

AITDC RESOLUTION NO. 2025- 100

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE SPONSORSHIP FOR THE FERNANDINA DOJO, LLC, FOR ITS MARTIAL ARTS PROGRAM 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 sponsorships of FERNANDINA DOJO, LLC, for its Martial Arts Program as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, 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 DOJO, LLC, for its Martial Arts Program as depicted

in Exhibit "A" (hereinafter "Sponsorship(s)"), provide tourism-related activities 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) as a means to promote tourism of Amelia Island and Nassau County, Florida, with said amounts to be paid from the AITDC budget as follows:

1. Sponsorship: FERNANDINA DOJO LLC., for its MARTIAL ARTS PROGRAM
Dates: Programming and projects during June/July 2025, October 2025, and March 2026.

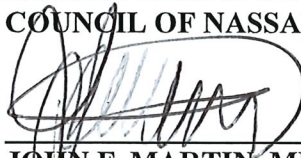
Amount: \$15,000.00

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

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DULY ADOPTED this 28th day of May, 2025.

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



JOHN F. MARTIN, MBA

Its Chairman

Date: May 28, 2025

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY



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: Martial Arts Programming

Event/Project/Program Date(s): Summer 2025, Fall 2025, Spring 2026,

Event/Project/Program Location(s): Fernandina Dojo, Peck Center Gymnasium, Fernandina Beach High School

Funding Amount Requesting: \$15,000

Event/Project/Program Host/Organizer/Applicant: Fernandina Dojo

Event/Project/Program Host/Organizer/Applicant Address: 1211 Amelia Plaza Fernandina Beach, FL 32034

Contact Person: Sean Watkins

Address: 94977 Palm Pointe Dr S Fernandina Beach, FL 32034

Phone: 904-441-9616

Email: FernandinaDojo@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.

Fernandina Dojo – Sean Watkins
Tournament In A Box – David Richmond
City of Fernandina Beach

Residence Inn – Amelia Island
Nassau County Board of Education
Hampton Inn – Sadler Road

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.

Funding for three programs throughout 2025 and into 2026:

Seaside Karate Classic (Spring 2026)

Fernandina Friendship Cup (Fall 2025)

Amelia Island Karate Camp (Summer 2025)

The **Seaside Karate Classic** (SKC) is a large karate tournament that is open to participants from across the US. This event has attracted hundreds of athletes over the years. The event will be in the spring of 2026 (likely the end of March). A karate tournament of this size directly drives commerce to Amelia Island by way of hotel nights, food and beverage dollars, and shopping at local stores.

In 2025, we hosted 230 athletes from 10 different states. That number is up nearly 60% from the previous year, which demonstrates the growth of the SKC. In addition to the tournament on Saturday, the SKC hosts a special guest on Friday evenings to lead seminars in one of the modalities that athletes can compete in. This drives participants to stay both Friday and Saturday nights.

Moving forward, I would anticipate our numbers to increase to 300+ athletes year over year. In addition to athletes, families, coaches, referees, and VIPs of USA Karate will be in attendance. Thus, the SKC brings a total attendance to well over 900 people. See chart below for low estimates on lodging and food & beverage:

SEASIDE	KARATE	CLASSIC		
Food & Beverage	Cost	Athletes	Spectators	Length of Stay
Breakfast	10	250	550	2 Days
Lunch	15	250	550	2 Days
Dinner	20	250	550	2 Days
<i>Total</i>	<i>\$72,000</i>			
Lodging				
Room Nights	450			
Cost per night	\$180 (average)			
<i>Total</i>	<i>\$81,000</i>			

The second event is called the **Fernandina Friendship Cup** (FFC). The FFC is a smaller invitational tournament between members of our own Nassau County martial artist community and two or three other schools. This event is to encourage and promote the sport of karate here on Amelia Island. This smaller style tournament helps those athletes that might not feel comfortable for a larger scale event build confidence.

The FFC is held in conjunction with some major seminars led by the President of USA Martial Arts Federation. These seminars help spread the event over multiple days, which in turn encourages a longer stay and more dollars being pushed back into the local economy. This event is held around six months after the SKC, so we would be looking at the fall of 2025. Participation in the FFC hovers between 80-100 athletes plus families, coaches, and referees. We had our first FFC invitational event last year at the Peck Center gymnasium with 80 athletes! See chart below for low estimates on lodging and food & beverage:

FERNANDINA	FRIENDSHIP	CUP		
Food & Beverage	Cost	Athletes	Spectators	Length of Stay
Breakfast	10	90	200	2 Days
Lunch	15	90	200	2 Days
Dinner	20	90	200	2 Days
<i>Total</i>	<i>\$26,100</i>			
Lodging				
Room Nights	100			
Cost per night	\$180 (average)			
<i>Total</i>	<i>\$18,000</i>			

The third event is a completely new project called the **Amelia Island Karate Camp (AIKC)**. We had such great response this year from the SKC that several schools plan to get together sometime this summer (2025) to hold a joint training camp. This camp hopes to host approximately 100 athletes from across the Southeast region of the United States. Training will take place all day on Saturday starting at 9 AM and ending at 9 PM. By having such an intense schedule on Saturday, we can ensure that participants will stay both Friday and Saturday nights. We do not charge for spectators at this event. See chart below for low estimates on lodging and food & beverage:

AMELIA	ISLAND	KARATE	CAMP	
Food & Beverage	Cost	Athletes	Spectators	Length of Stay
Breakfast	10	90	200	2 Days
Lunch	15	90	200	2 Days
Dinner	20	90	200	2 Days
<i>Total</i>	<i>\$26,100</i>			
Lodging				
Room Nights	100			
Cost per night	\$180 (average)			
<i>Total</i>	<i>\$18,000</i>			

These numbers do not represent a single dollar spent on anything from any store other than hotels and restaurants. The total dollars spent is \$241,200. If you add in discretionary spending at \$35 per day per person, that adds \$96,600. In total, the three events could easily bring in \$337,800 in tourism.

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.

For the SKC, we have traditionally used the gymnasium at Fernandina Beach High School. There is ample parking, and the Residence Inn has provided use of their shuttle to transport people without vehicles to and from the host hotel and the venue. This will hold true when using the Peck Gymnasium or Fernandina Dojo as venues for either the FFC or AIKC. All events will have medics on site to address any injuries incurred throughout any of the events. As always, the field of play will be separated from spectators to ensure the safety of the athletes, coaches, and referees. Mats will be used to train/compete on, and specialized protection is mandatory for all athletes. Restrooms are handicap accessible and plentiful for all events, and janitors are hired to ensure sanitary environments.

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.

Funding will help us in creating a website for the SKC. Publication of printed materials (i.e. flyers/posters, tournament packets, invitations) will be mailed out or given directly to heads of clubs. Advertising for these types of events is predominantly done on social media and by using my direct contacts. I can also leverage my connections with local news outlets to ensure promotion and coverage. Marketing is the cheapest/easiest part of these types of events.

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: 4/11/2025

Internal Use Only:

Date Received: 04/14/2025

Approved: ____ Yes / ____ No

Amount: _____

Event/Project/Program Sponsorship Funding Requirements:

1. Only one request per event/project/program.
2. Requests cannot be for more than fifty percent (50%) of total event/project/program budget.
3. Approval of sponsorships shall be considered as one-time approvals and applicant should not assume that funding is pre-approved for subsequent years or amounts.
4. *A Post Event Summary Report* must be submitted to the TDC forty-five (45) days after completion of the event/project/program.
5. All sponsorship funds must go toward the event/project/program itself and must not be used to pay commissions, bonuses, or other incentives for fund-raising efforts by staff, volunteers, or other parties.
6. If, for any reason you are unable to purchase an item or service as approved in your application, you must notify the TDC and request to substitute another item or service.
7. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the application requirements shall be disqualified from submitting any future requests.
8. Sponsorship funds may not be used for political campaigns, political parties, or for lobbying.
9. All events/projects/programs funded shall be conducted in a nondiscriminatory manner and in accordance with local, state, and federal laws, rules and regulations related to nondiscrimination and equal opportunity. Applicant and its event/project/program shall not discriminate on the grounds of race color, religion, sex, age, national origin, ancestry, marital status, disability, sexual orientation, gender identity or expression, or any other protected category designated by local, state, or federal law. All events/projects/programs funded shall be accessible to persons with disabilities in accordance with the Americans with Disabilities Act and related regulations.
10. If awarded funding, applicant agrees that it will include the Amelia Island logo in advertising, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion, and publicity if requested to do so. Both parties have the right to approve all materials and releases produced by the other for promotional purposes.
11. Any funds granted shall be subject to an audit by the Nassau County Clerk of Court and Comptroller or their authorized representative.

Seaside Karate Classic Budget	
Mats & Storage	\$ 7,500.00
Referee Travel	\$ 3,000.00
Referee Hotel	\$ 4,000.00
Referee Stipend	\$ 4,000.00
Medals	\$ 3,500.00
Tournament Software (TIAB)	\$ 3,000.00
Venue Rental	\$ 2,000.00
T-Shirts	\$ 2,000.00
Cash Prizes	\$ 1,200.00
Uniform Prizes	\$ 1,000.00
Signage	\$ 1,000.00
F&B for VIP/Referees/Volunteers	\$ 1,000.00
Truck Rental	\$ 250.00
Medics	\$ 1,000.00
Miscellaneous	\$ 1,000.00
Total	\$ 35,450.00
Fernandina Friendship Cup Budget	
Referee Travel	\$ 2,000.00
Referee Hotel	\$ 2,500.00
Referee Stipend	\$ 2,000.00
Medals	\$ 2,000.00
Tournament Software (Spark)	\$ 1,000.00
Venue Rental	\$ 1,000.00
F&B for VIP/Referees/Volunteers	\$ 1,000.00
Truck Rental	\$ 250.00
Medics	\$ 1,000.00
Miscellaneous	\$ 1,000.00
Total	\$ 13,750.00
Amelia Island Karate Camp	
Coach Travel	\$ 2,000.00
Coach Hotel	\$ 2,500.00
Coach Stipend	\$ 2,000.00
T-Shirts	\$ 1,500.00
Registration Software (Spark)	\$ 1,000.00
Venue Rental	\$ 1,000.00
Truck Rental	\$ 250.00
Medics	\$ 1,000.00
Miscellaneous	\$ 1,000.00
Total	\$ 12,250.00
Total Budget	\$ 61,450.00

Seaside Karate Classic Sponsors	
Promoting Sponsor (TDC)	\$ 10,000.00
Ring Sponsors (4 @ 1,000)	\$ 4,000.00
General Sponsor (Unlimited)	500+
Estimated total Sponsors	\$ 16,000.00
Fernandina Friendship Cup Sponsor	
TDC	\$ 2,500.00
Amelia Island Karate Camp Sponsor	
TDC	\$ 2,500.00
Total Sponsorship	\$ 21,000.00

Seaside Karate Classic Revenue	
Athlete Registration (\$85/athlete @ 250)	\$ 21,250.00
Specator Fees (\$10/spectator @ 550)	\$ 5,500.00
Total	\$ 26,750.00
Fernandina Friendship Cup Revenue	
Athlete Registration (\$60/athlete @ 90)	\$ 5,400.00
Specator Fees (\$10/spectator @200)	\$ 2,000.00
Total	\$ 7,400.00
Amelia Island Karate Camp Revenue	
Athlete Registration (\$100/athlete @90)	\$ 9,000.00
Total Revenue	\$ 43,150.00

Total Budget	\$ (61,450.00)
Total Sponsorships	\$ 21,000.00
Total Revenues	\$ 43,150.00
Profit/Loss	\$ 2,700.00