

RESOLUTION NO. 2025-119

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO SPONSOR CLEARWATER MARINE AQUARIUM, INC., FOR THE RIGHT WHALE FESTIVAL; 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 28, 2025, by Resolution, the AITDC recommended to the BOCC the sponsorship of CLEARWATER MARINE AQUARIUM, INC., for the Right Whale Festival (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

Revised 1.11.2024

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: CLEARWATER MARINE AQUARIUM, INC. for the Right Whale Festival.

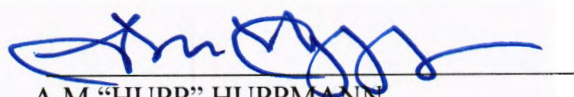
Date: November 1, 2025, through November 2, 2025

Amount: \$10,000.00

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

DULY ADOPTED this 14th this day of July, 2025.

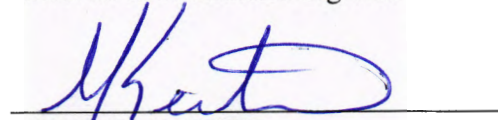
**BOARD OF COUNTY COMMISSIONERS
OF NASSAU COUNTY, FLORIDA**



A.M. "HUPP" HUPPMANN

Its: Chairman

Attest as to Chairman's Signature



MITCH L. KEITER

Its: Ex-Officio Clerk

Approved as to form by the
Nassau County Attorney:

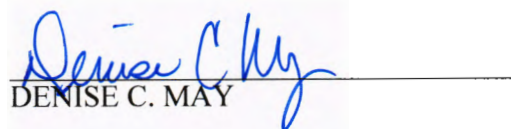

DENISE C. MAY

EXHIBIT "A"

AITDC RESOLUTION NO. 2025-099

Exhibit "A" for the BOCC Resolution

AITDC RESOLUTION NO. 2025-099

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 CLEARWATER MARINE AQUARIUM, INC., FOR THE RIGHT WHALE FESTIVAL 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 CLEARWATER MARINE AQUARIUM, INC., for the Right Whale Festival as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, is a tourism-related activity 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.

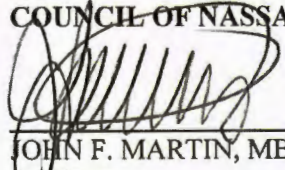
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. The AITDC hereby finds that the use of tourist development tax revenues for the sponsorship of CLEARWATER MARINE AQUARIUM, INC., for the Right Whale Festival 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. Sponsorship: CLEARWATER MARINE AQUARIUM, INC. for the Right Whale Festival.
Date: November 1, 2025, through November 2, 2025.
Amount: \$10,000.00

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

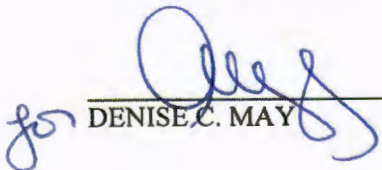
DULY ADOPTED this 28th day of May, 2025.

**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:



for DENISE C. MAY

Exhibit A

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: 2025 Right Whale Festival

Event/Project/Program Date(s): November 1-November 2, 2025

Event/Project/Program Location(s): Main Beach Park, Fernandina Beach, FL

Funding Amount Requesting: \$18,000.00

Event/Project/Program Host/Organizer/Applicant: Clearwater Marine Aquarium Research Institute

Event/Project/Program Host/Organizer/Applicant Address: 249 Windward Passage, Clearwater, FL 33767

Contact Person: Cheryl Munday

Address: 249 Windward Passage, Clearwater, FL 33767

Phone: 727-735-2601

Email: rightwhalefestival@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.

Clearwater Marine Aquarium & Clearwater Marine Aquarium Research Institute

NOAA Fisheries (National Oceanic & Atmospheric Administration), Cheryl Munday (Festival Coordinator)

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 below.

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 below.

See below.

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 below.

See below.

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: Cheryl Munday

Date: 02/13/2025

Internal Use Only:

Date Received: 2/14/2025

Approved: X Yes / No

Amount: \$10,000

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.

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.

Each year, Clearwater Marine Aquarium Research Institute (CMARI), along with festival partners, hosts the Right Whale Festival to celebrate the seasonal return of the endangered North Atlantic right whale and build public awareness for the species. The 2025 Right Whale Festival will once again be held on Saturday, November 1st 10am-6pm & Sunday, November 2nd 10am-3pm at the Main Beach Park on Amelia Island, with festival set-up on Friday, October 31st, and the break-down of festival tents Monday, November 3rd. Additional festival educational events will be held at the nearby Courtyard Amelia Island on Friday, October 31st and Monday, November 3rd.

The Right Whale Festival combines educational programs and entertainment to raise awareness and inspire public engagement in the conservation of right whales and their habitat. The festival aims to:

1. Enhance public understanding of right whales and the significance of the Southeast U.S. calving area, particularly the waters off Amelia Island, while celebrating their seasonal return to the area.
2. Provide attendees with actionable information on how to contribute to right whale conservation efforts.
3. Emphasize the critical role of collective actions/efforts in protecting and recovering this endangered species.

With fewer than 370 North Atlantic right whales remaining, this species is one of the most endangered marine mammals in the world. Their survival is threatened primarily by vessel strikes and entanglement in fishing gear, along with the impacts of climate change and ocean noise. The waters off Amelia Island are at the heart of the species' only known calving area. Each winter, pregnant right whales migrate over 1,000 miles from their feeding grounds off Canada and New England to the warm coastal waters of North Carolina, South Carolina, Georgia, and northeast Florida to give birth. From November 15 to April 15, pregnant females and nursing mothers frequent these waters, where they are particularly vulnerable to vessel strikes due to the increased time they spend at the surface. As a result, a disproportionate number of vessel strike victims are female, further threatening the species' recovery. Additionally, simple disturbances, like approaches from vessels, kayaks, and paddle-boarders, could affect behaviors critical to the health and survival of the species. With fewer than 70 reproductively active females remaining, protecting right whales in their calving grounds is critical to ensuring their survival. Raising awareness about their movements and migratory patterns is essential to safeguarding this species for future generations.

Amelia Island plays a vital role as a key habitat for North Atlantic right whales during their time in the Southeast; it is one of the few locations in the United States where you can regularly see whales from shore, making it an ideal tourist destination for whale lovers and wildlife enthusiasts. Each year, mother-calf pairs migrate past the island, often lingering near shore, offering a rare and remarkable sight. This season, 9 mother-calf pairs have already been spotted and most have passed by Amelia Island, as well as two adult females making a rare journey to the Gulf of Mexico—raising intriguing questions about whether they may be pregnant.

Amelia Island government and residence should take pride in the presence of North Atlantic right whales in its coastal waters for several important reasons:

1. **Biodiversity Hotspot:** Hosting right whales highlights the island as a region of ecological importance, showcasing the area's rich biodiversity and healthy marine ecosystems. The presence of these endangered whales indicates that the coastal waters provide the necessary conditions for supporting such a rare and vulnerable species.
2. **Conservation Leadership:** By protecting the right whales, Amelia Island becomes part of a global effort to save one of the most critically endangered whale species on the planet. This allows the island to be recognized as a leader in marine conservation, especially when successful protection measures

contribute to whale population recovery.

3. **Tourism Opportunities:** The right whales bring unique ecotourism potential. Whale-watching from shore and wildlife conservation tourism could draw visitors who are interested in sustainable travel, boosting the local economy while promoting environmental stewardship.
4. **Environmental Awareness:** The presence of right whales can help raise awareness about broader environmental and conservation issues. It gives the government a platform to promote responsible coastal management, pollution reduction, and the importance of marine ecosystems.
5. **Cultural and Community Pride:** Having a key role in the survival of a species as majestic and significant as the North Atlantic right whale fosters a sense of pride in the community. It connects residents with the natural world and highlights the role of local governance in global environmental issues.

The Right Whale Festival strives to offer various activities to attract both visitors and residents; all associated events and activities are free of charge. The 100+ exhibitors must adhere to the theme focused on the ocean, nature, science, water recreation, education, conservation, or environment. We also welcome exhibitors selling unique gifts, fine art, photography, and crafts related to this theme. Other educational features include life-size inflatable whales, vessels used in enforcement and response, whale bones & baleen, and a kids' passport program. Additional activities include a skateboarding competition, a beach clean-up, guided kayak tours, beach yoga, a dog parade and a tribute bike ride. New in 2025, festival partners will be hosting a surf competition. Live music, food trucks, face painting, and bounce houses add to the celebration.

Since 2023, the Right Whale Festival in partnership with Amelia Island Whale Ambassadors has hosted and promoted Whale Week on Amelia Island the week prior to the festival. Local businesses are encouraged to participate by offering promotions to raise awareness about right whales. Residents and visitors can look for whale-themed displays and decals in shop windows to enjoy special menu items and purchase unique whale-related merchandise. Additionally, the festival hosts several educational events outside of festival grounds such as a lecture luncheon held on Friday, October 31st, a nature cruise the evening of Sunday, November 2nd, and a right whale sighting training on Monday, November 3rd. The lecture luncheon is a great opportunity for those interested in learning more about right whales from experts dedicated to their protection. Both the lecture luncheon and right whale sighting training are held at the Courtyard Amelia Island for up to 200 attendees.

The Right Whale Festival draws as many as 25,000 attendees and over 100 exhibitors. This influx of attendees provides a significant boost to the local economy, benefiting hotels, restaurants, shops, and other businesses. In 2024, we verified that festival attendees and exhibitors utilized at least 68 rooms at local hotels including Surf and Sand, Ocean Coast, Amelia Hotel, Seaside Amelia Inn, Courtyard Amelia Island, and Ritz Carlton Amelia Island. A 2024 festival survey of 246 individuals found that 17% of those surveyed stayed in local hotels. While most attendees are from throughout Florida and Georgia, we surveyed families that came from Colorado, Delaware, Massachusetts, Missouri, New Jersey, New York, South Carolina, Texas, and Washington.

In addition, the festival purposefully supports the local economy by purchasing goods from local businesses and utilizing local services, such as printing (posters, kids' programs, signage), bounce houses, food & beverage, entertainment, security, and venue; this totals over \$50,000.

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.

Site Plan: The Right Whale Festival is held at Main Beach Park, an ideal venue for educating the public about this important ocean habitat. Over 100 exhibitors are each provided a 12'x12' space and larger spaces are available upon request. Exhibits are strategically organized based on electrical needs, parking lot accessibility, and special requests. We intentionally mix educational and retail vendors to increase their exposure to attendees.

While the stage, exhibits, and vessels are on Main Beach Park, we need to also utilize the parking lot (between Tarpon St. and Fletcher Ave.) adjacent to the festival grounds for food trucks due to the abundance of electrical outlets in this area. We have attempted to move the food trucks onto Main Beach Park but there are simply not enough electrical outlets available for our needs.

Parking: Survey data shows attendees spend an average of 3-4 hours at the festival. We estimate that there are 750 parking spots within 0.4 miles from the festival grounds. In 2024, entered an agreement with Nassau County Schools to use the school board parking lot (100 spaces) at 1201 Atlantic Ave. We also funded a school bus and driver to provide shuttle service between this lot and the festival every 30 minutes, at no cost to festival attendees. On average, 36 people a day utilized this service. We will provide this service again in 2025.

Sanitation: Waste Management sponsors the festival by providing 23 recycling carts, a cardboard recycling dumpster, and 30 garbage carts. Garbage carts are emptied on Saturday evening. All carts and the dumpsters are picked up by Waste Management the Monday following the festival. Festival partner, Keep Nassau Beautiful, has volunteers monitor the recycling and garbage carts throughout the festival to ensure trash is properly disposed of and to educate attendees on what can/cannot be recycled. At the end of the festival, Keep Nassau Beautiful holds a site clean-up on the festival grounds following the festival to ensure no trash or debris has been left behind.

Public restrooms are available at Main Beach Park; while these are services by the City of Fernandina Beach, the festival also monitors and stocks these restrooms as needed throughout the festival weekend. In addition, we provide 7 portable toilets (1 handicap) and a handwashing station.

Health and Security Plan: The Right Whale Festival utilizes Fernandina Beach police officers for festival security. During festival hours, 3 police officers are present at the festival, with at least one stationed at the entrance of the beer area at all times. We also provide overnight security with one officer present on Friday and Saturday night. While exhibitors may leave items overnight, the festival and police are not responsible for those items. This festival has a reputation amongst the local police for being a peaceful and easy-going event.

In the event of an incident, an on-site blood mobile is available to provide basic first aid. For more serious medical emergencies, a designated emergency meeting point has been established in coordination with local police and fire departments. The festival coordinator is also an emergency first responder. Dehydration has been the most common medical concern observed at the festival. In response, we have partnered with Keep Nassau Beautiful and the City of Fernandina Beach to provide a Water Monster hydration station, ensuring attendees have access to free water to stay hydrated.

Special Needs: The Right Whale Festival is a multisensory event, providing visual, auditory (e.g., presentations and whales sounds), tactile (e.g., bones and baleen), and kinesthetic (e.g., right whale obstacle course) experiences for those with special needs. Wheelchair ramps and handicap accessible toilets are provided.

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.

The Right Whale Festival actively updates the website – www.rightwhalefestival.com – as well as social media platforms: Facebook (4.5K followers), Instagram, and Twitter accounts. The platforms are used to share information about the festival, right whale conservation and Amelia Island. Festival hosts, Clearwater Marine Aquarium (637K Facebook followers) and NOAA Fisheries (98K Facebook followers) share information about the festival to their large number of social media followers. Additionally, the festivals 100+ exhibitors are very enthusiastic about sharing information about the festival on their social media channels.

We work with the Amelia Island CVB on a media plan that includes paid digital media and radio advertisements, as well as inclusion on the ameliaisland.com website, event calendars, social media platforms, monthly emails (October), and welcome center screen. In addition, the festival produces 5,000 "Save the Date" cards, 3,000 11x17 posters, and 16,000 newspaper inserts (Fernandina Beach News-Leader, Nassau County Record, and Tribune & Georgian). The Amelia Island CVB assists with the distribution of 1,000 posters; the remaining 2,000 posters are sent to school (K-12 and colleges) and marine businesses throughout Florida and Georgia. Posters are also sent to zoos and aquariums along the right whale migratory route (Florida through New England).

Sponsorship Funds:

The Right Whale Festival is respectfully requesting \$18,000 for the follow purposes; please see attached budget:

\$2300.00	Coordinator Salary
\$3000.00	Coordinator Travel

Festival coordinator (salary & travel) is contracted for 9 months to lead the planning of this event. The festival coordinator travels to Amelia Island at least 3 times a year for festival related activities; travel funds are used for local lodging and meals.

\$2000.00	Rental: Tents, Tables, & Chairs
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Implementation costs are the largest part of the Right Whale Festival's budget; therefore, funds for tents, tables, and chairs. Each year, tents, tables, chairs, and weights are used at the Right Whale Festival. Since the festival venue is on the beach, it often rains at some point during the festival weekend. Tents are used at the festival for exhibitors, lecture area, volunteer check-in, dining, and for other educational exhibits. The tents protect live ambassador animals, bones & baleen, and other educational exhibits from the elements. Weights are used to secure tents, as well as life-size inflatable whales.

\$1740.00	Police Security
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The City of Fernandina mandates security for the event, including the designated beer area. Additionally, as this is a multi-day event, exhibitors face challenges in dismantling their setups each day. To accommodate this, exhibitors are permitted to remain set up overnight; however, overnight security is required to ensure the safety of their exhibits. Furthermore, law enforcement for security services has been steadily increasing each year.

\$3000.00	Sound system/portable stage
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Located in the heart of the festival grounds, our staging area is a key element of the event, enabling the showcasing of live music, key announcements regarding festival activities, and highlighting conservation efforts on behalf of the species.

\$2500.00	Screen and Additional Audio
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We have always aimed to showcase video footage of right whales, as many people may never have the opportunity to see them in the wild, and regulations prohibit close encounters. Through experience, we have found that inflatable screens are difficult to manage in windy conditions. As a solution, we would like to utilize TV screens to display this footage more effectively.

Additionally, with the Florida-Georgia game now coinciding with the Right Whale Festival weekend, we have observed that many sports fans leave the event to watch the game, often taking their families with them. In

2024, a noticeable decline in attendance occurred once the game began. To address this, we would like to explore the possibility of broadcasting the game at the festival, allowing attendees to enjoy both experiences without leaving the event.

\$1000.00 Postage and Supplies to Distribute Posters & Marketing Materials

To distribute posters and other marketing materials in areas outside Amelia Island, funds for envelopes, labels, and postage are requested.

\$2460.00 Overhead

2024 Right Whale Festival Budget		
Item	Request to Amelia Island TDC	Total
Personnel & Travel		
CMA Salary & Benefits		\$ 2,500.00
RWF Coordinator (Contracted)	\$ 2,300.00	\$ 20,700.00
Travel, Accommodation, and Meals	\$ 3,000.00	\$ 4,000.00
Rentals/Utilities		
City of Fernandina Beach Venue		\$ 2,300.00
Tent/Table Rental	\$ 2,000.00	\$ 6,000.00
Portable Toilets		\$ 1,500.00
Shuttle		\$ 650.00
Police Security	\$ 1,740.00	\$ 4,000.00
Event Insurance		\$ 2,000.00
Entertainment		
Sound System/ Portable Stage	\$ 3,000.00	\$ 6,500.00
Entertainment		\$ 4,000.00
Screens and Additional Audio	\$ 2,500.00	\$ 4,000.00
Bounce House & Slide		\$ 900.00
Educational Events		
Nature Cruise		\$ 500.00
Educational Luncheon		\$ 800.00
Marketing/Advertising/Printing and Copying		
Logo Trademark		\$ 3,000.00
Posters		\$ 1,000.00
Postage & shipping materials	\$ 1,000.00	\$ 1,000.00
Other festival printing		\$ 1,200.00
Newspaper insert and advertisements		\$ 3,500.00
Facebook Ad		\$ 300.00
Coasters		\$ 1,200.00
Volunteer Shirts		\$ 1,000.00
T-shirts & Merch		\$ 5,500.00
Education & Events		
Kids Program Printing		\$ 1,000.00
Kids Projects Supplies		\$ 1,000.00
Year-round outreach		\$ 1,000.00
Chalk Artist		\$ 500.00
Inflatable Whales (transport, management)		\$ 5,000.00
Expert Travel Stipend		\$ 4,000.00
Food and Beverage		
Bartenders		\$ 1,500.00
Beer		\$ 1,500.00
Supplies and Expenses		
Miscellaneous Supplies		\$ 2,000.00
Overhead (
Administration	\$ 2,460.00	\$ 13,598.64
Total	\$ 18,000.00	\$ 109,148.64

2025 Right Whale Festival Projected Revenue		
Annual Sponsors (Outside Amelia Island)		
Clearwater Marine Aquarium	\$	5,000.00
NOAA Fisheries	\$	15,000.00
Defenders of Wildlife	\$	5,000.00
Florida Atlantic University-Harbor Branch	\$	2,500.00
Florida Fish & Wildlife Foundation	\$	1,000.00
International Fund for Animal Welfare (IFAW)	\$	10,000.00
Jacksonville Zoo	\$	2,500.00
Jaxport	\$	2,500.00
Oceana	\$	1,000.00
Sparks Foundation	\$	10,000.00
Private Donations	\$	500.00
Annual Sponsors (Local Amelia Island)		
Color It Green	\$	1,000.00
Additional Revenue		
Food Vendor and Exhibitor Fees	\$	8,000.00
Onsite Sales (t-shirts, hats, cups, beer)	\$	8,000.00
Total		\$72,000.00