

RESOLUTION NO. 94-41
**RESOLUTION SUPPORTING THE CHAMBER'S
LIGHT UP FERNANDINA PROJECT**

WHEREAS, tourism and its related industries is an integral part of the economic well-being of Nassau County, providing employment and commercial opportunities for many local residents; and

WHEREAS, the Amelia Island•Fernandina Beach•Yulee Chamber of Commerce's Tourist Advisory Committee (TAC) works in conjunction with the Amelia Island Tourist Development Council in promoting Amelia Island as a travel and vacation destination; and

WHEREAS, this Committee develops and implements projects and events to attract visitors, thus ensuring the economic vitality of the Island; and

WHEREAS, during November, December and January, the Island experiences a "shoulder season" when there traditionally are less visitors to the Island, with a corresponding reduction in employment and economic decline; and

WHEREAS, the TAC is developing a plan to outline the buildings lining Centre Street in white lights, from 8th to Front Streets, heralding the upcoming holiday season, highlighting the unique and outstanding architecture of these buildings, and creating a prime attraction for residents and visitors alike, during a time of historic economic slow-down; and


WHEREAS, the influx of spectators to view this lighting display would encourage an overall economic stimulus, contributing to continued employment for many area residents; and

WHEREAS, such a spectacular sight would be a source of pride to the entire community.

NOW THEREFORE BE IT RESOLVED this 24th day of January, 1994, that the Board of Nassau County Commissioners hereby heartily endorses the TAC's Light Up Fernandina project, and urges the citizens of Nassau County to endorse and support this project in every way possible.



JOHN A. CRAWFORD, Chairman
Board of Nassau County Commissioners



T. J. "Jerry" Greeson
Ex-Officio Clerk

THE CHAMBER

Amelia Island • Fernandina Beach • Yulee

**AMELIA ISLAND • FERNANDINA BEACH • YULEE
CHAMBER OF COMMERCE
TOURIST ADVISORY COMMITTEE
FIRST ANNUAL WINTER FESTIVAL OF LIGHTS**

THE CONCEPT

To develop a Light Festival that will have significant, positive financial impact for the community during the time of year when all business entities on the Island report slow activity. The intention is to use the asset the historic Centre Street area provides to attract people to the Island during the late November-January time frame. The project would be to outline the facades of our historic buildings in strands of white lights, up the sides of the buildings across the front, outlining windows on the 2nd and 3rd levels, etc. The area affected would be from the River, through 8th Street. Other entities or organizations on side streets, such as The Florida House, and other bed and breakfast facilities would be encouraged to, and in all likelihood would, follow suit.

THE PURPOSE

Again, to generate significant interest in Fernandian Beach as a place for people to visit during the winter. The visitors would comprise tourists who would stay overnight on the Island, as well as people from the immediate drive market, who would choose to come to the Island for the evening, shop in the Centre Street stores, dine in our restaurants, purchase gas at filling stations, and potentially become future visitors. The time frame, or "window of opportunity", that has been selected is, again, the time of year when business is at its slowest level. In order to plan, organize, fund and market the concept, we are targeting November, 1994 - January, 1995.



THE TOURIST ADVISORY COMMITTEE

This volunteer committee of the Chamber of Commerce is the organization that is working on creating this festival. Other organizations within the community, however, have demonstrated significant support for the concept. Some of those include: The City of Fernandina Beach, the Centre Street Merchants Association, the Amelia Island Historical Society, and the Tourist Development Council. The Committee envisions this project as a community-wide effort, based on the fact that all entities within the community will benefit when this festival becomes a reality. Starting with the free concert scheduled for December 12th at the Ritz-Carlton hotel, the committee will be soliciting donations for the purpose of underwriting the cost of the project. Corporate sponsorships will also be solicited in order to create the funding that will be needed to complete the project.

The first "sample" of what the lighting effect will encompass has been done at the Chamber of Commerce building and the adjacent caboose for the 1993 holiday season. The building has been illuminated in concert with the 1993 Christmas Tree Lighting festivities on December 4th. Representatives of the TAC and the Chamber of Commerce were on hand to discuss and promote the idea for next year, and to again secure donations from the participants.