

AITDC RESOLUTION NO. 2023- 138

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 THE LES DEMERLE AMELIA ISLAND JAZZ FESTIVAL, INC.; FERNANDINA BEACH MAIN STREET, INC. TO PROMOTE AND EXECUTE VARIOUS PROGRAMS THROUGHOUT THE YEAR; LIGHT UP AMELIA, INC. TO PROMOTE AND EXECUTE THE ANNUAL SHRIMP DROP; 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 the Les DeMerle Amelia Island Jazz Festival, Inc.; Fernandina Beach Main Street, Inc. to promote and execute various programs throughout the year; Light Up Amelia, Inc. to promote and execute the Annual Shrimp Drop 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 the Les DeMerle Amelia Island Jazz Festival, Inc.; Fernandina Beach Main Street, Inc. to promote and execute various programs throughout the year; Light Up Amelia, Inc. to promote and execute the Annual Shrimp Drop 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 the Les DeMerle Amelia Island Jazz Festival, Inc.; Fernandina Beach Main Street, Inc. to promote and execute various programs throughout the year; Light Up Amelia, Inc. to promote and execute the Annual Shrimp Drop 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 the events is as follows:
 1. Les DeMerle Amelia Island Jazz Festival, Inc. - \$45,000 requested; \$20,000 recommended by AITDC.
 2. Fernandina Beach Main Street, Inc. to promote and execute programs throughout the year - \$50,000 requested; \$20,000 recommended by AITDC.

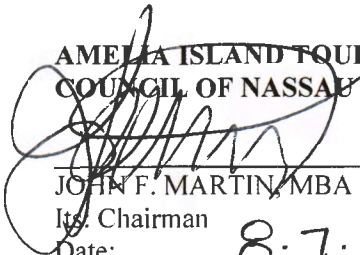
3. Light Up Amelia, Inc. to promote and execute the Annual Shrimp Drop - \$5,000 requested; \$2,500 recommended by AITDC.

Such amounts 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 events referenced herein and further depicted in Exhibit "A".

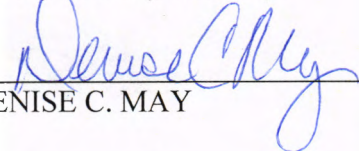
SECTION 4. EFFECTIVE DATE. This Resolution shall take effect immediately upon its passage.

DULLY ADOPTED this 7th day of August, 2023

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


JOHN F. MARTIN, MBA
Its. Chairman
Date: 8.7.23

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

AMELIA ISLAND

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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.

Les DeMerle Amelia Island Jazz Festival

Name of Event/Project/Program: _____

Oct 1 through Oct 8 2023

Event/Project/Program Date(s): _____

First Baptist Church, Courtyard Market, Springhill Suites, Atlantic Pines Center, Sadler Ranch, Moccasin Bear Company, The Observatory

Event/Project/Program Location(s): _____

\$45,000.00

Funding Amount Requesting: _____

Les DeMerle

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

2139 Nature's Gate Ct, South

Event/Project/Program Host/Organizer/Applicant Address: Fernandina Beach, FL 32034

Les DeMerle

Contact Person: _____

2139 Natures Gt Ct So Fernandina Bch FL 32034

Address: _____

904 206 1810

Phone: _____

ldmm@bellsouth.net

Email: _____

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.

The Amelia Island Jazz Festival, Inc. info@ameliaislandjazzfestival.com

P.O. Box 16684
Fernandina Beach, FL 32035

* Please see attached documents.

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.

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: Lu de Merle

Date: 6/2/23

Internal Use Only:
Date Received:
Approved: ___ Yes / ___ No
Amount: _____

Amelia Island Jazz Festival - Sponsorship Funding Application

Amelia Island Tourist Development Council

*Additional project information:

Our Story

The Amelia Island Jazz Festival provides a rich, diverse cultural offering to the Amelia Island area by exposing thousands of people of all ages and backgrounds to the sounds, excitement and vitality of great jazz.

The Festival presents world-class jazz in many styles, including swing, bebop, Dixieland, big band, Latin, and contemporary. During the annual week-long festival, held every October since 2003, music is performed by jazz greats as well as fresh, up-and-coming young talent. Performances are staged in several venues around Amelia Island including the Courtyard | Springhill Suites Amelia Island by Marriott, Sadler Ranch, The Decantery, Mocama Beer Company and the Amelia Rec. Center. The goal of the Amelia Island Jazz Festival is to help preserve the American art form, Jazz, by increasing the exposure and awareness of the music genre to the general public.

Founded in 2001, the Amelia Island Jazz Festival is fairly young as far as music festivals go. But this Festival has come a long way and is becoming a world-renowned musical event. In fact, the Amelia Island Jazz Festival seems to be following in the footsteps of such festivals as the Monterey and Newport Jazz Festivals.

Like other renowned jazz festivals, the Amelia Island Jazz Festival benefits from the vision and energy of a veteran jazz professional who instantly gives the Festival a rich heritage: Les DeMerle, Artistic Director. Under his leadership the Amelia Island Jazz Festival has delivered jazz greats to enthusiastic audiences on Amelia Island:

John Pizzarelli Trio • Longineu Parsons • Steve March-Tormé • Delfeayo Marsalis • Jamil Sharif • Trio Caliente • Requite Trio with Janis Siegel • Henry Johnson • Nestor Torres • Houston Person • Bria Skonberg • Kevin Mahogany • Larry Coryell • Randy Brecker • Tony Monaco • Mindi Abair • Royal Crown Revue • Spyro Gyra • David Benoit • Buckwheat Zydeco • Nicole Henry • Doug Cameron • Ramsey Lewis • David Sanborn • Christian Tamburr • Harry Allen • Marcus Printup • Bill Allred Classic Jazz Band • Richie Cole • Frank Tiberi • Barry Greene • Woody Herman Sax Section • Bobby Pickwood

The Mission of the Festival

As a not for profit 501(c)(3) corporation, the Les DeMerle Amelia Island Jazz Festival distributes proceeds toward a scholarship program to fund college educations for aspiring jazz musicians and works to provide a rich, diverse jazz offering to the Amelia Island area.

It is doing this by offering educational programs and jazz workshops in area schools and senior centers and promoting Amelia Island as a tourist destination by drawing jazz enthusiasts from around the nation and the world.

<https://AmeliasIslandJazzFestival.com>

Economic Impact

The high level of world-class jazz talent that will be presented at the 2023 Festival during its 8 days from Sunday, October 1 through Sunday, October 8, with 13 events at its 6 locations throughout Amelia Island including the beautiful 1,000 seat First Baptist Church and the lovely new, Courtyard/ Springhill Suites by Marriott, will bring a multitude of seasoned and new jazz fans of all ages to the island. We anticipate the attendance for the entire Festival to top 3,000 including local fans and many out-of-town tourists.

Economic Impact, Continued

During the entire 8-day 2023 Amelia Island Jazz Festival with its world-class talent and varied events, we anticipate attracting hundreds of out-of-town fans who will enjoy the beauty and charm of Amelia Island and its many attractions such as restaurants, bars, diverse lodging facilities including hotels, motels, B&Bs and Inns, plus souvenir shops, fashion stores and sports activities especially in historic, downtown Fernandina Beach.

Logistics Outline

The Amelia Island Jazz Festival provides venues with ample parking and security, with health and safety plans already in place at all locations and events.

Media Plan, Advertising, PR, etc

Funds will be used for advertising and marketing such as TV ads, radio ads, printing costs for posters, brochures, rack cards, Jazz trade magazine ads, plus eBlasts, online promotional ads such as Facebook, Instagram and more.

Budget

Amount being invested by The AIJF
\$97,300

Expense Budget:

10/5 The Manhattan Transfer - \$40,000 includes hotel costs for 20 hotel nights, plus transportation and meals
<https://manhattantransfer.net/>

10/6 Steve Tyrell Band - \$15,000 includes hotel costs for 14 nights plus transportation and meals
<https://www.stevetyrell.com/>

10/7 Tierney Sutton Band - \$10,000 includes hotel costs for 8 nights plus transportation and meals
<https://tierneysutton.com/>

10/3 LPT 10-piece Salsa Orchestra - \$3,500
<https://www.lptsalsa.com/>

Other musicians plus sound & light tech costs for lead-up shows: 10/1, 10/2, 10/4: \$5000

Event Production:

Invisible Audio and First Baptist Church Sound and Lights for The Manhattan Transfer Show - \$5,000

First Baptist Church Rental - \$2,500 plus Security - \$600.00

Courtyard/SpringHill Suites Marriott Rental for Headliner Shows - 10/6 & 10/7 - \$5,000

Atlantic Rec. Center 10/1 Free Community Concert featuring UNF Jazz Ensemble 21-piece band - \$350 plus Security - \$350

Advertising, Social Media Ads, Printing, Posters, Rack Cards, Brochures, Amelia Island Jazz Festival Program, TV Ads, Radio Ads, Magazine Ads Downbeat Mag. Ads - \$10,000

Anticipated 2023 AIJF Sponsorships:

\$65,000 +

Additional 2023 AIJF Sponsorships:

Park West Gallery Original 2023 Amelia Island Jazz Festival Art donated and created by world-renowned Artist, Mark Kostabi, to be auctioned. Estimated sponsorship value - \$20,000

Potential 2023 AIJF Ticket Sales: Oct. 1 through Oct. 8

10/1 Free Community Concert at the Atlantic Rec. Center

10/1 Jazz and Wine Tasting (2 Seatings) at the Decantery - \$4,500

10/2 Sponsor Party at Courtyard/SpringHill Suites Marriott

10/3 Latin Jazz Concert and Dance at Sadler Ranch - \$5,000

10/4 Jump, Jive & Wail Swing Night at Sadler Ranch - \$4,500

10/5 The Manhattan Transfer In Concert at First Baptist Church - \$70,000

10/6 Steve Tyrell In Concert at Courtyard/SpringHill Suites Marriott - \$12,500

10/6 Late Nite Jazz Jam with 2023 AIJF Scholarship Winner at Mocama Beer Co. - \$200

10/7 The Tierney Sutton Band In Concert at Courtyard/SpringHill Suites Marriott - \$12,500

10/7 Late Nite Jazz Jam with 2023 AIJF Scholarship Winner at Mocama Beer Co. - \$200

10/8 Dixieland To Swing Jazz Brunch (2 Seatings) at Courtyard/SpringHill Suites Marriott - \$9,000

A Few Words from the AIJF:

The Amelia Island Jazz Festival Board of Directors, our sponsors and our volunteers wish to thank the Amelia Island Convention & Visitors Bureau, the Amelia Island Tourist Development Council and the Nassau County Board of Commissioners for considering the Amelia Island Jazz Festival application for funding of our 2023 Festival and would like to express our deep appreciation of your continued support of our mission.

October 1 thru 8

AmeliaIslandJazzFestival.com

Celebrating 20 years!
 Les DeMerle
 Amelia Island
JAZZ
 FESTIVAL
 Exciting Concerts,
 Jam Sessions, Brunch & more!
2023 Headliners



Les DeMerle Band
 featuring Bonnie Eisele
LPT
 Hot 10 piece Salsa Band

Tickets available online

Past Headliners:
 John Pizzarelli Trio, Delfeayo Marsalis,
 Néstor Torres, Houston Person,
 David Sanborn, Randy Brecker,
 Ramsey Lewis, Spyro Gyra, David Benoit,
 Mindi Abair, to mention a few!

PARK WEST GALLERY

SUBSCRIBE
877-904-JAZZ



Pyrotechnics shoot up into the skies above Jacksonville Jazz Festival.

Satchmo SummerFest
 presented by Chevron
 New Orleans, Louisiana
 Aug. 5-6

The 23rd annual Satchmo SummerFest presented by Chevron celebrates the life, legacy, and music of New Orleans' native son, Louis Armstrong, at the New Orleans Jazz Museum at the Old U.S. Mint. The beloved festival is a summer tradition that delivers two full days of live entertainment and local cuisine.

LINEUP: To be announced.
satchmosummerfest.org

Savannah Jazz Festival
 Savannah, Georgia
 Sept. 19-24

This 41-year-old festival is an iconic regional event featuring world-class blues and jazz with more than 20 performances during the week (most are free).

LINEUP: The lineup will be announced in May. Past performers include Ray Charles, Nancy Wilson, Chick Corea, Herbie Hancock and Robert Lee Johnson.
savannahjazz.org

Amelia Island Jazz Festival
 Fernandina Beach, Florida
 Oct. 1-8

Situated 30 minutes from Jacksonville, the festival presents a variety of world-class jazz. Past performers include David Sanborn, Ramsey Lewis, Mindy Abair, Spyro Gyra, Marcus Printup, Richie Cole, Buckwheat Zydeco, Randy Brecker and Delfeayo Marsalis.
 LINEUP: Steve Tyrell, LPT All Star Sal-

sa Band, Longineu Parsons, the Dynamic Les DeMerle Band with Bonnie Eisele. More to be announced.
ameliaislandjazzfestival.com

Clearwater Jazz Holiday
 Clearwater, Florida
 Oct. 19-22

Clearwater Jazz Holiday is back home in Coachman Park with an exciting new amphitheater this year. This collaboration between the Clearwater Jazz Holiday Foundation Inc., the City of Clearwater, Visit St. Pete/Clearwater and Ruth Eckerd Hall sets the stage for this year's 44th celebration. Crowds will relish in this popular fest's colorful musical lineup — from jazz to jam, funk, fusion and more.

LINEUP: To be announced.
clearwaterjazz.com

The Jazz Cruise
 Departing from Miami, Florida
 Jan. 18-25, 2024

Since 2001, The Jazz Cruise has presented the very best straight-ahead jazz in the world in a setting like no other. Featuring nearly 100 top-notch jazz musicians and more than 200 hours of music, presented festival-style over seven jam-packed days. Discover why The Jazz Cruise is known as "The Greatest Jazz Festival at Sea."

LINEUP: Artemis, Chucho Valdés, Paquito D'Rivera, Kenny Barron, Christian McBride, Catherine Russell, Kurt Elling, Jazzmeia Horn, Herlin Riley, Eliane Elias, John Pizzarelli, John Clayton, Sean Jones, Randy Brecker, Wycliffe Gordon, Jeff Hamilton Trio, Emmet Cohen and more.
thejazzcruise.com

The Manhattan Transfer

Final & 50th Anniversary Tour

THE MANHATTAN TRANSFER has achieved an incomparable career of pop and jazz hits, a legacy that defines the group as it celebrates its 50th Anniversary. The legendary quartet has won 10 Grammy Awards out of 20 nominations and has been inducted into the Vocal Group Hall of Fame.

With their current release FIFTY (Concord/Craft Recordings), the group has earned its 21st Grammy nomination, this one for Best Jazz Vocal Album! The London review of their SOLD OUT show on Nov. 24th heralded the group: "The musicianship is breathtakingly good – their intricate close-harmony singing is stunning, the arrangements top-notch. And they make it look so easy, which it isn't." Recorded with the WDR Funkhausorchester during the pandemic, on two continents, the music celebrates their many transitions, recognizing their musicality and versatility – they treated pop tunes like jazz tunes and jazz tunes like pop! Their inductions this year into the East Coast Music Hall of Fame and the Vocal Music Hall of Fame brought recognized their incredible history.

In 1981, they became the first group ever to win Grammys in both Pop and Jazz categories in the same year – Best Pop Performance by a Duo or Group with Vocal for "Boy From New York City" and Best Jazz Performance for Duo or Group for "Until I Met You (Corner Pocket)." The dozen Grammy nominations they received for their Vocalese album in 1985 were second to Michael Jackson's "Thriller" as the most nominated album in one year.

Their dynamic performances and sense of style have led them to become one of the most iconic music groups in the world. With their enduring creativity, energy, and joy in their music, the group has joined the pantheon of the entertainment industry.

Recognized for their unique sound, The Manhattan Transfer has also recorded with an impressive array of artists, including Tony Bennett, Bette Midler, Smokey Robinson, Laura Nyro, Phil Collins, B.B. King, Chaka Khan, James Taylor, and Frankie Valli.

The group was born when Tim Hauser was paying his bills as a New York City cab driver. He aspired to form a vocal harmony quartet that could authentically embrace a variety of musical styles and still create something unique in American popular music. In his taxi he met the next members of the group – Laurel Massé and Janis Siegel. Alan Paul, who was appearing in the Broadway cast of Grease at the time, was recommended as an additional male voice. The four of them became The Manhattan Transfer on October 1st, 1972.

Soon after their inception, the group began performing regularly throughout New York City – at underground clubs including Trude Heller's, the Mercer Arts Center, Max's Kansas City, Club 82, and other cabaret venues. Quickly, they were the number one live attraction in Manhattan. They were signed to Atlantic Records and released their self-titled debut album in 1975. The second single from that album, a cover of the gospel classic "Operator," gave the group its first national hit. More hits, like "The Boy From New York City," "Twilight Zone/Twilight Tone," followed. The vocal remake of the jazz classic "Birdland" became the group's anthem and earned them their first two Grammy Awards.

Cheryl Bentyne joined The Manhattan Transfer in 1979, replacing Laurel. Trist Curless became a member of the group in 2014. Together, Janis, Alan, Cheryl, and Trist have remained true to the integrity and artistry left to them by founding member Tim Hauser, who passed away in 2014.

The group has released 19 singles and 29 albums over their incredible career and their music has been widely featured in major films and television shows. Their 50th Anniversary celebration will see the release of FIFTY, the new album, and a 5-disc historic CD boxed set.

With sold-out world tours and record sales in the millions, The Manhattan Transfer continues to bring unique and extraordinary melodic and jazz-infused vocals to new and established audiences, spanning generations.

EXHIBIT "A"

AMELIA ISLAND

COME MAKE MEMORIES®

Event or Project Sponsorship Funding Application

Please complete the following to be considered for event or project sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event or project host/organizer applying for sponsorship will be required to submit this Special Event or Project 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 2398 Sadler Road, 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 or Project: Light Up Amelia

Event or Project Date(s)

December 31st 2023

Event or Project Location(s):

Downtown Fernandina

Funding Amount Requesting: \$2,500.00

Event or Project Host/Organizer/Applicant: Light Up Amelia - Sarah Pelican

Event or Project Host/Organizer/Applicant Address: 106 N. 15th St, Fernandina Beach, FL. 32034

Contact Person: Sarah Pelican

Address: same

Phone: 904-556-6819

Email: spelican@gmail.com

Event or Project Information

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

City of Fernandina Beach. City Manager: Charles George, (904) 310-3100

Florida Public Utilities, Ramiro Sicre, President, Light Up Amelia: (561)601-6311

Mike Brooks, First Port City Bank of Fernandina: (904) 557-9355

Phillip Smith, Fernandina Beach Optimist Club, Secretary, Light Up Amelia: (904) 753-5506

Charles Corbett, Vice President, Light Up Amelia: (904) 583-1767

Sarah Pelican, Treasurer, Light Up Amelia: (904) 556-6819

Amy Ryan, Light Up Amelia Board Member: (904) 753-1338

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.

The New Years Eve Shrimp Drop is a family friendly event held at the downtown Fernandina waterfront from 5 - 8 p.m. on December 31st. The first Shrimp Drop was held in 2015 as a novel interpretation of the NYC Times Square ball drop, using our local shrimping history as the catch. The event was so successful, the following year it was featured on "Fox and Friends," and attendance from the first year was estimated to have doubled from 2,000 to approximately 4,000, and continues to grow. A quick google search leads to Visit Florida, along with many of our local hotels and B&Bs promoting this event as a "must see" fun, family friendly draw for New Years Eve; as well as national and international blogs lauding "a unique and enjoyable experience for people of all ages." Same day set up and tear down per City of Fernandina Beach Special Events permit. A conservative estimate for projected overnight visitation would be 300 families.

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.

For each and every event, Light Up Amelia appears before the City of Fernandina Beach Special Events Committee and meets/exceeds all their permitting requirements. Light Up Amelia provides an Enhanced Access Unit Portalet to accommodate those with special needs; as well as paying for additional police officers to be in attendance for the duration of the event.

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.

The sponsorship funds will go towards the music, laser show and fireworks on the evening of the event. Light Up Amelia has a website, Facebook page and a presence on Instagram and Twitter. The City of Fernandina Beach promotes the event via its social media avenues, and all local media (print, radio and TV) advertise the event. Light Up Amelia has signage and banners at the event booth advertising sponsorships of each event, and multiple announcements are made during the event thanking the sponsors.

Budget

An event or project budget must accompany this application. Budget should include:

- amount being invested by the event or project host/organizer: All work and special projects involved in this event by the board members of Light Up Amelia is voluntary, including raising money to put on this and the Hometown 4th of July event.
- an expense budget for producing the event or project: \$21,000 (includes fireworks, music and laser show, additional police officers and portalets)
- amount of support requested from the TDC and its intended use: \$2,500 towards music, laser show and fireworks.
- additional sponsorship revenues: FPU, City of Fernandina Beach, First Port City Bank
- anticipated revenue from ticket/ancillary sales: This event is open to the public at no charge
- any other revenue expected to be generated by the event or project: \$1,100 from vendors (11 @ \$100 ea. per booth space); \$300 donations from attendees .

Event or Project Host/Organizer/Applicant Signature: *S.P. Pelican* 05/14/2023

EXHIBIT "A"



COME MAKE MEMORIES®

Event or Project Sponsorship Funding Application

Please complete the following to be considered for event or project sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

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For questions related to completing the application, please email Mariela Murphy at mmurphy@ameliaisland.com or call 904-277-4369.

Name of Event or Project: Fernandina Beach Main Street Annual Event and Marketing Sponsorship

Event or Project Date(s) Fiscal Year October 1, 2023 through September 30, 2024

Event or Project Location(s): City of Fernandina Beach

Funding Amount Requesting: \$50,000

Event or Project Host/Organizer/Applicant: Fernandina Beach Main Street

Event or Project Host/Organizer/Applicant Address: 309 ½ Centre Street, Ste 205, Fernandina Beach, FL 32034

Contact Person: Lisa Finkelstein, Executive Director

Address: PO Box 5, Fernandina Beach, FL 32035

Phone: (904)624-7147

Email: lisa@fernandinamainstreet.com

Event or Project Information

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

2022-23 Board & Council Contact Information attached.

2023 Member/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.

Fernandina Beach Main Street (FBMS) respectfully requests a \$50,000 contribution 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 during the 2023-2024 fiscal year. This funding will greatly contribute to the success of our programs and enable us to achieve our goals more effectively.

FBMS is a nonprofit organization dedicated to promoting preservation-based economic vitality in historic downtown Fernandina Beach. Our aim is to create a thriving and sustainable business environment while preserving the unique charm and character of our beloved community.

Allow me to outline how this financial support will be utilized:

1. Events:

- a. Island Hop Craft Beer Festival: 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 event has expanded to include a pre-party for brewers and attendees, a 5K run, and an after party, making it a weekend experience. Local hotels are promoted on the event webpage as lodging partners for this event. The funding will be allocated to event logistics, marketing, permits, entertainment, and infrastructure enhancements. The expected attendance for this weekend event is 2,000.
- b. Seasonal Celebrations: We organize various seasonal events (10) throughout the year, such as Summer and Winter Sip & Shop events, an 8th Street Pup Crawl, and the Black Friday Pajama Party, among others. The funding will help cover event promotion, decorations, and necessary equipment. Estimated attendance for seasonal events is 3,500.

2. Marketing:

- a. Digital Marketing Campaigns: We intend to expand our online presence through targeted social media advertising, search engine optimization, and content creation. Website enhancements planned by FBMS in 2023-24 include more user-friendly Business Directory and Event pages, requiring a plug-in. These upgrades will provide visitors to the site with more access to shops, restaurants, and information about upcoming events to build excitement and planning for their visit. The funding will support hiring marketing professionals, graphic designers, and content creators to execute our marketing strategies effectively.
- b. Print Materials: To promote Fernandina Beach Main Street and its events, we require high-quality brochures, banners, posters, and other print materials. FBMS also maintains pedestrian wayfinding signage at each intersection and table maps at four locations throughout the downtown area to assist visitors. The funding will cover the design, printing, and distribution costs of these materials.

According to data from the 4th Quarter Amelia Island Visitor Profile, the historic downtown in Fernandina Beach was rated number one of all activities enjoyed by visitors. When asked why they chose Amelia Island, 18% said it was for the events. And 14% of all visitors responded that their purpose for visiting Amelia Island was for a special event.

The 2022 Visitor Profile Report also showed that 85% of visitors found the internet to be their most helpful source of information to plan their visit. By supporting Fernandina Beach Main Street's request, you will ensure that visitors and potential visitors alike find the information they need through strategic marketing and a robust online presence.

During our Black Friday Pajama Party, many visiting extended family groups, wearing matching pajamas, tell us that they planned their trip around this event and look forward to returning for it each year at Thanksgiving.

Our goal is to produce high quality, memorable events that attract visitors to Amelia Island 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, up to 10 seasonal events, and digital and print marketing campaigns to promote these events and the historic downtown business district. Detailed plans for specific events are available upon request.

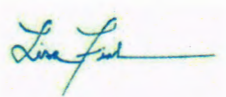
Describe in detail how the special event or project sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support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

Please see attached Draft 2023-24 Budget and Budget Narrative for Fernandina Beach Main Street. A proposed media plan with advertising schedule for Island Hop Craft Beer Fest is also attached.

Budget

An event or project budget must accompany this application. Budget should include:

- amount being invested by the event or project host/organizer.
- an expense budget for producing the event or project.
- 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 or project.



Event or Project Host/Organizer/Applicant Signature: _____ Date: 06/01/2023

Internal Use Only:
Date Received:
Approved: ___ Yes / ___ No
Amount: _____

FERNANDINA BEACH MAIN STREET

BOARD OF DIRECTORS

2022/2023

Terri Tennille (6 yrs)
Coldwell Banker
310 Centre St
Fernandina Beach, FL 32034
terri@ameliaislandre.com
904-415-1002

Bobby Ferreira, Treasurer (9 yrs)
Century 21
500 Centre St
Fernandina Beach, FL 32034
c21amelia@aol.com
904-261-5571

Jose Miranda (9 yrs)
Miranda Architects
309 ½ Centre St
Fernandina Beach, FL 32034
jmiranda@mirandaarchitects.com
904-261-4586

Ramona Vikan (2 yrs)
TACG
96039 Ocean Breeze Dr
Fernandina Beach, FL 32034
Ramona.vikan@gmail.com
937-416-9480

Octavio Martinez (4 yrs)
Hot Paws Pet Grooming
1008 S 8th St
Fernandina Beach, FL 32034
octavio473@gmail.com
904-277-3075

Arthur Buddy Jacobs (9 yrs)
Jacobs & Scholz Associates
961687 Gateway Blvd, Ste 201
Fernandina Beach, FL 32034
ajacobs@comcast.net
904-261-3693

Michael Brooks (1 yr)
First Port City Bank
1890 S 14th Street, Bldg 200
Fernandina Beach, FL 32034
mbrooks@firstportcity.com
904-557-9348

Theresa Duncan (6 yrs)
Villa Villekulla Toy Store
5 S 2nd St
Fernandina Beach, FL 32034
theresa@ameliaislandtoys.com
904-423-8291

Jeremiah Glisson (ex officio) (4 yrs)
City of Fernandina Beach
204 Ash St
Fernandina Beach, FL 32034
jglisson@fbfl.org
904-310-3314

Noelle Najimy (1 yr)
Hartke & Najimy CPA
717 S 8th Street, Suite A
Fernandina Beach, FL 32034
noelle@hartkenajimy.com
904-209-6730

Board Chair: Theresa Duncan
Board Vice-Chair: Ramona Vikan
Board Secretary: Michael Brooks
Board Treasurer: Bobby Ferreira
Executive Director: Lisa Finkelstein
309 ½ Centre St, Ste 205
Fernandina Beach, FL 32034
lisa@fernandinamainstreet.com
904-624-7147 office
570-401-3155 cell

FBMS Council Chairs:
Organization: Gina Miller
Economic Vitality: Pam James
Design: Christie Walsh Myers
Promotions: Mary Hamburg

Organization Council

Gina Miller, Chair
Bobby Ferreira
Ramona Vikan
Chason Forehand
Dunia Taylor
Kevin Geoghan
Scott DeLay
Michele Blubaugh
Mary Ann Rood

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Economic Vitality Council

Pam James, Chair
Jennifer Rimmer
Mike Brooks
Daphne Forehand
Noelle Najimy
Paul Moerman
Sherri Mitchell
Stephanie Knagge

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.

Design Council

Christie Walsh Myers, Chair
Jose Miranda
Asa Gillette
Cord McLean
Peggy Roselle
Scott Mikelson
Sal Cumella
Jacob Platt

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Promotions Council

Mary Hamburg, Chair
Julie McAfee
Kelly Powers
Dionna Sowers
Kaitlyn Rivera
Jamie Fallon
Avalee DeLay
Brittany Decker
Julia Blackstone
Paul Moerman
Susie Poirier
Tammy Tingle
Octavio Martinez

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.

<i>Org/Business</i>	<i>Contact</i>	<i>Email</i>
2nd Story Art Gallery	Pam Veiser	pivconsultingfl@gmail.com
Ace Concierge	Susan Poirier	info@aceconcierge.net
Amelia Island Coffee	Ray Cooper	ray.carter904@gmail.com
Amelia Island Museum of History	Phyllis Davis	phyllis@ameliamuseum.org
Amelia River Cruises	Kevin McCarthy	dena@ameliarivercruises.com
Andrea Lennon		andrea@alennonlaw.com
Antiques & More	Tammie Westbury, Vera "Sue" Sergeant	tabby0838@yahoo.com
Ariel Marine1 - REALTOR® Summer House Realty	Ariel Marinel	ariel@summerhouserealty.com
Barefoot Amelia Beach Rentals	Matt Mountjoy	matt@mountjoypropertygroup.com
BizBolster Web Solutions	Lori Osbourne	lori@bizbolster.com
Bobby & Carol Ferreira	Bobby Ferreira	c21amelia@aol.com
Century 21 Miller Elite	Dean Miller	Dean@YourDeanOfRealEstate.com
Cinnamon Bear	Michael Snaid	michael@cinnamonbearstores.com
Donna Lynn Custom Homes	Donna Lynn	donnaivne4227@comcast.net
Farmand & Farmand & Farmand	Brandon Farmand	brandon@farmandcpa.com
First Port City Bank	Mike Brooks	mbrooks@firstportcity.com
Gateway Mortgage	Paul Moerman	paul.moerman@gatewayloan.com
Gregor McGregor Links & Drinks	Tim Poynter	t.meredith@cafekaribo.com
Harbor Front Hampton Inn & Suites	Robert Martyn	robert.martyn@hilton.com
Hofbrau Amelia	Andrea Buehler	hofbrauamelia@gmail.com
Hot Paws	Octavio Martinez	octavio473@gmail.com
Hudson & Perry	Ashlie Kennedy	HUDSONANDPERRY@gmail.com
Island Promos	Bob Lyon	islandpromos@comcast.net
J+MxD	Cord McLean	cord@jmxdesign.com
KPro K9 LLC	Evan Stewart	training@kprok9.com
Landmark Title	Abbey Selvidge	abbey@landmarktitle.com
Miranda Architects	Jose Miranda	jmiranda@mirandaarchitects.com
Miriam Hill/OHPA	Miriam Hill	miriam@miriamrhill.com
One Southeby's-Kelly Powers	Kelly Powers	kpowers@onesothebysrealty.com
Pelindaba Lavender	Pam James	ameliaisland@pelindaba.com
Pet Wants	Tonya Garcia	tgarcia@petwants.com
Pineland Bank	Kathy Brennan	cforehand@pinelandbank.com

Org/Business	Contact	Email
REMI Realty	Dunia Taylor	dunia@remirealty.com
Residence Inn	Justin Taylor	jtaylor@residenceinnamelia.com
Salty Local	Ashley Phinazee	hello.shopcolies@gmail.com
Sound Point Investments LLC	Jon Ferguson	jon@spippproperties.com
The Addison of Amelia	Lisa West	info@addisononamelia.com
The Heirloom Yard	Christie Walsh Myers	rcwnyc@gmail.com
Timoti's Seafood Shak (Cafe Karibo)	Bryan Poynter	bryan@timotis.com
TRV Fund	Ramona Vikan	ramona.vikan@tacg.com
Villa Villekula Toy Store	Theresa Duncan	theresa@ameliaislandtoys.com
WestRock	Eric Schmidt	eric.schmidt@westrock.com
Wicked Bao	Nathalie Wu	info@wickedbao.com

Fernandina Beach Main Street Foundation, Inc.
Fiscal Year 2023-2024
Draft Budget

Revenue	
Fundraising & Events	
Ticket sales	\$69,400
Sponsorship	\$84,000
Total Fundraising & Events	\$153,400
Government Grants & Awards	\$40,000
Member/Partner Program	\$27,000
Sales Revenue	\$2,600
Total Revenue	\$223,000
Cost of Goods Sold	
Book Expenses	\$400
Total Cost of Goods Sold	\$400
Gross Profit	\$222,600
Expenses	
Advertising & marketing	\$15,900
Bank fees	\$150
Grant/Charitable donations	\$11,350
Conferences & conventions	\$1,200
Dues & subscriptions	\$2,500
Professional fees	\$4,000
Event expenses	
Advertising & printing	\$25,600
Merchandise	\$18,000
Rentals	\$15,520
Other event expenses	\$22,380
Total event expenses	\$81,500
Merchant account fees	\$1,100
Office expense	\$10,000
Payroll expenses	
Payroll Taxes	\$5,800
Wages	\$69,000
Total payroll expenses	\$74,800
Postage	\$450
Printing	\$350
Rent	\$7,800
Taxes & licenses	\$800
Telephone & internet	\$2,400
Travel	\$2,500
Total expenses	\$216,800
Net Income/(Loss)	\$5,800



2023-24 Budget Narrative – DRAFT

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 in return for which the FBMS Executive Director is the CRA Director, spending a minimum of 20% of her time in that role.
- Sales revenue is generated through book sales and sales of FBMS or event merchandise.

Expense:

- Advertising & marketing includes paid social media management, website maintenance, a new 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 for Preservation Awards, Distrx online tours, merchant awards.
- 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).

2023 Island Hop Craft Beer Fest-Media Plan Proposed

10/7/2023

Event date

Medium	Details	Dates	Cost	Notes
VIDEO	Videography/Drone/Still Photography Event capture for awareness building - edited :30, :15 and (3) :06 for social	10/7/2023	\$ 3,500	
AUDIO	WICT - Jacksonville 62x :15 recognition credit; digital added value 300x250	9/15 -10/1	\$ 4,000	
PRINT	Beer Coasters 3.5" square, 4/4 QTY:25,000 shipping: local + overnight; 1000 sleeves	ASAP	\$ 1,800 \$ 300	
	Folio 1/2 page horizontal; social added value	8/25/2023	\$ 850	younger/hipper target
	Newsleader Bottom Banner and Top Box	9/20 and 9/27	\$ 775	in addition to use of regular ad space included in annual program budget
DIGITAL	Paid Social/Digital- Drive Markets Google and Facebook advertising	9/5 - 10/06/23	\$ 1,000	Jax Savannah Tallahassee Orlando Atlanta South Georgia
	Live Social Media footage Live social content during the event	10/7/2023	\$ 500	
EMAIL	Email Inclusion email	w/o 9/11	\$ 400	~13% open rate
DIGITAL	www.ameliaisland.com blog post calendar of events inclusion Homepage placement Welcome Center video screens	8/10/2023 July - 10/7 8/21/2023 8/21/2023	\$ 500 \$ 1,000	3MM page views annually
TOTAL			\$ 14,625	