.00
Utilities - HQ	84.00
Website	
Website Store	350.00
Website - Other	3,000.00
<b>Total Website</b>	<b>3,350.00</b>
<b>Total Expense</b>	<b>423,650.00</b>
<b>Net Ordinary Income</b>	<b>-15,700.00</b>
Other Income/Expense	
Other Income	
Dividend Income - EJ	100.00
Interest Inc	1,500.00
	<b>1,600.00</b>

**Isle of Eight Flags Shrimp Festival, Inc**  
**Profit & Loss Budget**  
January through December 2025

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	Jan - Dec 25
Total Other Income	<u>1,600.00</u>
Net Other Income	<u>1,600.00</u>
Net Income	<u><u>-14,100.00</u></u>

# Amelia Island CVB

## Economic Impact of Shrimp Fest 2024

May 2<sup>nd</sup> – 5<sup>th</sup>, 2024



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## Total Economic Impact

# \$15,234,600

When including indirect and induced effects<sup>1</sup> of direct spending<sup>2</sup>, the total economic impact of people attending Shrimp Fest who **live outside** of Nassau County was \$15,234,600.

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<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

## Direct Spending

# \$11,541,400<sup>1</sup>

People who **live outside** of Nassau County spent \$11,541,400<sup>1</sup> during Shrimp Fest.

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<sup>1</sup>On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

## Out-of-County Visitors

# 25,830

Including overnight visitors and day trippers, there were 25,830 unique<sup>1</sup> individuals from outside Nassau County who attended Shrimp Fest.<sup>2</sup>

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<sup>1</sup>An attendance figure, provided by the Shrimp Fest coordinators, of 101,000 attendees was used for this report. However, some people attend multiple days of the event. Unique attendees accounts for this and reflects the actual number of people who attended the event.

<sup>2</sup>8,940 attendees stayed overnight in paid accommodations.

## Room Nights

# 9,600

Vendors and attendees who **live outside** of Nassau County spent 9,600 nights in hotels, motels, and vacation rentals while attending Shrimp Fest.

# Event Attendees - Visitors vs. Locals







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## Out-of-County Attendee Profile

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