

RESOLUTION NO. 2024- 109

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO SPONSOR NASSAU SPORT FISHING ASSOCIATION, INCORPORATED FOR THE FERNANDINA BEACH FISHING RODEO; 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 May 22, 2024, by Resolution, the AITDC recommended to the BOCC the sponsorship of Nassau Sport Fishing Association, Incorporated for the Fernandina Beach Fishing Rodeo, (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.

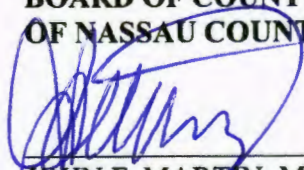
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- 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: Nassau Sport Fishing Association, Incorporated for the Fernandina Beach Fishing Rodeo
Date: July 26, 2024 – July 28, 2024
Amount: \$10,000

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

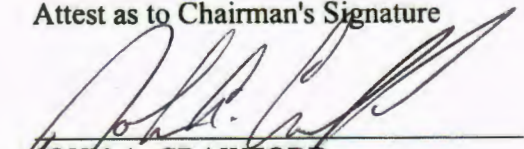
DULY ADOPTED this 8th this day of July, 2024.

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



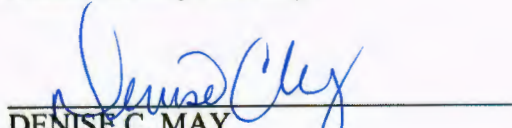
JOHN F. MARTIN, MBA
Its: Chairman

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

EXHIBIT "A"

AITDC RESOLUTION NO. 2024-097

AITDC RESOLUTION NO. 2024- 097

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 NASSAU SPORT FISHING ASSOCIATION, INCORPORATED FOR THE FERNANDINA BEACH FISHING RODEO, NORTH FLORIDA BICYCLE CLUB, INC. FOR THE ENDLESS SUMMER WATERMELON RIDE, AMELIA ISLAND MUSEUM OF HISTORY, INC., AND FERNANDINA BEACH MAIN STREET FOUNDATION, INC. 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 Nassau Sport Fishing Association, Incorporated for the Fernandina Beach Fishing Rodeo, North Florida Bicycle Club, Inc. for the Endless Summer Watermelon Ride event, Amelia Island Museum of History, Inc., and Fernandina Beach Main Street Foundation, Inc., 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.

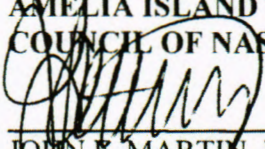
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. The AITDC hereby finds that the use of tourist development tax revenues for the sponsorship of the Nassau Sport Fishing Association, Incorporated for the Fernandina Beach Fishing Rodeo, The North Florida Bicycle Club, Inc. for the Endless Summer Watermelon Ride, Amelia Island Museum of History, Inc., and Fernandina Beach Main Street Foundation, Inc. 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. Nassau Sport Fishing Association, Incorporated for the Fernandina Beach Fishing Rodeo Date: July 26, 2024 – July 28, 2024
Amount requested \$15,000; Amount recommended \$10,000
 2. North Florida Bicycle Club, Inc. for the Endless Summer Watermelon Ride Date: September 15, 2024
Amount requested and recommended: \$6,000
 3. Amelia Island Museum of History, Inc.
Date: October 1, 2024 – September 30, 2025
Amount requested and recommended: \$20,000
 4. Fernandina Beach Main Street Foundation, Inc.
Date: various in 2024 through January 1, 2025
Amount requested and recommended: \$60,000

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

DULY ADOPTED this 22nd day of May, 2024.

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

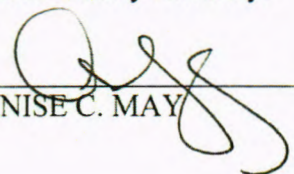


JOHN F. MARTIN, MBA

Its: Chairman

Date: 5/22/2024

Approved as to form by the
Nassau County Attorney:


for _____
DENISE C. MAY

AMELIA ISLAND

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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: Fernandina Beach Fishing Rodeo

Event/Project/Program Date(s): July 26, 27 and 28, 2024

Event/Project/Program Location(s): Parking Lot "A" 3 Front St.

Funding Amount Requesting: \$15,000

Event/Project/Program Host/Organizer/Applicant: Nassau Sport Fishing Association

Event/Project/Program Host/Organizer/Applicant Address: P O Box 16417 FB, FL 32035

Contact Person: Terry Kelley

Address: P O Box 17103 FB, FL 32035

Phone: 770-355-1387

Email: adtek@bellsouth.net

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.

Terry Kelley 770-355-1387; Jef Bohn NSFA Treasurer;

Dennis Burke 256-453-4744; Shawn Arnold 904-556-5531

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 "NSFA Event Description"

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 "NSFA Logistics"

See attached "NSFA Logistics"

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 "NSFA Use of funds"

See attached "NSFA Use of funds"

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: Tony Kelley

Date: 03-24-2024

Internal Use Only:
Date Received: 3/24/24
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: \$10,000*
Does not take place in "need period"; in its 40th year; economic impact thd based on new hotel incentive program

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.

Nassau Sport Fishing Association Sponsorship Funding Application “Attachments”

NSFA Event Description

This is the 41st Annual Kingfish Tournament and Rodeo to be held by the Nassau Sport Fishing Association in Fernandina Beach, FL. This year the tournament will be held from July 26 through July 28, 2024, with fishing on Saturday, July 27. The tournament has 2 divisions, an Offshore Kingfish Tournament and an Inshore Fishing Rodeo. Our tournament is sanctioned by the Southern Kingfish Association (SKA), a nationally recognized organization. In 2023 we enhanced our tournament format which resulted in a 40% increase in participation over the previous year. We fully expect to exceed 2023's participation, as more anglers learn of our improved format. Our goal for 2024 is to exceed 200 registered boats and to host more than 1,500 spectators. Demographics for the tournament participants are a broad range of ages with a higher income / net worth impact. This year we hope to generate over 50 overnight stays through our Traveler preferred hotel program. In addition to tournament entries, we generate revenue and attendees from t-shirt sales, a silent auction, raffle, live music and food and drink sales. Our Tournament objective is to promote Amelia Island as a great fishing destination, while generating revenue for local business, hotels, and restaurants as well as assist NSFA in continuing to support the youth and community of Nassau County.

NSFA Logistics

A Site Map from the 2023 tournament is attached. Public parking will be utilized for attendees and tournament entrants. Fish entered in the tournament are required to be brought to the weigh-in by boat thus relieving the pressure on local traffic. A separate traffic plan has not been needed in prior years. We plan to hire City of Fernandina police officers to provide security during the tournament hours when alcohol will be served. Our sanitation plan consists of renting portable toilets (including handicap assessable facilities) from Floaters and trash receptacles from Waste Management.

NSFA Use of Funds

This year we are expanding our marketing efforts to reach outside of Nassau County. Last year 35% of our participants came from Jacksonville, 30% from Georgia and 34% were from Nassau County. This year we want to focus additional marketing efforts in the Jacksonville area and south to Daytona and North from Kingsland into South Carolina.

We plan to increase marketing efforts through Facebook ads, Instagram, email marketing, google ads and other social media venues. We would also like to use print advertising in some markets. The focus of these ads is to inform the reader of the basics of our tournament but more importantly to promote hotel incentives through our Traveler award program and offer increased cash rewards for overnight participants. We intend to offer up to 25 participants a \$250 voucher for 2 nights' stay in our Preferred Hotels plus a cash award of \$2,000 for the largest fish caught by a participant in the Preferred Hotel program.

For the Preferred Hotel Traveler award program, we expect to spend \$8250. We also expect to spend \$4000 on social media and other advertising. We want to spend \$1500 for Rick Ryals, MC and Florida Sportsman radio ads. Other marketing material, banners, rack cards are expected to cost around \$1500.

Nassau Sport Fishing Association, Inc
 Kingfish Tournament Budget
 Year: 2024

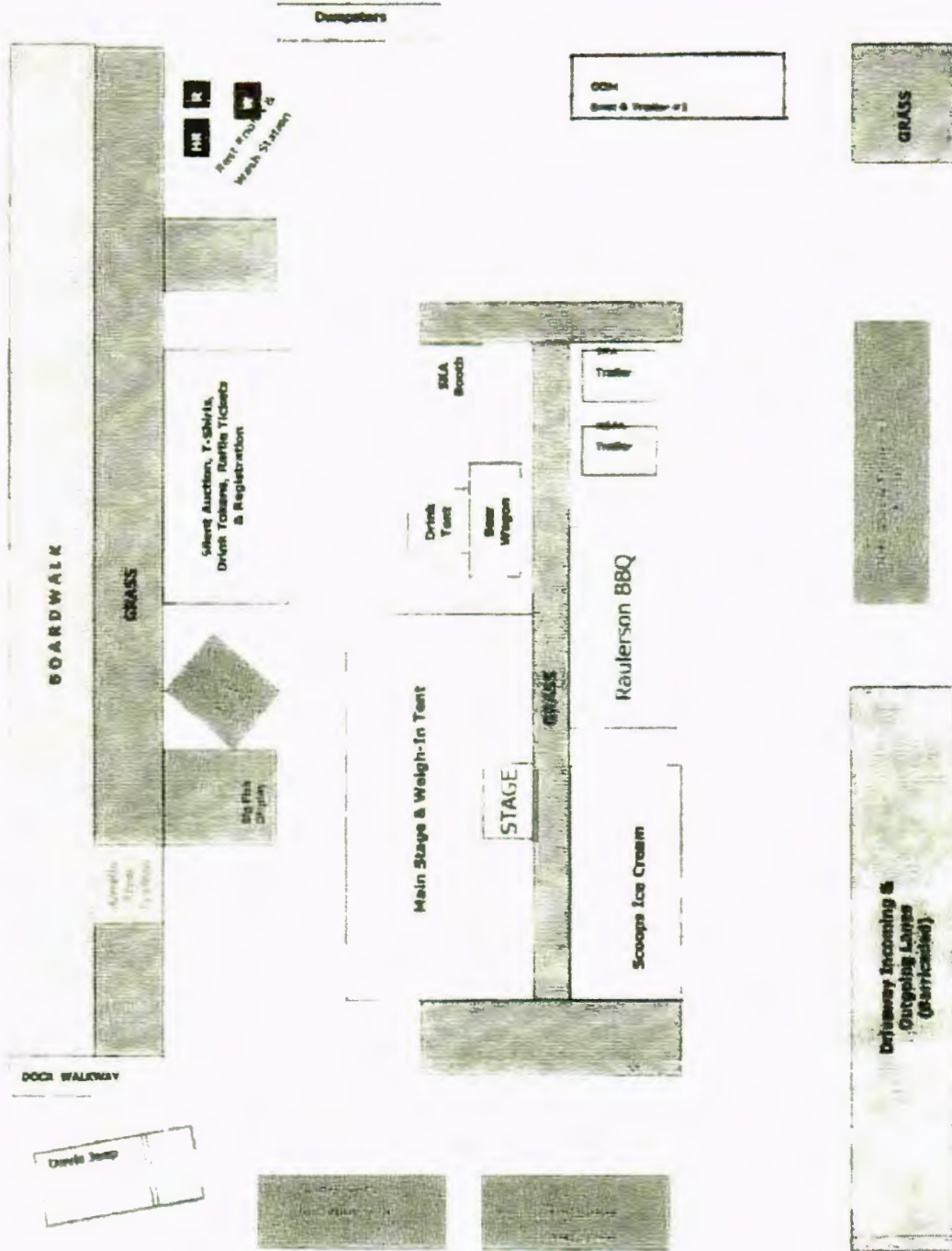
Tournament Revenue:

Entry Fees	64,000	
Fish Sales	5,500	
On-Site Sales-Food/Drink/Tee Shirts	7,360	
Raffle and Silent Auction	8,000	
Sponsorships	14,850	
Vendor Fee	200	
Total Revenue		99,910

Tournament Expenses:

Advertising	3,350	
Brochures	1,100	
Captains' Bags	100	
Entertainment	300	
Event Insurance	1,172	
Food/Drink/Tee Shirt Purchases	6,600	
Prizes	47,900	
Raffle	250	
SKA	200	
Sponsorship Expenses	300	
FL Sales Tax	650	
Tournament Site Expenses	7,920	
Planning and Organization	1,600	
Weigh-in Expense	600	
Total Expenses		72,042
Budgeted Net Income		27,868

Rodeo Site Plan



GRID SCALE IS TWO FOOT SQUARES

AMELIA ISLAND

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Event or Project Sponsorship Funding Application

Name of Event or Project: Endless Summer Watermelon Ride

Event or Project Date(s): Sept 15, 2024

Event or Project Location(s): Atlantic Recreation Center

Funding Amount Requesting: \$6,000.00

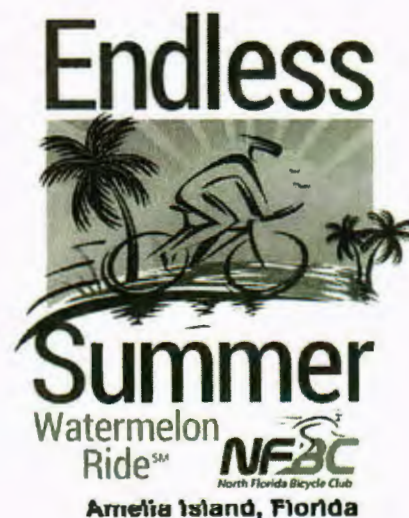
Event or Project Host/Organizer/Applicant: North Florida Bicycle Club, Inc.

Event or Project Host/Organizer/Applicant Address: PO Box 40995
Jacksonville, FL 32203

Contact Person: Ed Stanton
Address: 4515 Serena Circle, St. Augustine, FL 32084
Phone: 904-612-6987
Email: edstanton@me.com

The Event

The 35th Annual Tour de Forts Classic ride from the Atlantic Recreation Center will be held on September 15, 2024. The Endless Summer Watermelon Ride (ESWR) and the Tour de Forts (TdF) were the two signature events the North Florida Bike Club had held for over 30 years. The ESWR had taken place on Amelia Island in September for many years, while the TdF was held in Saint Johns County in April. However, years ago, the TdF had been an Amelia Island event, and in 2023, the club decided to return it to Amelia Island and move the ESWR back to St. Johns County. We considered this transition to have been very successful. We had 647 riders register in 2023, an 8% increase in attendance over the 2022 TdF in Saint Johns County. However, the NFBC board of directors feels the burden on our volunteers to hold two major events for 2024 is too much, and it has decided only to have one major event. Because the Amelia Island location typically has better attendance, we have decided to revert to this location for a September ESWR.



The event will be a one-day recreational ride offering several routes, from a short Family and Friends Fun Ride to a 100-mile “century” ride, highlighting Amelia Island's beauty and facilities as an eco-tourism destination.

Route maps from the 2023 TdF event are attached. The routes are expected to stay fundamentally the same. Registration for the event will open in late April. We anticipate 750 or more cyclists will participate.

Safety is paramount in our organization’s planning. We will file an Incident Action Plan with Nassau County and coordinate with and hire law enforcement personnel from the various agencies (Nassau County Sheriff’s Office, Fernandina Beach Police Department, Fernandina Beach Police Auxiliary Corp, and Jacksonville Sheriff’s Office) to provide traffic control at critical intersections along the route.

Parking has not been an issue for past rides. We have accommodated all participants and volunteers at the Recreation Center, the Main Beach and Main Beach North parking lots, the Fernandina Beach High School, and along Atlantic Avenue. The parking plan from the 2023 TdF is attached.

At the appropriate time, we will obtain permits for the event and confirm the rest stop locations. Delivery of porta-potties to the rest stops and placement of route signage will occur on Saturday, September 14th. Clean-up will be completed on the day of the ride. Refuse is deposited locally if appropriate facilities are available or returned to the recreation center for disposal or recycling. Route signage will be picked up on or before Monday afternoon, September 16th.

We typically have some riders with disabilities participate. We do not see any difficulty in accommodating them on the ride.

Participant Demographics

In 2023, 32% of our riders were women. Additionally, 86% of the riders were over 40— an age group with more discretionary income. Historically, one-third to half of the riders are new to the event.

Overnight Stays

An invitation to participate in a post-event survey was emailed to all 2023 registrants, and 44% of participants completed the survey. The responses were very favorable.

The survey data indicated that approximately 43% of respondents stayed at local hotels and rentals. This data was analyzed and included in the club’s post-event report to the AICVB. It indicated there were approximately 529-night stays on Amelia Island for the participants. (Note that there are additional night stays for volunteers.) Using an average room rate of \$200 per night, we estimated that \$105,800 was spent on accommodations alone. Using a conservative \$50 to \$100 spending each day on meals, sightseeing, souvenirs, gas, etc., we estimated additional spending of \$26,000 to \$52,000. Assuming an increase in attendance of 15% for 2024, we estimate \$150,000 to \$180,000 will be spent locally during the 2024 event.

Media Plan

The North Florida Bicycle Club will again hire CAAM Events (<http://www.caamevents.com>) to set up the registration website utilizing Race Roster software (<https://tourdeforts.raceroster.com>) and promote the event both statewide and across the southeast through digital marketing campaigns that include Facebook, sponsored ads, and emails to a database of cyclists and distribution of event postcards at other CAAM events.

NFBC will send multiple emails promoting the ride to its database of over 8000 cyclists and continually update its Tour de Forts Classic and other club Facebook pages. The ride will be advertised in some 40 local and regional bicycle shops with posters and event postcards. We will send press releases to local and regional media outlets closer to the ride.

Please see the attached summary of the media plan.

Event or Project Host/Organizer/Applicant Signature: Ed Stanton

Date: April 11, 2024

Internal Use Only:
Date Received: 4/11/24
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: <u>\$6,000</u>

33rd Annual Tour de Forts Budget

INCOME		
Registration (Net)	\$	50,000
AIVCB Grant	\$	6,000
Sponsorships		
Total Income	\$	56,000

EXPENSES		
DJ	\$	500
Insurance	\$	2,000
Lunch Post Ride	\$	7,200
Marketing, CAAM General	\$	1,000
Social Media Ads	\$	1,200
Marketing Video Update	\$	500
Postcards & Flyers	\$	700
Police Support	\$	6,500
Registration expenses	\$	4,000
Rest Stop food / supplies	\$	6,300
Ride Coordinator	\$	3,400
Route Maintenance	\$	3,000
T-Shirts	\$	8,800
Toilets	\$	3,000
Transportation - Truck Rental	\$	800
Venue	\$	2,000
Total Expenses	\$	50,900

Net Income	\$	5,100
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33rd Annual Tour de Forts Media Plan

Description	Date	Audience	Distribution	Comments
Save the Date and periodic reminder emails	Beginning in May 2024 and ongoing up till event	NFBC Mailing list and prior attendees	Over 8000 email addresses	Already paid – included in our web site hosting costs
Registration website set-up, placement on CAAM Events website calendar, print event postcards for other CAAM cycling events	Beginning in May 2024 and ongoing up till event	Cyclists across southeast	Internet Registration packets	See budget
Facebook postings on Tour de Forts and North Florida Bicycle Club pages	Ongoing up through event	Cyclists who have liked these pages	Current audience of over 5,200 followers	Conducted by marketing volunteer
Sponsored ads on Facebook	June 2024 up till event	Cyclists across southeast	Internet	See budget
Event flyers	June 2024	Bike shops and cyclists	Bicycle shops in St. Johns, Duval, Nassau, Clay and Putnam counties	See budget
Venue rental	September 14 and 15, 2024	N/A	N/A	See budget

TOUR DE FORTS CLASSIC
AMELIA ISLAND, FL
14 APRIL 2023
CAAM EVENTS CYCLING SERIES
NFBC

PARKING

PARKING INFORMATION

- No Parking
- Event Parking
- Volunteer Parking
- Bicycle Route to Start

1 = Fernandina Beach High School Parking (opens at 6:45 am)
2 = Atlantic Avenue on-street parallel parking (north side only)
3 = Main Beach Parking
4 = Volunteer Parking (Does not include Ride Marshals)

Parking GPS Addresses:

Fernandina Beach High School
(Opens from 6:45) 435 Citrona Dr,
Fernandina Beach, FL 32034

Main Beach North Parking Lot
103 N Fletcher Ave, Fernandina Beach,
FL 32034

Main Beach Parking Lot
2811 Atlantic Ave, Fernandina Beach,
FL 32034

Atlantic Avenue on-street parking
2201 Atlantic Ave, Fernandina Beach,
FL 32034

Volunteer Parking
Behind Rec Center on Jean Lafitte

Family & Friends Fun Ride Parking
(Only after 8 am) Start/Finish Venue
west entrance. 2500 Atlantic Ave,
Fernandina Beach, FL 32034

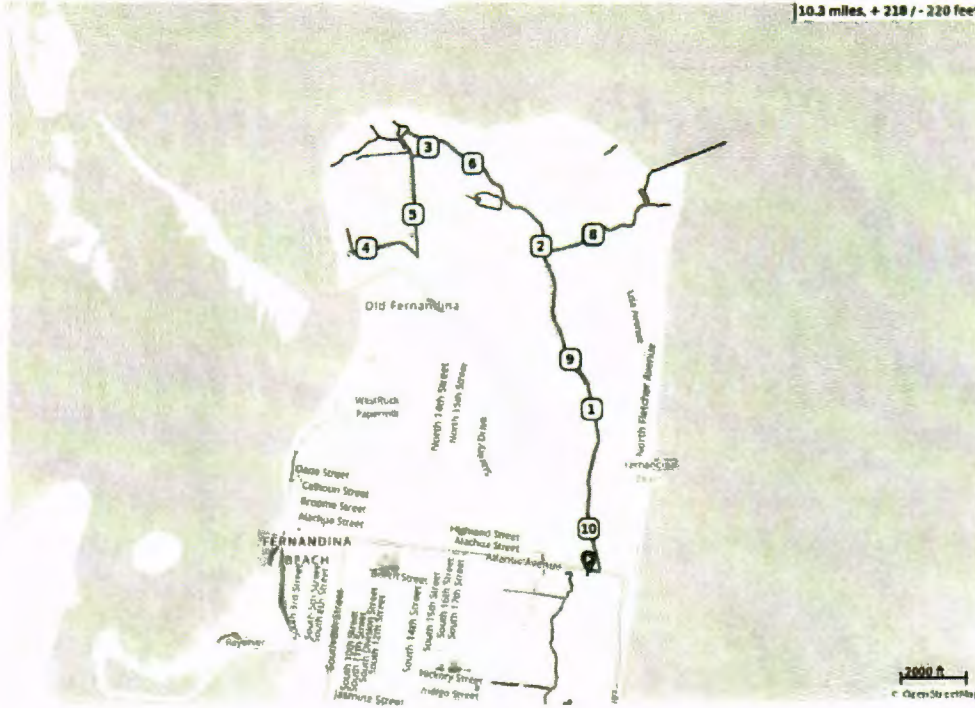



Registration Heat Maps from 2023



□ TDF 10-Miles: Fun Ride | Tour de Forts (2023) | Road (Tentative) 

10.3 miles, + 218 / - 220 feet



□ TDF 29-Miles: Half Metric Century | Tour de Forts (2023) | Road (Tentative) 

29.0 miles, + 338 / - 337 feet



□ TDF 47-Miles: Half Century | Tour de Forts (2023) | Road (Tentative)



□ TDF 77-Miles: Metric Century Plus | Tour de Forts (2023) | Road (Tentative)



□ TDF 100-Miles: Century | Tour de Forts (2023) | Road (Tentative)  **RIDE**
WITH GPS

99.3 miles, + 755 / - 757 feet



AMELIA ISLAND

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Event/Project/Program Sponsorship Funding Application

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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: Amelia Island Museum of History

Event/Project/Program Date(s): October 1, 2024 - September 30, 2025

Event/Project/Program Location(s): Nassau County

Funding Amount Requesting: \$20,000

Event/Project/Program Host/Organizer/Applicant: Amelia Island Museum of History

Event/Project/Program Host/Organizer/Applicant Address: 233 S. 3rd Street, Fernandina Beach, FL

Contact Person: Phyllis Davis

Address: same as above

Phone: 904.261.7378, x. 101

Email: phyllis@ameliamuseum.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.

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.

The Amelia Island Museum of History (AIMH) hosts over 25,000 guests per year through general admission, tours, monthly lecture series, and special events such as the Holiday Home Tour. Of those visitors who come through our doors to experience our exhibits and daily tours:

- 89% are from outside of Nassau County
- 65% are from out of state.

As a non-profit organization, the Amelia Island Museum of History (AIMH) relies in part on local and state grants for its operation. Local support is imperative for the Museum so that it may continue to serve the residents of Nassau County and its visitors effectively.

As a major tourist attraction for Nassau County, we are asking that you support our efforts with an investment of \$20,000 (3.7% of our total yearly budget) so that we may continue to heighten the experience of our visitors and heighten their desire to return often to Amelia Island.

In 2021 the Museum reopened after a \$400,000 renovation. A sampling of some of the new features included in the "re-imagining" include:

- A room dedicated to the natural history of our beaches, marshlands, and maritime forests. This room also includes an introductory video showing the beauty of Amelia Island and downtown Fernandina Beach.
- Pedro Zepeda, a Seminole carver, created a hand-carved 14 ft canoe that visitors can sit in, which creates a natural photo opportunity that they can share with their friends and family.
- A section on maritime life highlighting maritime occupations and industries.
- A section on historic preservation and the evolution of Amelia Island and Fernandina Beach in the Victorian era.

In addition to teaching our guests about the importance and uniqueness of our local history, the new exhibits highlight the effects of tourism in Nassau County, in particular in the "Amelia Next" area. Some of the elements include:

- The beginnings of tourism.
- Text panel discussing the importance of tourism in the area.
- Text panel highlighting local festivals.
- Text panel highlighting African American Vacationers at American Beach.
- Interactive touchscreen map table showing tourism-oriented things to do on the island including other attractions, restaurants, hotels, and nightlife.

AIMH encourages visitors to return not only through their experience at our physical location but also through walking tours, step-on bus tours, group experiences, and visitor-based fundraisers such as the annual Holiday Home Tour (now in its 18th year) and Cottages & Courtyards (a bi-annual event). Most recently AIMH has entered a partnership with the Amelia Island Genealogy Society to revive a fall event titled Graveside Chronicles. We hope that this event will grow and become a draw during one of the non-peak tourism seasons on Amelia Island.

Based on the American Association of Museums website:

- Museums support more than 726,000 American jobs.
- Museums contribute \$50 billion to the U.S. economy each year.
- Seventy-six percent of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60 percent more money on average than other leisure travelers.
- The economic activity of museums generates more than \$12 billion in tax revenue, one-third of it going to state and local governments. Each job created by the museum sector results in \$16,495 in additional tax revenue.
- Every direct job at a museum supports an additional job in the economy. This is a higher rate than many other industries.
- Museums and other nonprofit cultural organizations return more than \$5 in tax revenues for every \$1 they receive in funding from all levels of government.

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.

n/a

n/a

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.

In the past, AIMH has focused on the Jacksonville and Atlanta markets with the majority of its visitors coming from out of state. AIMH has been expanding these markets to Orlando and the Villages with additional plans this year for Savannah, GA, and Bluffton, SC.

Currently, the Amelia Island Museum of History utilizes a multi-layered approach to marketing which includes:

- Print advertising
- Social media
- Email
- Website
- Radio

Print advertising typically consists of posters, brochures, rack cards, flyers, quarterly newsletters, and newspaper/magazine advertisements – all produced in-house. Posters, brochures, rack cards, and flyers are distributed via the I-95 Welcome Center, AICVB Welcome Center, hotels, and local businesses.

Emails, social media, and other grassroots advertising are used in conjunction with our print advertising. In addition, the museum's staff submits articles to our local newspaper and to a popular local blog, both of which have met with great success and increased visibility.

Radio advertising is reserved for special events such as the Holiday Home Tour which hosts 1500-2000 visitors each year.

All advertising efforts will take place throughout FY 2024-2025. Attached to this application are several examples of marketing materials which include the Amelia Island TDC logo.

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: _____

Page: Di

Date: 03/22/2024

Budget

Category	Sponsorship Request	Matching Funds	Total Cost
Printing Expenses	1,000	2,100	3,100
Print Advertising	6,500	6,000	12,500
Website Updates and Maintenance	2000	1,200	3,200
Social Media Marketing	2500	2500	5000
Print and Graphic Design Salary	8,000	10,630	18,630
Other General Operating Expenses	0	391,935	391,935
Total Expenses	20,000	414,365	434,365
All Ticketed Admissions income including tours			204,300
Other income including memberships, gift shop, etc.			231,375
Total Income			435,675
Net Income			1,310



Tours

Order a tour! Immerse into our **Eight Flags** tour - Immerse into our **Spanish** tour - Immerse into our **Revolutionary** tour - Immerse into our **Historical** tour - Immerse into our **Architectural** tour - Immerse into our **Costume** tour

by visiting multiple of the museum's most significant sites with a variety of tour options:

- The **Eight Flags** Tour
- **Marine, Military, and Aviation** Tour
- **Architectural** Tour
- **Costume** Tour
- **Costume** Tour

A minimum of 24 hours notice is required when booking tours.

We also offer educational tours for teachers and students. Admissions for architecture tours of charge and should be booked at the same time as the other tours or by calling the museum under eight flags.

For more information about tours contact: tours@ameliamuseum.org or call 904.261.7378 x 101

AMELIA ISLAND MUSEUM OF HISTORY

AMELIA ISLAND MUSEUM OF HISTORY

Museum Hours: Mon - Sun 10am Sat, 1pm Sun
Admission: \$10 Adults, \$8 Seniors/Active Military
Includes: 30 Minutes

UNLOCK THE PAST

Want to find out more about us and what we offer? Visit our website: www.ameliainmuseum.org

See How You Can Help:

- Join as a Member or consider gifting someone a Membership
- Adopt our on-site Research Library and Archives
- Book a Family Table for your upcoming events
- Find out more information about our Tours, Programs, and Events

233 S. 3rd Street
Fernandina Beach, FL 32034
904.261.7378
www.ameliainmuseum.org

17TH ANNUAL AMELIA ISLAND MUSEUM OF HISTORY

HOLIDAY HOME TOUR

December 1st & 2nd, 2023

Visit five beautiful homes in Fernandina Beach each day, one for the holidays.

For Tickets & Information
\$20 & 2nd Street
www.ameliainmuseum.org

See below for our 2nd Street walk through Dec. 1st and 2nd Street at the Amelia Island Historic District

Florida NOW
NEWS LEADER
ISLANDER
Activities

AMELIA ISLAND

Internal Use Only:

Date Received:

Approved: Yes / No

Amount: \$20,000

asset for Tourism & Education of FB & Amelia Island

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.

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: Fernandina Beach Main Street Foundation Inc. Event Sponsorship

Event/Project/Program Date(s): Various dates in 2024 through January 1, 2025

Event/Project/Program Location(s): Fernandina Beach Main Street District

Funding Amount Requesting: \$60,000

Event/Project/Program Host/Organizer/Applicant: Fernandina Beach Main Street

Event/Project/Program Host/Organizer/Applicant Address: 309 ½ Centre St, Fernandina Beach, FL 32034

Contact Person: Lisa Finkelstein, Executive Director

Address: PO Box 5, Fernandina Beach, FL 32035

Phone: (904)624-7147

Email: lisa@fernandinamainstreet.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.

2023-24 Board & Council Contact Information and 2024 Main Street Partner/Sponsor List attached.

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.

On behalf of Fernandina Beach Main Street (FBMS), I respectfully submit this request for funding from the Nassau County Tourist Development Council (TDC) to assist in our mission to promote and enhance our vibrant community through events and marketing initiatives.

FBMS is a nonprofit organization dedicated to promoting economic vitality and preserving the historic downtown district of Fernandina Beach. Our aim is to create a thriving and sustainable business environment while preserving the unique charm and character of our beloved community. Main Street communities use a four-point approach to promote and preserve the district.

Through our Promotions Council, we strategically plan promotional events to draw people into the historic downtown and 8th Street business districts. These events provide support for our local retail, food, and lodging businesses by providing quality events scheduled at times of the year when tourism and travel are at a low point.

In addition to events, FBMS supports tourism through our Design Council, a group of design professionals in the fields of landscape design and maintenance, architecture, engineering, and city staff. The work of this Council enhances the visitor experience, providing an indirect correlation to a decision to stay longer and return to the area in the future.

We are seeking funding in the amount of \$60,000 to support our 2024-25 events, projects, and marketing campaign. This funding will greatly contribute to the success of our programs and enable us to achieve our goals more effectively. Allow me to outline how this financial support will be utilized:

Events:

Dining Down Centre: The City of Fernandina Beach was incorporated on January 1, 1825. A series of events is being held throughout 2024 to celebrate this historic milestone. On January 1, 2025, Fernandina Beach Main Street will host an epic community birthday party on Centre Street, a once in a lifetime bicentennial celebration of fun, food, and birthday cake. This event will engage both residents and visitors alike as they gather around the 720' dinner table stretching down several blocks of Centre Street. The program is planned to include a meal, birthday cake contest, music, elected officials, and activities for children. Funding for this event, budgeted at \$38,500, will support marketing, logistics, entertainment, activities, and food expenses. The anticipated attendance is 720.

Island Hop Craft Beer Festival (IHCBF): Our signature event, held on the first Saturday in October, draws thousands of visitors each year, showcasing local craft breweries and distilleries as well as local merchants and restaurants. This event has expanded to include a pre-party for brewers and attendees, an after party at a downtown location, and a Sunday brunch experience, making it a weekend experience. Local bed & breakfast establishments and hotels are promoted on the event webpage as lodging partners for this event. Main Street coordinates special Weekend Lodging Packages with our partners by offering ticket pricing incentives with a room booking. The funding will be allocated to marketing this event, event logistics, permits, entertainment, and infrastructure enhancements. The expected attendance is 2,000 people.

Attendance records show that over 100 zip codes from throughout Florida, Georgia, and beyond were represented at the 2023 festival. The festival committee is currently engaging with brewers from other regions of Florida and Georgia to recruit them to join the 2024 IHCBF. Brewers from more distant locations provide us with the opportunity to market the festival to their customer base. This new market now has a reason to experience Amelia Island for the very first time while attending the craft beer festival.

Seasonal Celebrations: A variety of seasonal events (10) are strategically planned throughout the year, including the Summer and Winter Sip & Shop events, an 8th Shopping promotion and party, and the Black Friday Pajama Party, among others. A new event, Sip or Treat, will be held on October 25, 2024, to provide an incentive for visitors to visit Amelia Island for the Halloween festivities and stay for the Florida-Georgia College Football game the following weekend. Also happening this year is a Preservation Tour of Historic Churches which will attract visitors interested in visiting these historic sacred spaces that are an integral part of the community. Plans are also in place to add a holiday experience to the 8th Street corridor which will be a draw for visitors in much the same way that Jacksonville Beach's Deck the Chairs event is a draw to that area. Tourist Development Council funding will help cover event coordination and promotion, decorations, and necessary equipment to carry out quality events. Anticipated attendance for all seasonal events is 7,000.

4th of July Fireworks: The annual July 4th celebration at Fernandina Beach's waterfront has become a cherished tradition, drawing both locals and tourists to our vibrant community. In 2025, the holiday falls on a Thursday, presenting a unique opportunity to extend the festivities into an enticing weekend experience. To elevate this year's celebration, we are seeking support from the TDC. With an allocation of \$10,000 from the total FBMS request for TDC funding, we aim to enhance the fireworks display and bolster promotional efforts.

The 4th of July Fireworks, an integral part of Fernandina Beach's Bicentennial Celebration, serve as a highlight of our community's rich history and vibrant spirit. Your investment will not only contribute to the success of this annual tradition but also help showcase Fernandina Beach as a premier destination for holiday gatherings. We are excited about the opportunity to make this year's celebration truly memorable and invite the TDC's partnership in creating an unforgettable experience for residents and visitors alike.

Wayfinding & Beautification:

Wayfinding: FBMS manages annual updates to wayfinding signage including directional signs at each corner of the downtown business district. Sign panels will be reprinted with new businesses added and signage replaced. The five table maps throughout the downtown which show visitors the locations of shops, restaurants, and attractions will also get a much-needed update. QR codes directing visitors to digital resources such as the Amelia Island Convention & Visitors Bureau, FBMS business directory and event page, and the Distrx app will all be added to the table maps. Distrx is a free app provided by FBMS and used throughout the country in Main Street communities to showcase businesses, tours, activities, and attractions.

Landscaping: Additionally, the Design Council will continue to work closely with the City of Fernandina Beach and other nonprofit organizations to improve the visitor experience through beautification of the landscaping in the historic downtown. FBMS will provide expert advice on landscape design, maintain a plant list for landscape beds, and oversee the landscape maintenance contract with city staff. Main Street will continue to work closely with Flowering Fernandina to coordinate the plant selection process for the large cement pots throughout the downtown. We will also coordinate with the Bartram Garden Club to ensure a smooth transition as they take on the care and improvement of the Butterfly Garden located at the Welcome Center at Front & Centre Streets.

Marketing:

Digital Marketing Campaigns: Expansion of our online presence through targeted social media advertising, search engine optimization, and content creation will enable FBMS to expand our reach. In addition, an improved mix of content to include special events, business spotlights, preservation projects, the FBMS Arboretum, and historic buildings will attract visitors looking for variety of experiences in the recreational, historic, or natural environments.

Website enhancements: Additions to the new site include a more user-friendly Business Directory organized by category with clickable links and Event pages with details and links to purchase tickets. These upgrades provide visitors to the site with more access to shops, restaurants, and information about upcoming events which builds excitement and helps in planning for their visit. These changes were prompted by questions that we receive regularly at the Main Street office from tour organizers and other visitors. The TDC funding will provide social media support, graphic designers, and content creators to execute our marketing strategies effectively.

Print Materials: To promote Fernandina Beach Main Street and its events, we require high-quality brochures, banners, posters, and other print materials. The funding will cover the design, printing, and distribution costs of these materials.

According to data from the 2023 4th Quarter Amelia Island Visitor Profile, exploring the historic downtown in Fernandina Beach, eating at restaurants, and shopping were three of the top 4 visitor activities and FBMS touches all of them with our events, projects, and support to small businesses. When asked why they chose Amelia Island, 10% of all visitors responded that their purpose for visiting Amelia Island was for a special event. Visitors to Amelia Island have short trip planning windows, making interesting and frequent events an integral part of their decision-making process.

Our goal is to produce high quality events that attract visitors to Amelia Island year after year and are a benefit to the local community at the same time. We recognize that providing quality events throughout the year draws new visitors to our area and encourages return visits by others who have had a positive experience at these events. Support from the TDC will make a significant difference in our ability to organize successful events and promote Amelia Island effectively.

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.

Fernandina Beach Main Street is requesting annual support for the Island Hop Craft Beer Festival, up to 10 seasonal events, digital and print marketing campaigns to promote these events and the historic downtown business district, and for wayfinding and beautification projects. Detailed plans for each specific event/project are available upon request.

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.

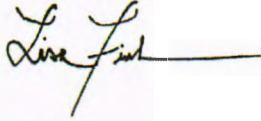
Please see attached 2023-24 Budget and Budget Narrative for Fernandina Beach Main Street. The budget for Dining Down Centre, the bicentennial birthday celebration, is also attached. This budget is not included in the Fernandina Beach Main Street budget.

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: 04/12/2024

Internal Use Only:

Date Received: 04/18/24

Approved: Yes / NO

No Amount: \$60,000

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.
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.

**FERNANDINA BEACH MAIN STREET
BOARD OF DIRECTORS
2023/2024**

Bobby Ferreira, Treasurer (10 yrs)
Century 21 (retired)
500 Centre St
Fernandina Beach, FL 32034
c21amelia@aol.com
904-261-5571

Jose Miranda (10 yrs)
Miranda Architects
309 1/2 Centre St
Fernandina Beach, FL 32034
jmiranda@mirandaarchitects.com
904-261-4586

Noelle Najimy (2 yr)
Hartke & Najimy CPA
717 S 8th Street, Suite A
Fernandina Beach, FL 32034
noelle@hartkenajimy.com
904-209-6730

Ramona Vikan (3 yrs)
TACG (retired)
96039 Ocean Breeze Dr
Fernandina Beach, FL 32034
Ramona.vikan@gmail.com
937-416-9480

Octavio Martinez (5 yrs)
Hot Paws Pet Grooming
1008 S 8th St
Fernandina Beach, FL 32034
octavio473@gmail.com
904-277-3075

Arthur Buddy Jacobs (ex-officio) (10 yrs)
Jacobs & Scholz Associates
961687 Gateway Blvd, Ste 201
Fernandina Beach, FL 32034
ajjacobs@comcast.net
904-261-3693

Michael Brooks, Secretary(2 yr)
First Port City Bank
1890 S 14th Street, Bldg 200
Fernandina Beach, FL 32034
mbrooks@firstportcity.com
904-557-9348

Theresa Duncan, Chair(7 yrs)
Villa Villekulla Toy Store
5 S 2nd St
Fernandina Beach, FL 32034
theresa@ameliaislandtoys.com
904-423-8291

Jeremiah Glisson (ex officio) (5 yrs)
City of Fernandina Beach
204 Ash St
Fernandina Beach, FL 32034
jglisson@fbfl.org
904-310-3314

Mark Gearis (0 yr)
Green Turtle/SHG
14 S 3rd Street
Fernandina Beach, FL 32034
markgreenturtle@gmail.com
904-321-2324

Jon Lasserre (0 yr)
Rogers Towers P.A.
P.O. Box 653
Fernandina Beach, FL 32034
jonlasserre@icould.com
904-432-0070

Board Chair: Theresa Duncan
Board Vice-Chair: Ramona Vikan
Board Secretary: Michael Brooks
Board Treasurer: Bobby Ferreira
Executive Director: Lisa Finkelstein
309 1/2 Centre St, Ste 205
Fernandina Beach, FL 32034
lisa@fernandinainstreet.com
904-624-7147 office
570-401-3155 cell

FBMS Council Chairs:
Organization: Gina Miller
Economic Vitality: Pam James
Design: Christie Walsh Myers
Promotions: Mary Hamburg

FERNANDINA BEACH MAIN STREET
BOARD OF DIRECTORS
2023/2024

Organization Council

Gina Miller, Chair
Bobby Ferreira
Ramona Vikan
Chason Forehand
Kevin Geoghan
Michele Blubaugh
Mary Ann Rood
Theresa Duncan

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Economic Vitality Council

Pam James, Chair
Jennifer Rimmer
Mike Brooks
Noelle Najimy
Paul Moerman
Meagan Georgio
Nick McTurk

Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Design Council

Christie Walsh Myers, Chair
Jose Miranda
Asa Gillette
Cord McLean
Peggy Roselle
Scott Mikelson
Jacob Platt

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Promotions Council

Mary Hamburg, Chair
Julie McAfee
Kelly Powers
Dionna Sowers
Kaitlyn Rivera
Julia Blackstone
Paul Moerman
Susie Poirier
Tammy Tingle
Octavio Martinez
Ashley McLean

Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.



FERNANDINA BEACH MAIN STREET

Fernandina Beach Main Street
2024 Main Street Partner/Sponsor List
as of 4/1/2024

8 Flags Insurance	Lautz, Lucinda & Dick
Amelia Angler Outfitters	M.A. Rood Company
Amelia Island Coffee	Marlin & Barrel
Amelia Island Footprints	Mason's Lobster Rolls
Amelia Island Museum of History	Miranda Architects
Amelia River Cruises	Miriam Hill/OHPA
Andrea Lennon	Pelindaba Lavender
Antiques & More Treasures	Pepper's Cocina Mexicana & Tequila Bar
Ariel Marinel - Summer House Realty	Pet Wants
Barefoot Amelia Beach Rentals	Pineland Bank
BizBolster Web Solutions	Poynter Restaurant Group
Century 21 Miller Elite	REMI Realty
Cinnamon Bear	Residence Inn
Colie's The Cute Shop	Roadshark Powersports
Donna Lynn Custom Homes	Salt Life
e-Wheelz	Salty Local
FB Skin & Wellness	Salty Pelican
Ferreira, Bobby & Carol	Scott Bobeck & Nicole Perrella
First Love Brewing	Sound Point Investments LLC
First Port City Bank	The \$1,000 Start Up Consortium
Florida Public Utilities	The Addison of Amelia
Gateway Mortgage	The Heirloom Yard
Harbor Front Hampton Inn & Suites	TRV Fund
Hofbrau Amelia	Twisted Sisters!
Hot Paws	Villa Villekulla Toy Store
IQ Fiber	WestRock
Island Promos	Wicked Bao
J+MxD	Williams House

Fernandina Beach Main Street Foundation, Inc.
 Fiscal Year 2023 - 2024 Budget
 Summary Budget

	Total	Admin	Design	Economic Vitality	Organization	Promotions
Revenue						
Fundraising & Events						
Ticket sales	96,500.00	-	-	400.00	80,000.00	16,100.00
Sponsorship	70,450.00	20,000.00	-	250.00	42,000.00	8,200.00
Total Fundraising & Events	166,950.00	20,000.00	-	650.00	122,000.00	24,300.00
Government Grants & Awards	40,000.00	40,000.00	-	-	-	-
Member/Partner Program	35,000.00	35,000.00	-	-	-	-
Sales Revenue	900.00	900.00	-	-	-	-
Total Revenue	242,850.00	95,900.00	-	650.00	122,000.00	24,300.00
Cost of Goods Sold						
Book Expenses	400.00	400.00	-	-	-	-
Merchandise Expenses	-	-	-	-	-	-
Total Cost of Goods Sold	400.00	400.00	-	-	-	-
Gross Profit	242,450.00	95,500.00	-	650.00	122,000.00	24,300.00
Expenses						
Advertising & marketing	30,300.00	30,300.00	-	-	-	-
Bank fees	150.00	150.00	-	-	-	-
Charitable donations	2,350.00	350.00	-	-	1,000.00	1,000.00
Conferences & conventions	1,200.00	1,200.00	-	-	-	-
Dues & subscriptions	2,500.00	2,500.00	-	-	-	-
Professional fees	4,000.00	4,000.00	-	-	-	-
Event expenses	-	-	-	-	-	-
Advertising & printing	14,000.00	-	5,400.00	1,900.00	4,000.00	2,700.00
Merchandise	33,300.00	-	-	-	26,400.00	6,900.00
Rentals	13,500.00	-	-	-	9,000.00	4,500.00
Other event expenses	44,900.00	300.00	-	23,000.00	19,000.00	2,600.00
Total event expenses	105,700.00	300.00	5,400.00	24,900.00	58,400.00	16,700.00
Merchant account fees	1,100.00	1,100.00	-	-	-	-
Office expense	10,400.00	10,000.00	-	-	400.00	-
Payroll expenses	-	-	-	-	-	-
Independent contractors	-	-	-	-	-	-
Payroll Taxes	5,876.82	5,876.82	-	-	-	-
Wages	70,782.00	70,782.00	-	-	-	-
Total payroll expenses	76,658.82	76,658.82	-	-	-	-
Postage	450.00	450.00	-	-	-	-
Printing	350.00	350.00	-	-	-	-
Rent	7,800.00	7,800.00	-	-	-	-
Taxes & licenses	800.00	800.00	-	-	-	-
Telephone & internet	2,400.00	2,400.00	-	-	-	-
Travel	2,500.00	2,500.00	-	-	-	-
Total expenses	248,658.82	140,858.82	5,400.00	24,900.00	59,800.00	17,700.00
Net Other Revenue	-	-	-	-	-	-
Net Income/(Loss)	(6,208.82)	(45,358.82)	(5,400.00)	(24,250.00)	62,200.00	6,600.00

FERNANDINA BEACH
MAIN STREET

2023-24 Budget Narrative – DRAFT

Revenue:

- Ticket sales include Island Hop, promotional events (where applicable), and business networking events.
- Sponsorships include Island Hop, promotional events (where applicable), and memorial bench sponsorships.
- The City of Fernandina Beach provides annual support in return for which the FBMS Executive Director is the CRA Director, spending a minimum of 20% of her time in that role.
- Sales revenue is generated through book sales and sales of FBMS or event merchandise.

Expense:

- Advertising & marketing includes paid social media management, website maintenance, a new website platform, digital marketing, and print media marketing for FBMS and the businesses in the Main Street District.
- Grant/Charitable donations include contributions to the FBHS Art Department for student artists and a Façade Grant Award funding.
- Event expenses/Advertising & Printing includes digital, photographic, and printed materials for pedestrian wayfinding, Island Hop, up to 10 promotional events, the Façade Grant program, and business networking events.
- Event expenses/Merchandise includes memorial benches & plaques, volunteer shirts, general and VIP attendee gifts, and awards.
- Event expenses/Rentals include infrastructure items for all events (tents, tables, portalets, fencing, etc.) and rent on a storage unit.
- Event expenses/Other Expenses include Island Hop items, food/music for Preservation Awards, Distrx online tours, merchant awards.
- Office expenses include insurance, board meetings, a laptop and printer, and supplies.
- Payroll expenses include the Executive Director and a part-time administrative assistant (proposed).

Dining Down Centre Fernandina Beach Bicentennial Community Dinner January 1, 2025		
Organized by: Fernandina Beach Main Street		
Expenses		Budget Narrative
Logistics		
Permits/Fees	\$1,600	City fees
Tables - 8 ft	\$2,400	95 tables; includes setup/delivery
Chairs	\$4,050	720 chairs; includes setup/delivery
Tents - 10'x10'	\$840	1 check-in, 6 food distribution
Trash	\$800	dumpster; donated receptacles
Barricades	\$420	
Portapotties	\$1,500	6 reg, 2 handicap, 2 wash stations
Wristbands	\$400	
Police/PAC	\$1,160	
Volunteer Shirts	\$900	
Parking Signs	\$180	
Cupcake/Cake Stand	\$250	Materials + Labor
	\$12,900	
Entertainment		
Stage/Sound System	\$2,100	
Table Games	\$450	
Entertainment	\$600	Music
Printed Table Cloths	\$900	Historic Timeline
Balloons	\$900	Bunch of 5 for each table
	\$4,950	
Promotion		
Posters	\$300	
Social Media (Paid)	\$200	4 boosts at \$50 ea
Print Media (Paid)	\$350	3 ads-NewsLeader
Sponsor Signage	\$600	
8th Street Banner	\$890	
Photographer/Drone	\$600	
	\$2,940	
Food		
Boxed Meals	\$14,400	720 meals @ \$20 ea
Cupcakes/Cake	\$2,880	720 pcs @ \$4 ea
Water	\$350	1,000 12 oz bottles
Utensil Packets	\$90	1,000 packets; incl salt/pepper
	\$17,720	
TOTAL EXPENSES	\$38,510	