

RESOLUTION NO. 2023- 130

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT DOLLARS TO ENGAGE, OR SPONSOR THE NEW HURRICANE TOUR, LLC TO PROMOTE AND EXECUTE THE OMNI OAK MARSH JUNIOR OPEN AND AMELIA ISLAND JUNIOR SHOOTOUT; THE RITZ-CARLTON, HOTEL COMPANY, LLC D/B/A THE RITZ-CARLTON, AMELIA ISLAND TO PROMOTE AND EXECUTE THE AMELIA ISLAND COOKOUT; THE OMNI AMELIA ISLAND, LLC D/B/A OMNI AMELIA ISLAND RESORT FOR FLOORCON23 PRODUCED BY BROADLUME; 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

WHEREAS, the BOCC, based upon the recommendation of the AITDC on May 3, 2023, by execution of AITDC Resolution No. 2023- 99 attached hereto as Exhibit "A", finds that the engagement or sponsorship of The New Hurricane Tour, LLC to promote and execute the Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute The Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume 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 TAX DOLLARS.

- a. The BOCC authorizes the use of TDT dollars for the engagement or sponsorship of The New Hurricane Tour, LLC to promote and execute the Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute The Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume as means to promote tourism in Nassau County, Florida.
- b. The BOCC finds that the use of TDT dollars for the engagement or sponsorship The New Hurricane Tour, LLC to promote and execute the Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute The Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume 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. The New Hurricane Tour, LLC to promote and execute the Omni Oak Marsh Junior Open & Amelia Island Junior Shootout (January 6-7, 2024 & March 30-31, 2024) - \$15,000
2. The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute The Amelia Island Cookout (October 20-22, 2023) - \$30,000 (Multiyear award with increase to \$50,000 for 2024)
3. Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume (November 26-December 2, 2023) - \$6,500

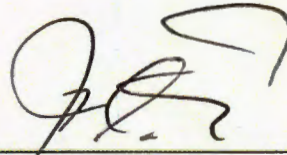
Such amounts, pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

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

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

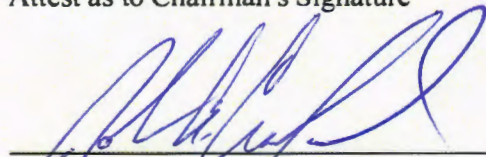
DULY ADOPTED this 10th day of July, 2023.

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



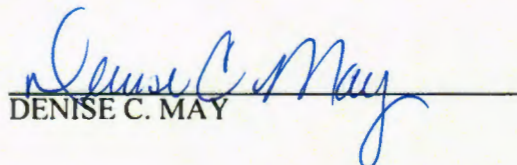
KLYNT FARMER
Its: Chairman

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. 2023-099

AITDC RESOLUTION NO. 2023- 099

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 NEW HURRICANE TOUR, LLC TO PROMOTE AND EXECUTE THE OMNI OAK MARSH JUNIOR OPEN AND AMELIA ISLAND JUNIOR SHOOTOUT; THE RITZ-CARLTON HOTEL COMPANY, LLC D/B/A THE RITZ-CARLTON, AMELIA ISLAND TO PROMOTE AND EXECUTE THE AMELIA ISLAND COOKOUT; THE OMNI AMELIA ISLAND, LLC D/B/A OMNI AMELIA ISLAND RESORT FOR FLOORCON23 PRODUCED BY BROADLUME; FINDING THE STRATEGIC PLAN AND USE OF TOURIST DEVELOPMENT TAX DOLLARS WILL ENHANCE VISITOR EXPERIENCES, PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA, AND GROW THE TOURISM MARKET; PROVIDING CERTAIN LEGISLATIVE FINDINGS; AND PROVIDING AN EFFECTIVE DATE.

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

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

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

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

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

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

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

WHEREAS, the AITDC, based upon the recommendation of the AICVB, finds that the engagement or sponsorship of The New Hurricane Tour, LLC to promote and execute Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute the Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume as further depicted in Exhibit "A" attached hereto, is tourism-related and assists in the promotion thereof; and

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

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

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

SECTION 2. USE OF TOURIST DEVELOPMENT TAX DOLLARS.

- a. The AITDC recommends that the BOCC utilize TDT dollars for the engagement or sponsorship of The New Hurricane Tour, LLC to promote and execute Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute the Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume as further depicted in Exhibit "A" attached hereto, as means to promote tourism in Nassau County, Florida.
- b. The AITDC finds that the use of TDT dollars for the engagement or sponsorship of The New Hurricane Tour, LLC to promote and execute Omni Oak Marsh Junior Open & Amelia Island Junior Shootout, The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute the Amelia Island Cookout, the Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume (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. The New Hurricane Tour, LLC to promote and execute the Omni Oak Marsh Junior Open (January 6-7, 2024) & Amelia Island Junior Shootout (March 30-31, 2024) - \$15,000
2. The Ritz-Carlton Hotel Company, LLC d/b/a The Ritz-Carlton, Amelia Island to promote and execute The Amelia Island Cookout (October 20-22, 2023) - \$30,000 (Multiyear award with increase to \$50,000 for 2024)
3. Omni Amelia Island, LLC d/b/a Omni Amelia Island Resort for FloorCon23 produced by Broadlume (November 26-December 2, 2023) - \$6,500

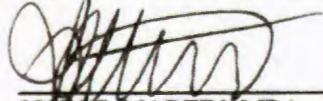
Such amounts pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

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 3rdday of May, 2023

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



JOHN F. MARTIN, MBA
Its: Chairman
Date: 5-3-23

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

AMELIA ISLAND

COME MAKE MEMORIES[®]

Event/project/program Sponsorship Funding Application

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

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliaisland.com) or mailed/hand delivered to 1750 S 14th Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/project/program: Hurricane Junior Golf Tour

Event/project/program Date(s): January 6-7, 2024 and March 30-31, 2024

Event/project/program Location(s): To Be Determined, a Request for proposal went out to all Nassau County golf courses on March 30th.

Funding Amount Requesting: \$7,500 for each tournament / 2 tournaments = \$15,000 Total

Event/project/program Host/Organizer/Applicant: Hurricane Junior Golf Tour (HJGT)

Event/project/program Host/Organizer/Applicant Address: 905 Lee Road Orlando, FL 32810

Contact Person: Rex Grayner

Address: 905 Lee Road Orlando, FL 32810

Phone: 720-284-4944

Email: rex@hjgt.org

Event/project/program Information

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

Hurricane Junior Golf Tour

EXHIBIT "A"

Rex Grayner
905 Lee Road
Orlando, FL 32810
rex@hjgt.org
720-284-4944
<https://www.hjgt.org/>

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

About HJGT:

The Hurricane Junior Golf Tour (HJGT) was founded in 2007 with the intention of providing junior golfers an opportunity to play exceptional courses in a competitive environment. The Tour's mission is to help grow the game, provide superb hospitality, and make every event a memorable experience for kids. With play open to both boys and girls ages 8-18, nearly every junior golfer is eligible to participate on the Hurricane Junior Golf Tour.

The Partnership Opportunity:

In a \$19 billion U.S. youth sports market (more than the value of the NFL), amateur competition and youth sports travel is gaining traction because they provide family entertainment while improving the skills of youth players.

Junior golf grew 24% in 2020, the largest gain since Tiger's 1997 Masters victory. With more than 3 million kids now competing in junior golf, this is an emerging market with no end to growth in sight. As an official HJGT partner, your brand can be exposed to an estimated 1 million people annually. It is an opportunity to engage with those potential customers in a fun and positive environment reaching many influencers in the golf community.

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

The RFP deadline was April 14th. The HJGT is conducting on-going negotiations with local courses that have expressed interest in hosting one or both 2024 tournaments. Once a selection has been made, further details may be provided, though the tournaments will take place at a local golf course(s) using their existing amenities.

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

1. On-site activation at selected events annually (set up booth/table at each event and promote products to players, parents, coaches, course staff and daily fee players).
2. 3' x 5' vinyl banner/signage displayed at all 300+ multi-day events nationwide (provided by HJGT)
3. HJGT Player Passports – full page print ad in our full color tour booklets, which are distributed to each player at each event. Includes 5 editions with an estimated annual circulation of 20,000):
Winter (Jan-Mar), Spring (Apr-Jun), Summer (July-Sept), Fall (Oct-Dec) and National

EXHIBIT "A"

Championship Special Edition (Dec).

4. Dedicated monthly or quarterly email campaigns promoting your brand to our database of 60,000+ players, parents, golf instructors, academies, courses, partners, First Tee organizations, college coaches, etc.
5. Dedicated monthly or quarterly individual social media posts across all channels.
6. National enter-to-win or giveaway campaign promoted to 20,000+ Instagram and 12,000+ Facebook followers.
7. Featured brand at HJGT National Championships and/or National Long Drive Finals in December.
8. Linked logo/branding added to HJGT website
9. Category exclusivity "Official [Category] of the Hurricane Junior Golf Tour."
10. Co-branded registration gifts
11. National press release announcing the partnership.

Budget

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

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

Event/project/program Host/Organizer/Applicant Signature: Matt Dunn / Rex Grayner

Date: 4/17/23

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

HJGT EXPENSE BUDGET**Omni Oak Marsh**

STAFF & LABOR	BUDGET
Tournament Director	\$ 2,500.00
Intern Incentives	\$ 450.00
Orlando Office Support	\$ 1,000.00
Totals	\$ 3,950.00

FOOD, BEVERAGE, TRANS, TRAVEL	BUDGET
Food and Beverage (4 days)	\$ 1,600.00
Car Rental	\$ 300.00
Hotel (4 nights, 3 rooms)	\$ 3,000.00
Airlines	\$ 600.00
Gas	\$ 350.00
Totals	\$ 5,850.00

MARKETING, PROMO, TROPHIES	BUDGET
Trophies	\$ 500.00
Marketing - General	\$ 1,500.00
Totals	\$ 2,000.00

TOURNAMENT SUPPLIES and Misc	BUDGET
Tournament Supplies	\$ 400.00
Course Fees - Day 1	\$ 3,000.00
Course Fees - Day 2	\$ 3,000.00
Water (\$2)	\$ 120.00
Insurances (\$8)	\$ 480.00
Shipping	\$ 100.00
Reg Gifts (\$15)	\$ 900.00
Totals	\$ 8,000.00

E-COMMERCE	
Shotstat Fees	\$ 200.00
CC Fees	\$ 500.00
Totals	\$ 700.00

TOTAL ESTIMATED EXPENSES	\$ 20,500.00
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HJGT EXPENSE BUDGET**Fernandina Beach**

STAFF & LABOR	BUDGET
Tournament Director	\$ 2,500.00
Intern Incentives	\$ 450.00
Orlando Office Support	\$ 1,000.00
Totals	\$ 3,950.00

FOOD, BEVERAGE, TRANS, TRAVEL	BUDGET
Food and Beverage (4 days)	\$ 1,600.00
Car Rental	\$ 300.00
Hotel (4 nights, 3 rooms)	\$ 3,000.00
Airlines	\$ 600.00
Gas	\$ 350.00
Totals	\$ 5,850.00

MARKETING, PROMO, TROPHIES	BUDGET
Trophies	\$ 500.00
Marketing - General	\$ 1,500.00
Totals	\$ 2,000.00

TOURNAMENT SUPPLIES and Misc	BUDGET
Tournament Supplies	\$ 400.00
Course Fees - Day 1	\$ 2,400.00
Course Fees - Day 2	\$ 2,400.00
Water (\$2)	\$ 120.00
Insurances (\$8)	\$ 480.00
Shipping	\$ 100.00
Reg Gifts (\$15)	\$ 900.00
Totals	\$ 6,800.00

E-COMMERCE	
Shotstat Fees	\$ 200.00
CC Fees	\$ 450.00
Totals	\$ 650.00

TOTAL ESTIMATED EXPENSES	\$ 19,250.00
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Event/project/program Sponsorship Funding Requirements:

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

AMELIA ISLAND

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Event/project/program Sponsorship Funding Application

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

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliaisland.com) or mailed/hand delivered to 1750 South 14th Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/project/program: *The Amelia Island Cookout*

Event/project/program Date(s): *October 20-22, 2023*

Event/project/program Location(s): *The Ritz-Carlton, Amelia Island*

Funding Amount Requesting: *\$30,000 (For 2024 and beyond the request will be for \$50,000 since the event will be at Fort Clinch)*

Event/project/program Host/Organizer/Applicant: *The Ritz-Carlton, Amelia Island*

Event/project/program Host/Organizer/Applicant Address: *4750 Amelia Island Parkway
Fernandina Beach, FL 32034*

Contact Person: *Johanna Marlin*

Address: *4750 Amelia Island Parkway Fernandina Beach, FL 32034*

Phone: *904-603-8356*

Email: *johanna.marlin@ritzcarlton.com*

Event/project/program Information

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

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

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

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

Budget

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

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

Event/project/program Host/Organizer/Applicant Signature: _____



Date 4/24/2023

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

Amelia Island Cookout – The Ritz-Carlton, Amelia island (October 2023)

Sponsorship Funding Application

Proposed Goals:

Launch The Amelia Island Cookout experience to create a foundation for an annual island-wide October weekend event at Fort Clinch 2024 and beyond.

Description of the event:

A culinary celebration immersing guests in a wide variety of experiences learning about wine pairings and artful cocktails from award winning sommeliers and mixologists, cooking demonstrations, a tented Luxe Barbeque featuring island chefs and regional cooking celebrities, a spectacular Sunday brunch benefiting Barnabas and a Master Chefs Dinner in Salt restaurant to culminate the weekend.

The Ritz-Carlton, Amelia Island is known for its unique immersive culinary experiences. In the past 24 months, we have hosted 3 highly curated successful culinary weekend events during need months for the Hotel and the Island which have helped generate leisure demand and create equity for immersive culinary events for the Island: October 2021, August 2022, February 2023. These events have helped increase the Hotel's occupancy and leisure demand through sales of overnight packages and top line revenues in F&B, as well as amplify the awareness for our destination during shoulder months.

The Goal is to launch "The Amelia Island Cookout", an annual culinary event in October:

- Launch date: October 20-23, 2023 the event will launch at The Ritz-Carlton, Amelia Island and every October thereafter with the idea of having this event headquartered at Fort Clinch in 2024 and beyond
- Emphasis on seafood, cuisine with Amelia Island heritage and entertainment
- These are grassroots efforts starting at our property as a kick-off event in 2023, with the vision to see this event grow into an Island wide event similar to the Cayman Cookout event.
- Feature top island chefs and regional Michelin caliber/James Beard awards invited chefs sampling signature dishes and cocktails through a series of culinary events and high-tech demos held Friday- Sunday

The economic impact from this weekend will be generated from hotel packages and restaurant menu expansions as well as exposure to other Island businesses such as retail stores, tour companies and F&B outlets.

Local Chefs who will be invited to participate at our 2023 Amelia Island Cookout:

- Chef Chad Livingston, Burlingame's
- Chef Okan Kizilbayir, SALT
- Executive Chef Garret Gooch, the Ritz Carlton Amelia Island
- Executive Chef, The Omni Hotel and Resort, Amelia Island
- Chef Alan Heckman, POGO's Kitchen
- Chef David Echeverri, David's Restaurant and Lounge
- Chef Roberto, Espana

- Chef Brian Grimley, Lagniappe

In addition, The Ritz-Carlton, Amelia Island will invite culinary talent and top chefs from surrounding regions such as Savannah, Charleston and Atlanta

- Look for an emphasis on regional and seafood - based cuisine
- Michelin star Restaurants and James Beard winners

Logistics outline: all the events will be held at The Ritz-Carlton, Amelia Island as noted below. No shuttles needed for this event. Valet Day parking available for guests not staying at the Hotel.

FRIDAY 10/20/23

- Event #1: The art of *wine* pairing by Chef Okan Kizilbayir & featured Sommelier
 - o Location: Seaside Lounge (at The Ritz-Carlton) 3pm – 4:30pm - \$150 per person.
- Event #2: Spanish influenced dinner with featured Chefs and mixologist experience
 - o Location: Coquina Restaurant (at The Ritz-Carlton) 6pm- 9pm – \$225 per person.

SATURDAY 10/21/23

- Event #3: Chef cooking demonstration by Chef Okan Kizilbayir and one featured national top chef. Includes plated lunch with wine pairing.
 - o Location: Salt Restaurant (at The Ritz-Carlton) 11am – 1pm - \$400 per person
- Event #4: Luxe BBQ with featured top local and national Chefs
 - o Location: The ocean front lawn (at The Ritz-Carlton). Tent with décor and live music. 4pm – 8pm - \$225 per person.

SUNDAY 10/22/23

- Event #5: Brunch featuring cooking competition by FSCJ students with chef judges
 - o Location: The Ritz-Carlton Ballroom Foyer 11am – 1pm - \$225 per person. Hotel will donate a portion of the proceeds from this event to Barnabas as part of the Hotel's Community footprint efforts.
- Event #6: Master Chefs dinner – highly curated five-course dinner featuring 5 top national chefs and sommelier experience
 - o Location: Salt Restaurant (at The Ritz-Carlton) 6pm – 9pm - \$750 per person

Anticipated attendance & overnight visitation: We anticipate 70 – 200 attendees to attend the different culinary events throughout the weekend. We expect at least 25 overnight packages to be sold on the first year, we do foresee this number increasing into future years.

Audience demographics:

Affluent travelers and tourists, food lovers and culinary enthusiasts with individual HHI of \$100K in key markets for the hotel and the Island targeting Atlanta, Jacksonville, Orlando, Charleston, Charlotte, New York, New Jersey, Philadelphia, DC, Boston, Chicago. In addition, we also expect our loyal local clientele to attend several of our events this weekend.

Proposed media plan

Marketing Budget to promote the event \$13,500

EMAIL MARKETING:

- Luxury Link (Visit Florida co-op): 2 Geo-targeted email blasts promoting The Amelia Island Cookout
 - o First e-blast in June 2023 targeting our audience in our key markets 270,000 with profile interests of: Food & wine, HHI \$150k and above, zip codes in Tristate NY, NJ, CT, Philadelphia, Atlanta, Charlotte, DC, Boston, Charleston, Chicago
 - o Second e-blast in August 2023 will target those addresses that engaged with the first email (retargeting) as well as the Florida market (outside of Nassau County)
- CVB Co-Op Food & Wine email in July 2023 with 50,000 subscribers, HHI \$125K.
- Dedicated email blast in July to AICVB database with 95,600 subscribers (exclusive email co-op)
- Dedicated email blast in August to the Hotel's database with 35,000 subscribers

WEBSITE:

- The weekend events will be listed in the Hotel's website/dining page with links to buy tickets directly in Eventbrite.

PAID SOCIAL:

- Paid social media campaign 2 months flight (July & August) in Facebook & Instagram

PRINT MARKETING:

- Full page color ad in the Islander Magazine (June), the NewsLeader (July) and the Ponte Vedra Recorder (July)
- Printed Check stuffer for The Amelia Island Cookout to be handed out to patrons at all outlets at The Ritz-Carlton to include Restaurants, retail shops & Spa (June-September)

PUBLIC RELATIONS:

- Proactive pitching by the Hotel's Public Relations agency to national and regional media for editorials and mentions about the event in publications such as: Southern Living, Garden & Gun, Food & Wine, Forbes, Travel+Leisure among others.
- Invite 5 national media guests to attend the event with editorial deliverables.
- Social Takeovers during the event: We will host and collaborate with 2-3 F&B social media editors and travel contributors through a foodie lens, for coverage on the social media channels of the major publications including Food & Wine, Travel + Leisure, etc.
- Chefs Roll – social media influencers with reach and engagement of 1MM+ followers across its various social media platforms will be participating in this event with their talented team of cinematographers and photographers who create sizzles, short clips and videos of the events highlighting their authentic and original content.

WORD OF MOUTH:

- Our Ritz-Carlton chefs host a monthly cooking demonstration at Salt, our Chefs Theater. Every chef will talk about The Amelia Island cookout and invite guests to join us in October – check stuffer for the Amelia Island cookout included in the giveaway bag for every Chef theater (June-September)
- Chef Okan Kizilbayir to create excitement with patrons and local followers at Salt when doing his table touches during dinner service, inviting guests to join us in October.

- Letter to our neighbors (exclusive database)

PROPOSED BUDGET:

Budget - 2023 The Amelia Island Cookout

Hotel Investment

Audiovisual for events	\$	10,000
Marketing for promotion	\$	13,500
Expenses for hosting invited chefs & media	\$	10,000
Purchase of signature wines & food	\$	44,394
Labor	\$	25,000

Expenses for the events (tent, décor, live music)	\$	50,000
Support requested from the TDC for 2023*	\$	30,000
Anticipated revenues from ticket sales	\$	113,250
Anticipated room revenue from the event	\$	60,000
Anticipated revenues from ancillary revenues	\$	20,000

**For 2024 and beyond the request will be for \$50,000+ since the event will take place at Fort Clinch*



Event/Project/Program Sponsorship Funding Application

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

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/Project/Program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliasland.com) or mailed/hand delivered to: (754) South 14th Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/Project/Program: FloorCon 23

Event/Project/Program Date(s): November 26 - December 2, 2023

Event/Project/Program Location(s): Omni Amelia Island Resort

Funding Amount Requesting: \$6,500

Event/Project/Program Host/Organizer/Applicant: Omni Amelia Island Resort

Event/Project/Program Host/Organizer/Applicant Address: 39 Beach Lagoon Rd, Fernandina Beach, FL 32034

Contact Person: Julianne Martin, Omni Amelia Island Resort

Address: 39 Beach Lagoon Rd, Fernandina Beach, FL 32034

Phone: 314-795-0405

Email: Julianne.martin@omnihotels.com

Event/Project/Program Information

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

Jeffery Bieber, Broadlume - 500 Mamaroneck Ave, Harrison, NY 10528

Nicolas Vandercamp, HelmsBriscoe; Omni Amelia Island Resort (see above)

Provide a detailed description of the event/project/program and how it promotes Arteria Island brand, includes the proposed goals, objectives, and economic impact of the event/project/program on the Lake. Describe the event/project/program including set up and tear down, anticipated attendance, audience demographics, and proposed overnight stayover.

This program will bring around 1,000 people to the island during a week that is historically difficult to contract. Around \$225K in rooms revenue and \$120K F&B guarantee.

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

FloorCon attendees will mostly be flying to JAX and spending most of their time at the resort and conference center.

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

Broadlume will display the Arteria Island brand logo as a sponsor for the welcome reception and exhibits.

Budget

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

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

Event/Project/Program Host/Organizer Applicant Signature: *Julie D. Goff*

Date: 4/24/23

Arteria Island, Inc.
Date Received: _____
Approved: <input type="checkbox"/> Yes <input type="checkbox"/> No
Signature: _____

Omni Amelia Island Resort
FloorCon23
11/26 – 12/2/2023

Program Estimated Impact Budget

Rooms (1100 total)*	\$225,000
Food & Beverage Spend	\$125,000
Total Estimated Program Impact	\$350,000
TDC Support	\$6,500

*Room rates vary from \$269 to \$309 per night dependent on room type.

Event/Project/Program Sponsorship Funding Requirements:

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