

**RESOLUTION NO. 2023-051**

**A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT DOLLARS TO ENGAGE, OR SPONSOR THE AMELIA ISLAND MUSEUM OF HISTORY; NORTH FLORIDA BICYCLE CLUB TO PROMOTE AND EXECUTE TOUR DE FORTS; FERNANDINA BEACH KINGFISH TOURNAMENT & FISHING RODEO; AMELIA ISLAND DANCE FESTIVAL; FERNANDINA BEACH DOJO TO PROMOTE AND EXECUTE THE SEASIDE KARATE CLASSIC; AMELIA ISLAND CHAMBER MUSIC FESTIVAL; 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 Statutes, 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; 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

Resolution 2023-\_\_\_\_\_

**WHEREAS**, the BOCC, based upon the recommendation of the AITDC on March 1, 2023, by execution of AITDC Resolution No. 2023-019 attached hereto as Exhibit "A", finds that the engagement or sponsorship of the Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival is tourism-related and assist in the development of a County-wide Tourism Strategy and Destination Development Strategic Plan; 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 RESOVLED** by the BOCC, 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 TX DOLLARS.**

- a. The BOCC authorizes the use of TDT dollars for the engagement or sponsorship of the Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival as means to promote tourism in Nassau County, Florida.
- b. The BOCC finds that the use of TDT dollars for the engagement or sponsorship of Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival is consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and 89-8, as amended.
- c. The BOCC previously approved the appointment for the AICVB to manage the events as provided 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 amount of TDT dollars to fund or sponsor the events is as follows:
  1. Amelia Island Museum of History - \$15,000
  2. North Florida Bicycle Club to promote and execute Tour de Forts - \$4,600
  3. Fernandina Beach Kingfish Tournament & Fishing Rodeo - \$10,000
  4. Amelia Island Dance Festival - \$15,000
  5. Fernandina Beach Dojo to promote and execute the Seaside Karate Classic - \$7,500 (Multiyear award 2024 and 2025)
  6. Amelia Island Chamber Music Festival - \$25,000 (Multiyear award 2024 and 2025)

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**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 Statutes, 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; 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

Resolution 2023-\_\_\_\_\_

**WHEREAS**, the BOCC, based upon the recommendation of the AITDC on March 1, 2023, by execution of AITDC Resolution No. 2023-019 attached hereto as Exhibit "A", finds that the engagement or sponsorship of the Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival is tourism-related and assist in the development of a County-wide Tourism Strategy and Destination Development Strategic Plan; 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 RESOVLED** by the BOCC, 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 TX DOLLARS.**

- a. The BOCC authorizes the use of TDT dollars for the engagement or sponsorship of the Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival as means to promote tourism in Nassau County, Florida.
- b. The BOCC finds that the use of TDT dollars for the engagement or sponsorship of Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival is consistent with Section 125.0104, Florida Statutes and with local Ordinances 88-31, as amended, and 89-8, as amended.
- c. The BOCC previously approved the appointment for the AICVB to manage the events as provided 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 amount of TDT dollars to fund or sponsor the events is as follows:
  1. Amelia Island Museum of History - \$15,000
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  6. Amelia Island Chamber Music Festival - \$25,000 (Multiyear award 2024 and 2025)

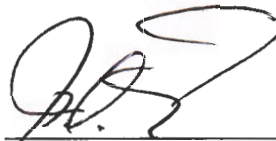
Such amounts, pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

**SECTION 3. SCOPE.** The BOCC approves the engagement or sponsorship of the event referenced herein and further depicted in Exhibit "A".

**SECTION 3. EFFECTIVE DATE.** This Resolution shall take effect immediately upon its passage.

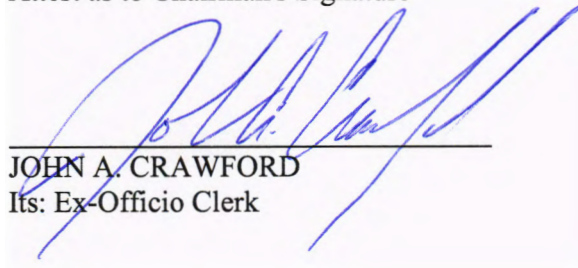
**DULY ADOPTED** this 10th day of April, 2023.

**BOARD OF COUNTY COMMISSIONERS  
OF NASSAU COUNTY, FLORIDA**

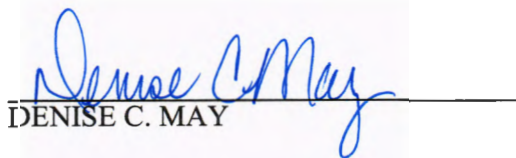


\_\_\_\_\_  
KLYNT FARMER  
Its: Chairman

Attest as to Chairman's Signature

  
\_\_\_\_\_  
JOHN A. CRAWFORD  
Its: Ex-Officio Clerk

Approved as to form by the  
Nassau County Attorney:

  
\_\_\_\_\_  
DENISE C. MAY

**EXHIBIT "A"**

**AITDC RESOLUTION NO. 2023-019**

**AITDC RESOLUTION NO. 2023- 019**

**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 AMELIA ISLAND MUSEUM OF HISTORY; NORTH FLORIDA BICYCLE CLUB TO PROMOTE AND EXECUTE THE TOUR DE FORTS; FERNANDINA BEACH KINGFISH TOURNAMENT & FISHING RODEO; AMELIA ISLAND DANCE FESTIVAL; FERNANDINA BEACH DOJO TO PROMOTE AND EXECUTE THE SEASIDE KARATE CLASSIC; AMELIA ISLAND CHAMBER MUSIC FESTIVAL; 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

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**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 Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival, 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 Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival 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 Amelia Island Museum of History; North Florida Bicycle Club to promote and execute Tour de Forts; Fernandina Beach Kingfish Tournament & Fishing Rodeo; Amelia Island Dance Festival; Fernandina Beach Dojo to promote and execute the Seaside Karate Classic; and Amelia Island Chamber Music Festival, 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. Amelia Island Museum of History - \$15,000
  2. North Florida Bicycle Club to promote and execute Tour de Forts - \$4,600
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Such amounts pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

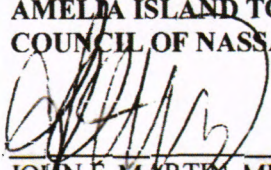


**SECTION 3. SCOPE.** The AITDC recommends that the BOCC approve the engagement or sponsorship of the events referenced herein and further depicted in Exhibit "A".

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

**DULLY ADOPTED** this 1<sup>st</sup> day of March, 2023

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

  
\_\_\_\_\_  
JOHN F. MARTIN, MBA

Its Chairman

Date: March 1, 2023

Approved as to form by the  
Nassau County Attorney:

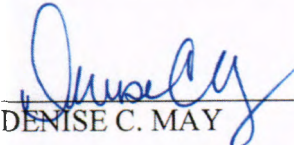
  
\_\_\_\_\_  
DENISE C. MAY

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](mailto: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](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

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**Name of Event or Project:** Amelia Island Museum of History Marketing Sponsorship

**Event or Project Date(s):** October 1, 2022 – September 30, 2023

**Event or Project Location(s):** Nassau County

**Funding Amount Requesting:** \$15,000

**Event or Project Host/Organizer/Applicant:** Amelia Island Museum of History

**Event or Project Host/Organizer/Applicant Address:** 233 S. 3<sup>rd</sup> Street, Fernandina Beach, FL 32034

**Contact Person:** Phyllis Davis

**Address:** same as above

**Phone:** 904.261.7378, x. 101

**Email:** [phyllis@ameliamuseum.org](mailto:phyllis@ameliamuseum.org)

**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.

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 Amelia Island Museum of History (AIMH) hosts over 25,000 guests per year through general admission, tours, monthly lecture series, and special events such as the Holiday Home Tour. Of those visitors who come through our doors to experience our exhibits and daily tours:

- 89% are from outside of Nassau County
- 65% are from out of state.

As a non-profit organization, the Amelia Island Museum of History (AIMH) relies in part on local and state grants for its operation. Local support is imperative for the Museum so that it may continue to serve the residents of Nassau County and its visitors in an effective way.

As a major tourist attraction for Nassau County, we are asking that you support our efforts with an investment of \$15,000 (3.7% of our total yearly budget) so that we may continue to heighten the experience of our visitors and heighten their desire to return often to Amelia Island.

In 2021 the Museum reopened after a \$400,000 renovation. A sampling of some of the new features included in the "re-imagining" include:

- A room dedicated to the natural history of our beaches, marshlands, and maritime forests. This room also includes an introductory video showing the beauty of Amelia Island and downtown Fernandina Beach.
- Pedro Zepeda, a Seminole carver, created a hand carved 14 ft canoe that visitors can sit in, and which creates a natural photo opportunity that they can share with their friends and family.
- A section on maritime life highlighting maritime occupations and industries.
- A section on historic preservation and the evolution of Amelia Island and Fernandina Beach in the Victorian era.

In addition to teaching our guests about the importance and uniqueness of our local history, the new exhibits highlight the effects of tourism in Nassau County, in particular in the "Amelia Next" area. Some of the elements include:

- The beginnings of tourism.
- Text panel discussing the importance of tourism in the area.
- Text panel highlighting local festivals.
- Text panel highlighting African American Vacationers at American Beach.
- Interactive touchscreen map table showing tourism-oriented things to do on the island including other attractions, restaurants, hotels, and nightlife.

Based on the American Association of Museums website:

- Museums support more than 726,000 American jobs.
- Museums contribute \$50 billion to the U.S. economy each year.
- Seventy-six percent of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60 percent more money on average than other leisure travelers.
- The economic activity of museums generates more than \$12 billion in tax revenue, one-third of it going to state and local governments. Each job created by the museum sector results in \$16,495 in additional tax revenue.
- Every direct job at a museum supports an additional job in the economy. This is a higher rate than many other industries.
- Museums and other nonprofit cultural organizations return more than \$5 in tax revenues for every \$1 they receive in funding from all levels of government.

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.

N/A

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.

In the past, AIMH has focused on the Jacksonville and Atlanta markets with the majority of its visitors coming from out of state. AIMH has been expanding these markets to Orlando and the Villages with additional plans this year for Savannah, GA and Bluffton, SC.

Currently, the Amelia Island Museum of History utilizes a multi-layered approach to marketing which includes:

- Print advertising
- Social media
- Email
- Website
- Radio

Print advertising typically consists of posters, brochures, rack cards, flyers, quarterly newsletter, and newspaper/magazine advertisements – all produced in-house. Posters, brochures, rack cards, and flyers are distributed via the I-95 Welcome Center, AICVB Welcome Center, hotels, and local businesses.

Emails and social media - as well as other grassroots advertising - are used in conjunction with our print advertising. In addition, the museum's staff submits articles to our local newspaper and to a popular local blog, both of which have met with great success and increased visibility.

Radio advertising is reserved for special events such as the Holiday Home Tour which hosts 1500-2000 visitors each year.

All advertising efforts will take place throughout FY 2022-2023. Attached to this application are several examples of marketing materials which include the Amelia Island TDC logo.

**Budget**

Category	Sponsorship Request	Matching Funds	Total Cost
Printing Expenses	1,000	1,000	2,000
Print Advertising	5,500	5,500	11,000
Website Updates and Maintenance	1,200	1,200	2,400
Print and Graphic Design Salary	7,300	9,077	16,377
Other General Operating Expenses	0	368,892	368,892
<b>Total Expenses</b>	<b>15,000</b>	<b>385,669</b>	<b>400,669</b>
All Ticketed Admissions income including tours			169,900
Other income including memberships, gift shop, etc.			232,675
<b>Total Income</b>			<b>402,575</b>
<b>Net Income</b>			<b>1,906</b>

AMELIA ISLAND AND MUSEUM OF HISTORY



333 S. 3rd Street  
Fernandina Beach, FL 32034  
904.384.7378

MUSEUM HISTORY

2022-2023 Season

Check the time and place where the tour will be held on our website: [www.ameliainmuseum.org](http://www.ameliainmuseum.org)

Accessibility: Wheelchair accessible. Call 904.384.7378 for more information.

**Tours**

Map of Amelia Island showing tour locations.

AMELIA ISLAND MUSEUM OF HISTORY'S

# COTTAGES AND COURTYARDS TOUR

SATURDAY, APRIL 2ND - 10AM - 4PM



TICKETS ON SALE MARCH 1<sup>ST</sup>

For tickets and information: Call 904.384.7378 x100 or [www.ameliainmuseum.org](http://www.ameliainmuseum.org)

TOUR TICKETS: \$20 (Adult) | \$25 (Child 12 and under)

AMELIA ISLAND MUSEUM OF HISTORY  
[www.ameliainmuseum.org](http://www.ameliainmuseum.org)

AMELIA ISLAND MUSEUM OF HISTORY'S

# COTTAGES AND COURTYARDS TOUR

SATURDAY, APRIL 2ND  
10 AM - 4 PM

TOUR TICKETS: \$20 (Adult) | \$25 (Child 12 and under)

AMELIA ISLAND MUSEUM OF HISTORY  
333 S. 3rd Street, Fernandina Beach, FL 32034  
904.384.7378  
[www.ameliainmuseum.org](http://www.ameliainmuseum.org)

AMELIA ISLAND MUSEUM OF HISTORY'S

# Holiday Home Tour



December 2nd & 3rd, 2022  
10 AM to 4 PM

Tickets on Sale October 3rd

AMELIA ISLAND MUSEUM OF HISTORY

AMELIA ISLAND MUSEUM OF HISTORY'S

# Holiday Home Tour




★★★★★

Florida ISLANDER


Holiday Home Tour Line  
904.384.7378  
MUSEUM OF HISTORY

10TH ANNUAL AMELIA ISLAND MUSEUM OF HISTORY'S

# Holiday Home Tour



December 2nd & 3rd, 2022  
Tickets on Sale October 3rd



Florida ISLANDER

MUSEUM OF HISTORY

Event or Project Host/Organizer/Applicant Signature: Pyler S. Davis

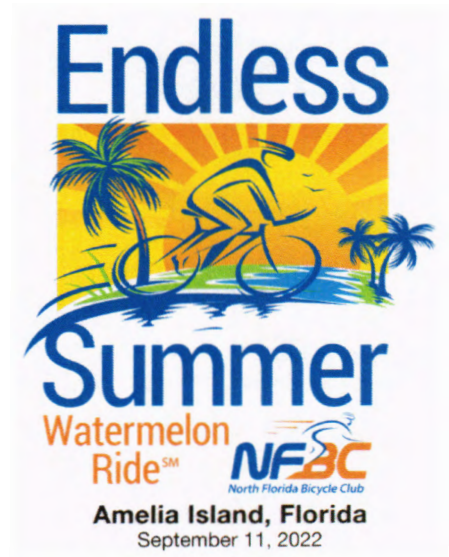
Date: \_\_\_\_\_

Internal Use Only:
Date Received:
Approved: <input type="checkbox"/> Yes/ <input type="checkbox"/> No
Amount: _____

# EXHIBIT "A"

## SPONSORSHIP POST EVENT SUMMARY REPORT

**Name of Event:** Endless Summer Watermelon Ride  
**Event Date(s):** Saturday, September 11, 2022  
**Event Location(s):** Amelia Island, FL  
6 routes with distances from 10 to 100 miles  
**AITDC Funding:** \$4,600.00  
**Event Organizer:** North Florida Bicycle Club, Inc.  
PO Box 40995  
Jacksonville, FL 32203  
**Contact Person:** Ed Stanton, WheelSpeak Editor  
**Phone:** 904-612-6987  
**Email:** edstanton@me.com



Please submit documentation for the following:

1. Describe how you used the community sponsorship funds. If approved funds exceed the actual cost of the service or item, you must document the variance.

The North Florida Bicycle Club spent \$3,375.33 marketing the Endless Summer Watermelon Ride. Marketing efforts that did not require funding included regular posts to our Facebook page, marketing campaigns in our bi-monthly newsletter, *WheelSpeak*, and email blasts to our database of members and non-members who have previously attended our signature events.

ALLOCATION OF FUNDS*	
%	Expense
60%	CAAM Events**
9%	Bike shop postcards and fliers
4%	Facebook sponsored ads
27%	Unused

\*Note that the NFBC received the sponsorship funds after the event. We would have spent additional marketing dollars if we had been sure we would get the funds. We want to put the 27% of funds not used towards marketing our Tour de Forts event, which will take place on April 16, 2023.

\*\*CAAM Events is a sports marketing company that provides digital and print marketing in addition to event registration services.

2. Describe estimated attendance and method used to calculate.

The 33<sup>rd</sup> Annual Endless Summer Watermelon Ride had 889 registrants, an increase of 9% from 2021. Registration numbers are tracked through Race Roster, an event management platform. Historically, up to 10% of registrants may be "no-shows." Therefore, it is estimated that attendance was 800.

## SPONSORSHIP POST EVENT SUMMARY REPORT

A post-event survey was conducted, and 12% of respondents indicated they brought a non-cycling person along. It can be assumed that these 96 non-cycling individuals enjoyed dining, shopping, and sightseeing while their cyclists rode.

3. Summarize advertising placed to promote the event (include all placed, trade, and in-kind.)

- Facebook posts were boosted to an audience similar to the North Florida Bicycle Club's Facebook page across the southeastern US
- Postcards and fliers in bike shops throughout the region  
CAAM Events distributed postcards with event packets for the other events it offers
- CAAM Events conducted social media advertising and marketing through its website
- *WheelSpeak* (NFBC newsletter)

4. Describe your general assessment of the event, including strengths and weaknesses; and address any concerns or recommendations for changes.

This was our 33<sup>rd</sup> annual Endless Summer Watermelon Ride. We were pleased with registration, which grew by 9% from 2021.

An invitation to participate in a post-event survey was emailed to all registrants. The reviews were very favorable in all regards. Approximately 58% of respondents, a higher-than-expected number, indicated they stayed in the area for at least one night. Unfortunately, we did not have data on the number of nights, so in the table below, we used percentages from our 2018 survey.

Therefore, we estimate 837-night stays for the 800 participants on Amelia Island (there were additional night stays by volunteers.) At an average room rate of \$200 per night, that translates to \$167,400 spent on accommodations alone.

	Overnight Stays	1 night	2 nights	3 nights	> 3 nights	Total Nights
800 total	58% / 464	49% / 227	31% / 144	10% / 46	10% / 46	
Nights		227	288	138	184	837

The North Florida Bicycle Club would like to thank the Amelia Island Convention and Visitors Bureau for its continued support of the Endless Summer Watermelon Ride.

The locations for the Endless Summer Watermelon Ride and our other signature event, The Tour de Forts Classic, have been swapped. This means that our next major event on Amelia Island will be The Tour de Forts Classic on April 16, 2023! The venue, routes, and basically everything will be the same as those used for the Endless Summer Watermelon Ride.

Submitted by Ed Stanton

Date: 02/13/2023



# AMELIA ISLAND

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## Event or Project Sponsorship Funding Application

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**Name of Event or Project:** Tour de Forts Classic

**Event or Project Date(s):** April 16, 2023

**Event or Project Location(s):** Atlantic Recreation Center

**Funding Amount Requesting:** \$4,600.00

**Event or Project Host/Organizer/Applicant:** North Florida Bicycle Club, Inc.

**Event or Project Host/Organizer/Applicant Address:** PO Box 40995  
Jacksonville, FL 32203

**Contact Person:** Ed Stanton

**Address:** 4515 Serena Circle, St. Augustine, FL 32084

**Phone:** 904-612-6987

**Email:** edstanton@me.com

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### The Event

The 32<sup>nd</sup> Annual Tour de Forts Classic ride from the Atlantic Recreation Center will be held on April 16, 2023. The Tour de Forts Classic and the Endless Summer Watermelon Ride are the two signature events the North Florida Bike Club has held for over 30 years. For many years, the ride from Amelia Island was the Tour de Forts Classic, which was held in April. However, the club has decided to return it to Amelia Island and move the Endless Summer Watermelon Ride back to St. Johns County in September. Except for the name and date, the ride will essentially be the Endless Summer Watermelon Ride, so the club has an excellent playbook for successfully executing the event.

The event will be a one-day recreational ride offering six routes from a 10-mile Family and Friends Fun Ride to a 100-mile ride highlighting Amelia Island's beauty and facilities as an eco-tourism destination.



Preliminary route maps are attached. Based on the current registration rate, we expect at least 720 cyclists to participate.

Safety is paramount in our organization's planning. We will file an Incident Action Plan with Nassau County and coordinate with and hire officers from the various agencies (Nassau County Sheriff's Office, Fernandina Beach Police Department, Fernandina Beach Police Auxiliary Corp, and Jacksonville Sheriff's Office) to provide traffic control at critical intersections along the route.

Parking has been fine for past rides. We have accommodated all participants and volunteers at the Recreation Center, the Main Beach and Main Beach North parking lots, the Fernandina Beach High School, and along Atlantic Avenue. The parking plan from the 2022 Endless Summer event is attached.

We are working on permitting the event and confirming the six rest stop locations. Delivery of porta-potties to the rest stops and placement of route signage will occur on Saturday, April 15. Clean-up will be completed on the day of the ride. Refuse is deposited locally, if appropriate facilities are available, or brought back to the Recreation Center for disposal or recycling. At the latest, signage will be picked up by Monday afternoon, April 17.

We may have participation by riders with disabilities. We do not see any difficulty in accommodating them on the ride.

### **Participant Demographics**

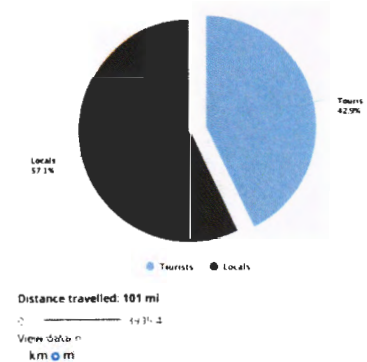
On our past Endless Summer Watermelon Rides on Amelia Island, 40% of our riders were women. Additionally, 70% of the riders were in the 35-70-year age group. People in this age group have more discretionary income. Historically, one-third to half of the riders are new to the event.

### **Overnight Stays**

90% of the participants on past rides have come from outside Nassau County, and 43% of the registrants for this year's ride will travel over 100 miles to the event (see attached heat map). Based upon past Endless Summer Watermelon Ride surveys, we expect about 40% of the participants will stay at least one night on Amelia Island at various hotels and motels. (Survey results from our 2022 ride were over 50%.)

We have regularly promoted the ride as a weekend getaway. In addition, we are looking to partner with a local restaurant/bar to offer special deals for our riders on Saturday evening.

Based on survey information and an expected 720 participants, we estimate the economic impact of the overnight stays and food at over \$139,000.



	Overnight Stays	1 night	2 nights	3 nights	> 3 nights	Total Nights
720 total	43% / 309	50% / 154	30% / 93	10% / 31	10% / 31	
Nights		154	186	93	124	557
Impact @ \$200/night hotel plus \$50/day food		\$38,500	\$46,500	\$23,250	\$31,000	\$139,250

**Media Plan**

The North Florida Bicycle Club has hired CAAM Events (<http://www.caamevents.com>) to set up the registration website utilizing Race Roster software (<https://tourdeforts.raceroster.com>) and promote the event both statewide and across the southeast through digital marketing campaigns that include Facebook, sponsored ads, and emails to a database of cyclists and distribution of event postcards at other CAAM events.

NFBC sends multiple emails promoting the ride to its database of over 8000 cyclists and continually updates its Tour de Forts Classic and other club Facebook pages. The ride will be advertised in some 40 local and regional bicycle shops with posters and event postcards. Closer to the ride, we will send press releases to local and regional media outlets.

Please see the attached summary of the media plan.

Event or Project Host/Organizer/Applicant Signature: Ed Stanton

Date: February 17, 2023

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


### 32<sup>nd</sup> Annual Tour de Forts Budget


INCOME	2023
Registrations (Net)	\$48,991
AICVB Grant	\$4,600
Sponsorships	
<b>Total Income</b>	<b>\$53,591</b>
EXPENSES	2023
DJ	\$500
Ride Coordinator	\$3,000
Lunch Post Ride	\$7,000
Fulfillment	\$6,975
Insurance	\$3,000
Marketing, CAAM General	\$795
Postcards	\$700
Facebook Sponsored Ads	\$1,830
Police Support	\$5,000
Portable Toilets	\$3,000
Truck Rental	\$850
Rest Stop Food / Supplies	\$4,000
Route Maintenance	\$3,500
T-Shirts	\$6,825
Venue	\$2,500
<b>Total Expenses</b>	<b>\$49,475</b>
<b>Net Income</b>	<b>\$4,116</b>

## 32<sup>nd</sup> Annual Tour de Forts Media Plan

<b>Description</b>	<b>Date</b>	<b>Audience</b>	<b>Distribution</b>	<b>Comments</b>
Save the Date and periodic reminder emails	Ongoing up till event	NFBC Mailing list and prior attendees	Over 8000 email addresses	Already paid – included in our web site hosting costs
Registration website set-up, placement on CAAM Events website calendar, print event postcards for other CAAM cycling events	Ongoing up till event	Cyclists across southeast	Internet Registration packets	See budget
Facebook postings on Tour de Forts and North Florida Bicycle Club pages	Ongoing up through event	Cyclists who have liked these pages	Current audience of over 5,200 followers	Conducted by marketing volunteer
Sponsored ads on Facebook	February up till event	Cyclists across southeast	Internet	See budget
Event flyers	February	Bike shops and cyclists	Bicycle shops in St. Johns, Duval, Nassau, Clay and Putnam counties	See budget
Venue rental	April 15 and 16, 2023	N/A	N/A	See budget

**We plan to use the same areas for Tour de Forts parking that was used during the 2022 Endless Summer Watermelon Ride as shown below.**





**Endless Summer Watermelon Ride Start/Finish Venue**  
2500 Atlantic Ave, Fernandina Beach, FL 32034


**Fernandina Beach High School (Opens from 6:45)**  
435 Citrona Dr, Fernandina Beach, FL 32034

**Main Beach North Parking Lot**  
105 N Fletcher Ave, Fernandina Beach, FL 32034

**Main Beach Parking Lot**  
2811 Atlantic Ave, Fernandina Beach, FL 32034

**Atlantic Avenue on-street parking**  
2201 Atlantic Ave, Fernandina Beach, FL 32034

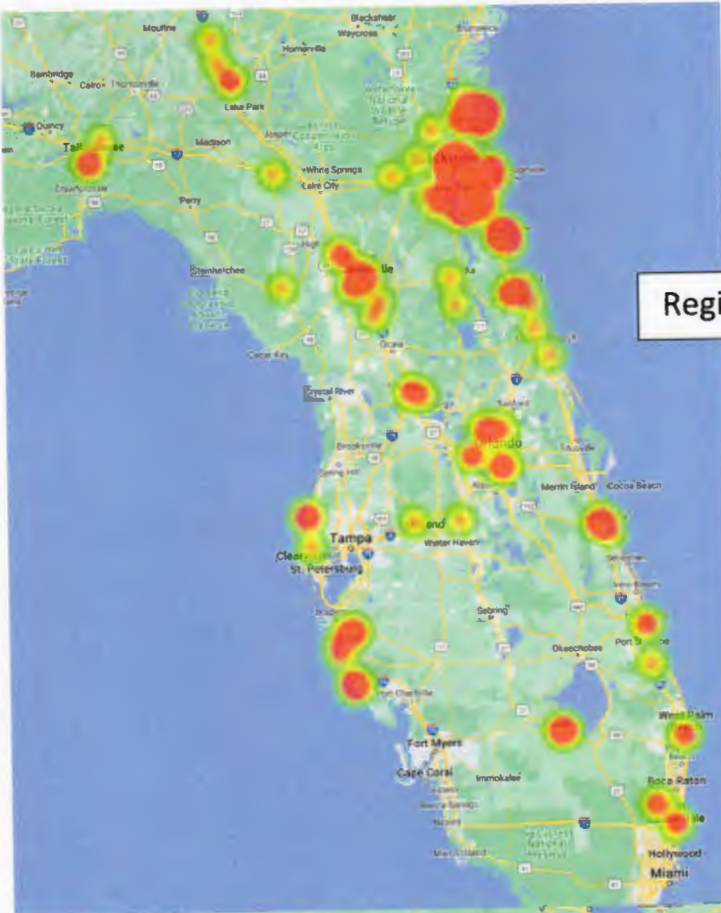
**Volunteer Parking**  
Behind Rec Center on Jean Lafitte



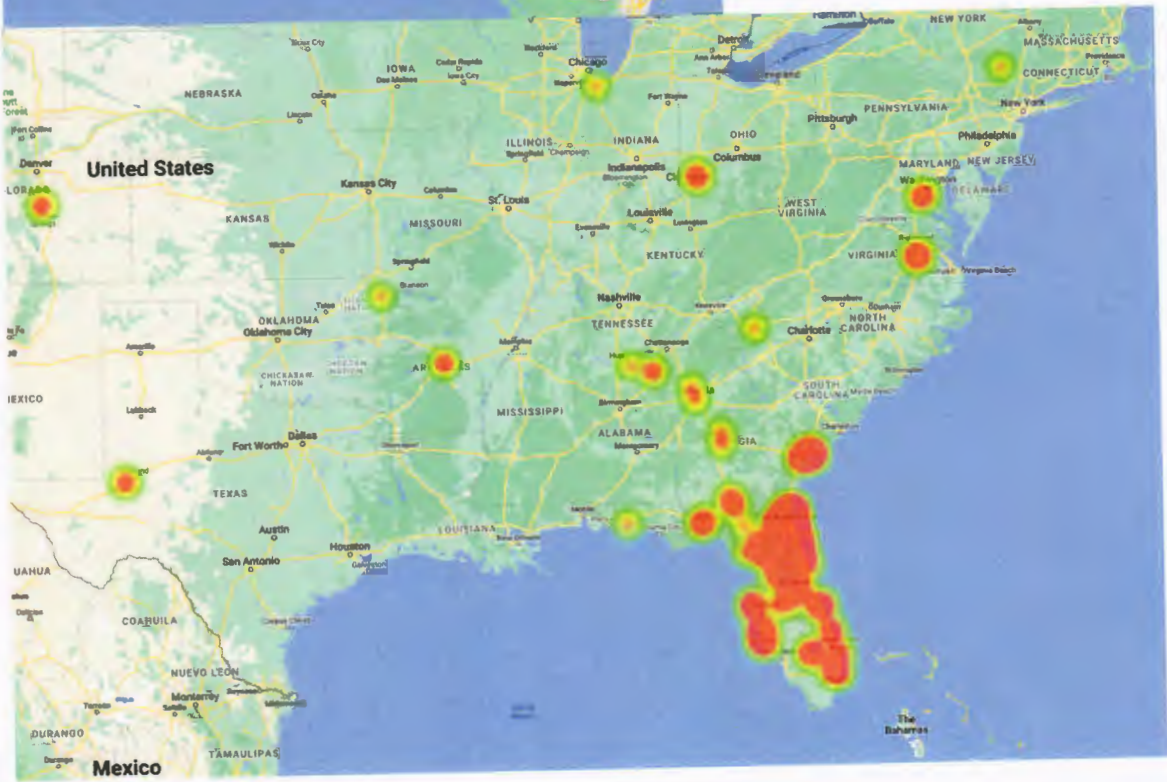
### PARKING INFORMATION

- No Parking
- Event Parking
- Volunteer Parking
- Bicycle Route to Start

1 = Fernandina Beach High School Parking (opens at 6:45 am)  
 2 = Atlantic Avenue on-street parallel parking (north side only)  
 3 = Main Beach Parking  
 4 = Volunteer Parking (Does not include Ride Marshals)

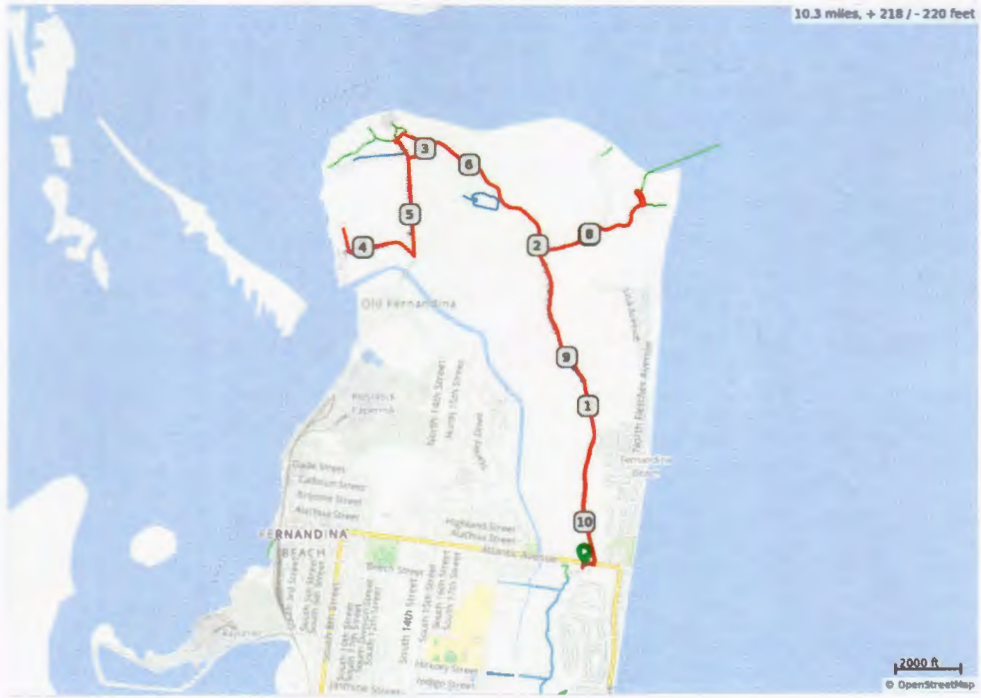


Registration Heat Maps as of 2/17/2023



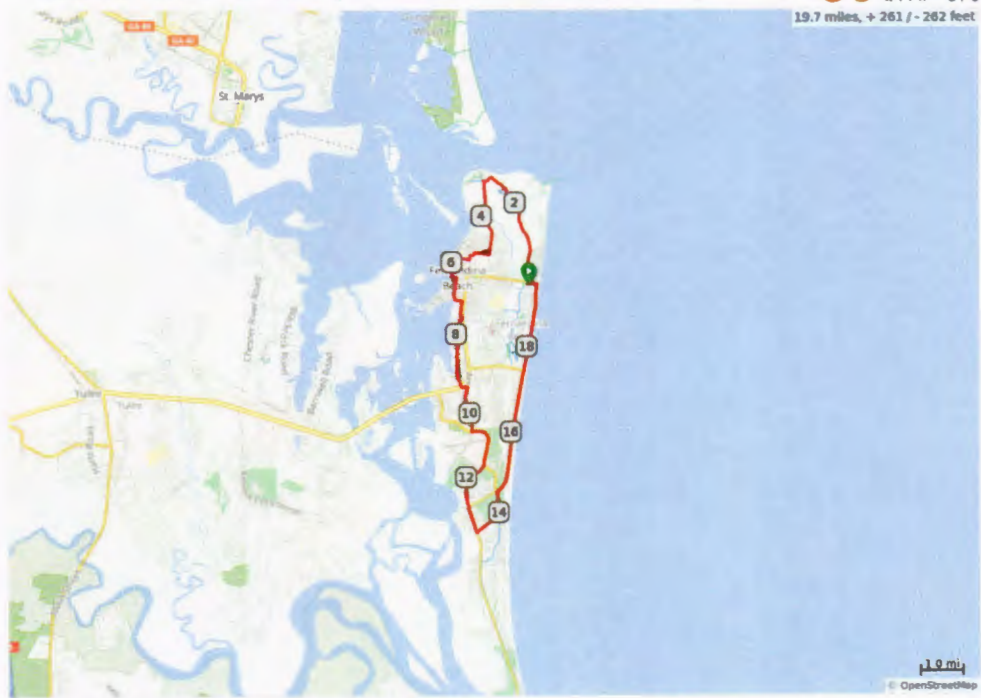
TDF 10-Miles: Fun Ride | Tour de Forts (2023) | Road (Tentative) 


10.3 miles, + 218 / - 220 feet

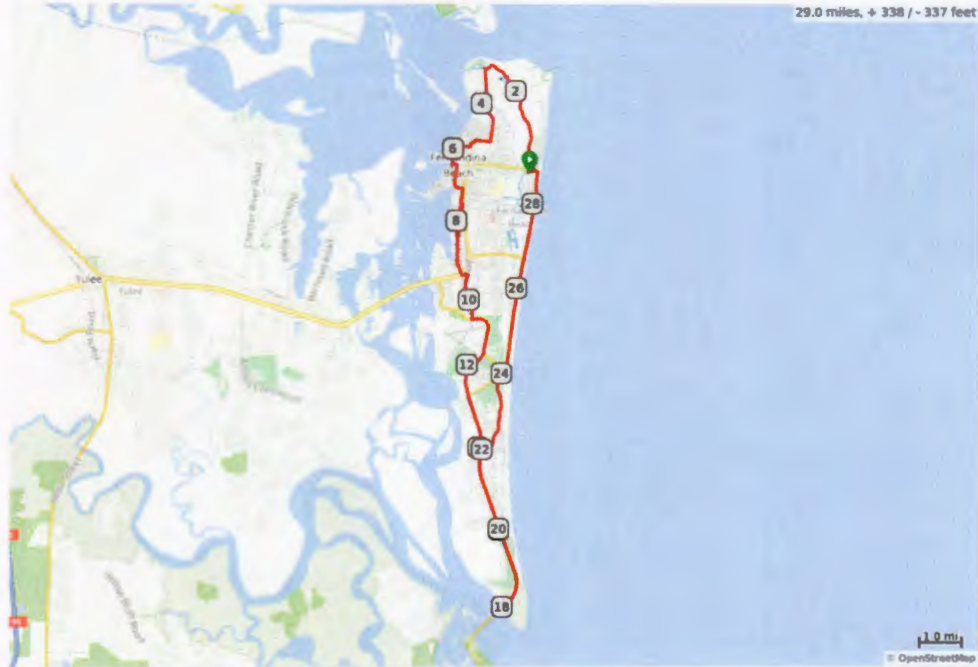


TDF 20-Miles: Fun Ride | Tour de Forts (2023) | Road (Tentative) 

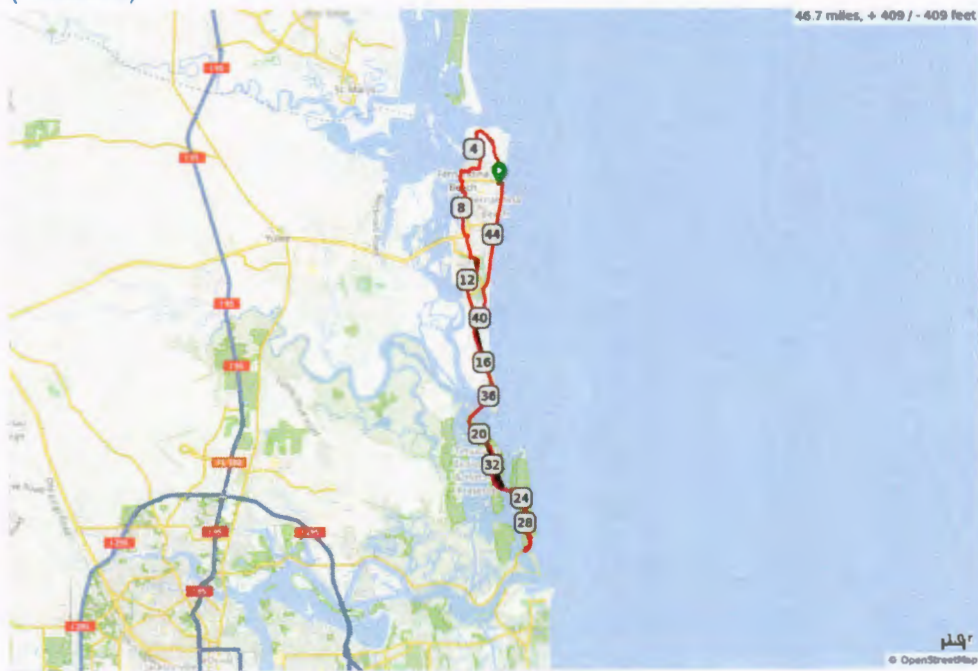
19.7 miles, + 261 / - 262 feet



TDF 29-Miles: Half Metric Century | Tour de Forts (2023) | Road (Tentative) 

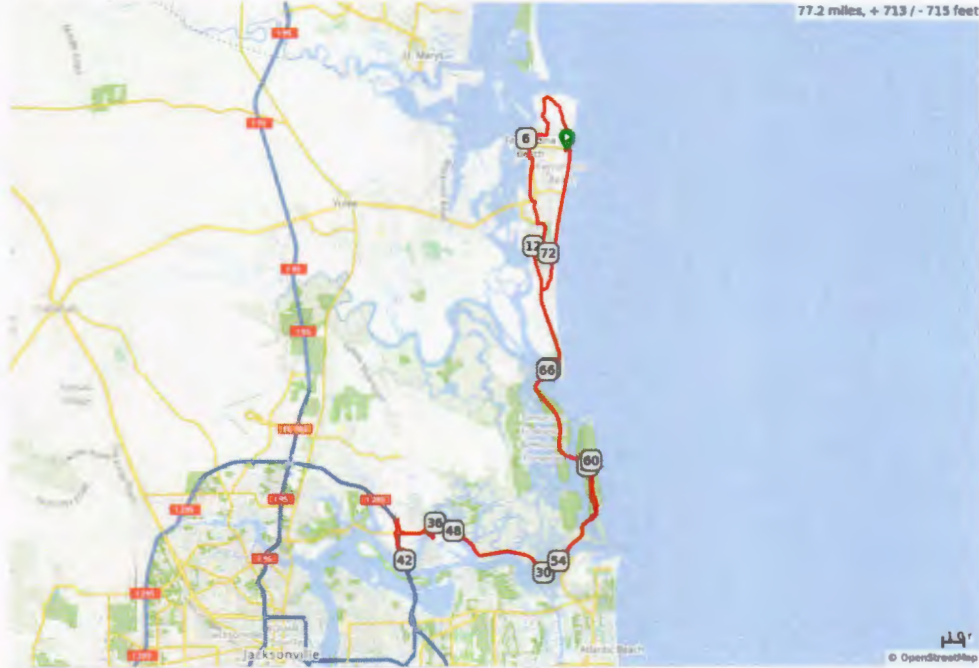


TDF 47-Miles: Half Century | Tour de Forts (2023) | Road (Tentative)

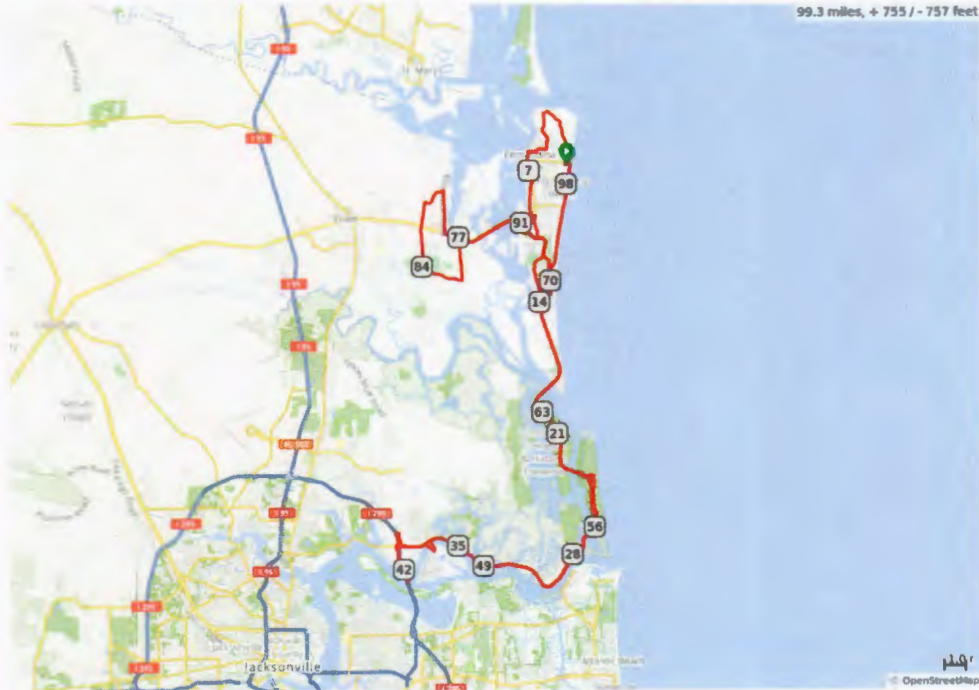




TDF 77-Miles: Metric Century Plus | Tour de Forts (2023) | Road (Tentative) 



TDF 100-Miles: Century | Tour de Forts (2023) | Road (Tentative) 





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## 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](mailto: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](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

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**Name of Event or Project:** Fernandina Beach Kingfish Tournament and Fishing Rodeo

**Event or Project Date(s)** August 10, 2023 through August 13, 2023

**Event or Project Location(s):** Front Street, Fernandina Harbor Parking Lot (Just East of the Marina)

**Funding Amount Requesting:** \$10,000

**Event or Project Host/Organizer/Applicant:** Nassau Sport Fishing Association (NESA)

**Event or Project Host/Organizer/Applicant Address:** P O Box 16417 Fernandina Beach, FL 32035

**Contact Person:** Terry Kelley and Leigh Redmond

**Address:** 2920 Tidewater St. Fernandina Beach, FL 32034 and 2210 Cedar St Fernandina Beach, FL 32034

**Phone:** (770) 355-1387 and (904) 607-1010

**Email:** [adtek@bellsouth.net](mailto:adtek@bellsouth.net) and [leighandersonrealtor@gmail.com](mailto:leighandersonrealtor@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.

Terry Kelley (770) 355-1387

Shawn Arnold (904) 556-5531

Leigh Redmond (904) 607-1010

Larry Redmond (904) 206-0719

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 Fernandina Beach Kingfish Tournament and Rodeo will be held on August 10<sup>th</sup> 2023, through August 13<sup>th</sup>, 2023 with registration on the 11<sup>th</sup> and fishing on the 12<sup>th</sup>. The Fernandina Beach Kingfish Tournament and Fishing Rodeo will continue its Southern Kingfish Association tournament tradition while also offering a more family oriented rodeo tournament with four species of backwater game fish targeted for cash awards. The tournament is open to the public and features a raffle, silent auction, t-shirt sales and entertainment. Food, beer and soda will be available for purchase.**

**In the past we have had 200 to 300 participants fishing in the tournament. Over the last few years we have seen our tournament entries decreasing. With a new and more competitive tournament format and additional support from our sponsors we hope to get back to the tournament we used to be. We hope to attract participants from Coastal Georgia, South Florida, Central Florida, Florida Gulf Coast, the Louisiana Panhandle which includes Alabama and Texas, and as far north as North and South Carolina.**

**Demographics for the tournament participants is a broad range of ages and families but with a high income/net worth impact. Our goal this year is to have 300+ participating boats and 2000+ spectators during the 2-day event. Similar format tournaments nearby have generated over 500 participating boats. The objective of the Tournament is to promote Amelia Island as a great fishing destination and assist NSFA in providing more scholarships to our local high school seniors for admission to colleges.**

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. **A Site Map from the 2022 tournament is attached. This will be updated to include the modifications completed to the parking lot earlier this year. Public parking will be utilized for attendees and tournament entrants. Fish entered in the tournament are required to be brought to the weigh-in by boat thus relieving the pressure on local traffic. A separate traffic plan has not been needed in prior years. We plan again, to hire City of Fernandina police officers to provide security during the tournament hours when alcohol will be served. Our sanitation plan consists of renting portable toilets (including handicap assessable facilities) from Floaters and trash receptacles from Waste Management.**

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.. **Our reach extends well beyond Nassau County with boats entering from areas mentioned above. With additional sponsorship revenue from the TDC we will be able increase the budget for advertising the event, both locally and regionally, enhance our email marketing and internet exposure and improve our social media presence along with creating a more engaging website to attract viewers. Through Fishing Publications, (ie. Coastal Anglers Magazine, Florida Sportsman) which targets Nassau County as well as Coastal Georgia, Florida, Louisiana, Texas, South and North Carolina.**

### **Use of Funds**

**Advertising.** We will expand our advertising with Coastal Angler Magazine. This will help us in reaching markets outside of our local area. Estimated cost \$3,500.

**Social Media.** We will embark on a social media program to enhance our presence locally and outside of our local area. Platforms to include all or some of the following: Instagram, Facebook, You Tube, website enhancement and a targeted email program. Our tournament will be promoted on the SKA website as well. Estimated cost for this \$6,500.

**Newspaper Advertising.** News Leader advertising will consist of front-page banner ads and poster ads in the News-Leader and the Nassau County Record. Ads will publish in print and digital editions and will be available on News Leader websites and in the e-Edition of the newspapers. The ads will also run in color when a color position is available. This is an In-Kind donation from The News Leader and will not require additional revenue.

**City Banner.** A Banner can be designed, created and will be hang across Centre Street installed by the City. \$1,000

**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:**

W. Leigh Redmond

**Date:**

2/14/23

Internal Use Only:

Date Received:

Approved: \_\_\_ Yes / \_\_\_ No

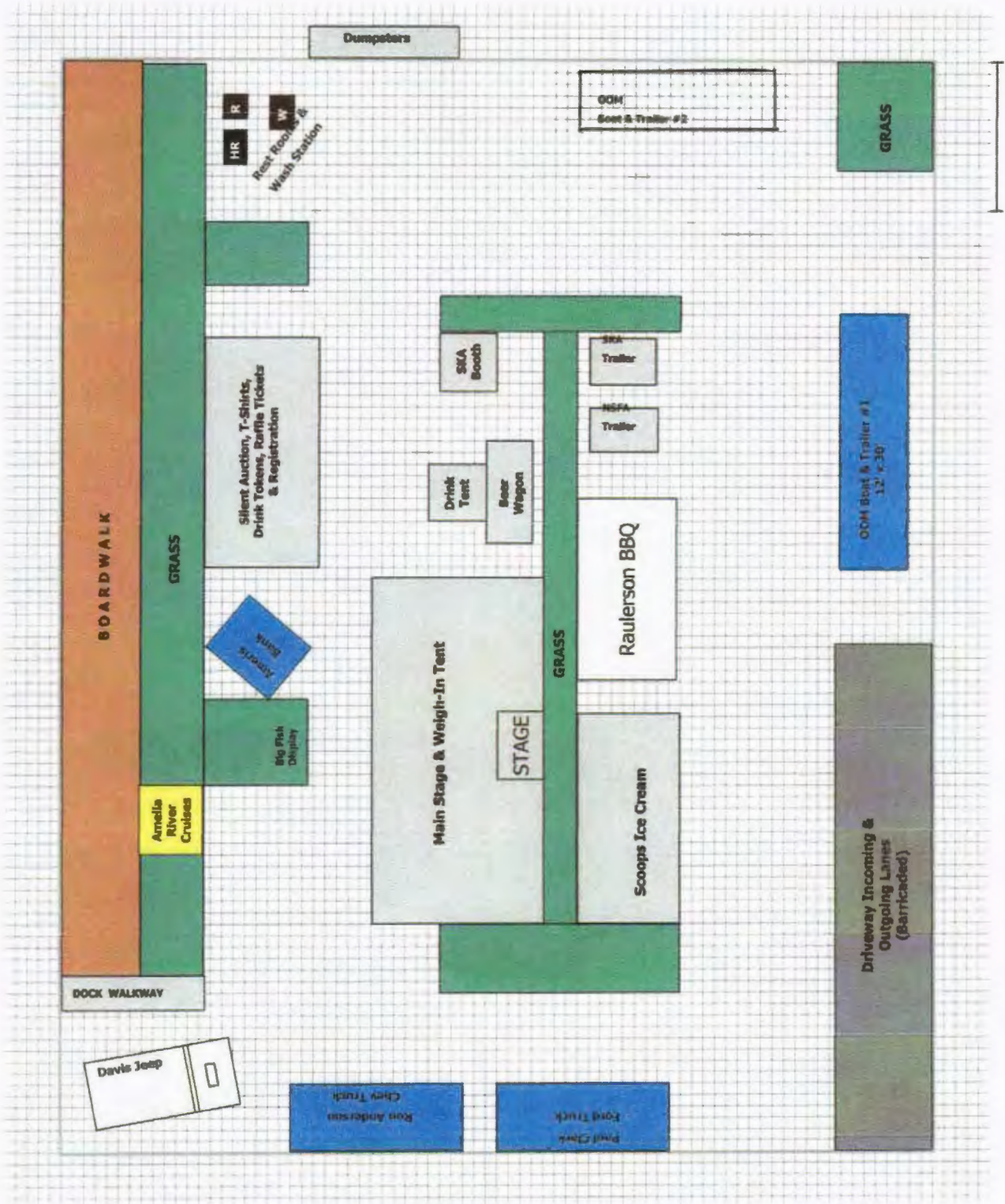
Amount: \_\_\_\_\_

**Event or Project Sponsorship Funding Requirements:**

1. Only one request per event or project.
2. Requests cannot be for more than fifty percent (50%) of total event or project 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 or project.
5. All sponsorship funds must go toward the event or project 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.

- 9. All events and projects 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 or project 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 and projects 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.**

# Rodeo Site Plan



GRID SCALE IS TWO FOOT SQUARES

9:04 AM

02/10/23

Accrual Basis

**Nassau Sports Fishing Association**  
**Profit & Loss Budget Performance**  
 January through December 2023

2023

	Jan - Dec 23	Budget	Jan - Dec 23	YTD Budget	Annual Budget
<b>Income</b>					
<b>Membership Dues</b>	860.00	6,740.00	860.00	6,740.00	6,740.00
<b>Misc Income/Other Donations</b>	0.00	360.00	0.00	360.00	360.00
<b>Shrimp Festival</b>	0.00	38,000.00	0.00	38,000.00	38,000.00
<b>Social 50-50 Raffle</b>	0.00	815.00	0.00	815.00	815.00
<b>Tournaments</b>					
<b>Kingfish &amp; Rodeo Tournament</b>					
<b>Entry Fees</b>	0.00	41,600.00	0.00	41,600.00	41,600.00
<b>Fish Sales</b>	0.00	800.00	0.00	800.00	800.00
<b>On-Site Sales</b>					
<b>Beer-Coke-Water</b>	0.00	2,260.00	0.00	2,260.00	2,260.00
<b>Raffle</b>	0.00	2,400.00	0.00	2,400.00	2,400.00
<b>Silent Auction</b>	0.00	4,000.00	0.00	4,000.00	4,000.00
<b>Tee Shirts</b>	0.00	5,900.00	0.00	5,900.00	5,900.00
<b>Total On-Site Sales</b>	0.00	14,560.00	0.00	14,560.00	14,560.00
<b>Sponsorships</b>					
<b>Bronze</b>	0.00	250.00	0.00	250.00	250.00
<b>Gold</b>	0.00	7,950.00	0.00	7,950.00	7,950.00
<b>Platinum</b>	0.00	11,000.00	0.00	11,000.00	11,000.00
<b>Silver</b>	0.00	1,350.00	0.00	1,350.00	1,350.00
<b>Total Sponsorships</b>	0.00	20,550.00	0.00	20,550.00	20,550.00
<b>Vendor Fee</b>	0.00	75.00	0.00	75.00	75.00
<b>Total Kingfish &amp; Rodeo Tournament</b>	0.00	77,585.00	0.00	77,585.00	77,585.00
<b>Total Tournaments</b>	0.00	77,585.00	0.00	77,585.00	77,585.00
<b>Total Income</b>	860.00	123,500.00	860.00	123,500.00	123,500.00
<b>Expense</b>					
<b>Admin Expense</b>	0.00	2,085.00	0.00	2,085.00	2,085.00
<b>Credit Card Fees</b>	51.24	1,020.00	51.24	1,020.00	1,020.00
<b>Donations &amp; BBBS Events</b>	0.00	2,125.00	0.00	2,125.00	2,125.00
<b>Equipment</b>	0.00	600.00	0.00	600.00	600.00
<b>Fish of the Season</b>	0.00	3,170.00	0.00	3,170.00	3,170.00
<b>Holiday Awards &amp; Volunteer Appr</b>	0.00	8,380.00	0.00	8,380.00	8,380.00
<b>Interclub Events</b>	0.00	475.00	0.00	475.00	475.00
<b>Meetings</b>	0.00	6,275.00	0.00	6,275.00	6,275.00
<b>Rent</b>	0.00	5,512.00	0.00	5,512.00	5,512.00
<b>Scholarship NSFA Merit</b>	0.00	3,000.00	0.00	3,000.00	3,000.00
<b>Scholarships</b>	0.00	12,000.00	0.00	12,000.00	12,000.00
<b>Shrimp Festival Expenses</b>	0.00	27,500.00	0.00	27,500.00	27,500.00
<b>Taxes</b>	0.00	470.00	0.00	470.00	470.00
<b>Tournament Expenses</b>					
<b>Kingfish &amp; Rodeo Expenses</b>					
<b>Advertising</b>					
<b>Internet and Social Media</b>	0.00	1,000.00	0.00	1,000.00	1,000.00
<b>Newspaper and Magazine</b>	0.00	1,700.00	0.00	1,700.00	1,700.00
<b>Printing</b>	0.00	700.00	0.00	700.00	700.00
<b>Supplies</b>	0.00	150.00	0.00	150.00	150.00
<b>Total Advertising</b>	0.00	3,550.00	0.00	3,550.00	3,550.00
<b>Entertainment</b>	0.00	400.00	0.00	400.00	400.00
<b>Event Insurance</b>	0.00	800.00	0.00	800.00	800.00
<b>Food - Drink</b>	0.00	1,775.00	0.00	1,775.00	1,775.00



9:04 AM

02/10/23

Accrual Basis

## Nassau Sports Fishing Association Profit & Loss Budget Performance January through December 2023

	Jan - Dec 23	Budget	Jan - Dec 23	YTD Budget	Annual Budget
OnSiteSales - Silent Auction	0.00	200.00	0.00	200.00	200.00
Prizes	0.00	32,550.00	0.00	32,550.00	32,550.00
Raffle	0.00	200.00	0.00	200.00	200.00
Shirts, Towels	0.00	3,500.00	0.00	3,500.00	3,500.00
SKA	0.00	50.00	0.00	50.00	50.00
Sponsorship Expenses	0.00	200.00	0.00	200.00	200.00
State Sales Taxes - Rodeo	0.00	300.00	0.00	300.00	300.00
Tournament Site					
Ice	0.00	100.00	0.00	100.00	100.00
Licenses & Permits	0.00	100.00	0.00	100.00	100.00
Portable Toilets	0.00	525.00	0.00	525.00	525.00
Security	0.00	988.00	0.00	988.00	988.00
Signs	0.00	700.00	0.00	700.00	700.00
Tents	0.00	3,400.00	0.00	3,400.00	3,400.00
<b>Total Tournament Site</b>	<b>0.00</b>	<b>5,813.00</b>	<b>0.00</b>	<b>5,813.00</b>	<b>5,813.00</b>
Volunteers	0.00	1,100.00	0.00	1,100.00	1,100.00
Weigh-In	0.00	450.00	0.00	450.00	450.00
<b>Total Kingfish &amp; Rodeo Expenses</b>	<b>0.00</b>	<b>50,888.00</b>	<b>0.00</b>	<b>50,888.00</b>	<b>50,888.00</b>
<b>Total Tournament Expenses</b>	<b>0.00</b>	<b>50,888.00</b>	<b>0.00</b>	<b>50,888.00</b>	<b>50,888.00</b>
<b>Total Expense</b>	<b>51.24</b>	<b>123,500.00</b>	<b>51.24</b>	<b>123,500.00</b>	<b>123,500.00</b>
<b>Net Income</b>	<b>808.76</b>	<b>0.00</b>	<b>808.76</b>	<b>0.00</b>	<b>0.00</b>

## SPONSORSHIP POST EVENT SUMMARY REPORT

**Name of Event:** Amelia Island Dance Festival

**Event Date(s):** Friday, September 9 through Sunday, September 11, 2022

**Event Location(s):** Amelia Community Theater & various locations on Amelia Island

**Amount of AITDC Funding:** \$10,000.00

**Event Organizer:** Amelia Island Dance Festival

**Contact Person:** Susan Dodge, Executive Board President

**Phone:** 646-642-3121

**Email:** [info@ameliaislanddancefestival.org](mailto:info@ameliaislanddancefestival.org)

Please submit documentation for the following:

1. Describe how you used the community sponsorship funds. If approved funds exceed the actual cost of the service or item, you must document the variance.

We used the sponsorship money to pay for the performers travel, stay in hotel and performance fee. We used the total \$10,000.00 for this.

2. Describe estimated attendance and method used to calculate.

Workshop attendance was over 100 people and was calculated by sign up online  
Tickets sales were 287 people for Matinees and 303 people for Evening performances. 4 performances for a total of almost 600 people

3. Summarize advertising placed to promote the event (include all placed, trade, and in-kind.)

Displayed posters around town. An article in the News Leader as well as an article in The Islander. A spot on NPR on Melissa Ross show. Facebook and Instagram promoting of the events and workshops.

4. Describe your general assessment of the event including strengths and weaknesses; and address any concerns or recommendations for changes.

Strength: Almost sold out shows and workshops, great feedback about the talent and diversity, and great opportunities for the public with the workshops.

## SPONSORSHIP POST EVENT SUMMARY REPORT

Weakness: not having a venue to support parking for audience and performers, still issues with Covid and people not showing up because of covid.

Submitted by Susan Dodge

Date: 10/13//2022

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.

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](mailto: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](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

---

**Name of Event or Project: Amelia Island Dance Festival**

**Event or Project Date(s) (Special Event) July 13th, 2023 and (Week Long) September 8-10th, 2023**

**Event or Project Location(s): First Baptist Church, Amelia Community Theatre and Egan Creeks Park**

**Funding Amount Requesting: \$25,000 for the 2023 Events with an option to renew for 2024 and 2025 in the amount of \$25,000 for each year.**

**Event or Project Host/Organizer/Applicant: Amelia Island Dance Festival**

**Event or Project Host/Organizer/Applicant Address: 1751 Lisa Ave, Fernandina Beach, FL 32034**

**Contact Person: Susan Dodge**

**Address: 1751 Lisa Ave, Fernandina Beach, FL 32034**

**Phone: 646-642-3121**

**Email: [info@ameliaislanddancefestival.org](mailto:info@ameliaislanddancefestival.org)**

### **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.

Courtyard Marriott; Olivia Hoblit (904)206-3326, [ohoblit@innisfreehotels.com](mailto:ohoblit@innisfreehotels.com)

Amelia Community Theatre; Steve Carver (269) 329-9604, [scarver@ameliacommunitytheatre.org](mailto:scarver@ameliacommunitytheatre.org)

City of Fernandina Beach; Scott Mikelson (904) 310-3356

The First Baptist Church; Tommy Davis (904) 716-1359; [tommydavis@fbfirst.com](mailto:tommydavis@fbfirst.com)

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 (including dates of the event or project (including set up and tear down); anticipated attendance; audience demographic, and projected overnight visitation.

The Amelia Island Dance Festival (AIDF) began with the dream of adding a world-class dance offering to Amelia Island's special event and cultural landscape: we looked to what the Chamber Music Festival, Jazz Festival, Dickens on Centre, Isle of 8 Flags Shrimp Festival, Book Festival and others brought to the community and to our visitors and saw an opportunity to bring the art of dance to these audiences while energizing and improving collaboration throughout the region's dance community spanning all ages and disciplines of dance.

In the past 5 years, AIDF has brought excellence in dance to life on Amelia Island, from the Festival stage to the beaches, downtown streetscapes, and marsh landscapes where we have filmed dance in and inspired by the island to share with the world.

Our audience demographic is drawn from the top sources of visitation as detailed in the 2023 Amelia Island TDC Marketing Plan: Jacksonville, Orlando, Savannah and Atlanta within drive distance as well as New York City, through the connections with our founder and many of the leading artists who have and continue to perform at the Festival. (Unsurprisingly, they all fall in love with Amelia Island and strive to come back, as exemplified by John Manzari who is returning for a special performance in July!)

A high-quality offering of dance attracts cultural and heritage tourists, who are likely to spend more and return time and time again. It accentuates the profile of Amelia Island as a world-class destination.

We anticipate another near to total sellout of Festival tickets: four performances at Amelia Community theatre translating to 650+ tickets, plus the John Manzari event that will take place at the island's premiere large venue and Chamber Music Festival keystone, First Baptist Church, with the capacity to sell close to 2000 tickets for two performances.

Working with Olivia Hoblit of Innisfree Hotels, the AIDF has established a partnership that includes space for workshops as well as room packages. We envision expanding opportunities for packages and promotions to other lodging providers through the relationship with AICVB. Based on our data from last year, we anticipate about 30% of our attendees will book overnight stays for both events in 2023. Additionally, the Festival generates revenue for dining and retail on Amelia Island, with attendees taking at least a day to explore and enjoy Amelia Island.

Lastly, the Festival takes place in September, after schools are in session and in the bridge season between summer and fall/holiday travel, providing a catalyst for visitation during a need period. We have intentionally scheduled the Festival to fit in between other Amelia Island signature events.

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.

### Special Event; The First Set-John Manzari

THURSDAY, JULY 13th, 2023 at 7pm-8:30pm

The First Baptist Church

## Festival Breakdown September 8th-10th, 2023

### FRIDAY, SEPTEMBER 8TH, 2022

Dancing in the Park (Opening Celebration)| 12-1pm \*  
Workshop 1| 2-3PM \*  
Workshop 2| 3-4PM \*  
Workshop 3| 4-5PM \*  
Workshop 4| 5-6PM \*  
Guest Artist Evening Dance Performance | 7:30-9:30PM \*\*

### SATURDAY, SEPTEMBER 9TH, 2022

Workshop 5 | 9:30-11AM \*\*  
Workshop 6| 11AM-12PM \*\*  
Workshop 7 | 12-1PM \*\*  
Local & Guest Artist Matinee Dance Performance | 2-4PM \*\*  
Workshop 8| 4:30-5:30PM \*\*  
Guest Artist Evening Dance Performance | 7:30-9:30PM \*\*

### SUNDAY, SEPTEMBER 10TH, 2022

Workshop 9| 10-11:30AM \*\*\*  
Workshop 10 | 10-11AM \*\*  
Workshop 11| 11AM-12PM \*\*  
Workshop 12| 12-1PM \*\*  
Local & Guest Artist Matinee Dance Performance | 2-4PM \*\*

\* Courtyard Marriott, 2700 Atlantic Ave.

\*\* Amelia Community Theatre, Studios 207 & 209 Cedar St.

\*\*\* Atlantic Rec Center, 2500 Atlantic Ave.

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.

Digital:

Redesigned website in February will serve as marketing hub

Starting this month, use integrated marketing platform to geofence audiences on Amelia Island, Jacksonville, Savannah, Atlanta, focusing on performing arts venues and productions. Deploy always-on website retargeting to show display ads that drive ticket sales and awareness

Utilize strong social media channels to spotlight performers and the Festival experience  
Continue developing email program and growing list  
Estimated annual ad spend for digital: \$5,000

**Traditional:**

Continue PR strategy of providing stories for local and regional publications  
Produce posters with specially commissioned Festival artwork for display around Amelia Island and in dance-connected locations in Jacksonville  
Partner with Florida Ballet to cross-promote  
Expand merchandise offerings introduced last year including limited edition T-shirts and stickers  
Leverage community connections with RAD dance studio, Main Street Fernandina, Amelia Island Community Theatre, and Chamber Music Festival to raise awareness and continue to help each other grow, i.e music video, flash mob, ongoing community workshops, Mocama events  
Active Board has relationships with numerous businesses, stakeholders, and nonprofit organizations  
Promote September Festival at July John Manzari event  
Estimated annual spend for traditional: \$2,000

**Budget**

Amelia Island Dance Festival 2023 (Item-lined Budget)

**Income**

Contributed

Grants	\$10,500
TDC Contributions	\$25,000
Individuals	\$10,000
Fundraising Event	\$3,500

Earned Income

Ticket Sales	\$35,000
Workshops	\$3,000
Merchandise	\$1,000

Total Income: \$88,000

**Expenses**

Operating Expenses

Office Supplies	\$1,150
Storage	\$1,032
State Registration	\$62
Liability Insurance	\$805

Chubb Board Insurance	\$558
Go Daddy Website	\$320
Total	\$3927

Marketing

Feathr Services	\$10,000
T-Shirts	\$1,300
Posters/Signs/City Signs	\$1,200
Fundraiser Space Rental	\$2,000
Total	\$14,500

The First Set- John Manzari

Performers	\$6,000
Lodging	\$2,000
Flights	\$1,500
Rental Equipment	\$3,800
Space Rental	\$2,500
Ticketing Services	\$500
Meals	\$700
Stage Manager	\$500
Programs	\$300
Total	\$17,800

September Dance Festival

Performers	\$20,000
Travel Expenses	\$3,000
Workshops	\$2,000
Dinners	\$1,500
Gift Bags	\$250
Lodging	\$4,000
Reception	\$2,500
Program	\$1,000
Stage Manager	\$1,000
Photographer	\$500
MISC Expenses	\$500
Total	\$36,250

Total Expenses: \$72,477

AIDFis requesting a sponsorship of Twenty Five Thousand (\$25,000) for the 2023 Events with an option to renew for 2024 and 2025 in the amount of (\$25,000) for each year.



Event or Project Host/Organizer/Applicant Signature:

Date: 02/10/2022

Internal Use Only: Date Received: Approved: <input type="checkbox"/> Yes / <input type="checkbox"/> No Amount: _____
---

EXHIBIT "A"

# AMELIA ISLAND

COME MAKE MEMORIES®

## POST EVENT OR PROJECT SUMMARY REPORT

**Name of Event or Project: 2022 Seaside Karate Classic**

**Event or Project Date(s) Originally, October 1, 2022 However, Hurricane Ian forced us to reschedule to December 10, 2022**

**Event or Project Location(s): Originally, Fernandina Beach High School. Rescheduled to Fernandina Beach Middle School**

**Funding Amount Received: \$4,750**

**Event or Project Host/Organizer/Applicant: Sean Watkins/Fernandina Dojo**

**Event or Project Host/Organizer/Applicant Address: 1211 Amelia Plaza Fernandina Beach, FL 32034**

**Contact Person: Sean Watkins**

**Address: 95316 College Pkwy Fernandina Beach, FL 32034**

**Phone: 904-441-9616**

**Email: SeasideKarateClassic@gmail.com**

Please submit documentation and supporting information for the following:

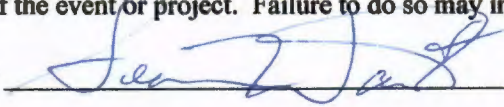
1. Describe how you used the community sponsorship funds. If approved funds exceed the actual cost of the service or item, you must document the variance.  
The funds were used in various ways to make this event a huge success. They were used to help purchase necessary equipment such as mats, medals, and stanchion. The funds also helped cover the expense of the official/referees.
2. Describe estimated attendance and method used to calculate.  
We used a national karate tournament software called tournament in a box. We have hard data to show there were 225 athletes registered for the event. In addition, there were approximately 400 spectators as well as an additional 40 volunteers, coaches, and officials.
3. Summarize advertising placed to promote the event or project (include all placed, trade, and in-kind.)  
We advertised using local TV networks, social media, and constant contact via tournament in a box.

4. Describe your general assessment of the event or project including strengths and weaknesses; and address any concerns or recommendations for changes.

The event was smaller than anticipated because of the necessity to move the date and location. FBMS is much smaller than FBHS, which forced us to have only 3 rings rather than 4. All that said, I hear nothing but amazing praise over how efficient, well produced, and the caliber of athletes were. I have confirmed participation of all the clubs for 2023 plus several others wanting to participate. I look forward to working with you again in 2023!

The event or project host/organizer must submit a Post Event Summary Report within forty-five (45) days of the ending date of the event or project. Failure to do so may impact future sponsorships.

Submitted by



Date:

01/24/23

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.

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](mailto: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](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

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**Name of Event or Project: Seaside Karate Classic**

**Event or Project Date(s) October 14, 2023**

**Event or Project Location(s): Fernandina Beach High School (Omni, potentially)**

**Funding Amount Requesting: \$7,500 with an option to renew for 2024 and 2025 for the same amount**

**Event or Project Host/Organizer/Applicant: Sean Watkins/Fernandina Dojo**

**Event or Project Host/Organizer/Applicant Address: 1211 Amelia Plaza Fernandina Beach, FL 320324**

**Contact Person: Sean Watkins**

**Address: 95316 College Pkwy Fernandina Beach, FL 32034**

**Phone: 904-441-9616**

**Email: [seasidekarateclassic@gmail.com](mailto:seasidekarateclassic@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.

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.

This event will bring between 300-400 athletes plus their families, coaches, and instructors to Amelia Island. Last year, we hosted 225 athletes from over 10 states. We used the Residence Inn Amelia Island as our host hotel and shuttle to and from the event. With that said, people loved going to local restaurants, shops, and of course our beautiful beaches. I would estimate between lodging, food, and purchases that this event will bring a cumulative \$250,000+ into Amelia Island.

The goals and objectives of this event are 1) to provide a high caliber martial arts event to our local community, 2) encourage confidence, integrity, and perseverance by participating in sport karate, 3) foster a great sense of pride for our local community by sharing it with the martial arts world, and lastly, 4) host a competitive yet respectful event where everyone feels included and leaves feeling like they have accomplished greatness

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.

We will plan to use the Residence Inn Amelia Island again as it is close to FBHS and provides a courtesy shuttle so that out-of-town guest can easily navigate AI. We will be setting up Friday evening on October 13<sup>th</sup>, and the tournament will run from 8:30 AM to 6:30 PM on Saturday. There is plenty of parking and parking overflow. All special needs requirements will be fulfilled by the fact that FBHS is ADA compliant as is the Residence Inn Amelia Island. Nassau County Schools require a janitor to be at the event as well to make sure the space is being kept clean.

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 will allow us to host, yet again, an incredible experience for all our athletes and their families. We will use the funds to purchase the necessary equipment to run a successful event such as medals, mats, and signage. In addition, these funds will help to secure the necessary officials, judges, and referees to run a successful event.

When advertising this event, the TDC will be mentioned throughout our social media pages, television interviews, and the logo will be on the medal stand as well as on the ribbon of every single medal. In addition, a representative from the TDC is invited to place medals on the necks of the winning athletes. They will be listed as a sponsor on all promotional materials, signage, and t-shirts.

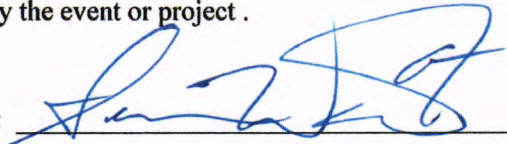
Marketing for this event is very much related to word of mouth and the reputation of Sean Watkins in the martial arts community. His connections and relationship with the Olympic organization, USA Karate, attracts and brings in much of the athletes at zero cost to marketing!

**Budget**

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

- amount being invested by the event or project host/organizer. *100% of cost assuming no sponsors repeat for 2023*
- 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: \_\_\_\_\_

*1/24/23*

Internal Use Only:

Date Received:

Approved: \_\_\_ Yes / \_\_\_ No

Amount: \_\_\_\_\_

## Estimated Expenses

Medals	3000
T-shirts	2000
Spectator bands	60
Certificates	100
Credential Holders	150
Lanyards	100
Ref/VIP Party	2000
Ref & Volunteer Room	700
Hotel Rooms	6500
Signage	1000
Janitors	650
Referees	4000
Medics	1000
Uhaul	150
Registration Software	2000
Staging Coordinator	2000
Insurance	250
High School Gym	2500
Miscellaneous	1000
Mats	4500
<b>Total Expenses</b>	<b>33660</b>

## 2022 Sponsorship Levels

### Medal Sponsor

Amelia Island CVB 5000

### Ring Sponsor

Port City South Bank 1000

8 Flags Plumbing 1000

Friends of the Dojo 2000

### Event Sponsor

Poole & Poole 300

A1A Solar 300

Prime South 300

David Beatie 300

Davis Auto 300

Hot Paws 300

Waronker & Rosen 500

Jimmy Johns Volunteer/Referee Food

Design It Wraps & Tint 300

Precision Chiropractic 300

Punok Uniforms

RAD In Kind Marketing

**Total Sponsorships 11900**



## Projected Revenue

	Quantity	Price	Total
Athletes	225	80	18000
Spectators	400	10	4000
Sponsors			11900
T-Shirt Sales	75	10	750
<b>Total Revenue</b>			<b>34650</b>

# AMELIA ISLAND

## COME MAKE MEMORIES® POST EVENT OR PROEJCT SUMMARY REPORT

**Name of Event or Project:** Lviv National Philharmonic Orchestra of Ukraine

**Event or Project Date(s):** January 17, 2023

**Event or Project Location(s):** First Baptist Church 1600 South 8th Street Fernandina Beach, FL 32034

**Funding Amount Requesting:** Received \$25,000 in 2022 specifically for this event

**Event or Project Host/Organizer/Applicant:** Amelia Island Chamber Music Festival

**Event or Project Host/Organizer/Applicant Address:** 1405 Park Ave Suite 101 Fernandina Beach, FL 32034

**Contact Person:** Dr. Nina Knight

**Address:** 1405 Park Ave. Suite 101 Fernandina Beach, FL 32034

**Phone:** 904-261-1779

**Email:** n.knight@aicmf.org

Please submit documentation and supporting information for the following:

- 1. Describe how you used the community sponsorship funds. If approved funds exceed the actual cost of the service or item, you must document the variance.**

Artist Salaries and Fees: \$20,000

Production Expenses: \$2,490

Meals for artists: \$1,100

Marketing: \$1,498

- 2. Describe estimated attendance and method used to calculate.**

Sold out concert (venue capacity 997)

- 3. Summarize advertising placed to promote the event or project (include all placed, trade, and in-kind.)**

Advertising material included social media posts, newspaper ads, TV, and radio spots

[Webpage for Concert](#)

- 4. Describe your general assessment of the event or project including strengths and weaknesses; and address any concerns or recommendations for changes.**

The event was a huge success. There was a lot of enthusiasm from the audience and concert patrons. The audience was engaged. The performers were grateful to be on the island and performed an encore for the appreciative and supportive crowd. The opportunity to see an orchestra perform locally was a huge benefit for the community. Thanks to AICVB approximately 20% of the ticket purchases came from outside of Nassau County as compared to 5% for the typical festival concerts. Through the support of AICVB we are able to provide high end, notable, and meaningful performing artists in the community.

The event or project host/organizer must submit a Post Event Summary Report within forty-five (45) days of the ending date of the event or project. Failure to do so may impact future sponsorships.


Submitted by  Date: 2/13/23

EXHIBIT "A"



February 14, 2023

Amelia Island Convention and Visitors Bureau  
1750 South 14th Street  
Suite 200  
Fernandina Beach, Florida 32034

Dear Mr. Langley and the Members of the Development Committee,  
The Amelia Island Chamber Music Festival Inc. (AICMF) is very appreciative of our grants from the Tourist Development Council in past years. Since the onset of the AICMF we have been proud to bring in world renowned musical artists. Over the last few seasons, our programming has expanded to include 'headliner' concerts. For these concerts, we bring in highly sought-after, household name, star musicians as part of each concert season. Concerts like these were made possible by the generous financial support of the tourism council. Since 2016 we have hosted:

- 2016 – Yo-Yo Ma
- 2017 - Itzhak Perlman
- 2018 - Chick Corea
- 2019 - Wynton Marsalis
- 2020 - Itzhak Perlman (canceled due to COVID)
- 2021 – Wynton Marsalis
- 2022 – Renee Fleming
- 2023 – National Philharmonic Orchestra of Ukraine

In keeping with our tradition of energetic programming, this November Wynton Marsalis will bring his Jazz at Lincoln Center Orchestra to our community once again for a concert on November 30, 2023. His concerts sell out and are enjoyed by all who attend.

Enclosed is our proposal to support the Marsalis concert in fall 2023. We are requesting a \$25,000 grant to partially cover the cost of one headliner concert, and we hope that we can extend this grant for our headliner concerts in future years in a multi-year agreement. In fact, we would be very happy work with you to develop a 3-year agreement, renewable each year, between the Amelia Island Chamber Music Festival and the Amelia Island Tourist Development Council. Looking ahead, in 2024-2025 we are hoping to bring in such artists as Sheku Kanneh-Mason, John Batiste, and Yo-Yo Ma. Our partnership has only strengthened over the years, and we look forward to further collaborations as we partner to enhance the cultural landscape and bring in new patrons to our beautiful island.

Sincerely,

Nina Knight, DMA  
Executive Director

A handwritten signature in black ink that reads "Nina Knight".

Amelia Island Chamber Music Festival  
1401 Park Ave., Suite 101  
Fernandina Beach, FL 32034



### **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](mailto: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](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

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**Name of Event or Project:** Major Events Sponsorship, Headliner Concert: 2023 Wynton Marsalis

**Event or Project Date(s)** November 30, 2023

**Event or Project Location(s):** First Baptist Church 1600 South 8th Street Fernandina Beach, FL 32034

**Funding Amount Requesting:** \$25,000 for event on Nov. 30, 2023 with option to renew for in 2024 and 2025 for same amount

**Event or Project Host/Organizer/Applicant:** Amelia Island Chamber Music Festival, Inc.

**Event or Project Host/Organizer/Applicant Address:** 1405 Park Ave Suite 101 Fernandina Beach, FL 32034

**Contact Person:** Dr. Nina Knight

**Address:** 1401 Park Avenue Suite 101 Fernandina Beach, FL 32034

**Phone:** 904-261-1779

**Email:** [n.knight@aicmf.org](mailto:n.knight@aicmf.org)

### **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.**

- State of Florida: Division of Cultural Affairs and the Florida Arts Council
- Amelia Island Chamber Music Festival, Inc., Nina Knight, Executive Director
- Local City and County Police Departments
- First Baptist Church, Tommy Davis, Facilities Director
- Council on Aging for bus transport from remote parking lot

**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.**

#### **Event Description:**

We plan to use this grant to support our headliner concert this fall with Wynton Marsalis who is the managing and artistic director of the Jazz at Lincoln Center Orchestra. Mr. Marsalis is a world-renowned trumpeter and composer. A true jazz legend, he is the world's first jazz artist to perform and compose across the full jazz spectrum from its New Orleans roots to bebop and modern jazz. Mr. Marsalis has been awarded nine Grammy Awards. In 1983 he became the first and only artist to win both classical and jazz Grammys in the same year and repeated that feat in 1984. In 1997 Mr. Marsalis became the first jazz musician to win the Pulitzer Prize for Music for his oratorio Blood on The Fields. When Mr. Marsalis performed for in us in the 2018 – 2019 season, the concert was sold out (997 seats). Every seat was filled and everyone left smiling. We are looking forward to a similar concert this November.

#### **How it promotes Amelia Island tourism**

We plan to use this grant to support our headliner concert next year with Wynton Marsalis. For our headliner concert this year with the Lviv National Philharmonic Orchestra of Ukraine approximately 20% of the ticket purchases came from outside of Nassau County as compared to 5% for the typical festival concerts. Through the support of AICVB we are able to provide high end, notable, and meaningful performing artists in the community, and through this we bring many tourists to our beautiful island.

Our headliner concerts of past years are listed below:

- 2016 - Yo-Yo Ma
- 2017 - Itzhak Perlman
- 2018 - Chick Corea
- 2019 - Wynton Marsalis
- 2020 - Itzhak Perlman (canceled due to COVID)
- 2021 – Wynton Marsalis
- 2022 – Renee Fleming
- 2023 – National Philharmonic Orchestra of Ukraine

Each concert drew a large audience, and many were sold out. We are very appreciative of past support of these concerts from the Amelia Island TDC, and we hope to continue that support in future years. It takes over a year to confirm a date for these very popular artists, but we are hopeful to have many repeat performances.

**Goals & Objectives:** It is the mission of the Amelia Island Chamber Music Festival to:

1. Present the world's greatest musical artists in chamber music concerts of classical and alternative genres for diverse audiences.
2. Offer music education to concert attendees, students, and aspiring young musicians.
3. Promote local businesses and tourism by attracting music lovers from Nassau County, northeast Florida and beyond.

**Economic impact** This year we will host 11 concerts and one master class, with a total audience count of over 3,000 persons. In the past, we have had visitors not only from northern Florida, but also from a variety of other states and Canada. Our schedule for this year is shown below, with our headliner concert first. National Philharmonic Orchestra of Ukraine.

- Emerson String Quartet
- Beethoven & Bluegrass with Mark & Maggie O'Connor & the Vega String Quartet
- Musical Adventures with Babar, Ferdinand & Skywalker
- Dover Quartet Master Class
- Dover Quartet & Friends
- Daniil Trifonov
- Meet the Artist – Julie Coucheron, Pianist
- Beer & G-Strings – Oslo-e-Mio!
- Harlem String Quartet
- Lisa Kelly & JB Scott Jazz Sextet
- Christopher Rex Spring Institute Final Concert

**Project Date** November 30, 2023

**Anticipated attendance** Sold out audience of 997 attendees.

**Audience demographic** Approximately 20% of the ticket purchases will come from outside of Nassau County as compared to 5% for the typical festival concerts, which is what occurred at the National Philharmonic Orchestra of Ukraine concert.

**Project overnight visitation:** Out of the 997 attendees to this year's concert, 20% (or 199) of them were from outside of Nassau County. If we assume that 50% of the non-Nassau County attendees stayed overnight, then about 100 persons stayed overnight.

**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.**

**Location/site plan:** First Baptist Church, 1600 South 8th Street, Fernandina Beach, FL 32034

**Parking/shuttle and traffic plan:** Golf carts will shuttle people to and from the parking lot and the church. In addition, Nassau County and/or Fernandina Beach police will provide traffic management on 8<sup>th</sup> Street.

**Security plan:** Nassau County and/or Fernandina Beach police will also provide security for the performers.

**Sanitation plan:** The First Baptist Church has several restrooms and multiple trash cans. All trash containers are managed by the Facilities Manager of the venue, and trash is placed in the venue's containers.

**Health and safety plan:** Emergency exits in the church provide a safe evacuation process. Security will contact local EMT service for any medical emergencies.

**Special needs requirements:** The First Baptist Church has parking set aside for handicapped attendees. In addition, we have designated seating for those using walkers or wheelchairs.

**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.**

**Media plan with advertising schedule:** Our media plan is shown below.

- 9 months in advance:
  - Finalize logistics and other details of contract with performers
  - Finalize venue details
- 6 months in advance:
  - Create draft of our Season Ticket Brochure
  - Begin planning logistics for the concert
- 3 months in advance:
  - Begin advertising, including display ads, TV and radio ads
  - Update social media, including our website and facebook page
- 1 – 3 months in advance
  - Print Season Ticket Brochure and mail to our supporters
  - Create newspaper, magazine, TV, radio, and other social media ads
  - Begin to sell tickets
  - Finalize all other details

**Public relations activities** Advertising materials include social media posts, newspaper and magazine ads, and TV and radio spots. We advertise in at least local and city newspapers, local magazines, and local TV stations, and national Public TV stations.

Through our Google Grant we will advertise on online platforms.



...and the Season Continues!

**Proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters):** Our creative materials include display ads, our website, our facebook page, our annual Ticket Brochure. We rarely use any banner ads. We have included this year's ticket brochure with this proposal. Here is a screen shot of our website home page, showing the LVIV National Philharmonic Orchestra of Ukraine.

Links to our website and Facebook pages are shown below:

- <https://ameliachambermusic.org/>
- <https://www.facebook.com/AICMF>

**Promotional activities to support the event or project:** Promotional activities include social media posts, newspaper and magazine ads, and TV and radio spots.

**Related expense budgets for the marketing activities:** We have allocated \$1,500 for marketing activities for our headliner concerts.

**Budget: An event or project budget must accompany this application. Budget should include: Amount being invested by the event or project host/organizer.** A spreadsheet detailing our budget for this project is included with our proposal.

**An expense budget for producing the event or project:** We expect our total costs for this concert to be \$85,750. This includes artist salaries and fees, production, marketing, security and venue rental



expenses. Most headliner performance fees range between \$50,000 and \$100,000. We expect Wynton Marsalis' fee to be \$66,000.

**Amount of support requested from the TDC and its intended use:** We are requesting \$25,000 to pay for artist salaries and expenses.

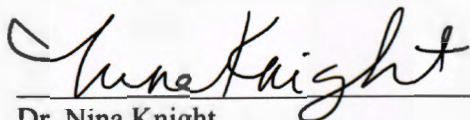
**Additional sponsorship revenues:** Based on past experience, we are expecting \$1,000 from personal donations.

**Anticipated revenue from ticket/ancillary sales:** Based on past experience, we are planning to have \$51,000 from ticket sales.

**Any other revenue expected to be generated by the event or project:** We are planning to use \$1,000 from our expected Florida State grant to support this concert. A summary of our projected budget is shown below.

Expenses	Amount	Comments
Artist Salaries and Fees	\$ 66,000	
Production Expenses	\$ 2,000	
Artist Travel Expenses	\$ 5,000	
Marketing	\$ 2,000	
Security	\$ 1,000	
Venue Rental	\$ 2,000	
<b>Total Expenses</b>	<b>\$ 78,000</b>	
Income	Amount	Comments
Additional sponsorship revenues	\$ 1,000	State of Florida Grant
Ticket sales revenue	\$ 51,000	
Personal donations	\$ 1,000	
<b>Total Income</b>	<b>\$ 53,000</b>	
Income - Expenses	\$ (25,000)	
<b>TDC Grant Request</b>	<b>\$ 25,000</b>	

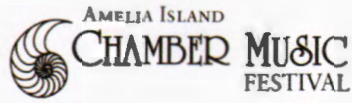
Event or Project Host/Organizer/Applicant Signature:



Dr. Nina Knight

Date: 2/13/23

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



To: Amelia Island Tourist Development Council

From: Amelia Island Chamber Music Festival, Inc.

Topic: Proposal Budget for Event or Project Sponsorship Funding Application

February 13, 2023

Shown below is our proposal to support the Wynton Marsalis headliner concert in fall 2023. We are requesting a \$25,000 grant to partially cover the cost of one headliner concert, and we hope that we can extend this grant for our headliner concerts in future years in a multi-year agreement.

<b>Expenses</b>	<b>Amount</b>	<b>Comments</b>
Artist Salaries and Fees	\$ 66,000	
Production Expenses	\$ 2,000	
Artist Travel Expenses	\$ 5,000	
Marketing	\$ 2,000	
Security	\$ 1,000	
Venue Rental	\$ 2,000	
<b>Total Expenses</b>	<b>\$ 78,000</b>	
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