

AITDC RESOLUTION NO. 2024-008

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE SPONSORSHIP OF WALLD OG PUBLIC ART AND IN SUPPORT OF SAID RECOMMENDATION FINDING THAT THE USE OF TOURIST DEVELOPMENT TAX REVENUES FOR SAID PURPOSE WILL ENHANCE VISITOR EXPERIENCES AND PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA; FURTHER PROVIDING FOR CERTAIN LEGISLATIVE FINDINGS AND AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the Board of County Commissioners (BOCC), levies and imposes a tourist development tax to promote through marketing and advertising Amelia Island and to increase tourist-related business activities; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC established the Amelia Island Tourist Development Council (AITDC) as an advisory board to oversee the development and marketing of Amelia Island and the expenditure of the tourist development tax revenues; and

WHEREAS, the tourist development tax revenues received by Nassau County are restricted funds, and the expenditure of those funds shall comply with Section 125.0104, Florida Statutes, the Florida Administrative Code, Sections 30-61 through 30-68 of the Nassau County Code of Ordinances, and AITDC Policies as approved by the BOCC; and

WHEREAS, pursuant to Section 125.0104, Florida Statutes, the BOCC has contracted with the Amelia Island Convention and Visitors Bureau (AICVB) to execute the marketing of Amelia Island as a world-class tourism destination; and

WHEREAS, based upon the recommendation of the AICVB, the AITDC now finds that the sponsorship of Walldog Public Art as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, is/are tourism-related activities and will assist in the promotion of Amelia Island and 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 this reference.

SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. The AITDC hereby finds that the use of tourist development tax revenues for the sponsorship of Walldog Public Art, as depicted in Exhibit "A" (hereinafter "Sponsorship(s)"), is a tourism-related activity and will assist in the promotion of

Amelia Island and Nassau County, Florida, and is consistent with Section 125.0104, Florida Statutes and Sections 30-61 through 30-68 of the Nassau County Code of Ordinances.

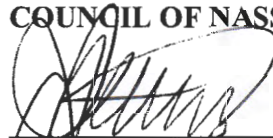
- b. Based upon the above finding, the AITDC hereby recommends to the BOCC that the BOCC utilize tourist development tax revenues for said Sponsorship(s) as a means to promote tourism of Amelia Island and Nassau County, Florida, with said amounts to be paid from the AITDC budget as follows:

- 1. Sponsorship: Walldog Public Art Date: November 2024 Amount: \$75,000.00

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

DULY ADOPTED this 17th day of January, 2024.

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

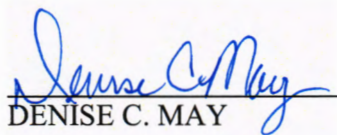


JOHN F. MARTIN, MBA

Its: Chairman

Date: January 17, 2024

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

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) or mailed/hand delivered to 1750 South 14th Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/Project/Program: Bicentennial Brushstrokes

Event/Project/Program Date(s): Mural Festival November 6-10, 2024

Event/Project/Program Location(s): Various (Countywide)

Funding Amount Requesting: \$75,000 (not to exceed)

Event/Project/Program Host/Organizer/Applicant: Walldog Public Art

Event/Project/Program Host/Organizer/Applicant Address: 317 N 13th Street Centerville, IA 52544

Contact Person: Nancy Bennett

Address: 317 N 13th Street, Centerville, IA 52544

Phone: 641-856-7334

Email: walldogpublicart@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.

Walldog Public Art

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

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:

Nancy Bennett

Date:

1/12/2024

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.

To: Amelia Island TDC

Re: For Consideration of 2024 Mural Festival - Walldogs - Bicentennial Brushstrokes

Our Story:

The Walldog Public Art, an organization with a 31-year history of partnering with municipalities throughout the United States, is requesting sponsorship of a mural event in November 2024 at various locations throughout Nassau County (Fernandina Beach, Hilliard, Yulee, and Callahan). The Walldogs are the oldest recognized group of highly skilled international sign painters and mural artists that gather annually for "Meets" to paint murals in a mutually agreed upon location. These murals focus on local history, and with the community's input, Walldogs transforms a town into an "outdoor art gallery" of historic murals.

What is a "Walldog"? The tradition of painting wall advertisements dates to more than 100 years ago. At the turn of the 20th century, artists were called "Walldogs" because painting a 30-foot wall in the heat often made them "work like dogs" and being harnessed to the side of a wall required special skills. Evidence of wall advertisements (ghost signs) can be found throughout the US.

We are requesting sponsorship for Walldog Meet on November 6-10, 2024 to celebrate the bicentennial throughout Nassau County. Over 300 artists from all over the United States and internationally will come to Amelia Island to paint 10-15 murals throughout the week and learn what makes Amelia Island and Nassau County so special.

Economic Impact:

More than 300 artists from all over the United States and internationally will come to Amelia Island for 5 nights, staying in our hotels, B&Bs, campgrounds, and vacation rentals. We also anticipate attracting visitors who will enjoy the beauty and charm of Amelia Island and its many attractions such as restaurants, bars, diverse lodging facilities including hotels, motels, B&Bs, and Inns, plus souvenir shops, fashion stores, and sports activities, especially in historic, downtown Fernandina Beach. Nationally, the arts have a \$157 billion impact on communities with guests spending an average of \$38 for dinner per person after experiencing a cultural event.

Cost:

This sponsorship request is for the cost of the murals, artist design time, and coordination logistics of artists. In addition to the cost of creating the art, the Walldogs will purchase professional paint used for long-lasting murals. As such, the request is \$75,000.

Walldog Budget

Walldog Designers, Coordination & Mural Cost	65,000
Professional Paint	10,000
	75,000

Engaging the Local Arts Community:

The Walldogs also hosts an auction to benefit both the Walldogs Public Art Foundation and the maintenance costs of preserving the murals. On the Saturday evening of the festival, original paintings of the murals, and other art from Walldog artists are auctioned off. Half of the proceeds go to the Walldogs to sponsor future artist travel needs and half goes for the maintenance of the Nassau County murals.

Media Plan, Advertising, PR, etc.

In conjunction with the AICVB, funds will be used to advertise and market the event with social media, printing costs for posters, and logo design to socialize the event in the community.

Process:

Each host city works with its local museum of history or cultural lead and determines subject matter for 15-20 murals. In Nassau County, early conversations with all municipalities are encouraging and there has been widespread excitement to ensure this project is successful. The Towns of Callahan and Hilliard will each receive one (1) mural, and Yulee will receive one (1) mural. There will be 8-10 murals in Fernandina Beach and one (1) mural for the south end of Amelia Island. Potential buildings have been identified.

Walldogs, with local community input, follow all local ordinances and laws governing each municipality and will continue to ensure the event follows all perimeters.

To ensure a cross-section of subject matters and that our entire history is considered, Walldogs recommends a representative from each of the following to serve on the subject matter steering committee:

Amelia Island Convention & Visitors Bureau
Nassau County Board of County Commissioners
The City of Fernandina Beach / Fernandina 200 Committee
Historic District Council
Town of Callahan
Town of Hilliard
Amelia Island Museum of History
West Nassau Historical Society
Arts and Culture Nassau
Others as appropriate

From there, the mural festival committee promotes community involvement by having the community vote on the concepts through two rounds of voting via web-based applications. The first round of voting would be to narrow down the subject matter. The top 20 subjects would move on to round two. Each municipality will have ownership of its subject matters and only residents in that zip code will be allowed to vote for that mural subject.

Once the topics are finalized, the artists and designers get the historical images and documents and begin designing two options for each topic. Once all the concepts are completed, then again, the community is asked to vote on their favorites, and it's narrowed down to the final number.

Nothing is ever painted without being fully vetted by the committee and the community for input.

Potential walls have been identified in several locations, but nothing has been finalized to date.

Logistics Outline:

In addition to working with the Amelia Island Convention & Visitors Bureau, the Walldogs will work with the Fernandina Beach Special Events Committee, the City of Fernandina Beach Police and Fire Departments, and the local arts community to ensure festival success.

The general schedule of events is:

Week of October 28-31, 2024 – confirmed walls are cleaned, prepped, and primed to begin painting.

Wednesday, November 6, 2024 – Artists arrive and get on the wall to project the image at dusk. Often residents and visitors come out to watch them that night.

Thursday, November 7, 2024 – Artists begin painting.

Friday, November 8 – Saturday, November 9, 2024 - Festival activities/artists painting

Sunday, November 10, 2024 – Festival ends and artists depart.

Anticipated 2024 Bicentennial Brushstrokes Sponsors

City of Fernandina Beach

Town of Callahan

Town of Hilliard

Fernandina Beach Main Street

Arts & Culture Nassau

West Nassau Historical Society

Amelia Island Museum of History

Fernandina 200 Committee