

AITDC RESOLUTION NO. 2025-130

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS TO SPONSOR 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 THE AMELIA ISLAND CHAMBER MUSIC FESTIVAL, INC., 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 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) 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:

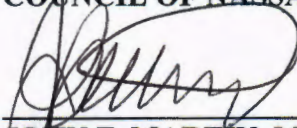
1. THE AMELIA ISLAND CHAMBER MUSIC FESTIVAL, INC., to host and promote the 2025/2026 Amelia Island Chamber Music Festival beginning on October 12, 2025, and ending on July 30, 2026.
Amount: \$50,000
Renewal Option for \$50,000.00 for the 2026/2027 Amelia Island Chamber Music Festival.

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

[Remainder of this page left intentionally blank.]

DULY ADOPTED this 23rd day of July, 2025.

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

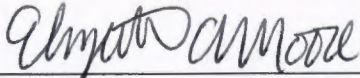


JOHN F. MARTIN, MBA

Its: Chairman

Date: July 23, 2025

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) or mailed/hand delivered to 1750 South 14th Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/Project/Program: Amelia Island Chamber Music Festival

Event/Project/Program Date(s): October 2025 - July 2026

Event/Project/Program Location(s): 405 Park Ave Ste 101, Fernandina Beach, FL 32034 -1904

Funding Amount Requesting: \$50,000 with Optional 2027 Renewal for \$50,000.

Event/Project/Program Host/Organizer/Applicant: Robyn Lamp

Event/Project/Program Host/Organizer/Applicant Address: 1405 Park Ave Ste 101, Fernandina Beach, FL 32034 -1904

Contact Person: Robyn Lamp

Address: 1405 Park Ave Ste 101, Fernandina Beach, FL 32034 -1904

Phone: 561-315-7702

Email: r.lamp@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.

See attached proposal description.

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.

We are requesting \$50,000 to cover performer fees for at least 10 chamber music concerts.

See attached proposal description for more information.

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 proposal description.

See attached proposal description.

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 proposal description.

See attached proposal description.

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: 5/9/25

Internal Use Only:

Date Received: **05/09/2025**

Approved: X Yes / No

Amount: \$50,000

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.



Amelia Island Tourist Development Council
Managing Director
1750 South 14th Street
Suite 200
Amelia Island, FL 32034

Dear Tourist Development Council,

On behalf of the Amelia Island Chamber Music Festival, Inc., I would like to extend our sincere thanks for the support the Tourist Development Council has provided in past years. That support has been instrumental in helping us bring world-class music to Amelia Island.

For our 25th Anniversary Season (2025–2026), we are requesting a grant of \$50,000 to help underwrite performer fees for at least ten chamber music concerts. This milestone season will feature a stellar lineup, including Orpheus Chamber Orchestra, David Finckel, Zuill Bailey, Khatia Buniatishvili, and Emmylou Harris, along with several free community performances. In total, we plan to present at least twelve concerts during the anniversary year.

Founded in 2001 by Christopher Rex—principal cellist of the Atlanta Symphony Orchestra—the Festival has grown into one of the most prestigious events of its kind in the country, attracting visitors from across Florida and beyond.

In addition to this cover letter and our application, we have attached a document named “AICMF TDC Proposal 2025_2026 Description” which answers all application questions and includes our budget.

We are grateful for your continued support and look forward to partnering with the TDC to make our 25th Anniversary Season a memorable and impactful celebration for the entire community.

Sincerely,

A handwritten signature in black ink that reads "Robyn Lamp". The signature is written in a cursive, flowing style.

Robyn Lamp
Executive Director
Amelia Island Chamber Music Festival, Inc.
r.lamp@aicmf.org
904-261-1779
1405 Park Ave.
Suite 101
Fernandina Beach, FL 32034

**Amelia Island Chamber Music Festival, Inc.
To the Tourist Development Council
For
Event/Project/Program Sponsorship Funding Application**

EVENT/PROGRAM INFORMATION

Our Request: We are requesting \$50,000 to cover performer fees for at least 10 chamber music concerts to take place during the 25th Anniversary Season of the Festival. One of the highlights of our next season will be a concert by Emmylou Harris on March 28, 2026.

Names and addresses of all persons, firms, and corporations with a financial interest in the event 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., Robyn Lamp, Executive Director
- Local City and County Police Departments
- Local Performance Venues (Amelia Plantation Chapel, Memorial United Methodist Church, Ritz-Carlton, Prince of Peace Lutheran Church, Amelia Island, Mocama Beer Company, First Baptist Church, etc.)
- Local vendors (Event Craft, Piano Tuners, Piano Transport Services, Invisible Audio, etc.)
- Local schools (Emma Love Hardee Elementary, Fernandina Beach Middle School, Fernandina Beach High School)

Detailed description of the event/project/program that includes: a narrative of the proposed goals, objectives, and economic impact; to include dates of the event/project/program including set up and tear down (if applicable); anticipated attendance; audience demographic; and projected overnight visitation or overnight visitor engagement.

Proposed goals and objectives:

It is the mission of the Amelia Island Chamber Music Festival to:

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.

Our Organization: The Amelia Island Chamber Music Festival was founded in 2001 by Christopher Rex, a vacationer on Amelia Island and principal cellist of the Atlanta Symphony Orchestra. Now entering its 25th season, the Festival has

developed into one of the most prestigious events of its kind in the nation. Grants from the Florida Division of Cultural Affairs, Community Foundation for Northeast Florida, National Endowment for the Arts, generous contributions from sponsors and donors, and a dedicated corps of hard-working volunteers help support the Festival.

Music education for concert audiences, students, and aspiring young musicians has been a core mission of the Amelia Island Chamber Music Festival since its founding. Every season, our Festival artists perform in local schools, offering young students the opportunity to experience world-class music-making on Amelia Island. We also ask certain artists to teach masterclasses to local high school and college-aged children, giving them a chance to further their technique under the guidance of a master teacher.

Other educational and civic engagement plans for our 25th Anniversary season include Meet the Musician (in-depth conversations led by the Festival Artistic Director, William Ransom, and Festival Artists), a multi-generational strings program which rehearses once a week, and our Christopher Rex String Seminar, an immersive week where two rising-star student quartets are taught and coached on Amelia Island.

The array of internationally acclaimed artists who have headlined the Festival over the years is impressive, including Yo-Yo Ma, Itzhak Perlman, Hilary Hahn, Pinchas Zukerman, Joshua Bell, Chick Corea, Bela Fleck, Chris Thile, Emanuel Ax, Valentina Lisitsa, and Wynton Marsalis. The Festival's list of star-studded headliners also includes GRAMMY-winning violinist Anne-Sophie Mutter, bluegrass singer Ricky Skaggs, and soprano Renée Fleming. The acclaimed Dover Quartet was named the organization's first quartet-in-residence. Just a few of the artists coming to the Island for the Festival's 25th Anniversary Season are:

- Khatia Buniatishvili, piano
- Orpheus Chamber Orchestra
- Imani Winds
- Anne Akiko Meyers
- David Finckel, cello, and Wu Han, piano
- Viano Quartet with Zuill Bailey, cello
- Miró Quartet
- Emmylou Harris

Economic impact, attendance, audience demographic, overnight visitation:

This year we plan to host 12 concerts, four master classes, and four in-school performances with a total expected audience of over 4,000 persons. From data collected via post-concert surveys, we know that in the first half of our 2024/2025 season, approximately 13.7% of our audiences are attending a Festival concert for the first time. 11.2% of our attendees stayed in hotels or VRBOs on the island during the concert, and we have had visitors not only from all parts of Florida, but

from a variety of other states such as Wisconsin, New Jersey, New York, Illinois, Maryland, Pennsylvania, Minnesota, Massachusetts, Maine, South Carolina.

The Festival also hosts many of its artists in hotel rooms. In the 2024/2025 season, we secured 57 hotel room nights for artists and staff. Next year, during our 25th Anniversary Season, we will use hotels rooms for at least 82 nights, as we are presenting several larger chamber groups. We are proud to announce Residence Inn as our official housing partner for the 25th Anniversary Season.

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, The Festival's economic contributions to our community include:

- \$401,115 - The total dollars spent by The Festival 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.
- \$270,362 - The total dollars paid to community residents as a result of the expenditures made by The Festival and/or our audiences.
- \$33,386 - The total dollars received by local and state governments (e.g., license fees, taxes) as a result of the expenditures made by The Festival and/or our audiences.

Dates of the event/project/program including set up and tear down (if applicable)

We plan to have at least 12 concerts during our 25th Anniversary Season. Dates and other information for each concert are shown below. We also add one day before and one day after the dates shown in the table for set up and tear down.

1. Season Preview Concert	10/12/25
2. Time for Three	12/17/25
3. Anne Akiko Meyers	01/18/26
4. Imani Winds	01/27/26
5. David Finckel & Wu Han	02/12/26
6. Florida All-Stars	02/22/26
7. Orpheus Chamber Orchestra	03/03/26
8. Viano Quartet with Zuill Bailey	03/13/26
9. Emmylou Harris	03/28/26
10. Free Family Concert	04/18/26
11. Khatia Buniatishvili	04/21/26
12. Marasco Young Artist Concert	05/09/26
13. Beethoven & Beer	06/10/26
14. Festival Finale	06/13/26

Logistics outline, including but not limited to location/site plan; parking/shuttle and traffic plan; security; sanitation; health and safety plans; special needs requirements; and any other logistical information.

- **Location/site plan:** Our concerts next year will take place at a variety of venues, including local churches, wedding venues, convention centers, hotels, parks, and schools.
- **Parking/shuttle and traffic plan:** Nassau County and/or Fernandina Beach City police will provide traffic management at most Festival Concerts.
- **Security plan:** Nassau County and/or Fernandina Beach police will also provide security for the performers.
- **Sanitation plan:** All of our venues have several restrooms and multiple trash cans. All trash containers are managed by the Facilities Manager of the venue, and trash is placed in the venue's containers.
- **Health and safety plan:** Emergency exits in all Festival venues provide a safe evacuation process. Security will contact the local EMT service for any medical emergencies.
- **Special needs requirements:** The Festival will continue working to ensure that all of its programs are accessible to all members of the community, regardless of 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 assistance animals. Festival 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 every marketing email we send:
It is the policy of Amelia Island Chamber Music Festival complies with all 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, Executive Director, at r.lamp@aicmf.org or (904) 261-1779 at least 10 days in advance to initiate your request.
- **Any other logistical information:** Our concerts typically take place on Amelia Island at a variety of venues. This means that Our logistical plans are well established and proven, which will be critical for our 25th Anniversary Season.

Proposed media plan for the event/project/program that includes: an advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, fliers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

Media plan with advertising schedule: Our media plan 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 season
- 4 months in advance:
 - Begin advertising, including display ads, TV, print, and radio ads
 - Update social media, including our website, Facebook, and Instagram 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

Public relations activities Advertising materials include social media posts, newspaper and magazine ads, and TV and radio spots. We advertise in at least local and city newspapers, local magazines, and local TV stations, and national Public TV stations. We use our Google Grant to advertise in online platforms.

Proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters): Our creative materials include display ads, our website, our Facebook and Instagram page, our annual Ticket Brochure, rack cards, and posters. We rarely use any banner ads. Links to our website, Instagram, Season Brochure, YouTube, and Facebook pages are shown below:

- <https://aicmf.org>
- <https://www.instagram.com/aicmfestival/>
- <https://www.facebook.com/AICMF>
- https://aicmf.org/wp-content/uploads/2023/11/24_25-AICMF-Brochure.pdf
- <https://www.youtube.com/@AICMF>

Promotional activities to support the event or project: Promotional activities include social media posts, newspaper and magazine ads, professional video clips, and TV and radio spots.

Related expense budgets for the marketing activities: We have allocated \$20,000 for marketing activities for our 25th Anniversary Season.

PROPOSED BUDGET:

- **Amount being invested by the event or project host/organizer. \$500,000**
- **An expense budget for producing the event or project:** We expect our total costs for this season to be \$500,000. This includes artist salaries and fees, production, marketing, security, and venue rental expenses. We are requesting funds to support a portion of our performer fees only since these represent the majority of our concert expenses.

POST EVENT/PROJECT/PROGRAM SUMMARY REPORT

- 1. Describe how you used the TDC Sponsorship funds. If approved funds exceed the actual cost of the service or item, you must document the variance.**

TDC Sponsorship Funds were used to help pay artist fees for our headliner concert, Sharon Isbin and the Pacifica Quartet, which totaled \$18,000. \$5,471 was spent on housing (11 total nights at local on-island hotels), travel, marketing, sound engineering, venue rental, security, etc.

Expenses

Venue rental 650.00

Concert Sound 695.00

Concert Security 148.50

Concert Program, Poster, and Rack Card Printing 361.79

Performance Licenses 284.91

Artists Salaries & Fees 18,000.00

Artist Travel - Air and Ground 185.00

Artist Lodging 1,393.88

Artistic Director Lodging 288.00

Artistic Director Travel 400.00

Bank Fees-Checking/Wire Fees/Stop Pays 64.00

Masterclass Artist Fees 1,000.00

Total for Sharon Isbin/Pacifica Quartet EXPENSES 23,471.08

The remaining \$1,529 in Sponsorship Funding was used to help pay the artist fee for The Kruger Brothers concert on February 28, 2025.

- 2. Describe estimated attendance and method used to calculate.**

We issued (sold or comped) 407 tickets to this event. Of the 407 tickets issued, we checked in 376 patrons.

- 3. Summarize advertising placed to promote the event/project/program (include all placed, trade, and in-kind.)**

Promotion for the Sharon Isbin / Pacifica Quartet headliner concert included inclusion in our 24th Season brochure, which was mailed to over 3000 homes and businesses and passed out at multiple marketing events (non-profit fairs, performances, etc.) Our Executive Director, Robyn Lamp, mentioned the concert on several TV and Podcast interviews, including Jacksonville Business Journal, News4Jax, and First Coast News. Sharon Isbin was the cover story for The Amelia Islander Magazine in December 2024 and the concert was mentioned in The Observer, Amelia Island Living, Jacksonville Free Press, Jaxmusic.org, jaxtoday.org, and other online and print media. The Festival also hung posters in local businesses promoting the concert.

4. Describe your general assessment of the event/project/program including strengths and weaknesses; and address any concerns or recommendations for changes.

The event was a huge success, with tremendous enthusiasm from both the audience and our concert patrons. The audience was fully engaged and leapt to their feet for a standing ovation at the end of the concert. The performers expressed their gratitude for being on the island and shared that they would be delighted to return and perform for our enthusiastic audiences.

Thanks to the support of AICVB and our out-of-town ticketing special—offering a 50% discount on Festival tickets to visitors who present a valid confirmation from any lodging establishment on Amelia Island—15.4% of our survey respondents reported staying in hotels on the island. This marks a notable increase compared to the 10% average for typical Festival concerts. With the continued support of AICVB, we are able to bring high-caliber, meaningful performing artists to our community.

We are also thrilled to have established a new partnership with the Residence Inn Amelia Island, which will serve as our official housing partner for the 2025–2026 season. Most visiting artists and staff will stay at the Residence Inn, and we will continue to offer discounted Festival tickets to tourists who book a room to attend one of our concerts. We estimate that our artists and staff will book at least 93 hotel room nights on the island next season—a significant increase from the 59 room nights booked this season.