



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

This Sponsorship Agreement ("Agreement") is entered by and between the Nassau County Board of County Commissioners ("County") and Fernandina Beach Main Street Foundation, Inc. ("Organization") and overseen by the Amelia Island Convention and Visitors Bureau ("AICVB") on behalf of the County for the purpose of promoting and conducting various dated events as listed in Exhibit "A" ("Events").

SECTION 1. Organization's Responsibilities.

- 1.1 The Organization shall hold the Events referenced in the "Event/Project/Program Sponsorship Application", a copy of which is attached hereto and incorporated by this reference as Exhibit "A".
- 1.2 For the Event known as the "Holiday Lighting Project" listed in Exhibit "A", the Organization shall install holiday lighting as follows:
 - 1.2.1 The Organization shall provide all lighting and garland necessary to provide lighting and decorations consistent with the prior Holiday Lighting used in 2024;
 - 1.2.2 The Organization shall have the lights turned on the night of November 27, 2025 at dusk and operate through January 2, 2026. The Organization shall remove all building and tree lighting by January 31, 2026;
 - 1.2.3 The Organization shall install on 189 trees on Centre Street, Fernandina Beach, Florida from Front Street to 8th Street with white holiday lights and the installation of white holiday lights on the building rooflines on Centre Street, Fernandina Beach, Florida from Front Street to 8th Street as well as the commercial and government buildings along 2nd Street, 3rd Street and 4th Street from Ash Street (one block

South of Centre Street) to Alachua (one block North of Centre Street);

- 1.2.4 The Organization shall install holiday lights on three (3) oak trees located at the Lesesne House, 415 Centre Street, Fernandina Beach, Florida, and trace lighting on the Lesesne House outlining the structure's frame;
- 1.2.5 The Organization shall install holiday lights on three (3) trees located at City Hall, 204 Ash Street, Fernandina Beach, Florida, and trace lighting on the City Hall building outlining its frame;
- 1.2.6 The Organization shall install garland on the upper railing of the Historic United States Postal Service building, located at 401 Centre Street, Fernandina Beach, Florida, from end to end, with a slight droop in the middle and shall trace garland around the openings, end to end with a slight droop in the middle, of the three (3) lower level doors;
- 1.2.7 The Organization shall install garland on the upper railing of the Historic Nassau County Courthouse, located at 416 Centre Street, Fernandina Beach, Florida, from end to end, with a slight droop in the middle and shall trace garland around the openings, end to end with a slight droop in the middle, of the three (3) lower level doors;
- 1.2.8 The Organization shall be responsible for all necessary equipment for the Holiday Lighting Project and this shall include but not be limited to, brackets, power cords, etc.;
- 1.2.9 The Organization shall have a certified electrician on call to work with any high voltage issues that may arise and comply with and meet all national and local electrical codes;
- 1.2.10 The Organization shall be responsible for all service calls due to outages, faulty power, installation issues, and damage;
- 1.2.11 The Organization shall be responsible for coordinating the use of any existing electrical infrastructure as may be owned by the City of Fernandina Beach; and

1.2.12 The Organization shall provide all materials, hardware, labor, installation, maintenance, and removal of the holiday lights and garland and shall be responsible for any costs associated therewith.

- 1.3 Pursuant to Exhibit “A”, the first Event contemplated under this Sponsorship Agreement shall begin on July 14, 2025, and the last Event shall conclude on January 31, 2026. 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.
- 1.4 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.
- 1.5 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.
- 1.6 The Organization shall obtain all necessary permits, approvals, and venues for the conducting of the Events and related activities.
- 1.7 The Organization shall provide all necessary equipment for the Events.
- 1.8 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.
- 1.9 The Organization shall be responsible for all merchandise sales.
- 1.10 The Organization shall be responsible for all sponsorship sales.
- 1.11 The Organization shall be responsible for providing a safe environment for all participants and spectators.
- 1.12 The Organization shall provide all Event staff.
- 1.13 The Organization shall be responsible for implementing a parking system for the Events in a safe and efficient manner and in cooperation with the County, municipality, or appropriate authority.
- 1.14 The Organization shall provide on-site medical personnel or have a medical plan prepared.

- 1.15** 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.
- 1.16** If the Events are held on County-owned property or if the County is co-participating in the Events, 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 Events 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.
- 1.17** The Organization shall submit to the AICVB a Post Event Report within forty-five (45) days following each Event.

SECTION 2. AICVB’s Responsibilities.

- 2.1** The AICVB shall provide a link to the Events webpage on www.ameliaisland.com. The Event posting should include the Events schedules 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 Events (as applicable).
- 2.2** The AICVB shall share responsibility with the Organization for the promotion of the Events 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 Two Hundred and Fifty Thousand Dollars (\$250,000.00) (“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 Events. Notwithstanding County's payment of the Sponsorship Amount prior to the Events, 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 Events 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 Events 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 Events.

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 Events.

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 April 30, 2026.

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 an 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 an 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:

Fernandina Beach Main Street Foundation, Inc.

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.

[Remainder of this page is intentionally left blank.]

CM 3935

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**

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

Signature

Signature

~~XXXXXXXXXXXX~~ Jeff Gray

~~Robert Ferreira~~ Michael Brooks

Printed Name

Printed Name

~~Chairman~~ Vice-Chairman

~~Treasurer~~ Secretary.

Title

Title

7-14-25

6/12/2025

Date

Date

Attest to the Chairman's signature:

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

Mitch L. Keiter

Its: Ex-officio Clerk

Denise C. May, Esq., ECS

Denise C. May, County Attorney

Amelia Island Convention and Visitors Bureau

Signature

Gil Langley

Printed Name

President

Title

6/10/2025

Date



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 Main Street Event Sponsorship

Event/Project/Program Date(s): Various dates in 2025 through January 31, 2026

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

Funding Amount Requesting: \$250,000.00

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

Event/Project/Program Host/Organizer/Applicant Address: 309 ½ Centre St, Fernandina Beach, FL 32034

Contact Person: Lori Huppmann, Executive Director

Address: PO Box 5, Fernandina Beach, FL 32035

Phone: (904)624-7147

Email: director@fernandinamainstreet.com

Event/Project/Program Information

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

2024-25 Board & Council Contact Information and 2025 Main Street Partner/Sponsor List attached.

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

On behalf of Fernandina Beach Main Street (FBMS), I respectfully submit this request for funding from the Nassau County Tourist Development Council (TDC) to assist in our mission to promote and enhance our vibrant community through events and marketing initiatives.

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

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

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

We are seeking funding in the amount of \$250,000 to support our 2025-2026 events, projects, and marketing campaign. This funding will greatly contribute to the success of our programs and enable us to achieve our goals more effectively. Allow me to outline how this financial support will be utilized:

Events:

Preservation on Main Street Conference: Fernandina Beach Main Street is hosting the 2025 Preservation on Main Street conference, a prestigious annual event co-organized by Florida Main Street and the Florida Trust for Historic Preservation. This conference emphasizes the critical connection between historic preservation and economic vitality, bringing together approximately 350 preservationists and Main Street leaders from across Florida. From July 14 to 18, 2025, attendees will engage in educational sessions at the historic First Presbyterian Church and Memorial United Methodist Church, while evening events will showcase Fernandina Beach's unique character through local venues like Duck Pinz, The Florida House Inn, and Gregor MacGregor Mini Links and Drinks and the new Pavillion. The conference will conclude with the Secretary of State Awards, followed by local tours on Friday. Hosting this event will provide a significant economic boost, as attendees will dine at local restaurants, shop at small businesses, stay at our local lodging and participate in local tours and entertainment.

Island Hop Craft Beer & Spirits Festival (IHCBSF): Our signature event, held on the first Saturday in October, draws thousands of visitors each year, showcasing local craft breweries and distilleries as well as local merchants and restaurants. This year, we are excited to expand our reach by adding the word "spirits" to our name, inviting a broader audience beyond brewers and beer enthusiasts. This event has also expanded to include a pre-party for brewers and attendees, an after party at a downtown location, and a Sunday brunch experience, making it a weekend experience. Local bed & breakfast establishments and hotels are promoted on the event webpage as lodging options for this event. Main Street coordinates special Weekend Lodging Packages with our partners by offering ticket pricing incentives with a room booking. The funding will be

allocated to marketing this event, event logistics, permits, entertainment, and infrastructure enhancements. The expected attendance is 2,000 people.

Attendance records show that over 100 zip codes from throughout Florida, Georgia, and beyond were represented at the 2024 festival. The festival committee is currently engaging with brewers and distillers from other regions of Florida and Georgia to recruit them to join the 2025 IHCBSF. Brewers and distillers from more distant locations provide us with the opportunity to market the festival to their customer base. This new market now has a reason to experience Amelia Island for the very first time while attending the craft beer & spirits festival.

Seasonal Celebrations: A variety of seasonal events are strategically planned throughout the year to drive community engagement, support local businesses, and boost economic activity. Our signature events include the popular Pajama Party Black Friday event and seasonal themed Sip & Shops. This past year, we were excited to introduce our new Sip & Treat event, featuring a costume contest to enhance the festive atmosphere and attract a broader audience. In 2025, we are planning to align Sip & Treat with the influx of visitors attending the Florida-Georgia game in nearby Jacksonville, encouraging extended stays and increased local spending. Tourist Development Council funding will help support event coordination and promotion, decorations, and essential equipment to deliver high-quality experiences. We anticipate a total attendance of 8,000 across all seasonal events, contributing to the vibrancy and economic vitality of our community.

Holiday Lighting Project: The Holiday Lighting Project plays a vital role in transforming downtown Fernandina Beach into a festive and inviting destination during the holiday season. The warm, twinkling lights not only celebrate the holiday spirit but also draw residents and tourists to our downtown and our local businesses, boosting economic activity during a critical shopping season. We aim to showcase Fernandina Beach as a premier destination for holiday gatherings, reinforcing our community's rich history and vibrant spirit.

Your investment in the Holiday Lighting Project will directly contribute to the success of this beloved annual tradition with the installation of lights during the months of November to January. With your support, we can create an unforgettable experience for residents and visitors alike, ensuring our downtown remains a beacon of holiday joy and a must-visit destination during the holiday months. Fernandina Beach Main Street is excited to request funding support for the Holiday Lighting Project, an essential element of the downtown festivities during the holiday season. This cherished tradition enhances the charm and appeal of our historic district, attracting visitors and fostering community spirit.

Wayfinding & Beautification:

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

Historic District Aesthetic Improvements: The Fernandina Beach Main Street Design Council is committed to enhancing the visitor experience through ongoing beautification efforts in the historic downtown. In collaboration with the City of Fernandina Beach and other nonprofit organizations, the Design Council will focus on improving public spaces through landscaping projects that create a welcoming atmosphere for residents and visitors alike. Current initiatives include two key projects, utility box wraps and a mural project, designed to enrich the downtown landscape and reflect the area's unique character. Additionally, the Design Council will guide the landscaping of the entrance at the 8th Street corridor, further enhancing a welcoming entrance to downtown. Through continued partnerships with the City of Fernandina Beach and community organizations like Flowering Fernandina Beach, these projects will preserve and beautify the historic district, fostering a vibrant and an inviting environment for all who visit.

Marketing:

Downtown Dollars Program: Our Promotions Council is developing a "Downtown Dollars" program to drive increased traffic and recognition for participating businesses within the Fernandina Beach Main Street district. This initiative will allow customers to purchase a gift certificate through the FBMS website, redeemable at participating local businesses. The gift certificate will be easily accessible through a printable PDF or online access, making it convenient for both purchasers and recipients. The website will feature a directory of participating merchants along with clear instructions for use. To support the program's success, we will provide printed flyers for promotion and offer training for merchants to ensure smooth participation. We have consulted with other Main Street programs across the country that have implemented similar initiatives, and they experienced significant success in boosting gift certificate sales and local economic activity. Implementing the "Downtown Dollars" program will encourage visitors to purchase gift certificates redeemable at multiple locations, enhancing their shopping experience and promoting our downtown district. The "Downtown Dollars" can be powerful incentives in vacation packages offered by local lodging and events, attracting more visitors and encouraging them to explore and support our downtown district.

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

Website enhancements: Our website features a user-friendly Business Directory categorized with clickable links to local businesses, making it easy for visitors to connect with local establishments. The Events page provides detailed information on upcoming activities, including direct links to purchase tickets. We continually enhance our website by adding new member/partner listings, updating event information, and improving graphics to enhance accessibility to programs we provide. These ongoing upgrades ensure the public has access to the latest happenings within the Fernandina Beach Main Street district, fostering community engagement and supporting local businesses. The TDC funding will provide social media support, graphic designers, and content creators to execute our marketing strategies effectively.

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

According to data from the 2024 4th Quarter Amelia Island Visitor Profile, exploring the historic downtown in Fernandina Beach, eating at restaurants, and shopping were three of the top 4 visitor activities and FBMS touches all of them with our events, projects, and support to small businesses. Visitors stayed an average of 4

nights and with those who visited the Historic District, did so 2.2 times within their length of stay. Visitors to Amelia Island have short trip planning windows, making interesting and frequent events an integral part of their decision-making process.

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

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

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

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

Please see attached 2024-25 Budget and Budget Narrative for Fernandina Beach Main Street. The budget for the Preservation on Main Street Conference available upon request. This budget is not included in the Fernandina Beach Main Street budget.

Budget

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

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

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

Lori Huppmann

Date: 03/26/25

Internal Use Only:

Date Received: 3/26/2025

Approved: ☒ YES/ ☐ NO

Amount: \$250,000

Event/Project/Program Sponsorship Funding Requirements:

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



**FERNANDINA BEACH MAIN STREET
BOARD OF DIRECTORS
2024/2025**

Bobby Ferreira, Treasurer (11 yrs)
Century 21 (retired)
500 Centre St
Fernandina Beach, FL 32034
c21amelia@aol.com

Jose Miranda (11 yrs)
Miranda Architects
309 ½ Centre St
Fernandina Beach, FL 32034
jmiranda@mirandaarchitects.com

Ramona Vikan (4 yrs)
TACG (retired)
96039 Ocean Breeze Dr
Fernandina Beach, FL 32034
ramona.vikan@gmail.com

Michael Brooks, Secretary (3yrs)
First Port City Bank
1890 S 14th Street, Bldg 200
Fernandina Beach, FL 32034
mbrooks@firstportcity.com

Lisa Finkelstein (ex-officio)(5yrs)
City of Fernandina Beach
204 Ash St.
Fernandina Beach, FL 32034
lfinkelstein@fbfl.city

Kevin O'Brien (0yr)
First Love Brewing
22 S. 8th Street
Fernandina Beach, FL 32034
kevin@firstlovebrewing.com

Christie Walsh Meyers (0yrs)
The Heirloom Yard
20 S. 10th Street
Fernandina Beach, FL 32034
rcwnyc@gmail.com

Maurie Dugger (ex-officio)(0yrs)
AICVB
1750 S. 14th Street
Fernandina Beach, FL 32034
mdugger@ameliaisland.com

Stephanie Triola (ex-officio)(0yrs)
NC Chamber of Commerce
961687 Gateway Blvd
Fernandina Beach, FL 32034
sktriola@ft.newyorklife.com

Arthur Buddy Jacobs (11 yrs)(ex-officio)
Jacobs & Scholz Associates
961687 Gateway Blvd, Ste 201
Fernandina Beach, FL 32034
buddy@jswflorida.com

Board Chair:
Board Vice-Chair: Ramona Vikan
Board Secretary: Michael Brooks
Board Treasurer: Bobby Ferreira
Executive Director: Lori Huppmann
309 1/2 Centre St, Ste 205
Fernandina Beach, FL 32034
director@fernandinamainstreet.com
904-624-7147 office
727-434-0651 cell

Council Chairs
Organization: Gina Miller
Economic Vitality: Jennifer Rimmer
Design: Christie Walsh Myers
Promotions: Tamara Jones



FERNANDINA BEACH MAIN STREET COUNCILS 2025

<p>Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.</p>	<p>Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.</p>	<p>Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.</p>	<p>Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.</p>
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<p><u>Organization Council</u> Gina Miller, Chair Bobby Ferreira Ramona Vikan Chason Forehand Mary Ann Rood Stephanie Triola Nicole Meyers</p>	<p><u>Design Council</u> Christie Walsh Myers, Chair Jose Miranda Asa Gillette Cord McLean Peggy Roselle Scott Mikelson Jacob Platt Dionna Sowers Lisa Finkelstein</p>	<p><u>Promotions Council</u> Tamara Jones, Chair Julie McAfee Kelly Powers Dionna Sowers Paul Moerman Tammy Tingle Lisa Finkelstein Valerie Womble Sheryl Ross Ashley Mclean</p>	<p><u>Economic Vitality Council</u> Jennifer Rimmer, Chair Mike Brooks Kellie Boston Kevin O'Brien Paul Moerman Nick McTurk Ariel Marinell</p>
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Fernandina Beach Main Street Foundation, Inc.
Fiscal Year 2024 - 2025 Budget
Summary Budget

	Total	Admin	Design	Economic Vitality	Organization	Promotions
Revenue						
Fundraising & Events						
Ticket sales	99,650.00	-	-	-	84,050.00	15,600.00
Sponsorship	30,800.00	-	-	-	26,200.00	4,600.00
Total Fundraising & Events	130,450.00	-	-	-	110,250.00	20,200.00
Government Grants & Awards	290,000.00	290,000.00	-	-	-	-
Member/Partner Program	65,000.00	65,000.00	-	-	-	-
Sales Revenue	900.00	900.00	-	-	-	-
Total Revenue	486,350.00	355,900.00	-	-	110,250.00	20,200.00
Cost of Goods Sold	-	-	-	-	-	-
Book Expenses	400.00	400.00	-	-	-	-
Merchandise Expenses	-	-	-	-	-	-
Total Cost of Goods Sold	400.00	400.00	-	-	-	-
Gross Profit	485,950.00	355,500.00	-	-	110,250.00	20,200.00
Expenses						
Advertising & marketing	12,300.00	12,300.00	-	-	-	-
Bank fees	150.00	150.00	-	-	-	-
Charitable donations	3,350.00	350.00	-	-	1,500.00	1,500.00
Conferences & conventions	4,800.00	4,800.00	-	-	-	-
Dues & subscriptions	2,500.00	2,500.00	-	-	-	-
Professional fees	4,500.00	2,000.00	-	-	2,500.00	-
Event expenses	-	-	-	-	-	-
Advertising & printing	22,760.00	-	8,000.00	1,600.00	10,260.00	2,900.00
Merchandise	27,700.00	-	-	1,000.00	20,300.00	6,400.00
Rentals	12,750.00	-	-	-	11,250.00	1,500.00
Other event expenses	259,225.00	300.00	20,000.00	23,000.00	14,725.00	201,200.00
Total event expenses	322,435.00	300.00	28,000.00	25,600.00	56,535.00	212,000.00
Merchant account fees	600.00	600.00	-	-	-	-
Office expense	8,900.00	8,500.00	-	-	400.00	-
Payroll expenses	-	-	-	-	-	-
Independent contractors	-	-	-	-	-	-
Payroll Taxes	7,347.00	7,347.00	-	-	-	-
Wages	90,000.00	90,000.00	-	-	-	-
Total payroll expenses	97,347.00	97,347.00	-	-	-	-
Postage	450.00	450.00	-	-	-	-
Printing	350.00	350.00	-	-	-	-
Rent	10,200.00	10,200.00	-	-	-	-
Taxes & licenses	300.00	300.00	-	-	-	-
Telephone & internet	2,400.00	2,400.00	-	-	-	-
Travel	2,500.00	2,500.00	-	-	-	-
Total expenses	473,082.00	145,047.00	28,000.00	25,600.00	60,935.00	213,500.00
Net Other Revenue	-	-	-	-	-	-
Net Income/(Loss)	12,868.00	210,453.00	(28,000.00)	(25,600.00)	49,315.00	(193,300.00)



2024-25 Budget Narrative

Revenue:

- Ticket sales include Island Hop, promotional events (where applicable), and business networking events.
- Sponsorships include Island Hop, promotional events (where applicable), and memorial bench sponsorships.
- The City of Fernandina Beach provides annual support.
- Sales revenue is generated through book sales and sales of FBMS or event merchandise.

Expense:

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



FERNANDINA BEACH MAIN STREET MEMBER/PARTNER LIST

As of 3/21/2025

Amelia Island Coffee
Amelia Island Museum of History
Amelia River Cruises
Andrea Lennon
Antiques & More Treasures
Ariel Marinel - REALTOR® Summer House Realty
Barefoot Amelia Beach Rentals
Century 21 Miller Elite
FB Skin & Wellness
Ferreira, Bobby & Carol
First Love Brewing
First Port City Bank
Florida Public Utilities
Harbor Front Hampton Inn & Suites
Amelia Island Soap & Trading Co
IQ Fiber
Coastal Home Team
Island Promos
J+MxD
M.A. Rood Company
Miranda Architects
Miriam Hill/OHPA
Paisley Grace Makery
The Lavender Store
Poynter Restaurant Group (Karibo, Timoti's, Duck Pinz, Baba's)
REMI Realty
Residence Inn
Salt Life Seafood Shack
Salty Pelican
Sound Point Investments LLC
The \$1,000 Start Up Consortium
The Heirloom Yard
TRV Fund
Wicked Bao
Williams House

Tabk

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME HUPPMANN, ADAM MICHAEL		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE NASSAU COUNTY BOCC	
MAILING ADDRESS 32447 FERN PARKE WAY		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
CITY FERNANDINA BEACH, FL	COUNTY 32034	NAME OF POLITICAL SUBDIVISION:	
DATE ON WHICH VOTE OCCURRED 14 JULY 2025		MY POSITION IS: <input checked="" type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies equally to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing the reverse side and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which inures to his or her special private gain or loss. Each elected or appointed local officer also is prohibited from knowingly voting on a measure which inures to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent organization or subsidiary of a corporate principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you otherwise may participate in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on other side)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, ALAN M. HULLMANN, hereby disclose that on 14 July, 20 25:

(a) A measure came or will come before my agency which (check one)

- ☐ inured to my special private gain or loss;
- ☒ inured to the special gain or loss of my business associate, _____;
- ☒ inured to the special gain or loss of my relative, LORI G. HULLMANN;
- ☐ inured to the special gain or loss of _____, by whom I am retained; or
- ☐ inured to the special gain or loss of _____, which is the parent organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

FUNDING FOR FERNANDINA BEACH MAIN STREET
VIA A VOTE OF THE NASSAU COUNTY BOCC.
MY WIFE IS EXECUTIVE DIRECTOR OF FBMS.
I RECUSE MYSELF FROM THIS VOTE.

14 July 2025
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.