

AITDC RESOLUTION NO. 2022- 159

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT OR SPONSORSHIP OF FERNANDINA DOJO, LLC TO HOST AND EXECUTE THE SEASIDE KARATE CLASSIC; FINDING THE STRATEGIC PLAN AND USE OF TOURIST DEVELOPMENT TAX DOLLARS WILL ENHANCE VISITOR EXPERIENCES, PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA, AND GROW THE TOURISM MARKET; PROVIDING CERTAIN LEGISLATIVE FINDINGS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Tourism is a critical component of the Nassau County economy generating over \$850 million in economic impact; supports 1 in 4 jobs; and contributes 36% of all sales taxes collected; and

WHEREAS, the Board of County Commissioners (BOCC) is authorized under Section 125.0104, Florida Statute, to perform those acts, including the expenditure of Local Option Tourist Development Act Tax monies for (1) the marketing of Amelia Island tourism; (2) to increase Tourism Development Tax, herein referred to as the "TDT", revenues; (3) to increase Local Optional Sales Tax revenues; (4) to increase gas revenues; (5) to increase job growth; all of which further the public good for the people of Nassau County, and as such is in the best interest of Nassau County; and

WHEREAS, the BOCC has by Ordinance No. 88-31, as amended by Ordinance No. 89-8, established the Amelia Island Tourist Development Council (AITDC), adopted a strategic tourism plan; has levied and imposed a two percent (2%) Tourist Development Tax Development Plan for the use of funds derived from such tax; and pursuant to Florida Statutes and the recommendation of the AITDC, the BOCC, in Ordinance No. 2008-16 increased the TDT to three percent (3%); and in Ordinance No. 2010-02 increased the TDT to four percent (4%); and in Ordinance No. 2018-16 increased the TDT to five percent (5%); and

WHEREAS, the AITDC is an advisory board to the BOCC as provided for in Section 125.0104, Florida Statutes; and

WHEREAS, the funds received by the County from the TDT are restricted tax funds and the expenditure of those funds shall comply with Ordinance No. 88-31, as amended, and Ordinance No. 89-8, as amended, and Florida Statutes and the Florida Administrative Code, and AITDC Policies as approved by the BOCC; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC may engage or sponsor county tourism promotion agencies and has determined that, based on the recommendation of the AITDC, the BOCC shall contract with the Amelia Island Convention and Visitors Bureau (AICVB); and

WHEREAS, the AICVB performs tasks recommended by the AITDC and approved by the BOCC in its capacity of administration and research; and

WHEREAS, the AITDC, based upon the recommendation of the AICVB, finds that the engagement or sponsorship of Fernandina Dojo, LLC Seaside Karate Classic, as further depicted in Exhibit "A" attached hereto, is tourism-related and assists in the promotion thereof; and

WHEREAS, the utilization of TDT dollars to fund new and enhanced products and events is an integral aspect of successful tourism development in Nassau County, Florida.

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

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

SECTION 2. USE OF TOURIST DEVELOPMENT TAX DOLLARS.

- a. The AITDC recommends that the BOCC utilize TDT dollars for the engagement or sponsorship of Fernandina Dojo, LLC Seaside Karate Classic, as further depicted in Exhibit "A" attached hereto, as means to promote tourism in Nassau County, Florida.
- b. The AITDC finds that the use of TDT dollars for the engagement or sponsorship of Fernandina Dojo, LLC Seaside Karate Classic, as further depicted in Exhibit "A" attached hereto, is consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and Ordinance 89-8, as amended.
- c. The AITDC recommends appointment of the AICVB to manage the events as provided for in the Agreement (CM2698) between the AICVB and the BOCC, fully executed on July 8, 2019, and utilize such resources necessary for success as recommended by the AITDC and approved by the BOCC.
- d. The recommended amounts of TDT dollars needed to fund or sponsor Fernandina Dojo, LLC Seaside Karate Classic is \$4,750. Such amount pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

SECTION 3. SCOPE. The AITDC recommends that the BOCC approve the engagement or sponsorship of the event referenced herein and further depicted in Exhibit "A".

SECTION 4. EFFECTIVE DATE. This Resolution shall take effect immediately upon its passage.

DULLY ADOPTED this 7th day of September, 2022.

**AMELIA ISLAND TOURIST DEVELOPMENT
COUNCIL OF NASSAU COUNTY, FLORIDA**



JOHN E. MARTIN, MBA

Its: Chairman

Date: September 7, 2022

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

Thursday, August 4, 2022 at 12:57:32 Eastern Daylight Time

Subject: Seaside Karate Classic Sponsorship
Date: Thursday, August 4, 2022 at 12:15:34 PM Eastern Daylight Time
From: Seaside Classic
To: Mariela Murphy
Attachments: Seaside Classic Sponsorship.pdf, Seaside Karate Classic Pitch Deck.pdf

Good Afternoon,

I am so excited to announce the Inaugural Seaside Karate Classic! Fernandina Beach is lucky to host the only national karate tournament in NE Florida. Fernandina Beach High School will host 300 athletes from here in Nassau County and all around the US on October 1, 2022. We will have representatives from USA Karate (the nationally recognized Olympic organization in the US) as well as some of the most acclaimed referees from around the US!

This event brings so much to our community and a HUGE opportunity for our local karate students. We are looking for sponsors to help with the cost of running such an incredible event here on Amelia Island. Please find the attached sponsorship levels and a further description of the event.

We are looking for a medal sponsorship in the amount of \$3,000. In addition, we are hoping for a general event sponsorship of \$1,750 that will help with the cost of running the event as well as bringing in officials/referees/judges.

Gratitude abounds because of your commitment to keep Nassau County in the forefront of this event. This sponsorship allows local and national talent alike to experience the marvellous sport of karate right here in our community. Thank you!

All my respect,

Sean Watkins
Promoter, Seaside Karate Classic
Owner, Fernandina Dojo
904-310-6673