

**RESOLUTION NO. 2024- 171**

**A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO SPONSOR THE STORY & SONG CENTER FOR ARTS & CULTURE, INC. 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 September 24, 2024, by Resolution <sup>2024-153</sup>     , the AITDC recommended to the BOCC the sponsorship of Story & Song Center for Arts & Culture, Inc., (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.**

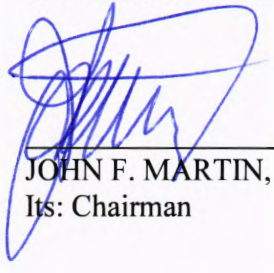
- a. Based upon the recommendation of the AITDC as set forth in the AITDC Resolution attached hereto and incorporated herein as Exhibit "A", the BOCC finds that the use of tourist development tax revenues for the Sponsorship is a tourism-related activity and will assist in the promotion of Amelia Island 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:

Sponsorship: STORY & SONG CENTER FOR ARTS & CULTURE, INC.  
 Date: January 30, 2025 – February 2, 2025. Amount: \$10,000

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

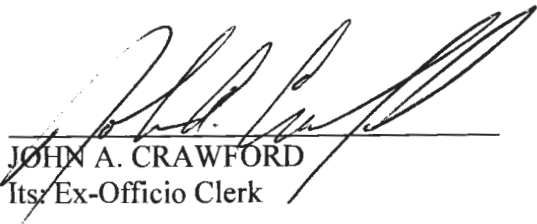
**DULY ADOPTED** this 18th this day of November, 2024.

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

**EXHIBIT "A"**

**MK**

**AITDC RESOLUTION NO. 2024-153**

**AITDC RESOLUTION NO. 2024-153**

**A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE SPONSORSHIP OF THE FERNANDINA BEACH SONGWRITERS FESTIVAL, LLC; STORY & SONG CENTER FOR ARTS & CULTURE, INC.; AMELIA ISLAND OPERA INC. AND THE AMELIA ISLAND CHAMBER MUSIC FESTIVAL, 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 FERNANDINA BEACH SONGWRITERS FESTIVAL, LLC; STORY & SONG CENTER FOR ARTS & CULTURE, INC.; AMELIA ISLAND OPERA INC. and THE AMELIA ISLAND CHAMBER MUSIC FESTIVAL, 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 FERNANDINA BEACH SONGWRITERS FESTIVAL, LLC; STORY & SONG CENTER FOR ARTS & CULTURE, INC.; AMELIA ISLAND OPERA INC. and THE AMELIA ISLAND CHAMBER MUSIC FESTIVAL, 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:

Sponsorship: THE AMELIA ISLAND CHAMBER MUSIC FESTIVAL, INC.  
Date: January 19, 2025. Amount: \$25,000 with the option to renew for 2026 at \$25,000

Sponsorship: AMELIA ISLAND OPERA, INC.  
Date: September 2024 through April 2025. Amount: \$10,000

Sponsorship: STORY & SONG CENTER FOR ARTS & CULTURE, INC.  
Date: January 30, 2025 – February 2, 2025. Amount: \$10,000

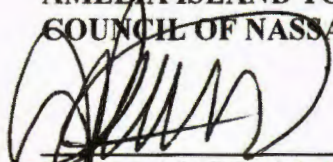
Sponsorship: FERNANDINA BEACH SONGWRITERS FESTIVAL, LLC  
Date: April 10, 2025 – April 13, 2025. Amount: \$10,000

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

[Remainder of this page left intentionally blank.]

**DULY ADOPTED** this 25th day of September, 2024.

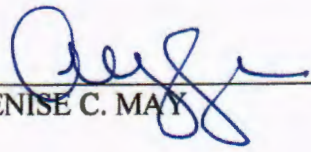
**AMELIA ISLAND TOURIST DEVELOPMENT  
COUNCIL OF NASSAU COUNTY, FLORIDA**



---

JOHN F. MARTIN, MBA  
Its Chairman  
Date: 9-25-24

Approved as to form by the  
Nassau County Attorney:

*for* 

---

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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, Suite 200, Amelia Island, FL 32034.

For questions related to completing the application, please email Maricla Murphy at [mmurphy@ameliaisland.com](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

Name of Event/Project/Program: Fernandina Beach Songwriters Festival, LLC

Event/Project/Program Date(s): April 10th-13th 2025

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

Funding Amount Requesting: \$10,000.00

Event/Project/Program Host/Organizer/Applicant: Fernandina Songwriters Foundation

Event/Project/Program Host/Organizer/Applicant Address: 23583 Bahama Pt #1517

Contact Person: Sean McCarthy

Address: 23583 Bahama Pt #1517 FB FL 32034

Phone: 904-415-0395

Email: capt.spmc@gmail.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.

Alexandra Maddox 904-556-1759 Tammy King 615-579-5816

Sean McCarthy 904-415-0395 Susie Bridwell 904-556-1959

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

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

See attached

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

See attached

See attached

**Budget**

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

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

Event/Project/Program Host/Organizer/Applicant Signature: Alexandra Maddox Digitally signed by Alexandra Maddox  
Date: 2024.06.25 13:48:01 -04'07

Date: 6/25/24

Internal Use Only:
Date Received: <u>6/25/24</u>
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: <u>\$10,000</u> <u>unmailed 8/1</u>



Attachment A:

The Fernandina Beach Songwriter Festival will be held April 10th-13th, 2025. This is our third year organizing the event and each year the attendance has grown. We plan to bring in approximately 20 Nationally recognized songwriters from around the country to Amelia Island. The event will be held in downtown Fernandina Beach at various locations including The Green Turtle, Marlin & Barrel, St. Peters Episcopal Church, The Alley at AIBC, Amelia River Cruises and Hymann Williams Realty. The Songwriters will perform multiple times at the local venues. Some performances are free to the public while others are ticketed events.

The event brings in attendees from inside and outside the State of Florida. These attendees stay at local hotels and B&B's and visit local restaurants, bars and retail shops. Since it is a three day event, attendees stay multiple nights. The economic impact to local businesses was huge the last two years. Many of the performances last year were standing room only. Since a large number of attendees come from out of town, they stay at local hotels and eat, drink and shop locally. Attendees that live in the area also frequent the local downtown businesses. Since the Festival goes from noon until 11pm, local attendees are spending the entire day downtown and spending money in local businesses.

We will advertise the event through the TDC resources, social media sites, The Newsletter, The Islander Magazine and other news outlets outside of the Fernandina Beach area. We will also advertise on River City Live. Last year we teamed up with Lucky Money Entertainment. They provided advertising through their media outlets and hosted a Songwriter round at The Local in Nashville, TN. It was standing room only at the Event. The individual Songwriters also help advertise the Festival through their social media accounts.

We bring in a variety of Songwriters with different backgrounds and musical genres. For this reason, the audience varies greatly in age and travel from various locations. Songwriter Festivals are becoming increasingly popular. The attendees seek out these types of festivals because it gives them a chance to interact with musicians they would otherwise likely never meet.

Each year we become more widely known and are now having artists reach out to us and ask to be included in the Festival. We also have many return attendees. It will become larger each year.

In 2024, we formed the non-profit organization Fernandina Songwriters Foundation. We were able to go into the Nassau County Schools and have a workshop for local students. The group Troubadour Blue hosted a question and

answer session for local students that were interested in getting into the music industry. We also awarded a \$5,000.00 scholarship to a high school student to be used toward her college expenses.

Attachment B:

We do not anticipate any need for additional parking, shuttle service or security. All the venues are located in downtown Fernandina and within walking distance of the hotels. Our Songwriters will be staying downtown at the Hampton Inn. We encourage attendees to also stay at downtown hotels and B&B's so they can access venues easily. Local attendees rely on their personal vehicles and utilize local parking areas. The venues for 2025 are The Green Turtle, St. Peters Episcopal Church, The Alley at AIBC, Marlin & Barely and Heymann Williams Realty.

Attachment C:

The TDC sponsorship will help cover the cost of the Artists pay. This is the most important part of the Festival since getting Nationally recognized Songwriters brings in more attendees. The marketing and advertising budget will be used to promote the Festival, bring in attendees and procure additional sponsorship.

Our Media plan includes the following:

- Distribute posters to local businesses including hotels, the Welcome Center, the Chamber of Commerce and grocery stores, restaurants, bars and local retail shops.
- Banner across 8th Street
- Social media advertising, paid and free
- Local newspapers and magazines
- Live performances on local tv programs including River City Live
- Individual Artists will advertise on their social media accounts
- Email blasts to past attendees
- Partnership with Lucky Money Entertainment for additional advertising resources and special events.
- Advertising in National Magazines such as Southern Living and Garden and Gun if funds allow.

PROPOSED BUDGET 2025

Expenses:

Artists	\$20,000.00
Advertising & Marketing	\$15,000.00
Sound Company	\$10,000.00
Insurance	\$1,000.00
Hotel Rooms for Songwriters	\$5,000.00
Venue Rentals	\$5,000.00
Boat Rental	\$1,500.00
Website Updates	\$500.00
Food & Beverages for Green Room	\$1,500.00
VIP Reception	\$2,000.00
Promotional Materials	\$8,000.00
Festival Merchandise for sale	\$6,000.00
Transportation for Songwriters	\$800.00
VIP Bags	\$700.00
Supplies	\$1,500.00
Legal and Accounting	\$1,500.00
	<hr/>
	\$80,000.00

Income:

Investment by FBSF	\$5,000.00
Additional Sponsorship	\$30,000.00
Merchandise Sales	\$10,000.00
Ticket Sales	\$25,000.00
TDC Sponsorship	\$10,000.00
	<hr/>
	\$80,000.00

# 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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/Project/Program: Amelia Island Festival of Stories and Songs

Event/Project/Program Date(s): January 30 - February 2, 2025

Event/Project/Program Location(s): SpringHill Marriott, WildLight, Story & Song Bookstore & Bistro

Funding Amount Requesting: \$40,000

Event/Project/Program Host/Organizer/Applicant: Donna Paz Kaufman, Mark Kaufman, Karen Bowden

Event/Project/Program Host/Organizer/Applicant Address: 1430 Park Avenue, Fernandina Beach, FL

Contact Person: Karen Bowden, Festival Coordinator

Address: Story & Song Center for Arts & Culture 1430 Park Ave Fernandina Beach, FL

Phone: 617-312-6477

Email: Karen.Storyandsongfoundation@gmail.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.

Donna Paz Kaufman, Mark Kaufman, 1430 Park Ave Fernandina Beach, FL 904-601-2118

Karen Bowden, 85515 Fall River Parkway, Fernandina Beach FL 617-312-6477

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 Festival of Stories and Songs is a 4-day Festival featuring storytellers and musicians that appeal to people of all ages, creating meaningful human connections.

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

see attached

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

see attached

see attached

**Budget**

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

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

Event/Project/Program Host/Organizer/Applicant Signature: Mark Hanft

Date: 5/31/24

Internal Use Only:
Date Received:
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: <u>110,000</u> <u>emailed 8/1</u>



CENTER FOR ARTS & CULTURE

1430 Park Avenue  
Fernandina Beach, FL 32034  
904.601.2118

**Event Sponsorship Funding Application:  
Amelia Island Festival of Stories & Songs**

**Introduction**

The rich tradition of telling stories has been part of humankind as long as there has been language, though modern technology has displaced this art form until recently. Today, there has been a renaissance in stories told in a personal, authentic way, bringing people together to remind us of our shared experience. There are now Storytelling Festivals in dozens of states around the country, including one in Mt. Dora, Florida. As an indication of their popularity, more than 10,000 people travel to Jonesborough, Tennessee for the annual International Storytelling Festival ([StorytellingCenter.net](http://StorytellingCenter.net)).

Building on the success of and lessons learned from the first Amelia Island Festival of Stories & Songs in 2024, we began the planning process for 2025 in April this year. We currently have most performers under contract allowing us to begin marketing seven months in advance of the Festival. We are coordinating collaborative promotions with our performers on their websites and YouTube channels, allowing their many followers advance notice of our Festival. We are excited to announce our headliner, Rick Bragg, a Pulitzer Prize-winning journalist and author of 11 books who is known for his elegantly written and hilarious stories about growing up in the south, including a monthly column in Southern Living magazine.

In order to grow attendance, we've expanded the Festival to span four (4) days and have lined up nationally acclaimed performers, many of who attend the International Festival in Jonesborough, TN that draws over 10,000 attendees. We are holding five (5) programs at the SpringHill Suites by Marriott expanding attendance capacity to 250. We are working with the SpringHill Suites by Marriott to create and advertise a package of discounted hotel and festival tickets for out of town visitors. We reached out to western Nassau County and scheduled a free professional storytelling performance for children and families at Wildlight.

In order to promote storytelling locally we are scheduling and promoting storytelling events at Story & Song leading up to the Festival. Story & Song Center for Arts & Culture is also creating a community cookbook, “The Amelia Island Table” in partnership with Barnabas Center. It is full of recipes submitted by local residents and will be released in the Festival’s storytelling program, “Kitchen Talk”.

TDC sponsorship is instrumental in helping us put Amelia Island on the national map of world-class Storytelling Festivals enabling us to draw fans from miles around. TDC sponsorship will enable us to invite some of the same professional storytellers who have contributed to the success of other festivals, and combining those stories with songwriters who tell stories with their music, we intend to build on our track record of planning and producing successful events by staging a unique program that will give people yet one more reason to visit Amelia Island.

### **About Story & Song**

Shortly after Mark and Donna Paz Kaufman relocated to Amelia Island from Nashville, Tennessee, in 2002, they realized just how much they missed live, original music and in 2005 launched “An Evening of Story & Song,” an all-volunteer concert series spotlighting professional singer/songwriters and Americana music. Having spent decades in their other business helping people open independent bookstores, they finally had the opportunity to open a store of their own. Story & Song Bookstore Bistro opened its doors in 2018, and quickly became a celebrated fixture in the community.

**Story & Song is a beloved community gathering place to celebrate the arts, fittingly located in the heart of Amelia Island.** In 2022, Story & Song formed a Board of Directors and in 2023 established a 501(c)(3) nonprofit foundation, Story & Song Center for Arts & Culture, and invited the community to support its work with both donations and volunteering.

**The arts have a unique way of bringing people together, bridging differences to allow us to acknowledge and celebrate our common humanity.** Storytelling, whether in spoken or musical form, is an art form that preserves our history, celebrates diversity, and perpetuates important elements of the human experience in an entertaining, engaging form. The founders of Story & Song recognized the growing popularity of this medium and have chosen to host this festival to bring storytellers from near and far to our community.

**1. Name of event:**

Amelia Island Festival of Stories & Songs

**2. Event dates:**

Thursday, January 30 - Sunday, February 2, 2025

**3. Event locations:**

Story & Song Center for Arts & Culture  
SpringHill Suites by Marriott  
Wildlight YMCA

**4. Funding amount requested:**

\$40,000

**5. Event hosts/applicants and address:**

Donna Paz Kaufman and Mark Kaufman  
Story & Song Center for Arts & Culture  
1430 Park Avenue  
Fernandina Beach, FL 32034  
904-601-2118

**6. Contacts authorized to act on behalf of the event:**

Donna Paz Kaufman, Co-Founder  
Story & Song Center for Arts & Culture  
1430 Park Avenue  
Fernandina Beach, FL 32034  
904-601-2118  
[donna@storyandsongbookstore.com](mailto:donna@storyandsongbookstore.com)

Mark Kaufman, Co-Founder  
Story & Song Center for Arts & Culture  
1430 Park Avenue  
Fernandina Beach, FL 32034  
904-601-2118  
[mark@storyandsongarts.org](mailto:mark@storyandsongarts.org)

Karen Bowden, Festival Coordinator  
Story & Sound Center for Arts & Culture  
1430 Park Avenue  
Fernandina Beach, FL 32034  
904-601-2118  
[Karen.storyandsongfoundation@gmail.com](mailto:Karen.storyandsongfoundation@gmail.com)

**6.1. Persons, firms, and corporations with a financial interest in the event or participating in the control of the event:**

Story & Song Center for Arts & Culture  
Donna Paz Kaufman, Co-Founder  
Mark Kaufman, Co-Founder  
Karen Bowden, Festival Coordinator



7. **Description of event**

The Amelia Island Festival of Stories & Songs is a 4-day Festival featuring storytellers and musicians that appeal to people of all ages, creating meaningful human connections.

**\*Thursday, Jan 30, 7:30 pm – 9:00 pm**

**Jason Woods performs “The Near Disaster of Jasper and Casper”**

An off-Broadway show written by Jason Woods, an award winning actor who performs all ten roles himself.

*Stage and Cinema Off Broadway Review:* I don’t know if super-talented performer and writer **Jason Woods** is familiar with this particular theater tune but his very well-written, very funny, totally transporting and effectively heart-tugging solo show, **The Near Disaster of Jasper & Casper**, more than proves that magic, adventure and transformation are possible on a seemingly bare stage.

Location: SpringHill Marriott                      Tickets \$35

\*\*\*\*\*

**Friday, Jan 31, 10:30 am – 12:00 pm**

**“Cooking Up Stories”, a Storytelling Workshop**

hosted by Connie Regan-Blake, one of America's most celebrated storytellers. She has captivated the hearts and imaginations of people around the globe with her powerful performances and workshops. Entertaining audiences in 47 states, 18 countries, and 6 continents she brings the wisdom, humor, and drama of stories to main stage concert halls, libraries, and into the corporate world.

Location: Story & Song                      Tickets \$ 35

\*\*\*\*\*

**\*Friday, Jan 31, 2-4:00 pm “Historical Figures”**

Cora Newcomb **“Bringing American Women’s History into Focus – the Story of Laura Matilda Towne”**, an American abolitionist and educator.

Diane Johnson **“Zora Listened!** This performance utilizes a monologue storytelling style with audience engagement and acapella music. *Zora Neale Hurston (1891-1960) was an African American author, playwright, poet, anthropologist and folklorist who took a job with the Federal Writers’ Project and collected stories, songs, and poems from African Americans living in northeast Florida. Zora truly listened to the people. Come hear her speak, laugh and sing as she revisits those memorable years.*

Location: Story & Song                      Tickets \$35

\*\*\*\*\*

**\*Friday, Jan 31, 7:30-9:30 pm “I Like This Town”**

Opener: April Armstrong, professional storyteller

Main Event: Kevin Kling, Jon Vezner

Kevin Kling, a nationally-known professional storyteller with a large following, partners with Grammy Award-winning singer/songwriter Jon Vezner to entertain attendees with a concert of stories and songs about small towns

Location: SpringHill Marriott. Tickets \$45

\*\*\*\*\*

**Saturday, Feb. 1, 10:30 - 11:30 am “StoryTime”** for children and families featuring nationally recognized storyteller April Armstrong.

Location: Story & Song Tickets Free

**Saturday, 1-2:30 pm “StoryTime”** for children and families featuring nationally recognized storyteller April Armstrong.

Location: Wildlight YMCA Tickets Free

\*\*\*\*\*

**\*Saturday, Feb. 3, 2-4 pm – “Kitchen Talk”**

A mix of home cooks and food professionals, joined by professional storytellers Connie Regan-Blake and Mary Martha Greene, will share stories from the kitchen.

Connie Regan-Blake will close the session with “ **Stories to Feed the Soul and Tickle the Funny Bone**”.

Release and sale of the cookbook “**Amelia Island Table**”. This collection of recipes submitted by the local community is a partnership of Story & Song Center for Arts & Culture and Barnabas Center, Inc.

Location: SpringHill Marriott Tickets \$25

\*\*\*\*\*

**\*Saturday, Feb. 3, 7:30-10 pm – Headliners**

Master storyteller **Bil Lepp** and Pulitzer Prize-winning author **Rick Bragg** share stories that connect us as human beings.

Location: SpringHill Marriott Tickets \$85

\*\*\*\*\*

**\*Sunday, Feb. 4, 2-4 pm “Bits & Pieces”**

Bil Lepp will perform **“That Ain’t the Whole Plan”** hilarious stories and tall-tales from Halfdollar, WV and beyond.

Lil’Rev will perform **“Scraps of Quilting Music: How Quilters Save the World”**. An ode to the millions of quilters world-wide whose gifts of patience have kept us warm in the thick of winter, a piece of home in the thick of war and showered our daily lives with a love that is unique to all the men and women who strive to let their stitches tell their story.

Location: Springhill Marriott      Tickets \$45  
\*\*\*\*\*

**Festival VIP pass for admission and prime seating to 6 key events\* is \$225.**

**7.1. Goals, objectives, and economic impact**

**Goal 1: Establish Amelia Island Festival of Stories and Songs as a nationally recognized Festival**

*Objectives*

- Host nationally recognized professional storytellers from a variety of cultural backgrounds
- Seek stories that expand and connect our worlds of understanding
- Draw visitors from other states

**2: Create meaningful human connection through the Arts**

*Objectives*

- Feature artists who combine art forms like storytelling and music, storytelling and the visual arts
- Use food and the community table to bring people together to meet and have face-to-face conversations

**Goal 3: Promote Amelia Island Tourism with Story & Song’s unique venue and year-round programming**

*Objectives*

- Use food and the community table to bring people together to meet and have face-to-face conversations
- Partner with local hotel to offer a packaged program – Discounted Festival tickets and hotel rooms in January/February 2025

- Promote Amelia Island Festival of Stories and Songs at the International and Florida Storyteller Festivals
- Educate visitors about the rich and unique heritage of Amelia Island, and encourage repeat visits and produce recurring hotel revenue even after the festival
- Utilize our guest celebrities' marketing platforms to promote Amelia Island and the celebrity's appearance at the Amelia Island Festival Stories and Songs

**7.2. Dates of event**

4 days -- January 30 - February 2, 2025

**7.3. Anticipated attendance:**

Thursday, 1/30 – “The Near Disaster of Jasper & Casper” : 125

Friday, 1/31- “Cooking Up Stories” Workshop: 20

Friday, 1/31/- “Historical Figures”: 85

Friday, 1/31- “I Like This Town”:175

Saturday, 2/1 – “Story Time”: 75

Saturday, 2/1 – “Kitchen Talk”: 125

Saturday, 2/1 – “Headliners”: 230

Sunday, 2/2 – “Bits & Pieces”: 150

**7.4. Audience demographic**

**Adult Programs:** Storytellers with diverse backgrounds will attract a diverse audience, regardless of age. Anyone interested in authentic stories and original music will enjoy the Festival.

**Family Program:** Local and visiting families with children ages 1 to 7 with an interest in education combined with entertainment.

**7.5. Projected overnight visitation**

We plan to include links to the accommodation and Festival package on the Amelia Island Festival of Stories and Songs website, offering a discounted early bird block room rate, in partnership with the Courtyard and Springhill Marriott. Early marketing outreach, collaborative promotions with our performers, as well as offering a discounted VIP pass to key events will encourage overnight stays. Ticket sale data from last year's Festival shows attendees came from 22 different states, with top home states of FL, GA, VA and OH.

**7.6. Location/site plan**

- Story & Song Center for Arts & Culture -2<sup>nd</sup> story art gallery/event space (with elevator access), 125 capacity
- Ballroom at Marriott/SpringHill Suites, theatre style 250 capacity
- Wildlight YMCA 75 capacity.

**7.7. Parking/shuttle and traffic plan**

Adequate parking available on-site at all locations

**7.8. Security**

FBPD with visible presence for security at large evening events

**7.9. Sanitation**

Provided by Story & Song Center for Arts & Culture and SpringHill Suites by Marriott

**7.10. Health and safety**

Elevator access provided by Story & Song Center

**7.11. Special needs requirements**

Elevator access and personal assistance

**7.12. Other logistical information**

None

**8. Media Plan**

**8.1. Advertising schedule**

June – August:

- Festival schedule posted on Story & Song Website – tickets available
- Festival of Stories and Songs Facebook page updated with details about the Festival. Early bird Festival VIP tickets with/without lodging available
- Half page advertisement for Amelia Island Festival of Stories and Songs placed in International Storytelling Festival program in October in Jonesborough, TN

September – October:

- Website feature at [StoryandSongArts.org](http://StoryandSongArts.org) will offer sponsorship opportunities to Center for Arts & Culture donors
- Social media posts with boosts to Jacksonville, Gainesville, Orlando, Atlanta
- Half-page advertisement for Amelia Island Festival of Stories and Songs placed in the International Storytelling Festival in Jonesboro, TN in October, 2024, and the Florida Storytellers Festival program held in January, 2025 in Mt Dora, FL

November - December:

- Calendar listing: *AmeliaIsland.com*
- Social media posts with boosts to Jacksonville, Gainesville, Orlando, Atlanta
- Marketing through Story & Song's weekly e-newsletter, 9,000+ contacts
- Holiday print newsletter delivered to 6,600 News-Leader subscribers
- Rack cards at The Depot and Chamber of Commerce
- Festival Schedule as center insert in *The Islander Magazine*

January:

- 34 pole banners and 2 street banners hung on Centre Street announcing the Festival
- Calendar listings: *The Islander, News-Leader* and *Observer*
- Social media posts with boosts to Jacksonville, Gainesville, Orlando, Atlanta
- Story & Song email newsletter
- NPR announcements
- Ad in the *News-Leader*

**8.2. Public relations activities**

- Feature story in *The Islander* magazine
- Feature articles in the *Fernandina Beach News-Leader* and the *Fernandina Beach Observer*
- *Mouth of Amelia* email blast
- Enlist support from Hayworth PR for article placement in *Southern Living, Garden & Gun, AAA magazine.*

**8.3. Proposed creative materials**

- Festival branding - print and digital
- Bookmarks
- Full-color ad
- Full-color poster
- Pole banners Center Street

**8.4. Promotional activities**

- In-store signage & displays at Story & Song Bookstore Bistro
- Posters distributed around town
- Nationally known guest storytellers to add link to their own websites and communicate with their followers

**8.5. Marketing budget \$25,000**

**Proposed budget**

<i>EXPENSES</i>	
Operating costs	\$60,150
Marketing budget	\$25,000
<b>TOTAL</b>	<b>\$85,150</b>
<i>REVENUE</i>	
<b>Amount of support requested from TDC</b>	<b>\$40,000</b>
Additional sponsorship revenues	\$10,150
Anticipated revenue from ticket sales	\$34,500
Anticipated revenue from ancillary sales	\$500
<b>TOTAL</b>	<b>\$85,150</b>

**9. Associations or individuals/events seeking sponsorship/conflict of interest statement**

The applicants have no conflicts of interest.

**Applicant Signature** Mark Haugene

**Date** 5/31/24

# 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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/Project/Program: Amelia Island Opera 2024-2025 Season

Event/Project/Program Date(s): September 2024 - April 2025

Event/Project/Program Location(s): various throughout Amelia Island

Funding Amount Requesting: 30,000

Event/Project/Program Host/Organizer/Applicant: Amelia Island Opera

Event/Project/Program Host/Organizer/Applicant Address: 1841 Perimeter Park Rd Fernandina Beach, FL 32034

Contact Person: Robyn Lamp

Address: 1841 Perimeter Park Rd Fernandina Beach, FL 32034

Phone: 561-315-7702

Email: info@ameliaislandopera.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.

**Please see attachment**



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

Please see 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.

Please see attachment

---

Please 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.

Please see attachment

---

Please see attachment

---

**Budget**

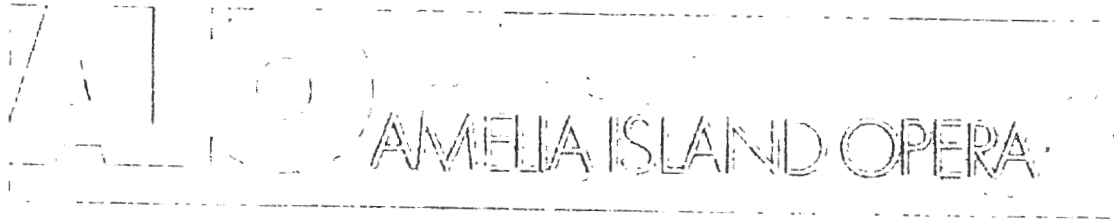
An event/project/program budget should accompany this application, and contain such items as available:

- 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: Robyn Lamp

Date: 6/7/2024

Internal Use Only:
Date Received: <u>6/13/24</u>
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: <u>\$10,000</u>



**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**

Amelia Island Opera  
1841 Perimeter Park Road  
Fernandina Beach, FL 32034  
(904) 556-7342  
[info@ameliaislandopera.org](mailto:info@ameliaislandopera.org)

The AIO 2024-25 season includes the second iteration of the Amelia Island Opera Concert Series at Story & Song which features versatile and intimate concerts in Story & Song's second floor art gallery, showcasing a mix of opera, musical theater, art song, chamber music, and more. Along with our annual concert series, we will collaborate with the Woman's Club of Fernandina Beach and Amelia Plantation Chapel to present two operas, *Hansel & Gretel* and *Madama Butterfly*, as well as our second collaboration with Amelia Community Theater.

Amelia Island Opera is run by a Board of Directors and three co-founders, Robyn Marie Lamp, Victoria Isernia, and John Tibbetts. Robyn Marie Lamp is an accomplished soprano and, as well as helping run the day to day operations of AIO, is currently the Company Manager for IlluminArts, a performing arts company based in Miami. She was also the Company Manager for Ft. Lauderdale's Opera Fusion from 2015 - 2019 and holds a Masters Degree from Louisiana State University. Victoria Isernia is a highly competent mezzo-soprano and graduate of the prestigious Manhattan School of Music. She lends her expertise to AIO by planning concert repertoire, children's programming and community outreach events. John Tibbetts is a baritone and event organizer and holds a master's degree from Cincinnati College-Conservatory of Music. He has worked with choirs and opera companies across the United States and Canada and focuses on networking with other local organizations and fundraising.

**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.**

Amelia Island Opera (AIO), an artist-led organization, is requesting funds to support its 2024-25 season of concerts and operas taking place in different locations throughout Amelia Island. AIO was founded in 2021 by opera singers Victoria Isernia, Robyn Lamp, and John Tibbetts. With three completed seasons of programming, their combined mission is to create opportunities for world-class, emerging vocalists while augmenting cultural opportunities in Nassau County.

**Detailed Description:**

Funds are being requested to support the following programs in AIO's 2024-2025 season (not an exhaustive list):

1. **Amelia Island Opera and Woman's Club of Fernandina Beach present: *Hansel & Gretel***  
a. Taking place on October 18 & 19, 2024 at the Woman's Club of Fernandina Beach, this operatic fairy tale features six opera singers (Victoria Isernia, Kyaunnee Richardson, Christine Alfano, Lloyd Reshard, Ann Quintero, and Alexis Reed), ballet dancers, and a children's chorus. The opera tells the story of Hansel and Gretel, siblings who find themselves lost in the forest when they stumble upon a house made of gingerbread. Unable to resist temptation, they begin eating the house only to be captured by the witch who lives there. We will offer \$10 student/children tickets for anyone under 18 years of age or anyone with a valid student ID. cockout
2. **Amelia Island Opera and Amelia Community Theater present *A Night at the Opera: La dolce vita***  
a. Back by popular demand, *Night at the Opera*, taking place on November 1 and 2, 2024 will celebrate Italian culture and music! Presented by Amelia Island Opera at Amelia Community Theater, this concert features five talented opera singers (Robyn Marie Lamp, Kyaunnee Richardson, Victoria Isernia, Minghao Liu, John Tibbetts.) performing a mix of Italian and Neapolitan songs, opera classics from our favorite Italian composers, and classic pop tunes with an Italian twist. Guests will enjoy delicious Italian-inspired hors d'oeuvres, bite-sized desserts, and prosecco while they soak in the melodies and ambiance. FLGA
3. **Amelia Island Opera presents: *Madama Butterfly* in Concert**

- a. AIO will present Puccini's *Madama Butterfly* in concert on April 4 & 6, 2025 at Amelia Plantation Chapel. One of opera's most enduring tales of unrequited love, Puccini's poignant score follows the tragic tale of Cio Cio San, a young Japanese girl who falls in love with American naval officer Pinkerton, with devastating consequences. This opera will be presented in concert format with minimal staging and costumes, and will be accompanied by a 25-piece orchestra conducted by Keith Chambers, Founder & Artistic Director of New Amsterdam Opera in New York City. Casting currently includes internationally-renowned soprano Elaine Alvarez, "powerhouse" mezzo soprano Kristen Choi, and AIO co-founder John Tibbetts.
4. **Amelia Island Opera Concert Series at Story & Song:** In 2023, Amelia Island Opera and Story & Song Center for Arts & Culture strengthened their relationship with the launch of a new annual concert series: *Amelia Island Opera Concert Series at Story & Song*. This series features versatile and intimate concerts in Story & Song's Art Gallery, showcasing a mix of opera, musical theater, art song, chamber music, and more. This season the following concerts will take place:

  - a. ***The Latin Divos*** - Taking place on September 28 and 29, 2024 in celebration of National Hispanic Heritage Month, *The Latin Divos*, featuring Ernesto Cabrera, Fernando Gonzalez and Will Corujo is a pop/opera trio which performs a diverse repertoire from opera to some of the all-time greatest songs with Latin flair. In addition, the violin and saxophone - played by Will - makes them unique in the music genre 'New Latin Pop-Opera' with great recognition from audiences in the North and South American regions and abroad.
  - b. ***Celebrate Love*** - This concert, featuring a quartet of singers that includes AIO's co-founders, will take place on February 8 and 9, 2025 in celebration of Valentine's Day. This concert will be modeled after the popular candlelight concerts where the stage is completely filled with flickering candlelight and provides an ideal opportunity to promote Amelia Island as a romantic destination for couples celebrating Valentine's Day.
  - c. ***Broadway Babies*** - On March 15 and 16, 2025, AIO will present the second iteration of *Broadway Babies*, a fun and upbeat concert of Broadway's greatest hits, brought to life by AIO Co-Founders Victoria Isernia and John Tibbetts, alongside GRAMMY Award-winning vocalist Gabriel Preisser, who is the founder and General Director for Opera Orlando.
5. Other community and children's events, including a children's theater camp, operatic story time, music lectures, and festivals.

### **How it promotes Tourism:**

Throughout our entire 2024-2025 season, we expect to reach at least 5000 individuals, including 300 children, at more than 21 events. Of these people, we anticipate 12% to be from outside Nassau County, with 100 people coming from far enough away to stay in a hotel. We will be hiring over 80 local, regional, and international artists to bring our plans to life on stages throughout the county. Some of these artists will be housed in the homes of our patrons and supporters throughout the island, and others will stay in hotels. Some artists are drawn to the beauty of Amelia Island and bring their families with them, for a hybrid work vacation, utilizing the hotels on the island.

This season, Amelia Island Opera will explore paid advertising around Tallahassee, Orlando, Atlanta, and Savannah in an attempt to draw in audiences from areas outside our county for our events in bigger venues, such as *Hansel & Gretel* and *Madama Butterfly*. As AIO grows into a company that offers multiple fully-staged operas every season, it will become a major attraction for out of town culture and heritage visitors who want to experience something unique and different while visiting, and will more than likely return again and again to experience all that this amazing island has to offer.

With information gathered from 444 respondents on post concert surveys in our most recently completed season, we know that our audiences are:

#### **Age:**

65+ (68%)

40-64 (24%)

19-39 (5%)

18 and under (3%)

#### **Race:**

95% white

5% hispanic and other

### **Proposed Goals and Objectives:**

A big goal for the AIO team this season is to become further involved in the musical community in northeast Florida. We plan to accomplish this by having our artists participate in educational / community activities while they are here rehearsing and performing. For example, *The Latin Divos* will perform for and answer questions from the 4th and 5th graders at Emma Love Hardee Elementary School. Plans are also underway to have two of our principal artists give masterclasses for the vocal performance majors at Jacksonville University and the University of North Florida. The AIO co-founders jump at any opportunity to talk with and perform for members of our

community at sporting events, camps, festivals, and group meetings. We also actively pursue collaborations and partnerships with other organizations, musical or other, because we believe that both organization's missions can be amplified when we harness the power of collaboration.

Another goal is to grow the number of people we reach by 15%, including residents from outside of Nassau and surrounding counties. To do this, we are offering second and third performance dates to accommodate bigger audiences, we are utilizing new venues with larger capacities, and we are offering our services to other music festivals and concert series in surrounding areas. For example, the AIO co-founders will present a concert at the 2025 Romanza Festivale in St. Augustine, Florida. We will promote AIO's upcoming season at this concert. Last season, we presented a free concert at the Ponte Vedra Beach Library as a part of the Dr. Gerson Yessin Music Series. Many of the attendees of that concert have signed up for our email blasts and have driven up to Amelia Island to hear other performances.

One final goal the AIO co-founders share is to diversify our audiences. We live in a predominantly white area, with recent census numbers showing our community to be 84% white, 6% black, 6% hispanic, and 4% other. We would like the artists on our stages and the people in our audiences to, at the very least, reflect these same percentages. One way we plan to accomplish this is to diversify our casting choices and musical programming, offering a variety of artists and musical themes that will appeal to and reflect the cultures of minority groups in our community.

#### **Economic Impact:**

According to the *Arts & Economic Prosperity IV Calculator*, a free and simple tool on the Americans for the Arts website that makes it possible for us to estimate the economic impact of any arts and culture organization, we find that AIO impacts our community in the following ways:

- \$130,000 - The total dollars spent by AIO and our audiences; event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.
- 4.2 - The number of full-time equivalent (FTE) jobs in Amelia Island that AIO and our audiences support. FTE jobs are jobs created and supported by the expenditures made by AIO and/or our audiences.
- \$95,000 - The total dollars paid to community residents as a result of the expenditures made by AIO and/or our audiences.
- \$4,500 - The total dollars received by local and state governments (e.g., license fees, taxes) as a result of the expenditures made by AIO and/or our audiences.

Whenever possible, AIO utilizes local musicians, directors, graphic designers, and actors to bring our performances to life. We want to support local talent with livable wages, creative stimulation, and a friendly, positive, professional work environment. AIO would be nothing without the outstanding artists who work to bring our programming to life and we are proud to keep our independent contractors local, whenever possible. When we are not able to find quality, local professionals for a certain role, we hire from the national and international pool of talented musicians, stage directors, and production professionals.

**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.**

**Location Plan:**

AIO partners with local organizations and venues to bring our performances to life. These include Story & Song, Amelia Plantation Chapel, Amelia Island Museum of History, First Baptist Church, and Amelia Community Theater, among others. These locations are in different areas around the island, giving visitors a chance to visit an area they might not have been to. AIO ensures that the venues we use are in compliance with ADA requirements.

**Parking/Shuttle/Traffic Plan:**

To help alleviate parking congestion, AIO communicates parking information in advance of all events, volunteers help guide and direct traffic, and in certain cases a shuttle bus is hired. The venues and organizations we work with also have parking and traffic policies in place.

**Security Plan:**

AIO will hire an off duty police officer(s) at any event that has over 350 patrons. Exits at each venue will be clearly marked, and made clear to patrons in the welcome speech for each show.

**Health and Safety Plan:**

A Board approved readiness plan is in place in case of unsafe weather conditions, natural disaster, terrorist attack, and other situations that may arise. This plan was drawn up utilizing [dPlan|ArtsReady](#), an online emergency preparedness and response tool for arts and cultural organizations.

**Special Needs Requirements:**

AIO will continue working to ensure that all of its programs are accessible to all members of the community, regardless of their race, ethnicity, gender identity, age, religion, language, abilities/disabilities, sexual orientation, or socioeconomic status. Patrons who use working animals (seeing eye dogs, comfort animals) are given free use of facilities with their assistant animals. AIO concert programs are available in electronic and large print formats, and sign language interpreters and assisted listening devices for amplified sound can be provided upon reasonable timely request. The following statement is listed on the bottom of our website:

It is the policy of Amelia Island Opera to comply with all of the requirements of The Americans with Disabilities Act. To request materials in accessible format, sign language interpreters, and/or any accommodation to participate in our programs and performances, please contact Robyn Lamp at [info@ameliaislandopera.org](mailto:info@ameliaislandopera.org) or (904) 556-7342 to initiate your 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**

One of the ways Amelia Island Opera builds its audience is by offering a variety of different events for our community. We offer opera, musical theater, art song, jazz, latin music, gospel, folk music, and many other genres in interesting and different venues throughout our community. This variety in programming offers great entry points for those less familiar with opera and/or AIO.

The AIO Marketing plan includes:

1. Email Marketing Campaigns to a mailing list of 1000. These email campaigns are sent one month, two weeks, and two days prior to the events throughout the season. In addition, a follow up email campaign is sent after the events occur with photos and highlights from the performances to build audience interest for future events. We also include a post-concert survey link in that follow up email. Additionally, any time we collaborate with another organization to produce programming, those performances are included on the email marketing campaigns for the partner organizations.



2. Newsletters: AIO sends information about our upcoming programming to two local newsletters, "The Mouth of Amelia" and "From The Porch" who, in turn, send it to their dedicated email lists of Amelia Island art enthusiasts.
3. Press releases are distributed to all local, regional, and national press outlets six weeks before the AIO performances with solicitation for preview and review articles. Examples of press outlets we submit our press releases to include The News-Leader, Yulee News, The Florida Times-Union, Opera America, The Savannah Tribune, Orlando Sentinel, Tallahassee Democrat, and Atlanta Journal-Constitution.
4. AIO maintains an up to date website with season event information and links to purchase tickets or RSVP for events.
5. Interviews with press outlets are solicited from many of the press outlets listed in #3 above.
6. Advertisements are purchased in the local papers, "The News- Leader," and "The Yulee News." AIO will also run radio ads on WJCT for our larger-venue performances. We are currently working on expanding our paid advertising into Tallahassee, Atlanta, Savannah, and Orlando.
7. Events are listed on online calendars such as Ameliainsland.com, VisitJacksonville.com, visitflorida.com, and News4Jax Community Calendar.
8. AIO maintains an active Social Media presence utilizing Facebook and Instagram.
9. Civic Engagement events: AIO offers new ways for our community to interact with our organization, including music workshops, music lectures, panel discussions, pre-concert talks, and pop-up performances. Plans for our 2024-25 season include a free pop-up performance at Disco Witch Brewing, music lectures for the Newcomers Club of Amelia Island, an Operatic StoryTime at Story & Song, Masterclasses at local schools, and in-school performances.
10. Flyers: AIO prints and distributes flyers around our community

### **Budget:**

AIO is requesting support from the Amelia Island Tourist Development Council (AITDC) in the amount of \$30,000. This money would be used to help pay for our Vocal Soloist Fees, which are budgeted at \$38,850 for the 2024-2025 season. Please find a detailed breakdown of our season budget below, which has grown from year to year. AIO has operated with a modest surplus in revenue for each year we've been in existence. This is due to surpassing ticket revenue and donations, as well as being extremely judicious with expenses. This has allowed us to be more inventive and plan bigger events each season, as we have a pool of cash to pull from if needed.

FY25

**7112**  
**PAMELIA ISLAND OPERA**

<b>REVENUE</b>	<b>\$ 136,133</b>
<b>EXPENSE</b>	<b>\$ 136,133</b>
<b>SURPLUS/ (DEF)</b>	<b>\$ 0</b>

	FY25
	Budget
<b>REVENUE</b>	<b>\$ 136,133</b>
Ticket Revenue	\$ 56,900
Ticket Sales	56,900
Government Grants	\$ 32,500
Foundation Grants	\$ 3,000
Corporate Contributions	\$ 1,000
Sponsorships	1,000.00
Individual Contributions	\$ 36,000
Annual Giving	36,000
Other Revenue/ In-Kind	\$ -
Cash on Hand	\$ 6,733
<b>EXPENSE</b>	<b>\$ 136,133</b>
Artistic Expenses	\$ 90,213
Professional Fees	\$ 63,118
Vocal Soloists	38,850
Instrumentalists	23,268
Accounting Help	1,000
Instruments	\$ 800
Cartage	800
Equipment & Props & Costumes	\$ 5,900
Purchase	5,900
Venue Rental	\$ 1,500
Rehearsal	500
Performance	1,000
Music	\$ 1,000
Purchase	200
Rental	800
Video/Photography/Show Needs	\$ 4,500
Video/Photography	3,000
Vendors	1,500
Travel & Lodging	\$ 8,900

TDC funds included here.

**FY25**

VAD...  
...STANDARD OPERA

<b>REVENUE</b>	\$	<b>136,133</b>
<b>EXPENSE</b>	\$	<b>136,133</b>
<b>SURPLUS/ (DEF)</b>	\$	<b>0</b>

	<b>FY25</b>	
	<b>Budget</b>	
Lodging		1,800
Local Travel		2,000
Flights		3,400
Travel Stipend		1,700
<b>Artistic Contingency</b>	\$	<b>4,495</b>
<b>Marketing</b>	\$	<b>9,700</b>
Advertising		2,500
Programs		2,000
Graphic Design		2,000
Radio		2,500
Web Maintenance/Design		200
Other/Program Printing		500
<b>Development</b>	\$	<b>3,200</b>
Catering		3,000
Fundraising Supplies/Printing		200
<b>G&amp;A Variable</b>	\$	<b>2,200</b>
Dues & Subscriptions		850
Accounting & Tax Prep		200
Licenses, Fees, Permits		150
Temporary Work		1,000
<b>G&amp;A Fixed</b>	\$	<b>26,560</b>
<b>Salaries</b>	\$	<b>20,000</b>
Artistic		20,000
Supplies		1,500
Storage		300
<b>Communication</b>	\$	<b>500</b>
Postage and Shipping		500
<b>Miscellaneous</b>	\$	<b>2,000</b>
<b>Banking/PayPal Fees</b>	\$	<b>175</b>
<b>Contingency</b>	\$	<b>2,085</b>
<b>Surplus/ (Deficit)</b>		

# AMELIA ISLAND

COME MAKE MEMORIES<sup>®</sup>

## Event/Project/Program Sponsorship Funding Application

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

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail ([billing@ameliaisland.com](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, Suite 200, Amelia Island, FL 32034.

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

---

**Name of Event/Project/Program:** Major Events Sponsorship, Headliner Concert: Sharon Isbin & Pacifica Quartet and 24<sup>th</sup> Chamber Music Season

**Event/Project/Program Date(s):** January 19, 2025

**Event/Project/Program Location(s):** Headliner Concert at Amelia Plantation Chapel

**Funding Amount Requesting:** \$25,000 for 2025 with option to renew for 2026 for same amount.

**Event/Project/Program Host/Organizer/Applicant:** Amelia Island Chamber Music Festival, Inc.

**Event/Project/Program Host/Organizer/Applicant Address:** 1405 Park Ave Suite 101 Fernandina Beach, FL 32034

**Contact Person:** Marsha Joyner, Board Member

**Address:** 1405 Park Ave Suite 101 Fernandina Beach, FL 32034

**Phone:** (904) 261-1779

**Email:** office@aicmf.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.

- State of Florida: Division of Cultural Affairs and the Florida Arts Council
- Amelia Island Chamber Music Festival, Inc. Executive Board, Board Members at Large, Festival Art Director, and Festival Executive Director
- Local City and County Police Departments

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.

**Event description:** TDC Sponsorship will be primarily used to support the headliner concert Sharon Isbin & Pacifica Quartet. Sharon Isbin has been acclaimed for expanding the guitar repertoire with some of the finest new works of our time and has premiered over 80 works written for her by world-renowned composers, including more concerti than any other guitarist, as well as numerous solo and chamber works. The multiple Grammy Award-winning Pacifica Quartet has achieved international recognition as one of the finest chamber ensembles performing today. The Quartet is known for its virtuosity, exuberant performance style, and often-daring repertory choices.

Remaining \$6,500 sponsorship dollars will be used for varies concerts throughout the 24<sup>th</sup> Season.

**How it promotes Amelia Island tourism:** We plan to use this sponsorship to support our headliner concert next year with Sharon Isbin & Pacifica Quartet and the rest of our 24<sup>th</sup> Season. Through the support of AICVB we can provide high end, notable, and meaningful performing artists in the community, and through this we bring many tourists to our beautiful island.

**Goals & Objectives:**

1. Present the world's greatest musical artists in chamber music concerts of classical and alternative genres for diverse audiences.
2. Offer music education to concert attendees, students, and aspiring young musicians.
3. Promote local businesses and tourism by attracting music lovers from Nassau County, northeast Florida and beyond

**Economic impact:** Last year, the AICMF hosted 11 concerts and one master class, with a total audience count of over 3,000 persons. In the past, we have had visitors not only from northern Florida, but also from a variety of other states and Canada.

**Program date:** January 19, 2025

**Anticipated attendance:** Headliner Concert - 300

**Audience demographic:** Approximately 20% of the ticket purchases will come from outside of Nassau County as compared to 5% for the typical festival concerts, which is what occurred at the National Philharmonic Orchestra of Ukraine concert and the Wynton Marsalis holiday concert.

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.

The headliner concert will take place at Amelia Plantation Chapel, 36 Bowman Rd. Fernandina Beach, FL 32034. The parking lot allows for easy access to the chapel and parking is set aside for handicapped attendees. There is designated seating for those using walkers or wheelchairs. Nassau County Sheriff's Office will provide security for the performers. Amelia Plantation Chapel has several restrooms and multiple trash cans. All trash containers are managed by the Facilities Manager of the venue and containers. Emergency exits in the chapel provide a safe evacuation process. Security will contact local EMT service for any medical emergencies.

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.

As in past years, the AICMF media plan for the entire 24<sup>th</sup> Season is shown below.

- 9 months in advance:
  - Finalize logistics and other details of contract with performers
  - Finalize venue details
- 6 months in advance:
  - Create draft of our Season Ticket Brochure
  - Begin planning logistics for the concert
- 3 months in advance:
  - Begin advertising, including display ads, TV and radio ads
  - Update social media, including our website and Facebook page
- 1 –3 months in advance
  - Print Season Ticket Brochure and mail to our supporters
  - Create newspaper, magazine, TV, radio, and other social media ads
  - Begin to sell tickets
  - Finalize all other details

Advertising materials include social media posts, newspaper and magazine ads, TV and radio spots. These will be not only for the headliner concert but for the entire 24<sup>th</sup> Season. Creative materials include display ads, our [website](#), our [Facebook page](#), our annual Ticket Brochure. Promotional activities include social media posts, newspaper and magazine ads, and TV and radio spots.

**Budget**

An event or project budget must 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.

Headliner Concert Sharon Isbin & Pacifica Quartet budget:

Expenses	Amount	Comments
Artists Salaries & Fees	\$ 20,000	
Production Expenses	\$ 2,000	
Artist Travel Expenses	\$ 5,000	
Marketing	\$ 2,000	
Security	\$ 1,000	
Venue Rental	\$ 1,000	
<b>Total Expenses</b>	<b>\$ 31,000</b>	
Income	Amount	Comments
Additional sponsorship revenues		
Ticket sales revenue	\$ 12,500	
Personal donations		
<b>Total Income</b>	<b>\$ 12,500</b>	

Event/Project/Program Host/Organizer/Applicant Signature: Marsha Joyner

Date: July 30, 2024

Internal Use Only: Date
Received: 07/29/24
Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
Amount: <u>\$25,000</u> (multi-year)