

AITDC RESOLUTION NO. 2024- 154 A

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 KEEP NASSAU BEAUTIFUL, INC. TO HOST AND PROMOTE THE WILD AMELIA NATURE FESTIVAL, ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC., AND LIGHT UP AMELIA, INC. TO HOST AND PROMOTE THE ANNUAL SHRIMP DROP 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 KEEP NASSAU BEAUTIFUL, INC. TO HOST AND PROMOTE THE WILD AMELIA NATURE FESTIVAL, ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC., AND LIGHT UP AMELIA, INC. TO HOST AND PROMOTE THE ANNUAL SHRIMP DROP 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 KEEP NASSAU BEAUTIFUL, INC. TO HOST AND PROMOTE THE WILD AMELIA NATURE FESTIVAL, ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC., AND LIGHT UP AMELIA, INC. TO HOST AND PROMOTE THE ANNUAL SHRIMP DROP, 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:

Sponsorship: KEEP NASSAU BEAUTIFUL, INC. TO HOST AND PROMOTE THE WILD AMELIA NATURE FESTIVAL.

Date: May 9, 2025 through May 17, 2025. Amount: \$15,000

Sponsorship: ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC.

Date: May 2, 2025 through May 4, 2025. Amount: \$25,000

Sponsorship: LIGHT UP AMELIA, INC. TO HOST AND PROMOTE THE ANNUAL SHRIMP DROP

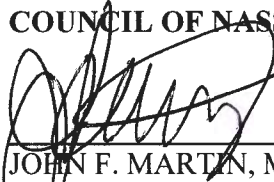
Date: December 31, 2024. Amount: \$5,000

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

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DULY ADOPTED this 25th day of September, 2024.

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

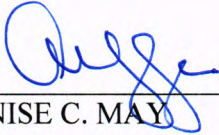


JOHN F. MARTIN, MBA

Its: Chairman

Date: 9-25-24

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY



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: Wild Amelia Nature Festival

Event/Project/Program Date(s): May 9 through May 17, 2025

Event/Project/Program Location(s): Various Locations concluding on May 17 at the Main Beach greenspace.

Funding Amount Requesting: \$15,000.00

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

Event/Project/Program Host/Organizer/Applicant Address: 1417 Sadler Road #233, Fernandina Beach 32034

Contact Person: Lynda Bell

Address: 1417 Sadler Road #233, Fernandina Beach FL 32034

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.

Keep Nassau Beautiful and its Board of Directors

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

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

See Attachment

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

See Attachment

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 Bell

Date: 8/30/2024

Internal Use Only:
Date Received: 8/30/24
Approved: <u> X </u> Yes / <u> </u>
No Amount: <u> \$15,000 </u>

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.



1417 Sadler Road #233
Fernandina Beach, FL 32034
904-261-0165

knb@keepnassaubeautiful.org
www.keepnassaubeautiful.org

August 26, 2024

Keep Nassau Beautiful (KNB) was incorporated in the State of Florida in 1991 and has served the citizenry, tourists, and visitors to Nassau County Florida for over 33 years. KNB has a successful track record of introducing and sustaining new innovative programs and educational events. As a program of KNB, the Wild Amelia Nature Festival (WANF), is celebrating its 16th year in 2025.

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, and its Board of Directors.

Lynda Bell, Executive Director, 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 to include 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.

During the 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 15th year in May 2024 the WANF expanded to a 9-day festival schedule that included youth and adult activities: a community cleanup event, a reading program, a water refill station (#RefillNassauFL), Ecotour partners offering activities that appeal to visitors and tourists, and a Festival focused on education and immersive experiences in the local environment. We estimate attendance more than doubled over the 2023 event, with several thousand participating in the event. Attendees across the 9-day event represent a broad range of demographics easily observed in photographs taken during the event.

For its 16th year in 2025, we plan to continue the expanded 9-day program that celebrates nature and the diverse ecosystems in our area over a week of activities kicking off on Friday, May 9th, and closing on Saturday, May 17th. We expect attendance to increase in 2025 as awareness of an outdoor festival coordinated with the official "Opening of the Beaches" increases. Our goal is to host more than 3,000 attendees for the Eco-Expo. We expect to generate overnight stays through our preferred hotel program, newly introduced for the 2025 event.

Friday, May 9th

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

Saturday, May 10th

Events kick off with the 4th annual "Downtown to Dunes" community clean-up. The event is sponsored in partnership with Amelia Island Convention & Visitors Bureau, Fernandina Beach Main Street, and the City of Fernandina Beach. 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.

Sunday, May 11th

Celebrating Mother's Day, KNB will sponsor a walk on the Greenway for moms. Registered participants will receive a gift for mom – a live plant to take home and cupcakes from a local bakery.

Monday, May 12th

The week continues with the promotion of ecotour partner events, these include Kayak paddles, Pedego Electric Bicycles, Boat tours, naturalist hikes, an expanded speaker series, and yoga (Bend and Brew, Goat Yoga, or 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 important.

Tuesday, May 13th

The popular Wild Nite Nature Presentation speaker series ends its season of presentations at 7 pm. Free and open to visitors, Wild Nite 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 local Audubon Chapter on the 2025 Critter of the Year, Roseate Spoonbill, and the impact of litter and debris on nesting shorebirds.

Wednesday, May 14th

Gardening is More Fun with Friends. A hands-on gardening and educational activity at an Amelia Island accredited arboretum along Simmons Road.

Friday, May 16th

Cocktails for the Gardens. A tent party on the grounds of the Atlantic Recreation Center. The Party will include a silent auction, music, heavy hors-d'oeuvres, beer and wine, and a photography booth. Participants may purchase trees and native pollinator plants for installation on their private property.

Saturday, May 17th

The main event - the Eco-Expo! In 2025, its 16th year we expect more than 3,000 people will attend the eco-expo. The line-up includes 40 exhibitors and vendors, Kids' Niche activities, wildlife exhibits including raptors, reptiles, bats, bees, domestic bunnies, and raccoons, live music, food trucks, a nature passport program for children, and Wild Storytime with reading and activity book giveaways for children.

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 9 days ending on Saturday of the third full weekend in May allow for adequate parking at and around the Main Beach Greenspace on the day of the Eco-Expo, the most popular event of the WANF.

Security will be contracted with local law enforcement according to the City of Fernandina Beach guidelines for use of alcohol during events, and overnight security of items left on property Friday May 16.

PortaPotty will be set up during the EcoExpo, May 17 for use by event attendees.

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 single-use plastic bottled water, beverages served in single-use plastic, and the use of single-use plastic bags. KNB will encourage participants to use the on-site recycling containers and help ensure disposal options are available during hosted events. 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 proven processes 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 partners lead classes at various locations on Amelia Island and Nassau County.

Downtown to Dunes Community Cleanup will be in its fourth year in 2025 with former partners AICVB, FB Main Street, and KNB participating. The cleanup event begins at three locations with designated site captains and adequate parking and services to support the registered participants. Pre-registration via an online form will be promoted and available for residents, tourists, and visitors. The event is promoted on social media, the Chamber of Commerce website, the AICVB visitor site, and print media across multiple counties in GA and FL. Participants receive a popular souvenir t-shirt promoting Amelia Island/Fernandina Beach. Announcements for community recognition under the AICVB Audubon Green initiative and the FB Main Street Curb Appeal program, may be 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.

Eco-Expo will be in its 16th year. Estimating more than 3,000 visitors during the 6-hour event, scheduled 10 am – 4 pm. Large tents and contracted exhibitor tents will be delivered and set up on Friday, May 16. Exhibitors, vendors, wildlife exhibits, the band, and the festival's water hydration station will be set up between 8 am – 9:30 am Saturday, May 17. Food trucks will arrive mid-morning. The parking spaces in the lots surrounding the greenspace will be left open for Eco-Expo visitors, with additional parking available streetside, and along adjacent roadways. Hand Sanitizer will be available at visible stations. Restrooms are available and porta potty will be contracted. Trash and recycling bins will be available. Access to the greenspace is ADA accessible.

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 17.

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.

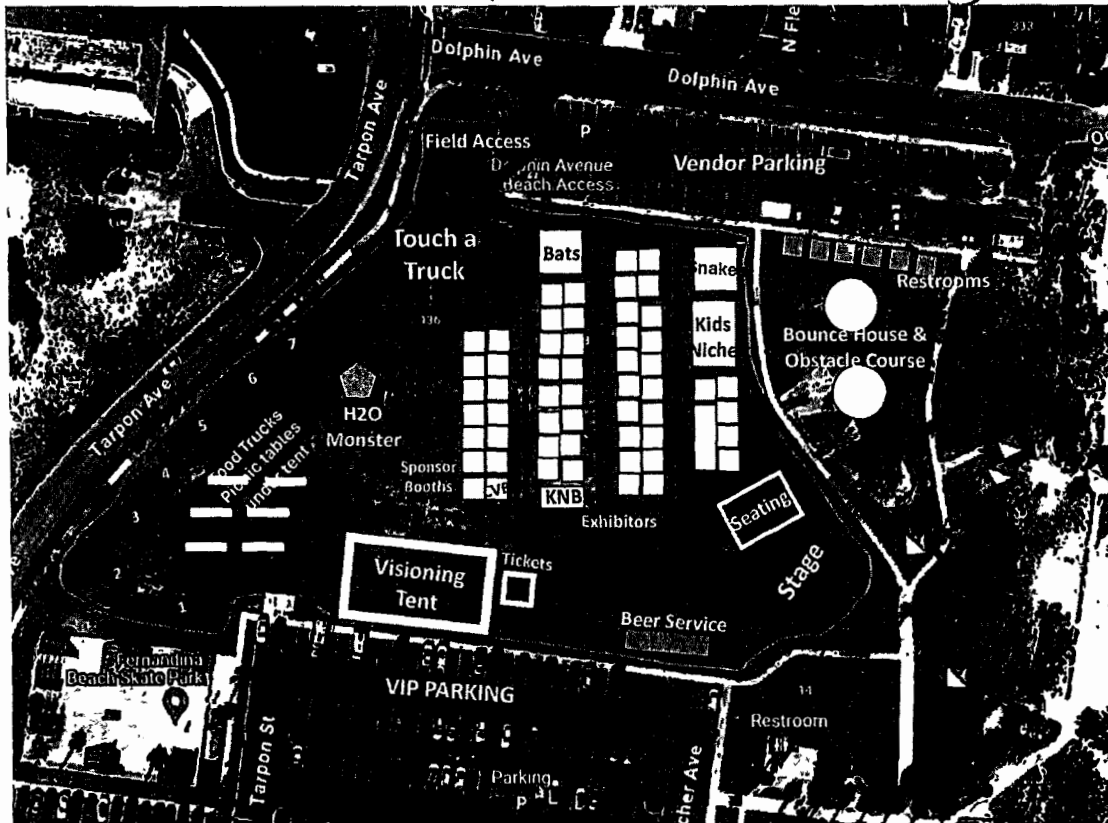
Sponsorship funds are needed to support the marketing activities required to reach tourists and visitors who may participate in one or more activities during the 9 days of the 2025 WANF.

The media plan includes:

- A package of print and electronic advertisements will be distributed through the CNI-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 issued for distribution within and 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.

2024 in partnership w/ Nassau County Bicentennial



Wild Amelia Nature Festival |
Opening of the Beaches
May 18, 2024 – Main Beach Park

Wild Amelia Nature Festival
Exhibitors - including kid's hands-on
niche (20x40) & sponsor booths for
Bicentennial

Touch-a-Truck area including FWC

Visioning Tent (40x70)

Beer Serving Area with low tables &
chairs (from Friday event)

Bounce House & Obstacle Course

Food Trucks (7) & picnic tables

Water Monster

Stage – 3 bands; Emcee; Speakers
(10a-12p; 12p-2p; 2p-4p)

Portable Restrooms near Dolphin
Parking Lot (Regular, ADA units &
handwashing)

Wet Area – entire field fenced in
(within sidewalks) with opening for
Visioning Tent entrance & pass
through to Bounce Houses

AICVB as a historical sponsor of the WANF has provided public relations contacts, distribution, and promotion on AICVB sites. We plan that continue in 2025. KNB will work with AICVB to provide content as needed for 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.
- UF/IFAS Master Naturalists, Nassau Conservation Network, 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 in the Event Budget:

Event Revenue

Event Revenue	
Source	Amount
Fundraising Ticket - donations	7,000.00
Merchandise Sales	934.00
Sponsorships	3,950.00
Inkind	5,970.00
AICVB Grant TDC Sponsorship	15,000.00
Grant writing	7,031.00
non-restricted donations	4,275.00
Total	44,160.00

Event Expenses	
Advertising	5,000.00
Insurance	1,400.00
Contracted Services (Animal Exhibits, Band, Bartending, speakers)	7,531.00
Operating Cost (tents, tables, stage, porta potty, waste collection, fencing, venue)	21,534.00
Operating Cost event (volunteer supplies, supplies, trolley rental, uhaul rental, passport prize)	7,295.00
Safety and Security, misc City fees for tents	1,400.00
Total	44,160.00

TrumYol Amigos
Farmy
Tractor (toy) part of set




Touch a Truck

Fla. Nat Conservancy



Nassau County
Beekeepers



Sponsor Booths

Nassau Pride Basketball	Superstate of Elections
New Atlantic Rubber	South Epic God Carts
Nassau County Vulnerability Study	CyB - Computers and Veterans Bureau

The Rattlesnake Conservancy



Amelia Island Indigo Trees	Amelia Key Conservancy
Judy's Earth Whole Massachusetts	How Children Fit Make Fun & Fun
Capak Amelia	Fla. Master Naturalist Program
Debate's Earth Rescue	Seach Junli
Ardea Turtle Watch	Turtle Survival Alliance
Serra Club	Fork's Farm
Conservative Nassau	St. Augustine Aquarium
Amelia Island Inn	Timothy's Park Foundation
KNB & Boat Encounters at Nassau	

Tons and Tons
Donation




Inflatable
manatee



Save the Manatee Club	
TAA & PTA Local A Janice	Run Right Whole Fun Station
Friends of Island Beach Park	Friends of Ft. Clinch State Park
Florida Power Cultural	Nassau Humane Society
Costa Angela	St. Johns River Water Dept. Dist
LifeStyle Tutor	Friends of Island State Park
Nassau's Health Professionals	USFAS Extension Nassau Co.
Felix Rodriguez	Fruit Patch Seeds
City of Fort Lauderdale Beach	

Christiana's Butterfly Park & Adventure 2



Wildlife
Education

KIDS NICH

100 Points

On an Animal Nature Program

Amelia Island State Park

Florida Power Service

★ Electricity requested

Passport Program

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: Isle of Eight Flags Shrimp Festival

Event/Project/Program Date(s): May 2, 3 & 4. 2025 Parade May 1st

Event/Project/Program Location(s): Downtown Fernandina Beach

Funding Amount Requesting: \$25,000

Event/Project/Program Host/Organizer/Applicant: Isle Of Eight Flags shrimp Festival, Inc. (Committee)

Event/Project/Program Host/Organizer/Applicant Address: P.O. Box 6146 Fernandina Beach, FL 32035

Contact Person: Dawn Lunt, Treasurer

Address: same as above

Phone: 904-206-0069

Email: treasurer@shrimpfestival.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.

see attached sheets

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 sheets for all questions on this page

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.

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.

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: _____

Dawn A. Lunt, TRES

Date: _____

8/29/2024

Internal Use Only:

Date Received: 9/2/24

Approved: Yes / No

Amount: \$25,000

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.
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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.

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.

RESPONSE:

The 60th Isle of Eight Flags Shrimp Festival (Shrimp Festival) will be held May 2-4, 2025 with a community-wide parade scheduled as the kickoff event for the weekend on Thursday, May 1. The Shrimp Festival is a volunteer organization managed by an Executive Board including: chairman, vice chairman, treasurer, assistant treasurer, secretary, assistant secretary and five other members. In addition to the Board, there are 19 directors who are responsible for successfully executing the tasks such as logistics, food booths, merchandise and publicity. The members of the Board and Directors volunteer their time throughout the year to plan for the annual festival.

The members of the Board and directors are representative of the community as they participate in other organizations, live both on and off the island, and are committed to promoting Amelia Island and the Shrimp Festival as a premier destination for visitors.

Sponsors for the 2024 Shrimp Festival included: Baptist Medical Center Nassau, XL Custom Carts, VyStar, IQ Fiber, Hampton Inn, Residence Inn and Chick-fil-a to name a few. Note that some sponsors provide a financial contribution while others provide an in-kind contribution. See attached our Sponsors page from our website which includes links to the sponsors' websites.

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.

RESPONSE:

The goals of the Shrimp Festival are to:

- Attract visitors to Amelia Island and the surrounding area for the Shrimp Festival, and as a result of those efforts, enhance cultural, business and retail activity during non-festival periods.
- Promote the Shrimp Festival to other markets.
- Make a positive contribution, whether tangible or intangible, to the quality of life on Amelia Island and the surrounding area.

Research provided from CVB for the 2024 Shrimp Festival showed that the three-day festival made an economic impact when including indirect and induced effects of the direct spending, the total economic impact of people attending who live outside of Nassau County was \$15,234,600. The research also showed that of the over estimated 100,000 visitors to the Shrimp Festival 54% were from outside of Nassau County. The festival promotes tourism to Nassau County, as the majority of attendees are from outside the area.

The 2025 festival begins on Thursday, May 1 with a parade to celebrate the community and their love for the Shrimp Festival. The parade is expected to include over 100 entries from various

organizations including government officials, schools, sporting teams, local businesses, and more. The excitement of the parade begins early in the day as local merchants host special sales and locals are known to put their chairs by the parade route early in the day. The theme for the 2025 Shrimp Festival parade is: *Diamonds are a Shrimp's Best Friend: Celebrating our 60th Jubilee*. After the parade, the Shrimp Festival partners with Sounds on Centre to host a band to close out the day.

The Shrimp Festival will be held May 2-4 with the footprint in historic downtown Fernandina Beach on Amelia Island, spanning 16 city blocks from the waterfront to 8th Street, and north to Alachua St. and south to Ash St. The festival includes fine arts, food vendors, entertainment, kids' fun zone, and new for 2025 will be Nassau Place, a marketplace located on S. 5th St, which will be open to local Nassau County small businesses and non-profits. There is already excitement in the community about this new section of the Shrimp Festival.

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.

RESPONSE:

The Shrimp Festival Committee works in collaboration with the City of Fernandina, law enforcement and partner agencies to develop and execute a plan to provides safety measures for local residents as well as visitors to the festival.

Information about the Shrimp Festival is publicized on our website, social media, as well as The Essentials magazine which is available in the local newspaper. Local merchants and residents in the footprint of the Shrimp Festival receive a letter that is personally delivered by a member of the Shrimp Festival Committee which details key information for living and working in the area of the festival.

Signage is posted in advance of the Shrimp Festival to promote awareness of parking and road closures.

The City of Fernandina Beach police department and other agencies are invited to attend the Shrimp Festival meetings throughout the year.

The City of Fernandina Beach law enforcement coordinates protective services with Nassau County Sheriffs' Department as well as other units if needed. The Shrimp Festival contracts with a private security company for additional coverage throughout the festival.

After the festival, there is a debriefing to identify areas of improvement for future festivals and to acknowledge what went well.

Shrimp Festival committee members have access to radios to communicate throughout the festival and to notify law enforcement if needed.

Note: Please see the attached documents with additional information about transportation, maps, road closures, etc.

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.

RESPONSE:

The Shrimp Festival Executive Board is willing to work with CVB to determine how the funds would be used to support the Shrimp Festival. Options would be to support the overall expense of the festival or to designate CVB as a sponsor for a specific segment of the festival. Some examples could include: the purchase of new Shrimp Festival signs for Centre and 8th Streets, having a national music headliner on Saturday, or paying the fees for the shrimp boat that will be available for walk on tours.

The shrimp boat will be docked at the marina and available throughout the festival to tour at no cost to the general public. This will be a unique opportunity, especially for children attending, to learn about the shrimping industry.

The festival is promoted throughout the year on social media, brochures at the visitor's center, the Fernandina Pirates Club, and the festival webpage. An increased presence on social media is planned for the 60th Shrimp Festival.

Signs are placed on Centre Street and 8th Streets. The webpage and social media will include information on how to apply to submit the t-shirt design, to apply as a vendor and food booth operator. The Island Art Association promotes the festival and coordinates the application process for fine art vendors.

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.

RESPONSE:

The 2025 budget shows the projection of festival income and expenses. The budget has been approved by the Executive Board, and the Directors (voting body) will approve it at the September Shrimp Festival Committee meeting. Please note: a deficit is shown and Sponsors Income does NOT include the amount requested in this grant, as the approval of the grant is unknown, and we didn't want the budget figures skewed if the grant is denied. We do have residual funds to cover the projected deficit if needed.

Our event is a FREE event, no tickets are required to attend.

Isle of Eight Flags Shrimp Festival, Inc
Profit & Loss Budget
 January through December 2025

	Jan - Dec 25
Ordinary Income/Expense	
Income	
Antiques, Vintage & Small Bus	
Antique Booth Fees	13,500.00
Nassau Small Bus Booth Fees	7,400.00
Total Antiques, Vintage & Small Bus	20,900.00
ATM Revenue	1,700.00
Beverage / Alcohol Sales	
Beer Sales	60,000.00
Water Sales	2,100.00
Total Beverage / Alcohol Sales	62,100.00
Fine Arts & Crafts Sales Commis	42,000.00
Food Booths	
Booth Fees	4,500.00
Food Booth Sales Commissions	50,000.00
Total Food Booths	54,500.00
Kid's Area - Fun Zone	
KFZ Commissions	7,000.00
KFZ Space Fees	3,500.00
Total Kid's Area - Fun Zone	10,500.00
Other Income	
Miscellaneous	2,000.00
Total Other Income	2,000.00
Parade Income	7,000.00
Parking Revenue	
Parking Revenue	6,000.00
Total Parking Revenue	6,000.00
Shrimpers	
Best Decorated Boat Contest	3,000.00
Total Shrimpers	3,000.00
Sponsors	
Banners	2,000.00
Special (Local) Sponsors	4,000.00
Student Art tent	2,500.00
Sponsors - Other	87,000.00
Total Sponsors	95,500.00
T-Shirt & Merchandise Revenue	
Event Sales	95,000.00
Post Sales	1,000.00
Pre-Sales	6,500.00
Total T-Shirt & Merchandise Revenue	102,500.00
YMCA Shrimp Run	250.00
Total Income	407,950.00
Gross Profit	407,950.00
Expense	
Advertising	
Banners	500.00
Brochure	2,500.00
Internet/Digital Ads	250.00
Photography	1,500.00

Isle of Eight Flags Shrimp Festival, Inc
Profit & Loss Budget
 January through December 2025

	Jan - Dec 25
Poster - Set-up & Design	400.00
Print Ads	2,000.00
Rack Cards	800.00
SF Sponsorships	2,500.00
Total Advertising	10,450.00
Annual Report	65.00
Antiques	1,000.00
Auto	500.00
Bank Charges	400.00
Beverages - Alcohol Expenses	
Beer Stations Expenses	
Beer Expense	13,500.00
Beer Fencing & Tents	3,500.00
Security	7,000.00
zSales Tax Included in Sales	4,000.00
Beer Stations Expenses - Other	8,000.00
Total Beer Stations Expenses	36,000.00
Water Expenses	
zSales Tax Included in Sales	250.00
Water Expenses - Other	700.00
Total Water Expenses	950.00
Total Beverages - Alcohol Expenses	36,950.00
City Of Fernandina Beach	
Drinks - Police & Fire/EMT	400.00
Fire/EMS	12,000.00
Police	28,000.00
City Of Fernandina Beach - Other	1,500.00
Total City Of Fernandina Beach	41,900.00
Committee Expenses	4,000.00
Communication	3,000.00
Conferences & Meetings	500.00
Contest Supplies	250.00
Donations to Local Charities	15,000.00
Dues & Subscriptions	750.00
Electrical Expense	500.00
Entertainment	
Children's Entertainment	9,200.00
Hospitality & Supplies	500.00
Performing Artists	30,000.00
Production Expense	39,200.00
Total Entertainment	78,900.00
Entertainment Equipment Rental	3,000.00
Entertainment Music License	1,000.00
Fine Arts & Crafts Expenses	2,500.00
Fireworks	9,000.00
Food Booth Expense	
Equipment Rental	3,500.00
Grease Disposal	200.00
Office Supplies, Stamps	100.00
Overnight Security	1,750.00
Food Booth Expense - Other	300.00
Total Food Booth Expense	5,850.00
Franchise Fee - City	1.00
Gifts Given	600.00
Heritage/Shrimpers expense	3,500.00

Isle of Eight Flags Shrimp Festival, Inc
Profit & Loss Budget
January through December 2025

	Jan - Dec 25
Hospitality & Volunteer Expense	1,500.00
Insurance	24,000.00
Kid's Fun Zone Area Expense	3,000.00
Licenses	100.00
Logistic Expense	1,250.00
Meals & Entertainment	4,500.00
Misc	250.00
Miss Shrimp Festival Pageant	2,500.00
Office Supplies	250.00
Parade Expenses	5,750.00
Pirates Fees/Expense	3,000.00
Port-O-Let Rental	15,500.00
Post Office Box Fee	300.00
Postage	100.00
Printing	2,250.00
Professional Services	1,500.00
Rental Expense	7,000.00
Repairs & Maintenance	100.00
Security Expense (Overall Fest)	5,000.00
Set-up/Break Down Expense	6,000.00
Shrimp Boat Award	3,000.00
Shrimp Boat Tours	11,000.00
Shrimpers Dinner	1,500.00
Shrimpers Fuel Reimbursement	3,000.00
Sponsor Expense	
Banners	500.00
Sponsor Expense - Other	6,000.00
	6,500.00
Total Sponsor Expense	6,500.00
Storage	10,000.00
Supplies	1,000.00
T-shirt & Merchandise Expenses	
T-Shirt & Mdse expense	47,500.00
T-Shirt Design	1,500.00
T-Shirt Tent Rental	1,000.00
zCredit Card fees	1,750.00
zSales Tax Included in Sales	7,500.00
T-shirt & Merchandise Expenses - Other	4,000.00
	63,250.00
Total T-shirt & Merchandise Expenses	63,250.00
Transportation Expenses	
Parking Expense	2,000.00
Shuttle Buses	12,000.00
Traffic Control Expenses	2,500.00
	16,500.00
Total Transportation Expenses	16,500.00
Travel	1,000.00
Utilities - HQ	84.00
Website	
Website Store	350.00
Website - Other	3,000.00
	3,350.00
Total Website	3,350.00
Total Expense	423,650.00
Net Ordinary Income	-15,700.00
Other Income/Expense	
Other Income	
Dividend Income - EJ	100.00
Interest Inc	1,500.00
	1,600.00

Isle of Eight Flags Shrimp Festival, Inc
Profit & Loss Budget
January through December 2025

	<u>Jan - Dec 25</u>
Total Other Income	<u>1,600.00</u>
Net Other Income	<u>1,600.00</u>
Net Income	<u><u>-14,100.00</u></u>

Amelia Island CVB

Economic Impact of Shrimp Fest 2024

May 2nd – 5th, 2024



AMELIA ISLAND
COME MAKE MEMORIES™

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P E S E - P C

Total Economic Impact

\$15,234,600

When including indirect and induced effects¹ of direct spending², the total economic impact of people attending Shrimp Fest who **live outside** of Nassau County was \$15,234,600.

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

Direct Spending

\$11,541,400¹

People who **live outside** of Nassau County spent \$11,541,400¹ during Shrimp Fest.

¹On accommodations, restaurants, groceries, transportation, entertainment, shopping, and "other" expenses.

Out-of-County Visitors

25,830

Including overnight visitors and day trippers, there were 25,830 unique¹ individuals from outside Nassau County who attended Shrimp Fest.²

¹An attendance figure, provided by the Shrimp Fest coordinators, of 101,000 attendees was used for this report. However, some people attend multiple days of the event. Unique attendees accounts for this and reflects the actual number of people who attended the event.

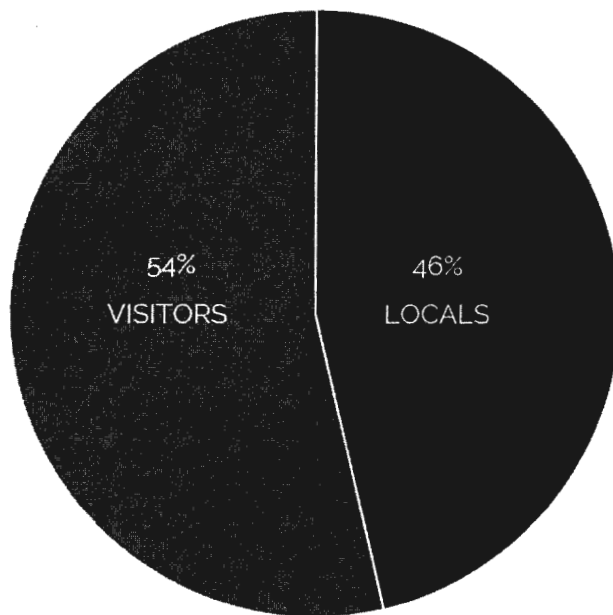
²8,940 attendees stayed overnight in paid accommodations.

Room Nights

9,600

Vendors and attendees who **live outside** of Nassau County spent 9,600 nights in hotels, motels, and vacation rentals while attending Shrimp Fest.

Event Attendees - Visitors vs. Locals





Out-of-County Attendee Profile

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E E

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Event or Project Sponsorship Funding Application

Please complete the following to be considered for event or project sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event or project host/organizer applying for sponsorship will be required to submit this Special Event or Project Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliaisland.com) or mailed/hand delivered to 2398 Sadler Road, Suite 200, Amelia Island, FL 32034.

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

Name of Event or Project: Annual Shrimp Drop

Event or Project Date(s)

December 31st 2024

Event or Project Location(s):

Downtown Fernandina

Funding Amount Requesting: \$5,000.00

Event or Project Host/Organizer/Applicant: Light Up Amelia, Inc.

Event or Project Host/Organizer/Applicant Address: 106 N. 15th St, Fernandina Beach, FL. 32034

Contact Person: Sarah Pelican

Address: same

Phone: 904-556-6819

Email: slpelican@gmail.com

Event or Project Information

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

Eric Schmidt, Westrock: (904) 271-5239

Phillip Smith, Fernandina Beach Optimist Club; Director of Operations, Light Up Amelia: (904) 753-5506

Charles Corbett, Vice President, Light Up Amelia: (904) 583-1767

Sarah Pelican, Treasurer, Light Up Amelia: (904) 556-6819

Amy Ryan, Secretary, Light Up Amelia Board Member: (904) 753-1338

Provide a detailed description of the event or project and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event or project to include dates of the event or project (including set up and tear down); anticipated attendance; audience demographic, and projected overnight visitation.

This years event will be bigger and better than in years past due to it being **the kick off event for the Fernandina Beach Bicentennial Celebration**. The New Years Eve Shrimp Drop is a family friendly event held at the downtown Fernandina waterfront from 5 - 8 p.m. on December 31st. The first Shrimp Drop was held in 2015 as a novel interpretation of the NYC Times Square ball drop, using our local shrimping history as the catch. The event was so successful, the following year it was featured on "Fox and Friends," and attendance from the first year was estimated to have doubled from 2,000 to approximately 4,000, and continues to grow. A quick google search leads to many of our local hotels and B&Bs promoting this event as a fun, family friendly draw for New Years Eve; as well as national and international blogs lauding "a unique and enjoyable experience for people of all ages." Same day set up and tear down per City of Fernandina Beach Special Events permit. A conservative estimate for projected overnight visitation would be 500 families.

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event or project.

For each and every event, Light Up Amelia appears before the City of Fernandina Beach Special Events Committee and meets/exceeds all their permitting requirements. Light Up Amelia provides an Enhanced Access Unit Portalet to accommodate those with special needs; as well as paying for additional police officers and FBFD EMS to be in attendance for the duration of the event.

Describe in detail how the special event or project sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event or project and the related expense budgets for the marketing activities.

The sponsorship funds will go towards the music and laser show on the evening of the event. Light Up Amelia has a website, Facebook page and a presence on Instagram and Twitter. The City of Fernandina Beach promotes the event via its social media avenues, and all local media (print, radio and TV) advertise the event. Light Up Amelia has signage and banners at the event booth advertising sponsorships of each event, and multiple announcements are made during the event thanking the sponsors.

Budget

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

- amount being invested by the event or project host/organizer: All work and special projects involved in this event by the board members of Light Up Amelia is voluntary, including raising money to put on this and the Hometown 4th of July event.
- an expense budget for producing the event or project: \$27,000 (includes fireworks, music and laser show, additional FBPD & FBFD officers, and portalets)
- amount of support requested from the TDC and its intended use: \$5,000 towards music and laser show.
- additional sponsorship revenues: FPU, City of Fernandina Beach, First Port City Bank, First Federal Bank
- anticipated revenue from ticket/ancillary sales: This event is open to the public at no charge
- any other revenue expected to be generated by the event or project: \$2200 from vendors (11 @ \$200 per booth space); \$300 donations from attendees .

Date: September 4, 2024

Internal Use Only:
Date Received: 9/6/24
Approved: <input checked="" type="checkbox"/> Yes/ <input type="checkbox"/> No
Amount: ₪ 5,000