

**AITDC RESOLUTION NO. 2024- 009**

**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 TRAIN STRONGMAN LLC 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 Train Strongman, LLC 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 Train Strongman, LLC, 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: Train Strongman, LLC  
Date: 8/31/2024 - 9/1/2024 Amount: \$12,000.00

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

**DULY ADOPTED** this 17th day of January, 2024

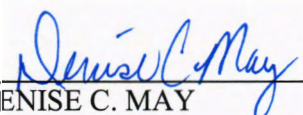
**AMELIA ISLAND TOURIST DEVELOPMENT  
COUNCIL OF NASSAU COUNTY, FLORIDA**

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

Its: Chairman

Date: January 17, 2024

Approved as to form by the  
Nassau County Attorney:

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



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:** Official Strongman Games Southeast Regional

**Event/Project/Program Date(s):** 8/31/2024 - 9/1/2024

**Event/Project/Program Location(s):** Main Beach Park & Marina Courts

**Funding Amount Requesting:** \$12,000

**Event/Project/Program Host/Organizer/Applicant:** Train Strongman LLC

**Event/Project/Program Host/Organizer/Applicant Address:** 1513 Bass Lake Rd, Holly Springs, NC 27540

**Contact Person:** Lynn Morehouse

**Address:** 1513 Bass Lake Rd, Holly Springs, NC 27540

**Phone:** (919) 389-2270

**Email:** lynn@trainstrongman.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.

Lynn Morehouse with Train Strongman, LLC will be the primary person for the event.

Livestream vendor will be contracted by Train Strongman, LLC. Lynn Morehouse will remain point of contact.

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.

**Funds will be used for the following:**

- Improving the attendee experience.  
*(Bleachers, air-conditioned restroom trailers, and canopies)*
- Staff travel and lodging.
- Equipment shipping costs.
- Event specific rentals.  
*(Pirate Ship, staging, etc.)*
- Branding.  
*(Social Media Ads, Banners, Posters, Flyers, etc.)*
- After Party

**Assistance Requested**

- Rental of backup indoor venue *(Fri-Sun)*  
*(Can be let go up to 1 week before competition if no signs of severe weather.)*
- Rental of bleachers for approx. 250 people at both venue locations. *(same bleachers can be moved on Saturday after 6:00pm to 2nd location if desired)*
- Rental of restroom trailer at both venue locations.
- Rental or financial assistance for large canopy tents for shade and rain protection at both venue locations.
- Hotel accommodations for 5-10 rooms from Thursday - Monday.
- Access to power at both locations.
- Access to high-speed internet at both locations. (for live stream)
- Rental/Appearance fees for 'Pirate Ship'
- Help with arrangements for after party and dinner. +

**Budget**

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

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

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



Date: 01/3/2024

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

**Official Strongman Games**  
**Fernandina Beach/Amelia Island, FL**  
**Sep-23**

**INCOME**

Destination Bid Fee    \$ 12,000.00

**TOTAL    \$12,000.00**

**EXPENSE**

Venue                    \$ 5,954.00

Printing                 \$ 1,613.00

Awards                 \$ 7,300.00

Contract Labor        \$ 5,050.00

Staff Lodging         \$ 2,100.00

Staff Meals            \$ 1,100.00

Staff Travel            \$ 2,780.00

**TOTAL    \$25,897.00**

**\$(13,897.00)**