

AITDC RESOLUTION NO. 2024-025

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 THE RITZ-CARLTON, AMELIA ISLAND, FOR THE ENGAGE!24 AMELIA ISLAND – LUXURY WEDDING BUSINESS SUMMIT EVENT 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 The Ritz-Carlton, Amelia Island, for the Engage!24 Amelia Island – Luxury Wedding Business Summit event 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.

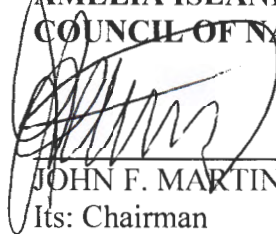
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. The AITDC hereby finds that the use of tourist development tax revenues for the sponsorship of The Ritz-Carlton, Amelia Island for the Engage!24 Amelia Island - Luxury Wedding Business Summit event 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: The Ritz-Carlton, Amelia Island for the Engage!24 Amelia Island - Luxury Wedding Business Summit event.
 - Date: December 16, 2024 to December 19, 2024
 - Amount: \$100,000.00

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

DULY ADOPTED this 27 day of March, 2024.

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



JOHN F. MARTIN, MBA

Its: Chairman

Date: March 27, 2024

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY

for

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: Engage!24 Amelia Island - Luxury Wedding Business Summit

Event/Project/Program Date(s): December 16-19, 2024

Event/Project/Program Location(s): The Ritz-Carlton, Amelia Island

Funding Amount Requesting: \$100,000

Event/Project/Program Host/Organizer/Applicant: The Ritz-Carlton, Amelia Island

Event/Project/Program Host/Organizer/Applicant Address: 4750 Amelia Island Pkwy, Amelia Island, FL 32034

Contact Person: Johanna Marlin, Director of Sales and Marketing

Address: 4750 Amelia Island Parkway, Amelia Island, FL 32034

Phone: 904-603-8356

Email: Johanna.Marlin@ritzcarlton.com

Event/Project/Program Information

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

The Ritz-Carlton, Amelia Island; Collin Korman Events - Nicki@collinskormanevents.com;

Engage Concepts - engage@engagingconcepts.com; TPD Design House - ideas@tpddesignhouse.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 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.

Please see attached..

Please 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.

Please see attached.

Please 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: Johanna Marlin Digitally signed by Johanna Marlin
Date: 2024.03.12 12:08:59 -04'00'

Date: _____

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.

THE RITZ-CARLTON, AMELIA ISLAND

**TRADESHOW
PROPOSAL**



PROPOSED TO:

**THE AMELIA ISLAND
CONVENTION & VISITORS BUREAU**

ABOUT ENGAGE! SUMMITS



We have the unprecedented once-in-a-lifetime opportunity to showcase Amelia Island by hosting the iconic Engage! Weddings Summit December 16-19, 2024. This prestigious summit will give the Island exposure to among 300+ influential wedding professionals, innovators and influencers of the luxury wedding and event industry traveling from all over the United States and other countries, many of which will be first time visitors to Amelia Island.

Recently hailed by FORTUNE Magazine as "the wedding industry's most exclusive conference," Engage! Summits is a luxury wedding and event business summit like no other, held at the world's top destinations.

WORLD'S TOP DESTINATIONS



This summit has been hosted at world's top destinations to include Boca Raton, Sea Island, Grand Cayman, The Breakers, Paris, Morocco, Ireland among many others. Hotels and destinations are handpicked by the summit organizers after a rigorous request for proposal process and in-depth site visit to the destination.

TOP HIGHLIGHTS:



THE AUDIENCE

300+ attendees from a broad cross-section of wedding planners & designers, top editors, bloggers & website professionals, content creators, fashion designers, entertainment professionals, bridal & related retailers, media - both editorial & publishing, bridal show producers, and more traveling from all over the United States and other countries.

SHOWCASE OPPORTUNITY



The summit is composed of 3 days of inspiration, with highly esteemed powerhouse speakers, curated content and exclusive experiences showcasing the destination. Engage!'s audience is highly engaged in social media, event produces millions of Instagram impressions, hundreds of thousands of Pinterest followers, thousands of Facebook posts and video views.

SOCIAL MEDIA EXPOSURE

Each Engage! event delivers unprecedented social media coverage before, during and post summit.

SOCIAL MEDIA EXPOSURE HIGHLIGHTS INCLUDE:

INSTAGRAM

Each event generates, on average, 2,500-3,000 Instagram images via the event specific #hashtag with overall impressions near

45 MILLION

INSTAGRAM STORIES

We continue to see exponential growth in Instagram Stories from event to event averaging **10X** more than posts

PINTEREST

The official Engage!™ Pinterest board has over

184K FOLLOWERS

BLOG POSTS & FEATURES

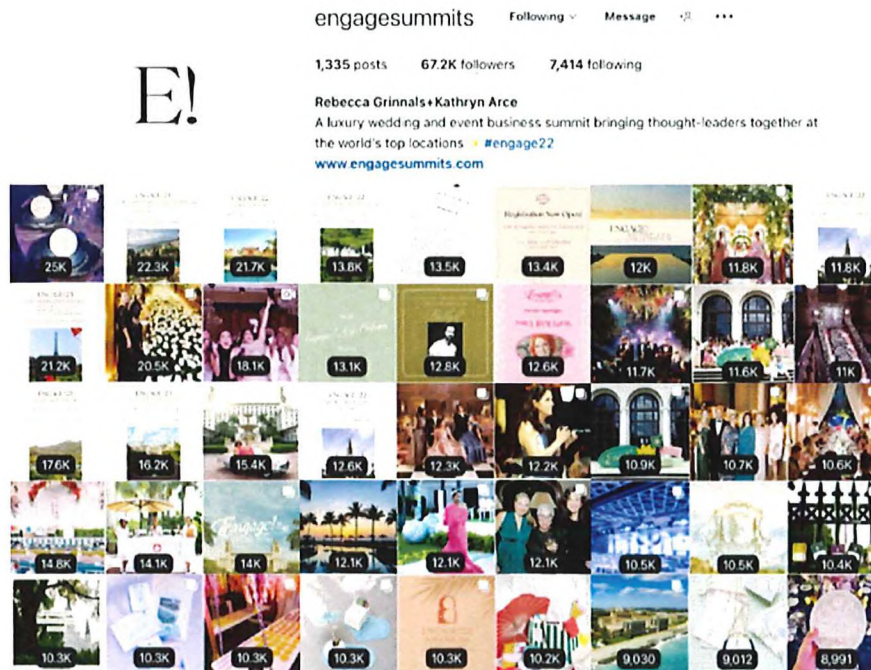
Each event produces dedicated blog posts and feature stories covering the overall event, design + décor ideas, partner spotlights, custom gifting, entertainment, food + beverage trends, speaker highlights and more

FACEBOOK

Our attendees and speakers are actively engaged in Facebook using it to post and tag thousands of photos and status updates on their personal and business pages, as well as live videos with hundreds of thousands of view

VIDEO

Each event is captured by the top luxury wedding video professionals who create a series of on-site same-day edits shown live each day of the event which are then instantly released via social media where they go viral across all platforms. **VIDEO VIEWS HAVE TOPPED 30,000** per edit producing instant awareness and exposure for our partners.



MEDIA EXPOSURE

The editors in attendance frequently feature the event, its partners and the attendees, using Engage! as the perfect platform to discover new ideas, product, trends and talent.

VOGUE

FORTUNE

BAZAR

BRIDES

weddings

BIZBASH

STYLE ME *Pretty*

WEDLUXE

tkww
THE KNOT WORLDWIDE

Maharani
WEDDINGS



Arabia
Weddings
www.ArabiaWeddings.com

CARATS & CAKE



PARTYSLATE

100
Layer Cake

W
WEDDED WONDERLAND

THE B COLLECTIVE

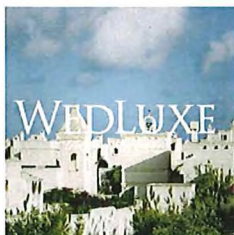
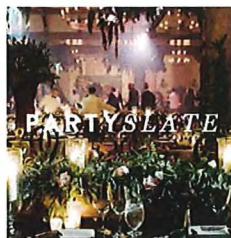
PER(ÈTE)

equally
wed

Luxury

jet set

FEATURED *press*



AMELIA ISLAND'S EXPOSURE



- Dickens on Centre themed break at the Hotel. The vision is to recreate the Dickens on Centre Victorian festival with elements such as the igloos and carol singers in the hotels' ballroom foyer to promote visitation to the festival for future years.
- Hosted themed dinner event at Fort Clinch "Love is a Battlefield". The event will include live entertainment and fireworks.
- The attendees have a half day of free time where they will be offered activities to explore the destination such as Historic Downtown guided tours, CraigCat adventures, horseback riding among others.
- There is a community giveback component as part of this event. The Hotel will select a local charity from Nassau County for this donation (i.e. Barnabas or Boys & Girls Club)
- Highly curated Gifting is an important component to Engage!, there will be the opportunity to involve local Amelia Island vendors for high end local gifting opportunities for all the attendees.
- Other lodging establishments on Amelia Island will benefit from over 100 rooms per night that will be needed for production crews and staff members who will be supporting the décor and entertainment for this event.

PROPOSED BUDGET

EVENT EXPENSES:

Hotel Investment:

Audiovisual for events: \$10,000

Food & Beverage for the duration of the summit: \$250,000

Labor: \$40,000

Collins Korman Wedding Events Investment

Decor, lighting, stationary, tents, transportation, entertainment: \$1,000,000 (through various vendors and collaborators)

OUR REQUEST TO AICVB: \$100,000

DELIVERABLES:

- Social media reach of over 45 million. Amelia Island tagged
- Amelia Island logo integration in event communications, signage, website throughout the summit.
- Trade exposure throughout the industry demonstrating the capability of Amelia Island to host these types of elevated events.
- Integration of the Amelia Island name brand in themed breakouts during the event summit.
- Opportunity to showcase Amelia Island and Fernandina Beach during an open afternoon during the event where attendees participate in activities throughout the destination further demonstrating the capabilities as a meeting destination.

THANK YOU