

**AITDC RESOLUTION NO. 2023- 137**

**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 HAGERTY EVENTS, LLC TO HOST AND EXECUTE THE AMELIA AND AMELIA ISLAND DANCE FESTIVAL, INC.; 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 renewal of the Sponsorship Agreements with Hagerty Events, LLC to host and execute The Amelia and with Amelia Island Dance Festival, Inc. 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 renewal of the Sponsorship Agreements with Hagerty Events, LLC to host and execute The Amelia and with Amelia Island Dance Festival, Inc. 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 renewal of the Sponsorship Agreement with Hagerty Events, LLC to host and execute The Amelia and with Amelia Island Dance Festival, Inc. 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. Hagerty Events, LLC to host and execute The Amelia (multiyear award 2024 and 2025) - \$55,000
  2. Amelia Island Dance Festival, Inc. (multiyear award 2024 and 2025) - \$15,000

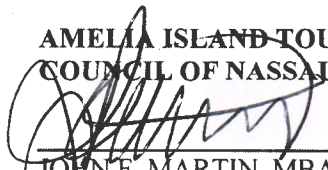
Such amounts pursuant to Ordinance 88-31, as amended, shall be funded from the AITDC budget.

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

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

**DULLY ADOPTED** this 7th day of August, 2023

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

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

Approved as to form by the  
Nassau County Attorney:

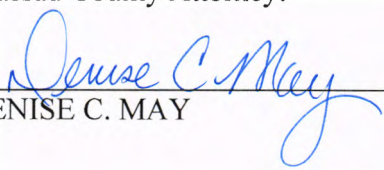
  
\_\_\_\_\_  
DENISE C. MAY

EXHIBIT "A"



## **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 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 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 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, 2023

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, 2023

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, 2023

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

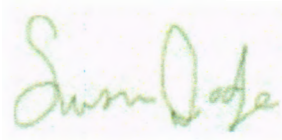
September Dance Festival

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: _____
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Exhibit A

### **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.

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**Name of Event or Project: THE AMELIA**

**Event or Project Date(s) March 2-5, 2023**

**Event or Project Location(s): Amelia Island/ Fernandina Beach  
The Ritz-Carlton, Amelia Island/ The Golf Club of Amelia Island**

**Funding Amount Requesting: \$50,000**

**Event or Project Host/Organizer/Applicant: Hagerty Events, LLC**

**Event or Project Host/Organizer/Applicant Address: 121 Drivers Edge, Traverse City, Michigan 49684**

**Contact Person: Maria (Maya) Bargar**

**Address: Please email correspondence to [mbargar@hagerty.com](mailto:mbargar@hagerty.com)**

**Phone: 904-608-9199**

**Email: [mbargar@hagerty.com](mailto:mbargar@hagerty.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.

Please see attached 2022 Amelia Recap document. The event brought in 22,000 attendees over 4 days across 15 events. You will also find audience demographic information included on pages 9 and 10 including age, ethnicity and household income.

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.

THE AMELIA is in 28<sup>th</sup> year. The plans go beyond scope of a paragraph. We are working with many agencies and organizations to make sure we are all in compliance and adhere to local protocols and community expectations.

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 Event brings 250 credentialed media and this year with BMW hosting two worldwide vehicle launches. They are flying in 30 international media; Volkswagen is celebrating their new VW Buzz and flying in 10 media. With Jeff Gordon as our 2023 Honoree, we are tracking increased attendance. Porsche Driving Experience is sold out. This year we are hosting Friday Movie night. We continue with the Eight Flags Road Tour with the Main Street vehicle showcase which remains free as a thank you to the community. Our Marketing team updated the website and actively places advertising in automotive and lifestyle magazines. Each volunteer shirt will carry a logo of the Amelia Island Convention and Visitors Bureau. You can find more information about the event at: <https://www.ameliaconcours.com>

**Budget**

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

- amount being invested by the event or project host/organizer.
- an expense budget for producing the event or project.
- amount of support requested from the TDC and its intended use - \$50,000
- additional sponsorship revenues.
- anticipated revenue from ticket/ancillary sales.
- any other revenue expected to be generated by the event or project.

Please see the attached deck on page 2 for ticket and sponsor revenue information as well as charitable contribution information.

Event or Project Host/Organizer/Applicant Signature: \_\_\_\_\_

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

Internal Use Only:
Date Received:
Approved:      Yes /      No