

RESOLUTION NO. 2024- 088

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO SPONSOR THE RITZ-CARLTON, AMELIA ISLAND, FOR THE ENGAGE!24 AMELIA ISLAND – LUXURY WEDDING BUSINESS SUMMIT EVENT; 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, on December 16, 2024 through December 19, 2024, by Resolution, the AITDC recommended to the BOCC the sponsorship of The Ritz-Carlton, Amelia Island to host the Engage!24 Amelia Island – Luxury Wedding Business Summit event, (hereinafter “Sponsorship”) and by doing so the AITDC found that said Sponsorship is a tourism-related activity that will assist in the promotion of Amelia Island and Nassau County, Florida, as required by Section 125.0104, Florida Statutes. A copy of said Resolution is attached hereto and incorporated herein as Exhibit "A"; and

WHEREAS, based upon the recommendation of the AITDC, the BOCC hereby finds that the utilization of tourist development tax revenues to fund new and enhanced events like the Sponsorship is an integral aspect of successful tourism development in Nassau County, Florida.

NOW, THEREFORE, BE IT RESOLVED by the BOCC, as follows:

SECTION 1. FINDINGS. The above findings are true and correct and are hereby

incorporated herein by reference.

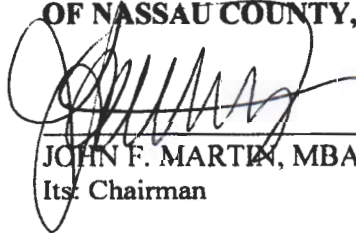
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. Based upon the recommendation of the AITDC as set forth in the AITDC Resolution attached hereto and incorporated herein as Exhibit "A", the BOCC finds that the use of tourist development tax revenues for the Sponsorship 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 BOCC authorizes the use of tourist development tax revenues to fund the Sponsorship as referenced in Exhibit "A" as a means to promote tourism of Amelia Island and Nassau County, Florida, and said amount shall 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 – December 19, 2024
Amount: \$100,000.00

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

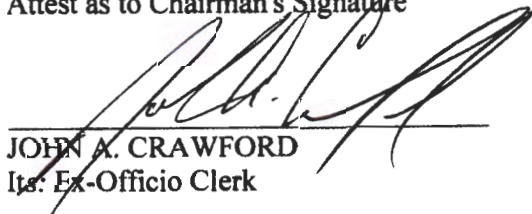
DULY ADOPTED this 13th this day of May, 2024.

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



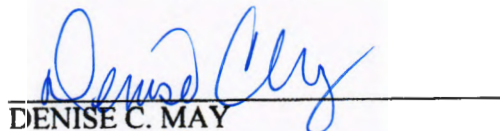
JOHN F. MARTIN, MBA
Its: Chairman

Attest as to Chairman's Signature



JOHN A. CRAWFORD
Its: Ex-Officio Clerk

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY