

AITDC RESOLUTION NO. 2025-149

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 CRESCENDO AMELIA BIG BAND LLC. 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 Crescendo Amelia Big Band LLC 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 Crescendo Amelia Big Band LLC, as depicted in Exhibit "A" (hereinafter "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.

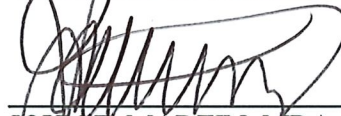
b. Based upon the above finding, the AITDC hereby recommends to the BOCC that the BOCC utilize tourist development tax revenues for said Sponsorship(s) as a means to promote tourism of Amelia Island and Nassau County, Florida, with said amounts to be paid from the AITDC budget as follows:

1. Sponsorship: Crescendo Amelia Big Band LLC
2. Date: Musical event dates: 7/20/25, 9/21/25, 12/19/25, 12/20/25, 12/21/25.
Amount: \$5,000.00

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

DULY ADOPTED this 25th day of August, 2025.

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



JOHN F. MARTIN, MBA

Its: Chairman

Date: August 25, 2025

Approved as to form by the
Nassau County Attorney:



for
DENISE C. MAY

EXHIBIT "A"



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: Crescendo Amelia Seasonal Events: Dance Series/ How the Big Band Stole Christmas

Event/Project/Program Date(s): 7/20/25, 9/21/25, 12/19/25, 12/20/25, 12/21/25

Event/Project/Program Location(s): Womans Club of Fernandina Beach & Amelia Community Theatre

Funding Amount Requesting: \$5000

Event/Project/Program Host/Organizer/Applicant: Crescendo Amelia

Event/Project/Program Host/Organizer/Applicant Address: 1573 Hamilton St. Jacksonville Fl. 32210

Contact Person: Dennis Negrin

Address: 1573 Hamilton St. Jacksonville Fl. 32210

Phone: 904-673-8730

Email: dennis@Crescendoamelia.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.

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.

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.

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.

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: Dennis Negrin

Date: 6/26/2025

Internal Use Only:

6/26/2025

Date Received:

Approved: X Yes / ___ No

Amount: \$5,000

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.



Crescendo Amelia Big Band (Crescendo Amelia, CA or CABB) is a world class performing arts organization with a mission to create vibrant, engaging and meaningful performances that entertain, educate, and inspire. Uniquely positioned to support a variety of talent from local students to award-winning professionals, the organization is dedicated to cultivating the arts through world class music and experiences. Our annual holiday show, *How the Big Band Stole Christmas*, and The Amelia Island Dance Series, are proud to call Amelia Island home and offer a compelling invitation to our community, and to tourists near and far to book, dine, and experience all that Amelia Island has to offer. Crescendo Amelia is proud to collaborate with local organizations and businesses to benefit our shared local tourism and hospitality industry. We recently attended the AICVB's Lodging Partners Networking Forum in May 2025 and are looking forward to deepening and growing our partnerships.

Amelia Island Dance Series

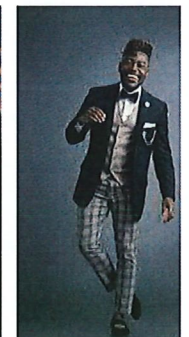
Since 2019 the Amelia Island Dance Series has been a destination for music enthusiasts, dance enthusiasts, tourists, locals, and over 100 world class performers from students to professionals. This quarterly series serves as a one-of-a kind experience on Amelia Island Fl. featuring a live 12-piece band to dazzle audiences while cultivating recreational dance opportunities in the region.

How the Big Band Stole Christmas

An annual Amelia Island tradition since 2014, this event sells out each year drawing guests from all over the country. Set against the backdrop of a classic jazz band with a modern twist this show features a variety of world-class singers, instrumentalists, actors, dancers, and even Santa Claus himself. This performance combines live music, theatre, and dance elements to feature a dynamic cast of 50+ professionals, artists, dancers, musicians, stage crew, techs, and contractors that create an unforgettable experience unique to Amelia Island and consistently one of the top recommended "things to do" on Island during December.

Names & contact information of all persons, firms, and corporations with a financial interest or participating in the control of the event/project/program.

- 1.) Dennis Negrin, 904-673-8730 (Owner, Crescendo Amelia)
- 2.) Frank Basile, 904-206-9766 (Owner, The Florida Music Academy)
- 3.) Amelia Community Theatre, 904-261-6749 (Venue)
- 4.) Woman's Club of Fernandina Beach, 904 261-6088 (Venue)
- 5.) Ballroom on Amelia, 904 624-0886 (Dance Series Sponsor)



Proposed Goals & Objectives

The primary goals and objectives of our events *How the Big Band Stole Christmas* and the *Amelia Island Dance Series* include:

- 1. Community & Educational Engagement:** Provide opportunities for artists through internships, performance opportunities, and collaborations with local organizations.
- 2. Promote Cultural Arts:** To continue to elevate Amelia Island FL as an artistic and cultural destination through world-class events and performances.
- 3. Enhance Tourism:** Increase the number of new and repeat visitors to Amelia Island by providing unique and sought after performing arts events.
- 4. Support Local Economy:** Stimulate economic growth by driving traffic to local businesses and boost overall engagement with the Island's tourism resources.

Economic Impact

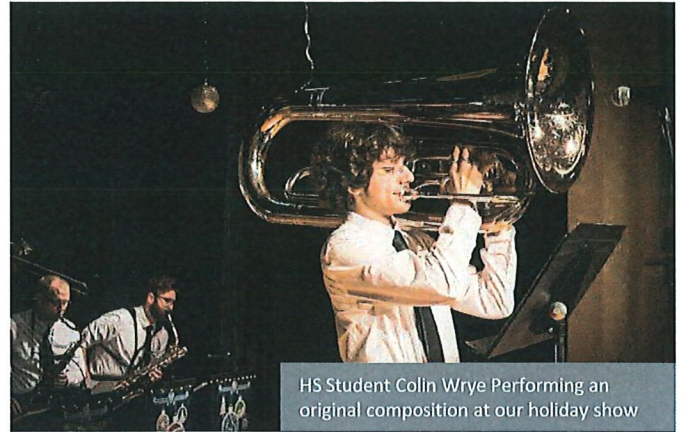
These events provide year-round opportunities to boost our local economy. Our quarterly dance series provides opportunities for weekend get-aways (March, May, July, September) and the Christmas show provides a sold-out weekend (typically the week before Christmas, and the week after Dickens on Centre) to maximize impact. Generally, Crescendo Amelia takes every effort to ensure our schedules align and do not compete with similar events, further ensuring a net positive impact to local and out of town tourism dollars.

Accommodations: These events will increase hotel bookings and vacation rentals, driven by out-of-town visitors (About 50% of event attendees report residing outside of Fernandina on average)

Dining and Entertainment: Local restaurants and businesses can expect to see additional guests as well.

Retail Sales: Local shops will benefit from increased traffic as out of town guests are likely to make purchases during their visit.

Additional Notes: Crescendo Amelia is preparing to launch additional website resources that include links to lodging & dining sponsors, advertisers, & supporters.



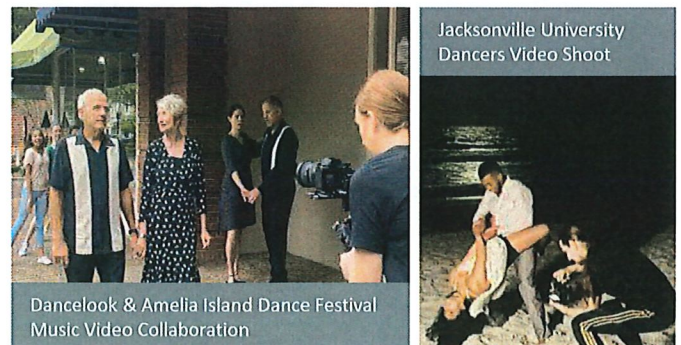
HS Student Colin Wrye Performing an original composition at our holiday show



Intern Adeline Bishop (UNF) and Eden Rewa (DASOTA) have performed with the band for multiple seasons.



Brass Quintet from FBHS featured during our holiday show.



Jacksonville University Dancers Video Shoot

Dancelook & Amelia Island Dance Festival Music Video Collaboration

Additional economic impact, logistics, attendance and overnight visitation.

How the Big Band Stole Christmas

Dates: December 19th, 20th, and 21st, 2025

Times: 3:30pm & 7:30pm daily (6 total) - 2 hr runtime ea.

Location: Amelia Community Theatre

Logistics: Venue supplied amenities, restrooms, parking lot.

No additional special needs required.

Projected Attendance: 1020 (170 per show)

Overnight Visitation: Estimated 20% (200) of attendees will book local accommodations. Given a \$288 average room rate per night, estimated impact is \$57,600; and that only accounts for single night stays, it is safe to assume a greater impact given the assumption that many visitors are likely book at least 2 nights.

Additional Economic Impact: At least 50% of attendees are likely to dine and shop on Island before or after the performances. At an estimated spend of \$75 per person (holiday season) at 50% participation, we expect a minimum local impact of \$38,250 from retail & dining alone.

Amelia Island Dance Series

Dates: July 20th and September 21st 2025*

Times: 4pm - 6:30pm

Location: Woman's Club of Fernandina Beach

Logistics: Venue supplied amenities, restrooms, parking lot.

No additional special needs required.

Projected Attendance: 100 per event (400 annual)

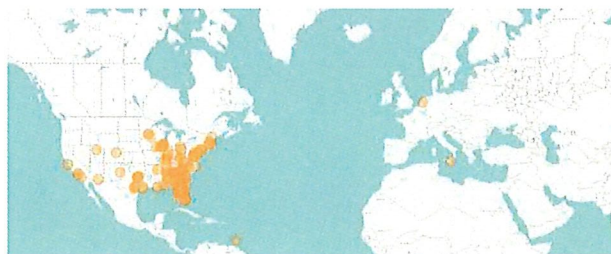
Overnight Visitation: Estimated 15% (60) of attendees will book local accommodations. Given an average room rate of \$288, estimated impact is \$17,280.

Additional Economic Impact: At least 50% of attendees are likely to dine and shop on island before or after the performances. At an estimated spend of \$50 per person at 50% participation, we expect a minimum local impact of \$5,000 from retail & dining alone. *remaining dates in 2025.

Where our guests are coming from

City	% of Attendees*	
Fernandina Beach	44%	
Jacksonville	19%	
Yulee	8%	
Orlando	3%	
Kingsland	3%	
Other Cities: 3% or less each.		
Miami	Sebastian	Gastonia
St. Marys	Salt Lake City	Greensboro
Tampa	Lake City	Gulf Breeze
Orange Park	McDonough	Hertford
Saint Augustine	Hialeah	Hoffman Estates
Jacksonville Beach	Williston	Hurricane
Ponte Vedra Beach	Apopka	Indianapolis
Atlanta	Leesburg	Jesup
Fleming Island	Waycross	Kathleen
Brunswick	Winter Garden	Keller
Savannah	High Springs	Kissimmee
Middleburg	Altamonte Springs	Lake Butler
Saint Simons Island	Avon	Longwood
Green Cove Springs	Charlotte	Los Angeles
Houston	Chatham	Macclemmy
Atlantic Beach	Decatur	Metter
Ponte Vedra	Naples	New Orleans
Saint Johns	Winter Park	New Port Richey
Callahan	Casselberry	Norcross
Gainesville	Hinesville	Ocoee
Ocala	Oak Brook	Odenville
Chicago	Okatie	Orange City
Ormond Beach	Rock Hill	Oviedo
Suwanee	Vero Beach	Oxford
Tucson	Arlington	Pompano Beach
Bloomington	Ashburn	Lewisport
Cincinnati	Blacksburg	Mobile
Clermont	Boston	Mooreville
Clovis	Boynton Beach	Palatka
Fort Lauderdale	Bridgton	Philadelphia
Grand Island	Brooklet	Plano
Lake Forest	Charleston	Saint Paul
Memphis	Davenport	Christiansburg
Morris	Flowery Branch	Cullman
Nashua	Hollywood	Denver
Ottawa	Lake Mary	Dover
Palm Coast	Loudon	Dublin
Port Orange	Nashville	Duluth
San Antonio	Boca Raton	East Moline
Seffner	Catania	Ellenwood
The Villages	Chester	Eustis
Umatilla	Chester Borough	Fort Mill
Valdosta	Austin	Millbrook
Washington	Bellevue	Missouri City
Acworth	Asheboro	Monroe

*Source: Eventbrite data since 2014: 5470 guests with 450 "no response" Not all events ran through EB. Presale analysis only, excludes cash & walk-up attendees.



Crescendo Amelia Guest Profile

Household Income: \$125K +

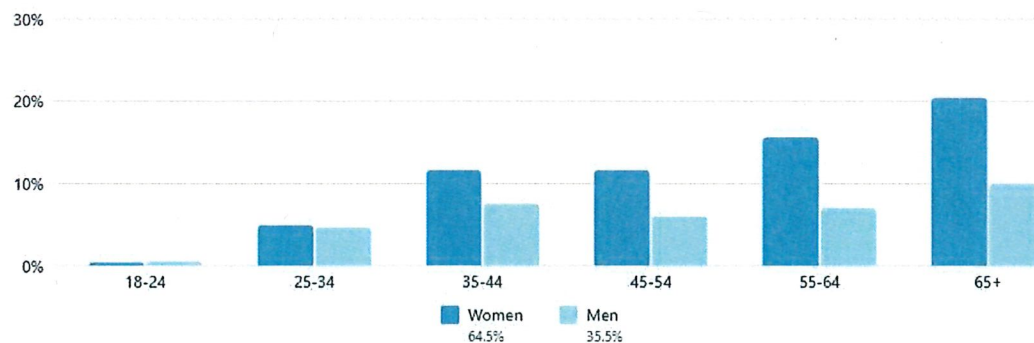
Values: Art, Culture, Live Music, Dance, Philanthropy, Community Events, Local Civic Engagement, Fine Dining, Nostalgia, Performing Arts, Shop Local,

Audience Insights:

- Retirees & arts patrons: sophisticated, loyal supporters who value community and being deeply involved.
- Ballroom dancers & music lovers: engaged, excited, and looking for a high-quality night out.
- Couples & romantics: seeking polished, elegant entertainment with a timeless feel.
- Local creatives, young musicians, and live music fans; values authenticity, connection, and artistic innovation + quality.
- Holiday-goers & families: want a magical, memorable experience wrapped in warmth and festivity.
- Corporate professionals & nonprofit organizers: Looking for reliable, high-caliber entertainment offerings.

Our audience overlaps with similar local audience profiles such as: Amelia Island Jazz Festival, Amelia Island Dance Series, Amelia Island Chamber Music Festival, Jacksonville Symphony, Amelia Community Theatre, Amelia Musical Playhouse, Alhambra Theatre, Florida Theatre

Age & gender



Top cities



Top countries



Advertising & Marketing Plan

We will implement a robust marketing plan that maximizes visibility and engagement for all events and promotes Amelia Island as a destination for tourists.

Advertising Schedule:

- Initial print flyer & poster campaign 4 weeks prior to events in high traffic areas.
- Quarterly print ads (newspapers, bulletins, etc.)
- Website placement once all ticketing is confirmed

Public Relations Press release at least 4 weeks before event to local and regional media. Request for interviews, articles, and coverage requested on an ongoing basis.

Proposed creative materials: (See examples to the right).
Multimedia examples available at crescendoamelia.com

Digital Marketing Strategy

We will leverage existing tools and resources to ensure maximum engagement across channels. We will target our existing demographic (and potential audience, see graphic to the right) through geographically targeted promotions, social media ads, and one-to-one outreach.

We will also collaborate with individual artists, local shops, lodging providers, and restaurants to cross promote events and market businesses to promote tourism and economic activity.

Additionally, the Crescendo Amelia website will feature links to lodging and dining partners local to Amelia Island to help promote tourism and economic activity.

Email Marketing

Bi-weekly email campaign highlighting events, participating artists, and local businesses.

- 1500 subscribers
- Higher than industry avg. open rate

YouTube

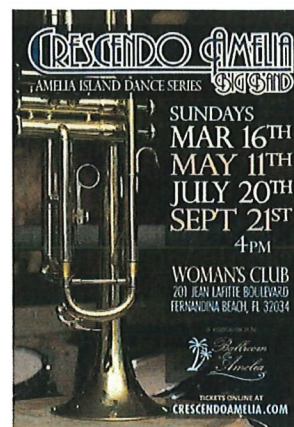
Paid promotion on event specific & professionally shot videos that highlight these events & venues local to Amelia Island.

- 20,000+ views
- 130+ subscribers

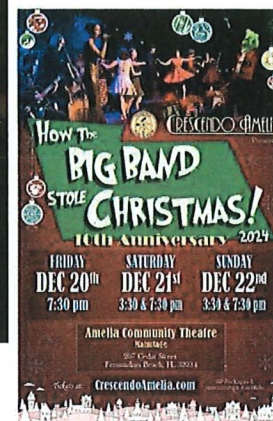
Social Media

Paid ads to reach existing, future, and lookalike audiences with a focus on engaging video and storytelling.

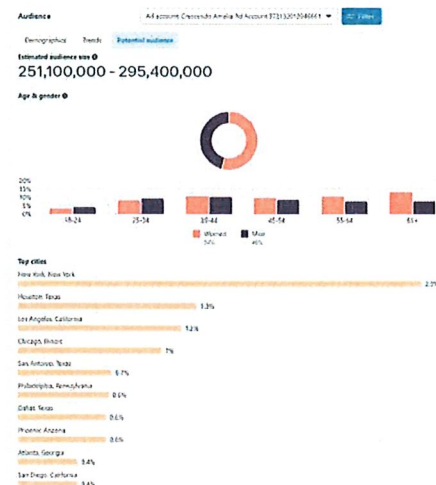
- 3600 Facebook
- 700 Instagram



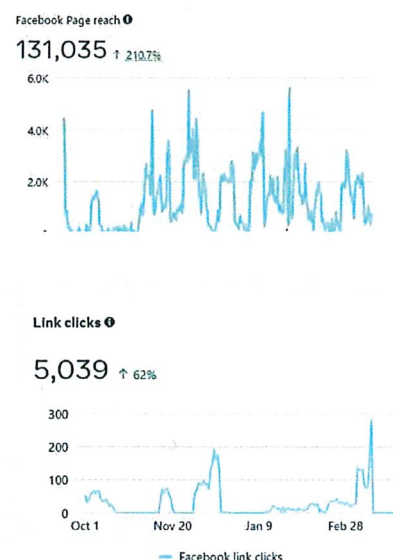
Design samples from 2024 & 2025 events



2024 Facebook Potential Audience Reach Targeting Geographies with Audiences Likely to Engage with the Crescendo Amelia brand and events



Measures of engagement during typical holiday season in 2023.



Proposed Budget

TDC sponsorship funds will be utilized to enhance our marketing and promotional efforts to maximize engagement with our seasonal events. Expenses such as talent, musicians and contractors represent over half of the expenses associated with hosting high-quality events and TDC sponsorship funds will assist in supplementing the cost which keeps ticket prices accessible for attendees, encouraging additional tourism spend during their visit.

Budget Item	Dance Series	Holiday Show
Talent including musicians and contractors	\$3,500	\$24,375
Production Expense (Rental, Sound, Lighting, Props, Supplies, Music Purchases/ Arrangements)	\$1,850	\$12,500
Rehearsal Costs	\$500	\$2,400
Marketing Cost	\$750	\$2,000
Total Cost	\$6,600	\$41,275
Individual and Business Sponsorships	\$1,000	\$2,000
TDC Sponsorship	\$2,000	\$3,000
Estimated Ticket Sales	\$4,200	\$41,385
Estimated Revenue	\$7,200	\$46,385
TDC % by project	\$2,000	\$3,000
TDC % of budget	30.3%	7.3%
TDC % of overall budget	10.44%	

TDC Expense Budget (\$5000)

- Print Marketing: \$1250
- Digital Marketing: \$750
- Talent, Musicians and Performer Expense: \$3000