

**RESOLUTION NO. 2023-190**

**A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT DOLLARS TO ENGAGE, OR SPONSOR KEEP NASSAU BEAUTIFUL, INC. TO HOST AND PROMOTE THE WILD AMELIA NATURE 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

**WHEREAS**, the BOCC, based upon the recommendation of the AITDC on September 13, 2023, by execution of AITDC Resolution No. 2023-160 attached hereto as Exhibit "A", finds that the engagement or sponsorship of Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature Festival is tourism-related and assists 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 RESOLVED** 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 Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature 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 Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature 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 event is as follows:
  1. Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature Festival - \$10,000

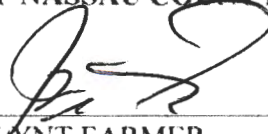
Such amounts, pursuant to Ordinance 88-31, as amended, shall be funded from the FY 2023/2024 AITDC budget.

**SECTION 3. SCOPE.** The BOCC approves the engagement or sponsorship of Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature Festival.

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

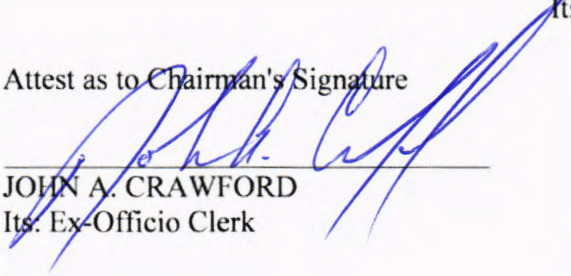
**DULY ADOPTED** this 23rd day of October, 2023.

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



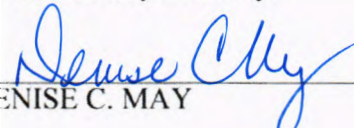
\_\_\_\_\_  
KLYNT FARMER  
Its: Chairman (N)

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. 2023-160**

**AITDC RESOLUTION NO. 2023-160**

**A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA RECOMMENDING TO THE BOARD OF COUNTY COMMISSIONERS THE ENGAGEMENT OR SPONSORSHIP OF FERNANDINA BEACH SONGWRITERS FESTIVAL, INC.; NORTH FLORIDA BICYCLE CLUB, INC. TO PROMOTE THE TOUR DE FORTS CLASSIC RIDE; STORY & SONG CENTER FOR ARTS & CULTURE, INC. TO HOST AND PROMOTE A FESTIVAL OF STORIES & SONGS; KEEP NASSAU BEAUTIFUL, INC. TO HOST AND PROMOTE THE WILD AMELIA NATURE FESTIVAL; CLEARWATER MARINE AQUARIUM, INC. TO HOST AND PROMOTE THE RIGHT WHALE FESTIVAL; AMELIA ISLAND OPERA, 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 engagement or sponsorship of Fernandina Beach Songwriters Festival, Inc.; North Florida Bicycle Club, Inc. to promote the Tour de Forts Classic Ride; Story & Song Centre for Arts & Culture, Inc. to host and promote A Festival of Stories & Songs; Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature Festival; Clearwater Marine Aquarium, Inc. to host and promote the Right Whale Festival; Amelia Island Opera, 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 engagement or sponsorship of Fernandina Beach Songwriters Festival, Inc.; North Florida Bicycle Club, Inc. to promote the Tour de Forts Classic Ride; Story & Song Centre for Arts & Culture, Inc. to host and promote A Festival of Stories & Songs; Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature Festival; Clearwater Marine Aquarium, Inc. to host and promote the Right Whale Festival, Amelia Island Opera, 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 engagement or sponsorship of the Fernandina Beach Songwriters Festival, Inc.; North Florida Bicycle Club, Inc. to promote the Tour de Forts Classic Ride; Story & Song Centre for Arts & Culture, Inc. to host and promote A Festival of Stories & Songs; Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature Festival; Clearwater Marine Aquarium, Inc. to host and promote the Right Whale Festival, Amelia Island Opera, 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. Fernandina Beach Songwriters Festival, Inc. - \$12,000 requested, \$5,000 recommended by AITDC.
  - 2. North Florida Bicycle Club, Inc. to promote the Tour de Forts Classic Ride - \$6,000 requested; \$4,600 recommended by AITDC.
  - 3. Story & Song Centre for Arts & Culture, Inc. to host and promote A Festival of Stories & Songs - \$25,000 requested; \$20,000 recommended by AITDC.
  - 4. Keep Nassau Beautiful, Inc. to host and promote the Wild Amelia Nature Festival - \$25,000 requested; \$10,000 recommended by the AITDC.
  - 5. Clearwater Marine Aquarium, Inc. to host and promote the Right Whale Festival - \$21,777.92 requested; \$10,000 recommended by the AITDC.
  - 6. Amelia Island Opera, Inc. - \$8,000 requested and recommended.

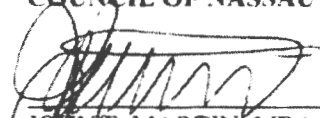
Such amounts pursuant to Ordinance 88-31, as amended, shall be funded from the FY 2023 2024 AITDC budget.

**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 13th day of September, 2023

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

  
\_\_\_\_\_  
JOHN F. MARTIN, MBA  
Its: Chairman  
Date: 9-13-23

Approved as to form by the  
Nassau County Attorney:

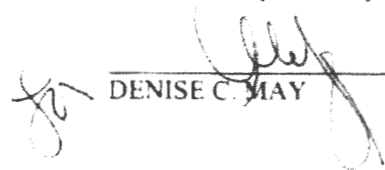
  
\_\_\_\_\_  
DENISE C. MAY



Exhibit "A"

# AMELIA ISLAND

## COME MAKE MEMORIES<sup>®</sup>

### 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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, 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/Project/Program: Fernandina Beach Songwriter Festival 2024

Event/Project/Program Date(s): April 11-14, 2024

Event/Project/Program Location(s): Downtown, Green Turtle, St. Peters, Marlin & Barrel, The Ally

Funding Amount Requesting: \$12,000 for artists plus marketing/advertising assistance

Event/Project/Program Host/Organizer/Applicant: Sean McCarthy, Tammy King, Zan Maddox

Event/Project/Program Host/Organizer/Applicant Address: 23583 Bahama Pt #1517 FB, FL 32034

Contact Person: Sean McCarthy

Address: 23583 Bahama Pt #1517 Fernandina Beach, FL 32034

Phone: 904-415-0395

Email: capt.spmc@gmail.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

Sean McCarthy 904-415-0395 Tammy King 615-579-5816

Zan Maddox 904-556-1759



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.

See Attached A

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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.

See Attached B

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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.

See Attached C

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**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: Sean McCarthy

Date: 6/22/2023

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

**Fernandina Beach Songwriter Festival Budget****2024****Expenses**

Artists	\$18,000.00
Sound Company	\$8,500.00
Advertising & marketing	\$15,000.00
Insurance for event	\$1,200.00
Hotel rooms for artists	\$5,000.00
Venue rentals for ticketed events	\$5,000.00
Boat rental for ticketed event	\$1,500.00
Square, QR codes and website charges	\$500.00
Food for Green Room	\$1,500.00
VIP reception	\$2,000.00
Promotional Posters, street banner, signs & banners at events	\$8,000.00
Merchandise for sale - Tshirts, stickers, coasters etc	\$6,000.00
Transportation (artist airport rides)	\$800.00
VIP bags	\$1,000.00
Supplies, copies, badges, postage etc	\$1,500.00
Legal	\$1,500.00
	<hr/>
	\$75,000.00

**Income**

Investment by FBSF	\$5,000.00
Sponsorship	\$25,000.00
Merchandise sales	\$8,000.00
Ticket Sales	\$25,000.00
TDC	\$12,000.00
	<hr/>
	\$75,000.00



**June 23, 2023**

**Attn: Mariela Murphy  
Amelia Island Convention & Visitors Bureau  
1750 S. 14th Street, Suite 200  
Fernandina Beach, FL 32034**

**Dear Ms Murphy,**

**We are thrilled to be able to work with the TDC again for our 2024 Fernandina Beach Songwriter Festival. You were such an incredible resource for our organization during our first annual event and we thank you for the opportunity to work together next year!**

**Attached you will find the projected budget for 2024, and attachments with additional information for the application.**

**Please feel free to contact us should you need any further information.**

**Best Regards,**

**Susie Bridwell  
Fernandina Beach Songwriter Festival Administrator**

**Attachment A:**

The Fernandina Beach Songwriter Festival will be held April 11-14, 2023. This event will be held in the downtown area and will promote local hotels, B&B's, restaurants and bars. We will advertise the event through the TDC, local businesses, The Newsleader, The Islander Magazine, Social Media and news outlets. We hope to partner with the TDC in marketing and use a local marketing agency to help provide a social media platform to reach a larger base. We will also provide each artist with information to blast to their followers on social media.

We have a wide variety of songwriters planned for the 2024 festival and because of this our audience will vary in age. Songwriter festivals are becoming a big industry with a large following and this festival will bring many individuals from out of town who will come specifically for the festival. Our attendance at the local restaurants and bars during the artists performances this year was huge, standing room only. We have had an outstanding response to this year's event with great feedback from the attendees, artists, and event hosts all looking forward to next year! We expect next year to be even bigger given the opportunity to advertise in advance.

Our focus is to bring a variety of music to our community from nationally acclaimed writers and musicians. As our festival progresses we plan to promote music in our Nassau County Schools. We are currently working on songwriting workshops for students who are interested in pursuing music and we hope to have this in place for the 2024 festival. Our future goal is to eventually make financial donations to the Nassau County school music programs.

**Attachment B:**

At this time we do not anticipate the need for additional parking, shuttle or security. All of the venues are in the downtown area. Our artists will be staying downtown and out of town attendees will be encouraged to use local lodging. Local attendees will rely on personal vehicles and public parking areas. The venues planned for events next year are the Green Turtle, St Peter's Episcopal Church, The Alley and Marlin and Barrel.

**Attachment C:**

**The TDC funding will help pay for our artists. This is the most important part of our festival. The marketing and advertising budget will help us promote the festival to bring in attendees, but also to procure other sponsorship.**

**For media starting January we plan to:**

- **Distribute posters to businesses throughout the island including Hotel concierges, Welcome Center and The Chamber of Commerce.**
- **Print save the date cards and distribute to businesses**
- **Banner for 8th Street - week of event**
- **Social media paid promotions**
- **Local newspaper and magazines (The Newsleader & The Islander)**
- **Live performances from the artists on social media**
- **River City Live - live performance**
- **Each artist will promote on social media and in person to their audiences**
- **Email blasts to all ticket holders from 2023**

**If we have sufficient funding in place we plan to hire a professional advertising/marketing company to work with promoting the event.**

Date: May 9, 2023 at 7:59:07 AM CDT

To: [eric@ericdmanmusic.com](mailto:eric@ericdmanmusic.com)

Subject: Comments

Hey Tammy

That festival was so well organized. I literally wouldn't change a thing. The venue, the proximity of vendors to the hotel and each other, the crowd, the caliber of artists, the boat ride, the generous meals/discoounts ... and possibly my favorite ... the schedule being designed so that I got to see almost every act (THAT NEVER HAPPENS)

Y'all really knocked it out of the park. Mom and I had an exceptional time.

Sincerely,

Eric Erdman

Singer Songwriter

251-510-5620

[eric@ericdmanmusic.com](mailto:eric@ericdmanmusic.com)

[www.ericdmanmusic.com](http://www.ericdmanmusic.com)

[Facebook.com/ericdmanmusic](https://www.facebook.com/ericdmanmusic)

[twitter.com/ericdmanmusic](https://twitter.com/ericdmanmusic)

*This is an email from one of our artists this year.*



Exhibit "A"

**AMELIA ISLAND**  
COME MAKE MEMORIES<sup>®</sup>

**Event or Project Sponsorship Funding Application**

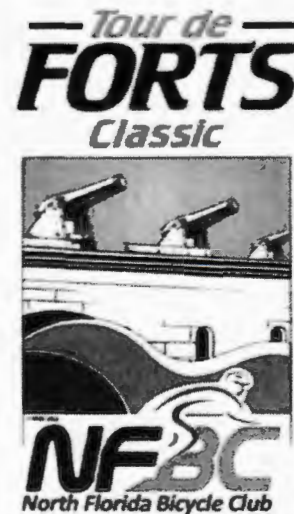
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**Name of Event or Project:** Tour de Forts Classic  
**Event or Project Date(s):** April 28, 2024  
**Event or Project Location(s):** Atlantic Recreation Center  
**Funding Amount Requesting:** \$6,000.00  
**Event or Project Host/Organizer/Applicant:** 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@ame.com

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**The Event**

The 33<sup>rd</sup> Annual Tour de Forts Classic ride from the Atlantic Recreation Center will be held on April 28, 2024. The Tour de Forts Classic (TdF) and the Endless Summer Watermelon Ride (ESWR) are the two signature events the North Florida Bike Club has held for over 30 years. The ESWR had taken place on Amelia Island in September for many years while the TdF was held in Saint Johns County in April. However, years ago, the TdF had been an Amelia Island event, and in 2023, the club decided to return it to Amelia Island and move the ESWR back to St. Johns County. We consider this transition to have been very successful. We had 647 riders register in 2023, which was an 8% increase in attendance over the 2022 TdF in Saint Johns County. With the new location for the TdF established, we expect 2024 attendance to increase significantly.





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

Route maps from the 2023 event are attached. The last 20 miles of the 100-mile route are expected to change, but the other routes will stay fundamentally the same. Registration for the event will open in late September. We anticipate 750 or more cyclists will participate.

Safety is paramount in our organization's planning. We will file an Incident Action Plan with Nassau County and coordinate with and hire law enforcement personnel 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 not been an issue 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 2023 TdF is attached.

At the appropriate time, we will obtain permits for the event and confirm the rest stop locations. Delivery of porta-potties to the rest stops and placement of route signage will occur on Saturday, April 27. 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. Route signage will be picked up on or before Monday afternoon, April 29.

We typically have some riders with disabilities participate. We do not see any difficulty in accommodating them on the ride.

### **Participant Demographics**

In 2023, 32% of our riders were women. Additionally, 86% of the riders were over 40 years old – an age group with more discretionary income. Historically, one-third to half of the riders are new to the event.

### **Overnight Stays**

An invitation to participate in a post-event survey was emailed to all 2023 registrants and 44% of participants completed the survey. The responses were very favorable in all regards.

The survey data indicated that approximately 43% of respondents stayed at local hotels and rentals. An analysis of this data was completed and included in the club's post-event report to the AICVB. It indicated there were approximately 529-night stays on Amelia Island for the participants. (Note that there are additional night stays for volunteers.) Using an average room rate of \$200 per night, we estimated \$105,800 was spent on accommodations alone. Using a conservative \$50 to \$100 spending each day on meals, sightseeing, souvenirs, gas, etc., we estimated additional spending of \$26,000 to \$52,000. Assuming an increase in attendance of 15% for 2024, we estimate \$150,000 to \$180,000 will be spent locally during the 2024 event.

### **Media Plan**

The North Florida Bicycle Club will again hire 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 will send 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: June 28, 2023

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

33<sup>rd</sup> Annual Tour de Forts Budget

<b>INCOME</b>		
Registration (Net)	\$	50,000
A/VCB Grant	\$	6,000
Sponsorships		
<b>Total Income</b>	<b>\$</b>	<b>56,000</b>
<b>EXPENSES</b>		
DJ	\$	500
Insurance	\$	2,000
Lunch Post Ride	\$	7,200
Marketing, CAAM General	\$	1,000
Social Media Ads	\$	1,200
Marketing Video Update	\$	500
Postcards & Flyers	\$	700
Police Support	\$	6,500
Registration expenses	\$	4,000
Rest Stop food / supplies	\$	6,300
Ride Coordinator	\$	3,400
Route Maintenance	\$	3,000
T-Shirts	\$	8,800
Toilets	\$	3,000
Transportation - Truck Rental	\$	800
Venue	\$	2,000
<b>Total Expenses</b>	<b>\$</b>	<b>50,900</b>
<b>Net Income</b>	<b>\$</b>	<b>5,100</b>

33<sup>rd</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	Beginning in September 2023 and 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	Beginning in September 2023 and 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	January 2024 up till event	Cyclists across southeast	Internet	See budget
Event flyers	January 2024	Bike shops and cyclists	Bicycle shops in St. Johns, Duval, Nassau, Clay and Putnam counties	See budget
Venue rental	April 27 and 28, 2024	N/A	N/A	See budget

**TOUR DE FORTS CLASSIC** APRIL 27-28, 2024

**PARKING**

**PARKING INFORMATION**

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

1 - Fernandina Beach High School Parking (opens at 8:45 am)  
 2 - Atlantic Avenue on-street parallel parking (south side only)  
 3 - Main Beach Parking  
 4 - Volunteer Parking (Does not include Bike Barns)

Parking GPS Addresses:

**Fernandina Beach High School**  
 (Opens from 8:45) 435 Citrona Dr,  
 Fernandina Beach, FL 32034

**Main Beach North Parking Lot**  
 103 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

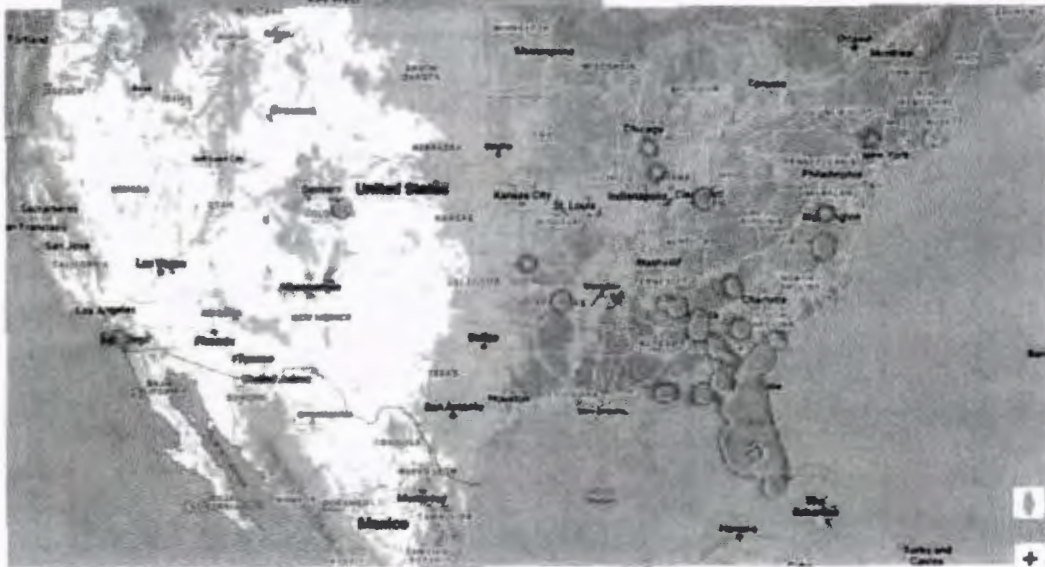
**Volunteer Parking**  
 Behind Rec Center on Jean Lafitte


**Family & Friends Fun Ride Parking**  
 (Only after 8 am) Start/Finish Venue  
 west entrance, 2500 Atlantic Ave,  
 Fernandina Beach, FL 32034






Registration Heat Maps from 2023




☐ TDF 10-Miles: Fun Ride | Tour de Forts (2023) | Road (Tentative)  10.3 miles, + 215 / - 220 feet



☐ TDF 20-Miles: Fun Ride | Tour de Forts (2023) | Road (Tentative)  19.7 miles, + 245 / - 282 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)  (Tentative)



Exhibit "A"

# AMELIA ISLAND

COME MAKE MEMORIES<sup>®</sup>

## 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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, 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/Project/Program:** A Festival of Stories & Song

**Event/Project/Program Date(s):** Friday, February 2 - Sunday, February 4, 2024

**Event/Project/Program Location(s):** Story & Song Center for Arts & Culture and SpringHill Suites by Marriott

**Funding Amount Requesting:** \$25,000

**Event/Project/Program Host/Organizer/Applicant:** Donna Paz Kaufman and Mark Kaufman

**Event/Project/Program Host/Organizer/Applicant Address:** Story & Song Center for Arts & Culture 1430 Park Avenue, Fernandina Beach, FL 32034

**Contact Person:** Robin Cormier, Executive Director

**Address:** Story & Song Center for Arts & Culture 1430 Park Avenue, Fernandina Beach, FL 32034

**Phone:** 904-601-2118

**Email:** exec@storyandsongarts.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.

Story & Song Center for Arts & Culture - Donna Paz Kaufman, Co-Founder (donna@storyandsongbookstore.com); Mark Kaufman, Co-Founder (mark@storyandsongbookstore.com); Robin Cormier, Executive Director (exec@storyandsongarts.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.

The Festival of Stories & Songs is a weekend of events featuring storytellers and musicians appealing to people of all ages, creating meaningful human connections. See attached for more details.

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.

2<sup>nd</sup> story art gallery/event space (with elevator access) at Story & Song Center for Arts & Culture with table seating, 72 capacity; Ballroom at Marriott/SpringHill Suites, 200 capacity. Adequate parking available on-site at all locations and security is not required.

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.

See Attached

**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:

R. A. Cormier

Date:

6/27/23

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

**Attachment A**

**A Festival of Stories & Songs**

**Introduction**

The rich tradition of telling stories has been part of humankind as long as there has been language, though modern technology has displaced this art form until recently. Today, there has been a renaissance in stories told in a personal, authentic way, bringing people together to remind us of our shared experience.

There are now Storytelling Festivals in dozens of states around the country, including one in Mt. Dora, Florida. As an indication of their popularity, more than 10,000 people travel to Jonesborough, Tennessee for the annual International Storytelling Festival ([StorytellingCenter.net](http://StorytellingCenter.net)). The storytelling events we've hosted at Story & Song, featuring local storytellers, have attracted sold-out audiences (125 people).

TDC sponsorship would allow us to feature a nationally known storyteller like Dave Barry (fee: \$20,000-\$30,000), Rick Bragg (fee: \$15,000-\$20,000), or Jeff Foxworthy (fee: \$30,000-\$50,000), sure to draw fans from miles around. We are currently negotiating with their agents, facilitated by the Kaufmans' contacts in the publishing field. And by inviting some of the same professional storytellers who have contributed to the success of other festivals, and combining those stories with songwriters who tell stories with their music, we intend to build on our track record of planning and producing successful events by staging a unique event that will give people yet one more reason to visit Amelia Island.

The Festival of Stories & Songs is a weekend of events featuring storytellers and musicians appealing to people of all ages, creating meaningful human connections.

**Friday, February 2, 2024**

**3:00-4:30 p.m. - "Tea & Tales"**

Stories and afternoon tea with a selection of sweet and savory items.

Tickets: \$25

**7:30-9:00 p.m - Amelia Storytelling Collective**

Featuring local storytellers (like The Moth Radio performances) and facilitated by Sinda Nichols, founder and artistic director of Live Ink Theatre.

Tickets: \$35

**Saturday, February 3, 2024**

**10:30 a.m. - StoryTime with Ms. Dearsha**

For families featuring storyteller and musician Shana Banana with a craft and snacks.

**Attachment A**

Tickets: Free

**2:00-3:30 p.m. – Florida Musician Storytellers**

Tell stories about Florida with their songs. Bob Patterson and Shana Smith are featured artists.

Tickets: \$35

**5:00 p.m.-6:00 p.m. – Storytelling Workshop**

Facilitated by one of the Saturday evening performers.

Tickets: \$25

**7:30-9:30 – Headliner Special Event: The Art of Storytelling**

Master storytellers and a special guest share stories that connect us as human beings.

Tickets: \$49

**Sunday, February 4, 2024**

**10:00 a.m.-12:00 p.m. – Storytelling Workshop**

Facilitated by one of the Saturday evening performers.

Tickets: \$25

**12:30-2:30 pm - Lunch with Musical Storytellers**

Featured artists include Michael Reno Harrell, Paul Strickland, Kim Weitkamp. Tickets \$49

Festival pass for admission to any all event(s) is \$195.

**Goals, objectives, and economic impact**

**Goal 1: Offer programs for cultural enrichment.**

*Objectives*

- Host professional storytellers from a variety of cultural backgrounds.
- Seek stories that expand and connect our worlds of understanding.

**Goal 2: Create meaningful human connection through the Arts.**

*Objectives*

**Attachment A**

- Feature artists who combine art forms like storytelling and music, storytelling and the visual arts.
- Use food and the community table to bring people together to meet and have face-to-face conversations.

**Goal 3: Promote Amelia Island Tourism with Story & Song's unique venue and year-round programming.**

*Objectives*

- Use food and the community table to bring people together to meet and have face-to-face conversations.
- Educate visitors about the rich and unique heritage of Amelia Island, and encourage repeat visits and produce recurring hotel revenue even after the festival.

**Anticipated attendance**

- Friday, 2/2 –  
Tea & Tales: 35  
Amelia Storytelling Collective: 72
- Saturday, 2/3 –  
Story Time with Ms. Dearsha: 75  
Musician Storytellers: 50  
Storytelling Masters: 200
- Sunday, 2/4 –  
Storytelling workshop: 12  
Brunch with Storytellers: 72

**Audience demographic**

**Adult Programs:** Storytellers with diverse backgrounds will attract a diverse audience, regardless of age. Anyone interested in authentic stories and original music will enjoy the Festival.

**Family Program:** Local and visiting families with children ages 1 to 7 with an interest in education combined with entertainment.

Many festivals around the country include links to accommodations on their websites. (See [flstory.com/festival](http://flstory.com/festival) as an example.) Marketing outreach to drive-time markets will encourage overnight stays.

**Attachment A**

To accommodate out-of-town guests, a block of discounted rooms will be offered to festival attendees at the Springhill Marriott. The Marriott will also provide a ballroom for the headliner event. They have confirmed availability for the dates of the festival.

**Media Plan**

**Advertising schedule**

November - December:

- Website feature at [StoryandSongArts.org](http://StoryandSongArts.org) will offer sponsorship opportunities to Center for Arts & Culture donors
- Social media posts with boosts to Jacksonville, Gainesville, Orlando, Atlanta
- Print and online advertising in the Gainesville Sun, Atlanta Journal-Constitution, Orlando Sentinel, and Florida Times-Union
- Marketing through Story & Song's weekly e-newsletter, 8,000+ contacts
- Holiday print newsletter, 8,000+ homes in Nassau County
- Rack cards at The Depot and Chamber of Commerce

January:

- Calendar listings: *The Islander, News-Leader* and *Observer*
- Social media posts with boosts to Jacksonville, Gainesville, Orlando, Atlanta
- Story & Song email newsletter
- NPR announcements
- Ad in the *News-Leader*

**Public relations activities**

- Feature story in *The Islander* magazine
- Feature articles in the *Fernandina Beach News-Leader* and the *Fernandina Beach Observer*
- *Mouth of Amelia* email blast
- Enlist support from Hayworth PR for article placement in *Southern Living, Garden & Gun, AAA magazine*.

**Proposed creative materials**

- Festival branding - print and digital
- Full-color ad
- Full-color poster

**Promotional activities**

- In-store signage & displays at Story & Song Bookstore Bistro
- Posters distributed around town



**Attachment A**

- Interview with Melissa Ross, WJCT
- Guest storytellers to add link to their own websites and communicate with their followers via email and social media

**Proposed budget**

<i>EXPENSES</i>	
Operating costs	\$52,000
Marketing budget	\$20,000
<b>TOTAL</b>	<b>\$72,000</b>
<i>REVENUE</i>	
<b>Amount of support requested from TDC</b>	<b>\$25,000</b>
Additional sponsorship revenues	\$20,000
Anticipated revenue from ticket sales	\$18,893
Anticipated revenue from ancillary sales	\$500
Funding contributed from previous donations to the S&S foundation	\$7,607
<b>TOTAL</b>	<b>\$72,000</b>

**About Story & Song**

Shortly after Mark and Donna Paz Kaufman relocated to Amelia Island from Nashville, Tennessee, in 2002, they realized just how much they missed live, original music and in 2005 launched "An Evening of Story & Song," an all-volunteer concert series spotlighting professional singer-songwriters and Americana music. Having spent decades in their other business helping people open independent bookstores, they finally had the opportunity to open a store of their own. Story & Song Bookstore Bistro opened its doors in 2018, and quickly became a celebrated fixture in the community.

**Story & Song is a beloved community gathering place to celebrate the arts, fittingly located in the heart of Amelia Island.** In 2022, Story & Song formed a Board of Directors and in 2023 established a 501(c)(3) nonprofit foundation, Story & Song Center for Arts & Culture, and invited the community to support its work with both donations and volunteering. With a generous legacy gift from Betty Berkman, the Board hired Robin Cormier as its first Executive Director.

**The arts have a unique way of bringing people together, bridging differences to allow us to acknowledge and celebrate our common humanity.** Storytelling, whether in spoken or musical form, is an art form that preserves our history, celebrates diversity, and perpetuates important elements of the human experience in an entertaining, engaging form. The founders of Story & Song recognized the growing popularity of this medium and have chosen to host this festival to bring storytellers from near and far to our community.

Attachment A

Story & Song's founders have:

- more than 20 years of experience organizing and presenting top-notch events
- a long list of industry contacts with access to nationally known performers
- strong local relationships with and support from related businesses and nonprofits
- proven marketing tools and techniques that repeatedly generate robust ticket sales for sold-out shows
- a large team with a reputation for providing impeccable customer service and unique, memorable experiences
- time-tested planning processes and operational procedures for ensuring flawlessly executed events
- an extensive list of loyal fans and repeat customers

Exhibit "A"

# 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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, 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/Project/Program: Wild Amelia Nature Festival

Event/Project/Program Date(s): May 10th - May 19th EcoExpo has historically been held 3rd full weekend in May

Event/Project/Program Location(s): Fernandina Beach - Atlantic Rec Center and various locations

Funding Amount Requesting: \$25,000.00

Event/Project/Program Host/Organizer/Applicant: Keep Nassau Beautiful, Inc.

Event/Project/Program Host/Organizer/Applicant Address: PO Box 16244, Fernandina Beach 32035

Contact Person: Lynda Bell

Address: PO Box 16244, Fernandina Beach, FL 32035

Phone: 904-261-0165

Email: KNB@KeepNassauBeautiful.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.

None other than Keep Nassau Beautiful and its Board of Directors

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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.

See Attachment - Narrative

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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.

See Attachment - Narrative

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See Attachment - Narrative

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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.

See Attachment - Narrative

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See Attachment - Narrative

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**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: Lynda H Bell

Date: 6/30/2023

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

**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.



**Keep Nassau  
Beautiful**

KEEP AMERICA BEAUTIFUL AFFILIATE

P.O. Box 16244  
Fernandina Beach, FL 32035  
904-261-0165  
[knb@keepnassaubeautiful.org](mailto:knb@keepnassaubeautiful.org)  
[www.keepnassaubeautiful.org](http://www.keepnassaubeautiful.org)

June 30, 2023

Keep Nassau Beautiful (KNB) was incorporated in the State of Florida in 1991 and has been serving the citizenry, tourists, and visitors to Nassau County Florida for more than 32 years. KNB has a successful track record of introducing and sustaining new innovative programs and educational events. In October 2022, KNB accepted the assets of Wild Amelia, a former 501(c)(3) incorporated in the State of Florida in 2007 and dissolved in Oct. 2022. KNB integrated former Wild Amelia programs into the KNB calendar of events where programs met the Mission and Purpose of KNB. Five former BOD members of Wild Amelia, including the Founder, joined the KNB Board of Directors. Wild Amelia founded the Wild Amelia Nature Festival (WANF), which celebrated its 14<sup>th</sup> year in 2023. The AICVB has historically been a sponsor of the three-day event providing in-kind marketing, advertising, and promotional support. The Amelia Island logo has been displayed on promotional material. In 2023, Courtyard/Springhill Suites by Marriott - Amelia Island sponsored the WANF with their logo displayed on t-shirts from the Downtown to Dunes event and on print and electronic promotional material.

KNB has been honored to support AICVB events including litter collection and disposal at Dickens on Centre, maintenance of the Water Monster water station in partnership with the City of Fernandina Beach Water Utility during Dickens on Centre, and the Downtown to Dunes Community Cleanup which recently completed its second annual event. AICVB has helped KNB in its mission to reduce single-use plastic during events by utilizing KNB's limited edition Aluminum Cup and sponsoring space for the Water Monster water station during events.

**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.

Keep Nassau Beautiful, Lynda Bell, Executive Director, [knb@keepnassaubeautiful.org](mailto:knb@keepnassaubeautiful.org) 904-261-0165



**Detailed Description 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 (including dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic and projected overnight visitation

According to various surveys and trends reported by the travel industry, tourists are increasingly looking for sustainable travel options. According to the US Travel Association, nine out of ten travelers want more sustainable options, and three-quarters of corporate executives want sustainable choices, even if they are more expensive. Visitors are not simply looking for transportation and accommodation choices to be more eco-friendly, they are also seeking experiences that connect them to the local environment of the places they visit.

The Wild Amelia Nature Festival (WANF) – by celebrating the bioregion of Nassau County, Florida – provides an opportunity to connect visitors to Amelia Island to events, excursions, programming, and volunteering designed to meet the needs, interests, and desires of visitors.

At WANF local organizations and vendors feature environmentally based information, products, services, and tours that introduce visitors to the magic of the amazing natural treasures of Amelia Island. Visitors and tourists learn about the diverse ecosystems in our area and the wonderful creatures that inhabit them.

In its 14<sup>th</sup> year in May 2023, and now as a program of Keep Nassau Beautiful (KNB), the WANF expanded its 3-day festival schedule to include additional youth and adult activities: a community cleanup event, a reading program, a water refill station (#RefillNassauFL), and new Ecotour partners offering activities that appeal to visitors and tourists.

For its 15<sup>th</sup> year in 2024, we envision an even more expanded program that celebrates nature and the diverse ecosystems in our area over a week of activities kicking off on Friday, May 10<sup>th</sup>, and closing on Sunday, May 19<sup>th</sup>.

Friday, May 10<sup>th</sup>

The WANF officially opens with an Ecotour in partnership with Amelia River Cruises.

Saturday, May 11<sup>th</sup>

Events kick off with the 3<sup>rd</sup> annual "Downtown to Dunes" community clean-up and Volunteer Appreciation after-party. The event is sponsored in partnership with Amelia Island Convention & Visitors Bureau, Fernandina Beach Main Street, City of Fernandina Beach, and Courtyard/Springhill Suites by Marriott - Amelia Island. Visitors to the Island can join local volunteers, community groups, churches, and other local organizations as we pick up litter from downtown to the beach and celebrate our positive environmental impact during the after-



party. The AICVB Green Business Awards may be announced during the after-party, or during the "Wild Art Party" on Friday, May 17 (TBD)

Sunday, May 12th

Folks can begin their day with a Bend and Brew Yoga class at Mocama Beer Company, with for-purchase coffee and mimosas after. Later in the morning, a specialty food truck will be available as we kick off the start of turtle nesting season with a guest speaker for adults and an educational activity for children making it a family-friendly event.

Monday, May 13<sup>th</sup>

The week continues with the promotion of ecotour partner events, these include Kayak paddles, Pedego Electric Bicycles, Boat tours, naturalist hikes, and yoga on the beach.

The week's activities may include a trolley tour of the accredited arboretum in the program Gardens of Amelia and a local plant tour to learn about corrugated cardboard or paper, how these products support the local economy, and why recycling is so important.

Tuesday, May 14<sup>th</sup>

The popular Wild Nites Series ends its season of monthly nature education presentations at 7 pm. Free and open to visitors, Wild Nites provides an expert speaker presentation on a topic related to the local environment of Nassau County under our tagline, Protecting our natural environment through education. For example, a presentation by the St. Marys Riverkeeper on water quality and the creation of a living shoreline in Fernandina Beach.

Friday, May 17<sup>th</sup>

The Wild Art - Under the Tent Party on the grounds of the Atlantic Recreation Center or the Ft Clinch Visitors Center (TBD). The Party will include an announcement and awards for the Wild Amelia Nature Photography Contest.

Saturday, May 18<sup>th</sup>

The main event - the Eco-Expo! In 2024, its 15th year, planning to be bigger and better than ever. We expect more than 1,200 people will attend the eco-expo. The line-up includes 25 indoor exhibitors, 8+ outdoor kids' Niche exhibitors, wildlife exhibits including raptors.

reptiles, and raccoons, live music, food trucks, a nature passport program for children, and Wild Storytime with reading and book giveaways for children.

Sunday, May 19<sup>th</sup>

The week of WANF activities closes with ecotours on Sunday including Yoga on the beach, nature walks, and kayak paddles.

**Logistics Outline** - 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.

KNB carries a suite of Insurance including General Liability Insurance with a Certificate of Insurance for events hosted by KNB.

Events scheduled across 10 days ending on Sunday of the third full weekend in May allow for adequate parking at and around the Atlantic Recreation Center on the day of the Eco-Expo, the most popular event of the WANF.

During all events, KNB will ask partners, vendors, and exhibitors to make their best effort to support a clean and green event by reducing or eliminating the use of bottled water, beverages served in single-use plastic, and the use of single-use plastic bags. KNB will encourage the use of recycling containers and help ensure disposal options are available. KNB plans to promote the use of aluminum as an infinitely recyclable alternative to single-use plastic bottles and cups.

**Ecotour partners** manage the logistics of their tours, including registration, parking, safety and security, sanitation, and special needs requirements. Ecotour partners are well-known, established businesses and naturalists who have processes in place to ensure visitors and tourists have a safe, secure, and enjoyable experience. Ecotour partners include Pedego Electric Bike Tours, Amelia River Cruises, and Kayak tours on Lofton Creek and the Talbot Islands. Established naturalists host tours for bird watching, shark-tooth hunting, and nature walks on Egans Greenway and Ft Clinch. Yoga on the Beach partners lead classes at various beach access points.

**Downtown to Dunes Community Cleanup** will be in its third year in 2024 with former partners AICVB, FB Main Street, and Courtyard/Springhill Suites by Marriott - Amelia Island participating. The cleanup event begins at three locations with designated site captains and adequate parking and services to support the registered participants. Eventbrite is used to register tourists and visitors. The event is promoted on social media, the Chamber of Commerce website, the AICVB visitor site, and in print media across multiple counties in GA and FL. The event culminates at a central location, Courtyard/Springhill Suites by Marriott -

Amelia Island, with participants receiving a souvenir t-shirt promoting Amelia Island/Fernandina Beach and a free beverage coupon to enjoy poolside. Awards for litter collection, and announcements for community recognition under the AICVB Audubon Green initiative and the FB Main Street Curb Appeal program, are scheduled to encourage media participation and interest in the event. Site captain kits are provided by KNB to ensure disposable gloves, hand sanitizer, first aid kits, waivers, sunscreen, bug spray, litter pickers, and litter collection bags are utilized by participants. A litter disposal plan is confirmed with the City of Fernandina Beach and managed by KNB volunteers. Sanitation and comfort stations are available to all participants at site captain sites, and the after-party.

**Eco-Expo** will be in its 15<sup>th</sup> year. Estimating more than 1,200 visitors during the 5-hour event, beginning 10 am - 3 pm: a 20% increase in attendance over 2023. Pipe and drapes for indoor booths and large tents for outdoor Kid's Niche will be delivered and set up on Friday, May 17. Exhibitors, Wildlife exhibits, the band, and the festival's water hydration station will be set up between 8 am - 9:30 am Saturday, May 18. Food trucks will arrive between mid-morning. The parking spaces at the front of the Atlantic Rec Center will be left open for Eco-Expo visitors, with additional parking available streetside, and along adjacent roadways. Hand Sanitizer will be available inside and outside. Restrooms are available. Trash and recycling bins will be available. The indoor exhibits are ADA-compatible.

Tables and chairs from booths are to be broken down and stored at the close of the event. Exhibitors, Kids Niche, band, food trucks, waste and litter, recycling, banners, etc.. to be removed after the close of the Eco-Expo on Saturday, May 18.

To be confirmed with the FB Parks and Recreation Dept. that the pipes and drapes inside the auditorium, and outdoor tents may be removed by the supplier on Monday, May 20, rather than Saturday, May 18, like the 2023 event. The labor expense is reduced with a weekday schedule.

**Promotional and Marketing Activities** - 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.

Sponsorship funds are needed to support the marketing activities that are required to reach tourists and visitors who may participate in one or more activities during the 10 days of the 2024 WANF.

The media plan includes:

- A package of print and electronic advertisements is to be distributed through the CNN-affiliated newspapers in the NE Florida region, including Nassau County, Columbia County, Putnam County, Duval County, and Camden County, GA.
- 16,000 8-page programs to be distributed to News-Leader and Nassau County Record in Nassau County, FL, and the Tribune and Georgian in Camden County, FL.
- 1,000 8-page programs to be distributed to Destination Services and as Concierge outreach through local hotels and resorts in Nassau County.
- News Releases, live-streaming, and video to television stations, Jacksonville Magazine, and Folio. Include the PEG Channel (City of Fernandina Beach), and local hotel in-room video feed content.
- News Release is written to be issued beyond the Nassau County, FL immediate market

Creative materials include display ads, videos, table toppers, flyers, and posters for area restaurants and businesses. Website content and Social media posts using Facebook Ads.

AICVB as a historical sponsor of the WANE has provided public relations contacts, distribution, and promotion on AICVB sites. We ask that continue in 2024. KNB will work with AICVB to provide content as needed to use in materials.

Networking partners for the promotion of the event include

- Keep America Beautiful event and volunteer-focused calendar of events and affiliate network for national coverage
- Keep Florida Beautiful Affiliates Network for promotion of the event within the State of Florida
- Florida Conservation Coalition, UF/IFAS Master Naturalists, and Northeast Florida Conservation Groups (NEFCON) for promotion of the event to environmental groups and interested individuals in the State of Florida
- Google Business, Eventbrite, and AllEvents for promotion across their platform of subscribers
- Nassau County Chamber of Commerce, NextDoor, and social media targeted groups to raise awareness among tourists and visitors.

The expense budget for Marketing and promotion is shown separately.



Funding Period: Oct. 1, 2023 - Sept. 30, 2024

Lead Entity: Keep Nassau Beautiful

["PLEASE NOTE" - Round up if \$0.50 and above, Round down if \$0.49 and lower]

Project Name: Wild Amelia Nature Festival

Categories and Line Items	Total Cost of Program	Budget Narrative
<b>Personnel Expenses (list each employee)</b>		
Executive Director	\$3,780.00	1 PTE Executive Director @ \$30,000 annually (30hrs/week @ \$20/hr.) = this event, estimate 21 weeks @ 9hrs = 189 hrs. *\$20 = \$3,780
Volunteer Coordinator	\$1,890.00	1 PTE - Volunteer Coordinator @ \$14,400 annually (960 hrs. \$15/hr.)= this event, estimate 21 weeks @ 8 hrs = 126 hrs * \$15 = \$1,890
<b>Subtotal Personnel Expenses</b>	<b>\$5,670.00</b>	
<b>Personnel Tax and Insurance</b>		
FICA (Payroll Tax)	\$434.00	7.65% of total salaries (round up if .50 and above, round down if .49 and lower) = \$5,670 x .0765 = rounded to \$434
Insurance - Worker's Compensation	\$336.00	cost of Nassau County required policy \$336
<b>Subtotal Personnel Tax and Insurance</b>	<b>\$770.00</b>	
<b>Travel</b>		
Staff Mileage	\$208.00	Staff Local Travel: \$0.655 x( 64 miles per month * 5 mos.) = \$208
<b>Subtotal Travel</b>	<b>\$208.00</b>	
<b>Advertising</b>		
WANF - CNI-Affiliated advertising package	\$2,250.00	17,000 programs - 16K inserted in paper, 1K used for concierge and destination services at local hotel/resort. Advertisements in Nassau County, Columbia County, Putnam County, Duval County, and Camden County
WANF - AICVB Promotion through Public Relations Firm		In-kind for sponsorship (historical)
WANF Creative and printing for table topper, flyer, poster, display ads, social media posts	\$700.00	
WANF - Facebook Ads / Google Ads	\$500.00	Promote WANF and individually various events to targeted audiences. Wild Nites, Downtown to Dunes, Bend and Brew / Expert Speaker, ARCruises, Garden Trolley Tour, Wild Art Party
WANF - Other Media Distribution	\$0.00	Cost of distribution included in salary for Executive Director and Volunteer Coordinator (time)
Brochure for Independent Tour of Gardens of Amelia	\$300.00	Brochure for Welcome Center, Chamber, Hotels/Resorts - visitor/tourist independent tour
Promotion of Nature Photography Contest	\$600.00	Begins in Feb and continues through March, Deadline for entry is April 1. Generate interest for participants outside of Nassau County - print and electronic
Modification of Street Banners	\$400.00	FastSigns repurpose banners with date change
Permit for Banners - City of FB	\$100.00	
Hanging fee for Banners - City of FB	\$125.00	
Banners and Marque Announcement	\$200.00	Cost of two small Banners
<b>Subtotal Advertising</b>	<b>\$3,175.00</b>	
<b>Supplies</b>		
Office Supplies	\$500.00	Consumable Office Supplies (pens, paper, toner, etc. ) at \$100 per month for 12 months; based on historical averages. = \$1,200 = this event \$100*5 mos.

Funding Period: Oct. 1, 2023 - Sept. 30, 2024

Lead Entity: Keep Nassau Beautiful

\*\*\*PLEASE NOTE\*\* - Round up if \$0.50 and above, Round down if \$0.49 and lower

Project Name: Wild Amelia Nature Festival

Categories and Line Items	Total Cost of Program	Budget Narrative
<b>Subtotal Supplies</b>	<b>\$600.00</b>	
<b>Contractual Services</b>		
Band - Eco Expo	\$400.00	
Band - Wild Art Party	\$400.00	
GA Center for Raptors - Eco Expo	\$2,500.00	
UF Whitney Traveling Zoo - Eco Expo	\$500.00	
Rattlesnake Conservancy - Eco Expo	\$300.00	
AI's Wild Wonders Animal Show - Eco Expo	\$500.00	
<b>Subtotal Contractual Services</b>	<b>\$4,600.00</b>	
<b>WANF Program Specific Operating Costs</b>		
Amelia River Cruises - Entertainment and gratuity	\$350.00	Fundraiser for WANF - Gratuity (\$100) and Hors d'oeuvres (\$250) for Cruise
Downtown to Dunes - Cleanup Supplies	\$1,070.00	Grabbers (\$10@100 = \$1,000), disposable gloves (\$25), site captain kits (\$15@3=\$45),
Participant Souvenir - t-shirt	\$1,100.00	Souvenir t-shirt (\$11@100 = \$1,100)
Appreciation event (Marriott property)	\$500.00	Space for event, Free Beverage Coupon, staff for bar and food
Tipping fee for trash collection	\$55.00	Estimate \$55 for trash disposal (City of Fernandina Beach)
Bend and Brew - Mocama / Centred on Yoga	\$375.00	space for event (Yoga and Speaker), Instructor for Yoga
Guest Speaker - Mocama - Whitney Labs/St Augustine	\$250.00	Whitney Labs guest speaker to kick off Sea Turtle season / Mary Duffy - AISTW
Educational Activity for Children	\$100.00	coloring Book (\$3@25=\$75) and package of Crayons (\$1@25= \$25)
Wild Nites Guest Speaker	\$150.00	Honorarium for Guest Speaker - St Marys RiverKeeper/Living Shoreline and Water Quality
Peck Center - Wild Nites (Location)	\$131.00	Auditorium Rental
Trolley Tour of Gardens of Amelia - Accredited Gardens	\$1,500.00	Trolley Rental / Speaker/ refreshments
Plant Tour - Corrugated Cardboard/Recycling	\$450.00	Souvenir hat \$15@30 = \$450
Wild Art Party - Nature Photography Contest Awards	\$1,075.00	Awards in 15 categories, Adult and Youth, Amateur and Professional
Wild Art Party - Food and Beverage	\$2,250.00	\$30/person, estimate 75 people
Wild Art Party - Supplies to display photos	\$150.00	Easels (\$5@ 15=\$75), Frames (\$5 @ 15 = \$75)
Wild Art Party - Photo Prints	\$267.00	\$10 each @ 15 categories=\$150, Certificates \$2@ 15 = \$30 Ribbons \$3 @ 15 = \$45, mail \$6 @7 = \$42
Wild Art Party - location	\$1,000.00	Room / Tables / Chairs / Microphone
Wild Art Party - decorations / table toppers	\$200.00	
WANF - Pipes and Drapes/ Tent(s)	\$4,200.00	Pipes and Drapes inside the Auditorium, Tents on the grounds - Atlantic Rec Center
WANF - Additional Tables	\$300.00	Rental Additional tables - indoor and outdoor (\$10 each)
WANF - Atlantic Rec Center Rental	\$1,350.00	Friday 1/2 day, Saturday full Day, Sunday full day, Mon 1/2 day
Water Station Set up and Maintenance	\$250.00	Use of water to clean and sanitize \$75/day, fill with water \$75/day, CoFB Employee \$100
water Station - Water Monster	\$3,000.00	Purchase or use of Water Monster
Water Station - Ice	\$200.00	
WANF - Passport Program prizes	\$900.00	Youth Activity during eco-expo
Volunteer Expenses	\$792.00	T-Shirt + Name Tag = \$12 @ 66= \$792
Misc - Volunteer hours to support*	\$471.00	Trolley Tour + Plant Tour 4 volunteers @ 16 hrs. * \$29.41 = \$470.56



Funding Period: Oct. 1, 2023 - Sept. 30, 2024

Lead Entity: Keep Nassau Beautiful

**[\*\*PLEASE NOTE\*\* - Round up if \$0.50 and above, Round down if \$0.49 and lower]**

Project Name: Wild Amelia Nature Festival

Categories and Line Items	Total Cost of Program	Budget Narrative
Mocama Event - Volunteer hours to support*	\$706.00	4 volunteers @24 hrs. * \$29.41 = \$705.84
Wild Nites - Volunteer hours to support*	\$588.00	5 volunteer @20 hrs. * \$29.41 = \$588.20
Wild Art Party - Volunteer hours to support*	\$1,412.00	8 volunteers @ 48 hrs. * \$29.41 = \$1,411.68
Downtown to Dunes - Volunteer hours to support*	\$529.00	3 volunteers for 6 hours each * \$29.41 = \$529.38
WANF - Volunteer Hours to support *	\$5,323.00	42 volunteers for total of 181 hours * \$29.41 = \$5,323.21
<b>WANF Program Specific Operating Costs</b>	<b>\$30,894.00</b>	
<b>WANF Other Program Operating Costs</b>		
Accounting / Quick Books to track and report Grant	\$460.00	Accounting firm monthly@ \$60 * 5 = \$300, QuickBooks annual fee = \$160
Internet	\$240.00	\$48 per month for 5 months = \$240
Telephone (Cellular)	\$295.00	one cell phone at \$59 per month x 5 months = \$295
Operational Space (Storage Area)	\$1,800.00	\$360 per month x 12 months = \$4,320, this event \$360*5mos = \$1,800
PO Box	\$176.00	Rental of PO Box in lieu of brick and mortar
Insurance	\$773.00	Annual = \$1,856 / 12 = \$154.67 * 5 mos. = \$773 this event
<b>Subtotal WANF Other Program Operating Costs</b>	<b>\$3,744.00</b>	
<b>Expense Budget Totals</b>	<b>\$51,661.00</b>	
Required Match	\$26,661.00	> 50%
<b>Source of Funds</b>		
<i>(List Revenue Sources - Secured or Proposed)</i>		
Nassau County BOCC - Proposed	\$5,000.00	Assist with Personnel Salaries, Taxes, Insurance, Operational Costs and programs
City of Fernandina Beach - in-kind - Proposed	\$3,011.00	Historical in-kind support: permit and hanging banners = \$225, grabbers = \$1,000, Trash disposal/tipping fee = \$55, water station setup and H2O = \$250, Rec Ctr Eco Expo = \$1,350, Peck Ctr Wild Nites = \$131
Amelia River Cruises - Donation - Proposed	\$1,700.00	Historical donation from River Cruise Fundraiser
Marriott - Downtown to Dunes location - Secured	\$500.00	Event space for celebration + staff
Bend and Brew / Mocama - Proposed	\$375.00	In-kind for space and yoga instructor
Centred on Yoga - Proposed	\$200.00	Donation from Bend and Brew event
FREAS Foundation - Secured	\$150.00	Wild Nites Speaker Honorarium
Trolley Tour ticket sales - proposed	\$600.00	\$30 @ 20 tickets
Plant Tour ticket sales - proposed	\$400.00	\$20 @ 20 tickets
Wild Art Party fundraiser - proposed	\$2,000.00	Silent Auction
Wild Art Party Tickets - proposed	\$1,200.00	\$20 @ 60 tickets
Photography Contest - Fees for submitting photos - Secured	\$1,892.00	Fees for entering the photography contest cover the awards, prints, supplies to display prints, and band
Fernandina Beach Main Street - Secured	\$367.00	1/3 cost of the souvenir t-shirt Downtown to Dunes
AICVB - Secured	\$367.00	1/3 cost of the souvenir t-shirt Downtown to Dunes
AICVB - Proposed		In-kind WANF Marketing, advertising, promotion for sponsorship (historical)

Funding Period: Oct. 1, 2023 - Sept. 30, 2024  
 Lead Entity: Keep Nassau Beautiful (\*\*PLEASE NOTE\*\* - Round up if \$0.50 and above, Round down if \$0.49 and lower)  
 Project Name: Wild Amelia Nature Festival

Categories and Line Items	Total Cost of Program	Budget Narrative
Florida Section AWWA - Secured	\$3,000.00	Water Monster - in-kind loan of equipment
Grants / Fundraising to support Educational event - Proposed	\$5,899.00	
subtotal	\$26,661.00	
AICVB Grant	\$25,000.00	cap at \$25,000
Total Anticipated Revenue	\$51,661.00	

\* <https://independentsector.org/wp-content/uploads/2023/04/Value-of-Volunteer-Time-by-State-2001-2022.pdf>

# 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 IDC Managing Director by e-mail ([billing@ameliaisland.com](mailto:billing@ameliaisland.com)) or mailed hand delivered to 1750 South 14<sup>th</sup> Street, 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/Project/Program: 2024 Right Whale Festival

Event/Project/Program Date(s): November 1-3, 2024

Event/Project/Program Location(s): Main Beach Park, Fernandina Beach, FL

Funding Amount Requesting: \$21,777.92

Event/Project/Program Host/Organizer/Applicant: Clearwater Marine Aquarium Research Institute

Event/Project/Program Host/Organizer/Applicant Address: 249 Windward Passage, Clearwater, FL 33767

Contact Person: Cheryl Munday

Address: \_\_\_\_\_

Phone: 727-735-2601

Email: rightwhalefestival@gmail.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.

Clearwater Marine Aquarium & Clearwater Marine Aquarium Research Institute

NOAA Fisheries (National Oceanic & Atmospheric Administration) Cheryl Munday (Festival Coordinator)

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.

See attached.

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.

See attached

See attached

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.

See Attached.

See Attached.

**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 FDC 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: Cheryl Munday

Date: 06/30/2023

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



**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.**

Each year, Clearwater Marine Aquarium Research Institute (CMARI), along with festival partners, hosts the Right Whale Festival to celebrate the seasonal return of the endangered North Atlantic right whale and build public awareness for the species. The 2024 Right Whale Festival will once again be held on Saturday, November 2<sup>nd</sup> 10am-6pm (movie in park 7pm-9pm) & Sunday, November 3<sup>rd</sup> 10am-3pm at the Main Beach Park on Amelia Island, with additional educational events and festival set-up on Friday, November 1<sup>st</sup>, and the break-down of festival tents on Monday, November 4<sup>th</sup>.

The Right Whale Festival uses educational programs and entertainment to raise awareness and inspire the public about the importance of protecting right whales and their habitat. Festival objectives are to:

- 1) increase public awareness about right whales and the importance of the Southeast U.S. calving area, specifically the waters off Amelia Island, while celebrating their seasonal return,
- 2) provide attendees practical information on ways to help protect these whales, and
- 3) communicate the importance of collective actions/efforts to protect and recover endangered right whales.

Scientists estimate there are fewer than 350 North Atlantic right whales remaining, making them one of the most endangered marine mammals in the world. Their main threats are vessel strikes and entanglement in fishing gear; other threats include climate change and ocean noise. The waters off Amelia Island are the heart of right whale calving area. Each winter pregnant right whales travel more than 1,000 miles from their feeding grounds off Canada and New England to the warm coastal waters of North Carolina, South Carolina, Georgia, and northeast Florida to give birth to their young. These southern waters are the only known calving area for the species making it extremely important to raise awareness about their movement and migratory patterns. Pregnant females and females with calves are known to frequent this area annually between November 15 and April 15. Since pregnant females and nursing calves spend more time at the surface, they are vulnerable to vessel strikes and other human disturbances, thus a disproportionate number of vessel strike victims are female. Researchers estimate there are fewer than 70 reproductively active North Atlantic right whale females remaining. Protecting right whales in the calving area is crucial to the recovery of the species.

Amelia Island, in particular, is a key habitat for this species during their time in the southeast. Each year, right whale mother and calves pass by Amelia Island and often spend time near shore. During the 2020-2021 calving season, 17 right whale mother-calf pairs passed by Amelia Island; during 2021-2022 calving season 9 mother-calf pairs passed with at least 3 pairs spending a significant amount of near shore; and in the 2022-2023 calving season, 5 whale mother-calf pairs passed by, as well as 7 other right whales and a humpback whale. Amelia Island is one of the few locations in the United States where you can regularly see whales from shore, making it an ideal tourist destination for whale lovers.

The Festival moved to Amelia Island in 2019 at the request of the Fernandina Beach community and former Mayor John Miller; therefore, we make it a priority throughout the year to keep the community involved in the festival planning and other right whale outreach. In an effort to increase the economic impact of the festival, we actively changed most of our vendors and went with local businesses, these include printing, bounce houses, food & beverage, entertainment, security, and venue; this totals over \$35,000. The festival and associated events inevitably benefit nearby businesses, restaurants, and hotels.

The Right Whale Festival draws over 12,000 attendees and over 80 exhibitors. Each year, attendees are surveyed to capture some basic demographics, festival feedback, and knowledge of right whale conservation. While the festival is a family friendly event, it attracts a large number of adults; in 2022, 40% of those surveyed



were attending without children. While the majority of attendees are from throughout Florida and Georgia, in 2022 we surveyed families that came down from Ohio, Massachusetts, New York, and New Brunswick, Canada purposefully to attend the festival. We will be adding a question to future surveys for those traveling from out of town regarding lodging while on Amelia Island. Room blocks are secured for festival exhibitors, as such we are able to confirm that 45 rooms are used for at least two nights over the weekend of the festival (30 Courtyard and 15 Comfort Suites). We will be updating our survey in 2023 to include additional questions on demographics and travel.

The Right Whale Festival strives to offer various activities to attract both visitors and residents; all associated events and activities are free of charge. The 80+ exhibitors must adhere to the theme focused on the ocean, nature, science, water recreation, education, conservation, or environment. We also welcome exhibitors selling unique gifts, fine art, photography, and crafts related to this theme. Other educational features include life-size inflatable whales, vessels used in enforcement and response, a right whale obstacle course, whale bones & baleen, and a kids' passport program. Additionally, a free "movie in the park" is held on the festival grounds the first evening of the festival which features a recent documentary about right whales. New for 2023, festival partners will be hosting a surfing and skateboarding competition, in order to reach this important target audience. Other events that attract individuals to the festival include a beach clean-up, guided kayak tours, beach yoga, and a tribute bike ride. Live music, food trucks, face painting, and bounce houses add to the celebration.

In addition, on Friday, November 1<sup>st</sup> the festival will be hosting an educational luncheon in the afternoon and nature cruise in the evening. For those who are interested in learning about right whales directly from the individuals that work so hard to protect them, we will be hosting a luncheon with presentations at the nearby Courtyard Amelia Island, which can accommodate up to 100 people. In the evening, we will offer a nature cruise with a right whale expert in conjunction with Amelia Island River Cruises & Charters. This is a great way to kick-off the festival weekend while providing more in-depth information about right whales to the 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.**

Site Plan: The Right Whale Festival is held at Main Beach Park, an ideal venue for educating the public about this important ocean habitat. Over 80 exhibitors are provided a 12' x 12' space and larger spaces are available upon request. Exhibits are strategically organized based on electrical needs, parking lot accessibility, and special requests. We purposefully mix educational and retail vendors to increase their exposure to attendees.

In the past, we had also used a parking lot (between Tarpon St. and Fletcher Ave.) adjacent to the festival grounds but in effort to increase available parking, we now utilize the whole of Main Beach Park for all exhibits, stage, vehicles, vessels, and food vendors. Please see the attached map.

Parking: Survey data shows attendees spend an average of 2-3 hours at the festival. In the past we have provided shuttles from Fernandina Beach Middle School for \$2 a person but it was underutilized and not cost effective. We estimate that there are 750 parking spots within a 0.4 miles from the festival grounds. At this time, parking does not seem to be a deterrent for attendees, but should we need additional parking in the future, we will consider offering a shuttle again. We are working with local taxi (non-Uber) drivers to offer discounted rates to festival attendees as well.

Sanitation: Waste Management sponsors the festival by providing 23 recycling carts, a cardboard recycling dumpster, and 30 garbage carts. Garbage carts are emptied on Saturday evening. All carts and the dumpsters are picked up by Waste Management the Monday following the festival. Festival partner, Keep Nassau Beautiful,



has volunteers monitor the recycling and garbage carts throughout the festival to ensure trash is properly disposed of and to educate attendees on what can/cannot be recycled. At the end of the festival, Keep Nassau Beautiful holds a site clean-up on the festival grounds to ensure no trash or debris has been left behind.

Public restrooms are available at Main Beach Park; while these are services by the City of Fernandina Beach, the festival also monitors and stocks these restrooms as needed throughout the festival weekend. In addition, we provide 7 portable toilets (1 handicap) and a handwashing station. Additionally, the Amelia Island CVB has provided 5-6 hand sanitizing stations, which are placed through the festival grounds.

Security Plan: The Right Whale Festival utilizes Fernandina Beach police officers for festival security. During festival hours, 3 police officers are present at the festival, with at least one stationed at the entrance of the beer area at all times. We also provide overnight security with one officer present on Friday night and 2 officers present on Saturday night. While exhibitors may leave items overnight, the festival and police are not responsible for those items. This festival has a reputation amongst the local police for being a peaceful and easy-going event.

Special Needs: The Right Whale Festival is a multisensory event, providing visual, auditory (i.e., presentations and whale sounds), tactile (i.e., bones and baleen), and kinesthetic (i.e., right whale obstacle course) experiences for those with special needs.

Wheelchair ramps and handicap accessible toilets are provided.

**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.**

The Right Whale Festival actively updates the website – [www.rightwhalefestival.com](http://www.rightwhalefestival.com) – as well as social media platforms: Facebook (4.5K followers), Instagram, and Twitter accounts. The platforms are used to share information about the festival, right whale conservation and Amelia Island. In addition, festival hosts, Clearwater Marine Aquarium (618K Facebook followers) and NOAA Fisheries (89K Facebook followers) share information about the festival to their large number of social media followers.

We work with the Amelia Island CVB on a media plan that includes paid digital media and radio advertisements, as well as inclusion on the [ameliaisland.com](http://ameliaisland.com) website, event calendars, social media platforms, monthly emails (October), and welcome center screen. In addition, the festival produces 5,000 "Save the Date" cards, 3,000 11x17 posters, and 16,000 newspaper inserts (Fernandina Beach News-Leader). The Amelia Island CVB assists with the distribution of 1,000 posters; the remaining 2,000 posters are sent to school (K-12 and colleges) and marine businesses throughout Florida and Georgia. Posters are also sent to zoos and aquariums along the right whale migratory route (Florida through New England).

The Right Whale Festival is respectfully requesting the following funds; please see attached budget:

\$3000.00	Coordinator Salary
\$2500.00	Coordinator Travel

Festival coordinator (salary & travel) is contracted for 9 months to lead the planning of this event. The festival coordinator travels to Amelia Island at least 3 times a year for festival related activities; travel funds are used for local lodging and meals.

\$2000.00 Rental, Tents, Tables, & Chairs  
 \$1000.00 Festival Insurance

Implementation costs are the largest part of the Right Whale Festival's budget; therefore, funds for tents, tables, and chairs, as well as event insurance are requested. Each year, tents, tables, chairs, and weights are used at the Right Whale Festival. Since the festival venue is on the beach, it often rains at some point during the festival weekend. Tents are used at the festival for exhibitors, lecture area, volunteer check-in, dining, and for other educational exhibits. The tents protect live ambassador animals, ropeless gear, bones & baleen, and other educational exhibits from the elements. Weights are used to secure tents, as well as life-size inflatable whales

\$3000 Sound system portable stage

Located in the heart of the festival grounds, our staging area is a key element of the event, enabling the showcasing of live music, key announcements regarding festival activities, and highlighting conservation efforts on behalf of the species.

\$1800.00 Expert Travel Stipend  
 \$1500.00 Screen and Projector

In efforts to enhance the appeal of the festival, the festival works to add new and exciting features; funds requested for such features include the screen (14 ft. x 22 ft.) and projector rental for the "movie in the park" and travel stipend for three expert speakers traveling from the Northeast U.S. and Canada. In lieu of a travel stipend, we are willing to use these funds for local lodging.

\$1500.00 Postage and Supplies to Distribute Posters & Save the Date cards

To distribute posters and Save the Date cards in areas outside Amelia Island, funds for envelopes, labels, and postage are requested.

\$2500.00 Year-round Outreach

The Right Whale Festival promotes the festival year-round both locally and throughout Florida. These efforts include attending tradeshows (i.e., Surf Expo, DEMA), as well as other festivals & boat shows. Host sponsor, Clearwater Marine Aquarium displays a right whale Right Whale Festival exhibit each fall to promote the festival and encourage visitors to travel to Amelia Island. Also, the festival and partners host small local events to continue the raise awareness of Amelia Island as an essential right whale habitat (i.e., expert speakers, right whale sighting trainings). The funds support various costs associated with these outreach efforts.

\$2977.92 Overhead



<b>2024 Right Whale Festival Budget</b>		
<b>Item</b>	<b>Request to Amelia Island TDC</b>	<b>Total</b>
<b>Personnel &amp; Travel</b>		
CMA Salary & Benefits		\$ 2,500.00
RWF Coordinator (Contracted)	\$ 3,000.00	\$ 20,000.00
Travel, Accommodation, and Meals	\$ 2,500.00	\$ 2,500.00
<b>Rentals/Utilities</b>		
City of Fernandina Beach Venue		\$ 2,700.00
Tent/Table Rental	\$ 2,000.00	\$ 6,000.00
Portable Toilets		\$ 1,500.00
Security/Police		\$ 3,000.00
Event Insurance	\$ 1,000.00	\$ 2,500.00
<b>Entertainment</b>		
Sound System/ Portable Stage	\$ 3,000.00	\$ 7,500.00
Entertainment		\$ 3,500.00
Bounce House & Slide		\$ 900.00
<b>Documentary Screening</b>		
Screen and Projector	\$ 1,500.00	\$ 1,500.00
Screening Fee		\$ 300.00
Security		\$ 600.00
<b>Friday Educational Events</b>		
Nature Cruise		\$ 500.00
Educational Luncheon		\$ 2,000.00
Supplies		\$ 500.00
<b>Marketing/Advertising/Printing and Copying</b>		
Posters		\$ 1,000.00
Postage & shipping materials	\$ 1,500.00	\$ 1,500.00
Other festival printing		\$ 1,000.00
Newspaper insert and advertisements		\$ 3,500.00
Facebook Ad		\$ 300.00
Coasters		\$ 1,200.00
T-shirts		\$ 3,500.00
<b>Education &amp; Events</b>		
Kids Program Printing		\$ 1,200.00
Kids Projects Supplies		\$ 500.00
Year-round outreach	\$ 2,500.00	\$ 2,500.00
Expert Travel Stipend	\$ 1,800.00	\$ 1,800.00
<b>Supplies and Expenses</b>		
Miscellaneous Supplies		\$ 1,500.00
Food and Beverage		\$ 1,000.00
<b>Overhead</b>		
Administration	\$ 2,977.92	\$ 12,355.20
<b>Total</b>	<b>\$ 21,777.92</b>	<b>\$ 90,855.20</b>

<b>2024 Right Whale Festival Projected Revenue</b>		
<b>Annual Sponsors (Outside Amelia Island)</b>		
Bouchard MMA		\$ 500.00
Clearwater Marine Aquarium		\$ 10,000.00
Ensafe		\$ 500.00
Florida Atlantic University-Harbor Branch		\$ 2,500.00
Florida Fish & Wildlife Foundation		\$ 1,000.00
Great Lakes Docks & Dredge		\$ 1,000.00
International Fund for Animal Welfare (IFAW)		\$ 10,000.00
Jacksonville Zoo		\$ 2,500.00
Jaxport		\$ 2,500.00
PEW:Ocean Foundation		\$ 2,500.00
NOAA Fisheries		\$ 15,000.00
Oceana		\$ 1,000.00
Sparks Foundation		\$ 10,000.00
Private Donations		\$ 500.00
<b>Annual Sponsors (Local)</b>		
Courtyard Amelia Island		\$ 500.00
<b>Additional Revenue</b>		
Food Vendor and Exhibitor Fees		\$ 6,500.00
Onsite Sales (t-shirts, hats, cups, beer)		\$ 6,000.00
<b>Total</b>		<b>\$72,500.00</b>





August 2, 2023

Mariela Murphy, CMP  
Director of Special Events  
Amelia Island Convention & Visitors Bureau  
1750 S 14th Street, Suite 200  
Fernandina Beach, FL 32034

Dear Mariela,

Thank you so much for allowing Amelia Island Opera to submit this late application for a Tourist Development Council Sponsorship. When my Co-Founders and I founded Amelia Island Opera, we did so because we wanted to bring this powerful and beautiful artform to our community. Our early concerts were greeted with much enthusiasm by the Amelia Island community, and we have only grown in the last two seasons. As we head into our third season, we are excited to be offering nine different concerts with a total of 17 events for local and out-of-town guests to experience.

We are applying for TDC Sponsorship for one of these events, an opera called *La bohème*. Arguably the world's most popular opera, this Italian opera by Giacomo Puccini contains ravishing, memorable music and a story that defies the passage of time. This performance on January 4, 2024 will be accompanied by a 22-piece orchestra and include seven professional opera singers from all over the country.

Amelia Island Opera is requesting a sponsorship of \$8000, which will pay for the orchestra, as well as the fees for two of the professional singers. It is our hope that Amelia Island Opera will become a part of the cultural fabric of Amelia Island and that our presence will entice cultural and heritage visitors to our beautiful home.

Thank you for your consideration,

Sincerely,

Robyn Lamp  
Co-Founder  
Amelia Island Opera

(904) 556-7342  
[info@ameliainlandopera.org](mailto:info@ameliainlandopera.org)

2884 Landyns Circle  
Fernandina Beach, FL, 32034

# AMELIA ISLAND

COME MAKE MEMORIES<sup>®</sup>

## 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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, 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/Project/Program: Amelia Island Opera presents: La bohème  
 Event/Project/Program Date(s): Thursday, January 4, 2024  
 Event/Project/Program Location(s): Amelia Plantation Chapel  
 Funding Amount Requesting: \$8,000  
 Event/Project/Program Host/Organizer/Applicant: Amelia Island Opera, Inc.  
 Event/Project/Program Host/Organizer/Applicant Address: 2884 Landyns Circle Fernandina Beach, FL 32034  
 Contact Person: Robyn Lamp  
 Address: 1841 Perimeter Park Road Fernandina Beach, FL 32034  
 Phone: 561-315-7702  
 Email: robynmarielamp@gmail.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.

Amelia Island Opera, Robyn Lamp, 561-315-7702 robynmarielamp@gmail.com

Amelia Plantation Chapel, Beth Shoenberger, 904-277-4414, beth@ameliachapel.com

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.

Please see answer below

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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.

Please see answer below

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Please see answer below

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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.

Please see answer below

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Please see answer below

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**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: Robyn Lamp Digitally signed by Robyn Lamp  
Date: 2023.08.02 12:53 23 -0400'

Date: 8/2/2023

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

**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 Opera TDC Sponsorship Application

**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.**

Amelia Island Opera (AIO) aims to bring the power and beauty of opera to our community in Amelia Island and the surrounding region. When the Founders of AIO came to Amelia Island, they discovered a complete void of opera in the region. The nearest opera companies are south of Amelia Island in St. Augustine, north in Savannah, and west in Pensacola. The only operas that take place in Jacksonville are from a traveling company out of New York and one opera per year that the Jacksonville Symphony produces. The Founders of Amelia Island Opera recognized this void in Northeast Florida and Amelia Island specifically, which is an area known for its culture and arts offerings, and aimed to fill it. Our growth will draw new visitors to Amelia Island.

Our goal is to grow into a company that offers grand opera to our audiences, as well as shorter operas and concerts to entice new audiences. With support, this opera company will become a major attraction for out of town culture and heritage visitors who want to experience culture while visiting and will more than likely return again and again to experience all this amazing island has to offer.

The proposed project is a concert performance of Puccini's beloved opera, *La bohème* at Amelia Plantation Chapel on January 4, 2024. Arguably the world's most popular opera, *La bohème* contains ravishing, memorable music and a story that defies the passage of time. Four struggling bohemians – a poet, a painter, a musician and a philosopher are living together in Paris, when one freezing Christmas Eve their lives are changed forever. A girl named Mimi knocks on their door looking for a candle light, and she and Rodolfo fall in love. However, the rush of love at first sight soon gives way to something much darker – It becomes clear that Mimi is desperately ill, and that Rodolfo, in his poverty, cannot provide for her. This performance will be accompanied by a 22-piece orchestra and include seven professional opera singers from all over the country. \*  
Where staying?

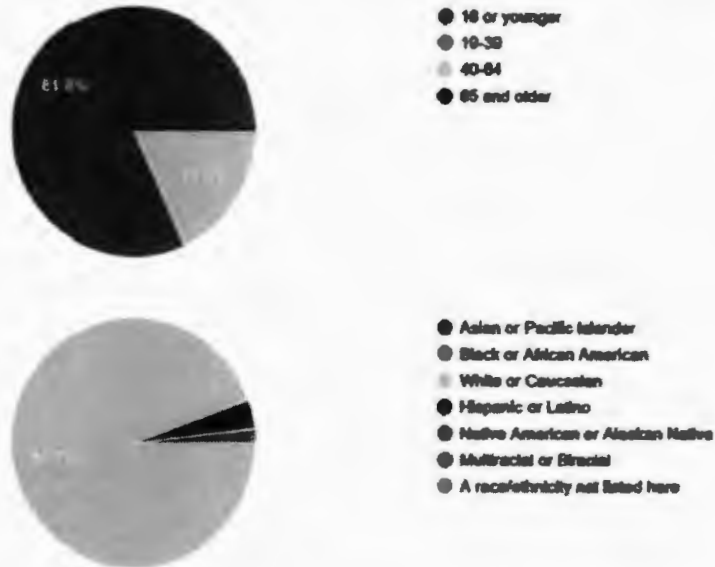
Goals for this project include:

- 100 first time AIO audience members
- Visitors to Amelia Island from Duval, St. Johns, Clay, Baker, Putnam, Union, Bradford, and Alachua counties
- Building awareness of AIO and its brand
- Forming relationships with local instrumentalists for future collaborations

AIO expects to have 350 audience members at the concert on the evening of Thursday, January 4, 2024. Of those 350 people, we expect 25% to be from outside Nassau County, with about



10% coming from far enough away to spend the night. Many of our audience members will eat dinner at a local restaurant before the concert, creating even more revenue for restaurants in Amelia Island. Our usual audience demographic, which we know from post-concert surveys we send via email, are:



AJO, now in its third season, has a proven track record of providing high quality operatic entertainment. In the last two seasons, AJO has offered 15 opportunities for the public to experience opera and vocal chamber music throughout Amelia Island and Jacksonville. Select past programs included the hilarious operas *'Bon Appétit! (A Julia Child Opera).'*, *'Viva la Diva.'* a concert featuring four female vocalists singing in rich harmonies, and *'A Night in Seville.'* an evening of fully staged operatic scenes from operas set in Seville, Spain. Audience members have described our performances as:

- "Very entertaining - artists kept the program moving right along."
- "It was top quality opera singing - quality of soloists was outstanding for this island."
- "The energy, talent and professionalism was perfect!"
- "Had a smile on my face the entire performance"
- "It was amazing, hilarious, and performed with precision timing and great voices."

AJO exposed over 1200 audience members to classical music and opera in its second season. Two programs were free for audience members in an attempt to remove economic barriers for those who don't attend classical music concerts due to the cost.

**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.**

Amelia Island Opera presents: *La bohème*  
Thursday, January 4, 2024, 7:30-10:00 PM  
Amelia Plantation Chapel, 36 Bowman Rd.

Amelia Plantation Chapel will hold 350 audience members. Parking has been an issue in the past, and to help alleviate parking congestion, AIO will ask its patrons to carpool with friends and neighbors and will also provide directions for other places to park in the area surrounding the Chapel. We will also have volunteers in the car drop off area helping patrons out of their cars, and guiding the drivers into parking spots.

We will have front of house volunteers taking tickets and guiding patrons to their seats. AIO pays a cleaning fee to Amelia Plantation Chapel's janitorial service to ensure that a thorough cleanup after our concert takes place. The Chapel is equipped with three clearly marked exits, which we will point out to our patrons in the pre-concert talk given from the stage. The Chapel is equipped with hand sanitizing stations in its lobby. Although we will not be requiring face masks, AIO will have them available to patrons who request them.

AIO ensures that all of its programs are accessible to all members of the community, regardless of their race, ethnicity, gender identity, age, religion, language, abilities/disabilities, sexual orientation, or socioeconomic status. Since AIO does not have its own performing arts building, it utilizes venues in its community to host events. AIO ensures that the venues we use are in compliance with ADA requirements. Patrons who use working animals (seeing eye dogs, comfort animals) are given free use of facilities with their assistant animals. AIO concert programs are available in electronic and large print formats, and sign language interpreters and assisted listening devices for amplified sound can be provided upon reasonable timely request. Our phone number and email address are clearly listed on our website, so requests can be easily made.

**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.**

The AIO Marketing plan for *La bohème* includes:

1. Email Marketing Campaigns to a mailing list of 500. These email campaigns are sent one month, two weeks, and two days prior to the events throughout the season. In addition, a follow up email campaign is sent after the events occur with photos and

highlights from the performances to build audience interest for future events. We also include a post-concert survey link in that follow up email.

2. Newsletters: AIO sends information about our upcoming programming to two local newsletters, "The Mouth of Amelia" and "From The Porch" which, in turn, send it to their dedicated email lists of Amelia Island art enthusiasts

3. Press releases are distributed to all local press outlets six weeks before the AIO performances with solicitation for preview and review articles. Local papers, such as The Fernandina Observer and the News-Leader have published our press releases.

4. AIO maintains an up to date website with season event information and links to purchase tickets or RSVP for events.

5. Interviews with local press outlets are solicited from the many press outlets in town. An article about Amelia Island Opera and its founders was published in The Islander, a monthly magazine that goes out to many of the homes in Nassau County. There is a plan for another article in said magazine for October 2023.

6. Advertisements are purchased in the local paper, "The News- Leader." AIO will also look into running radio ads on WJCT for the 2023-24 season, as well as identify a Jacksonville-based Newsletter to advertise in, with the hopes of building a diverse audience in Duval County

7. Events are listed on local online calendars such as Ameliasland.com, VisitJacksonville.com, and News4 Jax Community Calendar.

8. Facebook Events are created for each AIO performance one month in advance of the event.

9. AIO maintains an active Social Media presence utilizing Facebook and Instagram. We will pay to boost posts to people located outside of Amelia Island, such as art enthusiasts in Savannah, Atlanta, and St. Augustine.

10. Produce flyers/posters/post cards to distribute locally

10. Civic Engagement events: AIO will begin offering new ways for our community to interact with our organization, including music workshops, music lectures, panel discussions, pre-concert talks, and pop-up performances.

#### **PROJECT BUDGET:**

AIO is requesting a sponsorship of \$8000 to pay for the 22-piece orchestra, and partial singer fees for this special performance of *La bohème*.

La bohème January 4, 2024

	Budgeted
<b>Revenue</b>	
Ticket sales	7000
Federal Grants	0
State Grants	0
TDC Sponsorship	8000
AIO Funds	2250
<b>Expenses</b>	
Singer Fees	5600
Instrumentalist Fees	6000
Production Artist Fees	800
Program Printing Expenses	300
Venue Rental Expenses	300
Photography/Videography	1000
Travel - Artists	500
Lodging - Artists	0
Marketing	2000
Props	0
Sets/Lighting	0
Costumes	0
Music purchase/Rental	250
Instrument Rental	500
<b>Total Revenue</b>	17250
<b>Total Expenses</b>	17250
<b>Net Profit</b>	0