

AITDC RESOLUTION NO. 2025-150

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 ISLE OF EIGHT FLAGS SHRIMP 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 ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC., 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 ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC., as depicted in Exhibit "A" (hereinafter "Sponsorship"), are 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. ISLE OF EIGHT FLAGS SHRIMP FESTIVAL, INC.

Dates: Parade - April 30, 2026. Festival - May 1, 2026, to May 3, 2026

Amount: \$25,000

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

[Remainder of this page left intentionally blank.]

DULY ADOPTED this 25th day of 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:




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 (mmurphy@ameliaisland.com).

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: Isle of Eight Flags Shrimp Festival

Event/Project/Program Date(s): Parade - April 30, 2026; Festival May 1,2 and 3, 2026

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

Funding Amount Requesting: \$25,000

Event/Project/Program Host/Organizer/Applicant: Isle of Eight Flags Shrimp Festival, Inc.

Event/Project/Program Host/Organizer/Applicant Address: PO Box 6146, Fernandina Beach, FL 32035

Contact Person: Scott Inglis, Chairman, Isle of Eight Flags Shrimp Festival

Address: PO Box 6146 Fernandina Beach, FL 32035

Phone: (904) 206-0069

Email: Chairman@shrimpfestival.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 attached

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

see attached

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

see attached

see attached

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

see attached

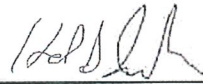
see attached

Budget

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

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

Event/Project/Program Host/Organizer/Applicant Signature: _____



Date: 25 June 2025

Internal Use Only:

Date Received: **6/25/2025**

Approved: X Yes / No

Amount: \$25,000

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.

Isle of Eight Flags 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.

RESPONSE:

The Isle of Eight Flags Shrimp Festival, Inc., is a 501(c)(6) not-for-profit, all-volunteer organization dedicated to honoring and promoting the rich history and heritage of our local shrimping industry in Fernandina Beach and surrounding Nassau County. As incorporated, it is managed by an Executive Board that includes a chairman, vice chairman, treasurer, assistant treasurer, secretary, assistant secretary, and 5 other members. In addition to the Executive Board, there are 19 Directors who are responsible for successfully executing the many festival-specific tasks including logistics, food booths, entertainment, merchandise, publicity, and many other functions. Members of the Executive Board and the Directors are representatives of both Fernandina Beach, Nassau County and surrounding areas. Members live and work both on and off the island. They serve as members of many other local organizations in Nassau County. Through their work on the Shrimp Festival, the committee has demonstrated a 60-year commitment to promoting Amelia Island and Nassau County as a premier destination for visitors.

The Chairman and Sponsorship director work to identify sponsors for festival costs. Sponsors for the 2025 Shrimp Festival included Baptist Medical Center Nassau as the Presenting Sponsor. Other major sponsors: TDC/CVB, VyStar, IQ Fiber, News Leader, E-Z Wheels. Some sponsors provide a direct financial contribution while others provide an "in-kind" contribution. Sponsors are listed on the following webpage:
<https://www.shrimpfestival.com/sponsors/>

The Isle of Eight Flags Shrimp Festival is the largest, most impactful one-weekend tourism event held annually in Nassau County. It has a \$15 million-dollar economic impact with more than 150,000 people visiting Fernandina Beach/Amelia Island during festival weekend. The estimated impact on local non-profits is approximately \$400,000 annually.

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/tear down); anticipated attendance; audience demographics and projected overnight visitation.

RESPONSE:

The goals of the Isle of Eight Flags Shrimp Festival are to:

1. Make a positive contribution, both tangible and intangible, to the rich history, long-standing shrimping heritage and quality of life on Amelia Island and the surrounding Nassau County area.
2. Attract visitors to Amelia Island and surrounding Nassau County area for the Shrimp Festival and, through these efforts, enhance the cultural, business and retail activity available during non-festival periods.
3. Promote the Isle of Eight Flags Shrimp Festival to other markets.

The 61st Isle of Eight Flags Shrimp Festival will once again start with the traditional, community-wide Shrimp Festival parade as its kickoff event on Thursday, April 30, 2026. In keeping with traditions, the parade will include as many as 100 entries from various organizations including civic organizations, local government officials, school bands, sports teams, local businesses, and many more. A highlight of this activity is the participation of contestants for the Miss Shrimp Festival Scholarship pageant. The grand marshal for the parade has been an individual affiliated with the local shrimping industry. The 2025 grand marshal was a lifelong shrimper, Captain Mike Adams. The enthusiasm for the parade starts early in the day when local merchants host special sidewalk and store sales as residents begin to secure a favorite spot for viewing the parade at 6 pm. The Shrimp Festival partners with Sounds on Centre to host a band to close out the activities and closes Centre Street from 2nd St. to the railroad tracks.

The Shrimp Festival will begin the next morning, Friday, May 1, 2026. Depending on the completion of various projects at the waterfront and downtown district, it will occupy its traditional footprint in the historic downtown area of Amelia Island. Activities will stretch from the waterfront/marina area east to 8th Street. It will be bounded north and south of Centre St. by Alachua and Ash Streets. The festival includes many Nassau County non-profits working as food booth vendors. All are encouraged to use local, wild-caught shrimp in their menus. Annually, the Kids Fun Zone, fine arts, and antique vendors are very popular. Nassau Place designated for Nassau County small businesses and local non-profits will return in 2026.

The 2025 research survey provided by the CVB hasn't been finalized yet. We are confident that the results will be similar to past surveys and that it will show many attendees are from outside the area and the festival promotes tourism to Nassau County.

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan and special needs requirements) for your event/project/program.

The Shrimp Festival Committee works in collaboration with the City of Fernandina Beach, local law enforcement agencies and other partner agencies to develop, execute and adjust plans to ensure safety for residents and festival attendees alike. Members of the City government, local law enforcement, fire/EMT, and public utilities are invited and do attend Shrimp Fest meetings throughout the year to enhance the safety, security and logistics involved.

Extensive use of signage before, during, and after the festival is utilized to help make things run smoothly for the public and participants regarding parking and road closures. The Shrimp Festival contracts with a private security company to provide additional coverage throughout the festival. Shrimp Festival committee members are provided with radios to facilitate communication with other committee members and local police, fire, and emergency services.

Information about Shrimp Festival is publicized via our website, social media outlets, local news organizations, and through "The Essentials", a guide to all things Shrimp Festival, published by the News-Leader. More recently, Shrimp Festival has also introduced the use of QR codes to help deliver information right to festival-goer's phones. Shrimp Festival committee members personally deliver a letter, annually, to residents and businesses within the festival footprint to provide them with updated information on living and working in the area of the festival during the weekend.

Directors submit an end of festival report to provide feedback and suggest improvements and ideas for future festivals. This information is then circulated to all members of the committee and then a debriefing meeting is held within about 15 days of the closure of the festival.

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 marketing of the event is led by our Publicity Chair with a Publicity Committee. The Publicity Committee donates all its time and services to the Isle of Eight Flags Shrimp Festival so the festival can focus its remaining budget on its advertising, marketing and print expenditures.

- **Public Relations** - Approximately \$50,000 in services are donated by the Publicity Committee and Coppola Public Relations.
- **Advertising** - Approximately \$2,500 is spent on local display advertising as well as social media ads and boosted posts.
- **Marketing** - the Isle of Eight Flags Shrimp Festival has a partnership with the News-Leader to produce a 56-page glossy festival guide/magazine that is funded through display advertising at no cost to the Shrimp Festival. It is distributed online, at the festival in printed version and through print inserts to subscribers in the News-Leader and the Nassau County Record. This would have an approximate value of \$30,000 if the festival had to pay for the production and distribution of the magazine. The Publicity Committee donates approximately 80 hours of writing, editing and layout work for this publication.
- **Website** - the festival budgets approximately \$3,000 per year of management and updates for its website.
- **Printed Materials** - the festival also creates a trifold brochure of the shortened schedule of events for attendees to pick up around town at hotels, local & downtown businesses, as well as the festival hospitality tent and the train depot (CVB) and the I-95 tourist welcome center. Total budget is approximately \$2,500.
- **Memberships** - the festival maintains membership in various local and regional tourist development organizations. Total budget is approximately \$2,000.

For the 60th Anniversary of the Isle of Eight Flags Shrimp Festival, the committee worked with the CVB to identify opportunities to utilize the grant provided. The grant money helped with the following for 2025 and is again being requested for the 2026 Isle of Eight Flags Shrimp Festival.

Shrimp Boat Tours: New at Shrimp Fest this year, the "Lady Jane" was docked at our marina for festival attendees to board and learn about how local shrimping is conducted. The Lady Jane was a huge success and TDC funds for 2026 would support the cost of this expense. The Lady Jane is a real shrimp boat that has been retrofitted to be a shrimp boat tourism boat. It carries proper liability insurance for these eco-tours and the expense in providing the boat for free public tours at the marina includes: bringing the boat to the marina from Brunswick, GA, providing staff for tours, and paying lodging for the weekend. The Lady Jane was a huge success and TDC funds for 2026 would support the cost of approximately \$12,000.

Transportation: Grant funds were utilized to enhance bus transportation from various parking lots to the festival area. Attendance was so high on Saturday during the 2025 festival, and an additional shuttle bus was required. Parking will continue to be an issue, and it will be necessary to have off-site parking with transportation to the festival area. The TDC funds would assist with the approximately \$17,000 cost of the transportation.

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

- **Amount being invested by the event project program host/organizer.**
- **An expense budget for producing the event/project/program.**
- **The amount of support requested from the TDC and its intended use.**
- **Additional sponsorship revenues**

- **Anticipated revenue from tickets/ancillary sales**
- **Any other revenue expected to be generated by the event/project/program.**

The 2026 budget is a draft of projected festival income and expenses. The budget normally is approved by the Executive Board in late summer and the Directors (voting body) no later than the November Committee meeting per the festival bylaws. Please note: the Sponsor section does not include the amount requested in the grant, as the approval of the grant is unknown, and we don't want the budget figures skewed if the grant is denied. We do have residual funds to cover any projected shortfall if needed.

The Isle of Eight Flags Shrimp festival is a free event.

Supplemental Materials

- 2026 Budget

Isle of Eight Flags Shrimp Festival, Inc
Profit & Loss Budget Overview
January through December 2026

DRAFT
For Discussion Purposes Only

	Jan - Dec 26
Ordinary Income/Expense	
Income	
Antiques & Nassau Place Income	
Antique & Vintage Booth Fees	9,000.00
Nassau Place Booth Fees	11,000.00
Total Antiques & Nassau Place Income	20,000.00
ATM Revenue	1,500.00
Beverage / Alcohol Sales	
Beer Sales	57,500.00
Water Sales	2,100.00
Total Beverage / Alcohol Sales	59,600.00
Fine Arts & Crafts Sales Commis	42,000.00
Food Booths	
Booth Fees	5,000.00
Food Booth Sales Commissions	50,000.00
Total Food Booths	55,000.00
Kid's Area - Fun Zone	
KFZ Commissions	6,000.00
KFZ Space Fees	3,500.00
Total Kid's Area - Fun Zone	9,500.00
Other Income	
Miscellaneous	2,000.00
Total Other Income	2,000.00
Parade Income	7,000.00
Parking Revenue	
Parking Revenue	6,000.00
Total Parking Revenue	6,000.00
Shrimpers	
Best Decorated Boat Contest	3,000.00
Total Shrimpers	3,000.00
Sponsors	
Banners	2,000.00
Special (Local) Sponsors	3,500.00
Student Art tent	2,600.00
Sponsors - Other	90,000.00
Total Sponsors	98,100.00
T-Shirt & Merchandise Revenue	
Event Sales	97,000.00
Post Sales	1,000.00
Pre-Sales	6,500.00
Total T-Shirt & Merchandise Revenue	104,500.00
YMCA Shrimp Run	250.00
Total Income	408,450.00
Gross Profit	408,450.00
Expense	
Advertising	
Banners	500.00
Brochure	2,600.00
GiveAways	500.00
Internet/Digital Ads	250.00

Isle of Eight Flags Shrimp Festival, Inc
Profit & Loss Budget Overview
January through December 2026

DRAFT
For Discussion Purposes Only

	Jan - Dec 26
Photography	3,500.00
Poster - Set-up & Design	400.00
Print Ads	2,000.00
Rack Cards	800.00
SF Sponsorships	2,500.00
Total Advertising	13,050.00
Annual Report	65.00
Antiques & Nassau Place Expense	
Antiques Expenses	500.00
Nassau Place Expenses	500.00
Antiques & Nassau Place Expense - Other	0.00
Total Antiques & Nassau Place Expense	1,000.00
Auto	500.00
Bank Charges	
Merchant Service fees	500.00
Bank Charges - Other	400.00
Total Bank Charges	900.00
Beverages - Alcohol Expenses	
Beer Stations Expenses	
Beer Expense	10,000.00
Beer Fencing & Tents	3,500.00
Security	7,500.00
zSales Tax Included in Sales	3,900.00
Beer Stations Expenses - Other	8,000.00
Total Beer Stations Expenses	32,900.00
Water Expenses	
zSales Tax Included in Sales	200.00
Water Expenses - Other	600.00
Total Water Expenses	800.00
Total Beverages - Alcohol Expenses	33,700.00
City Of Fernandina Beach	
Drinks - Police & Fire/EMT	300.00
Fire/EMS	14,000.00
Police	31,000.00
City Of Fernandina Beach - Other	1,000.00
Total City Of Fernandina Beach	46,300.00
Committee Expenses	4,000.00
Communication	3,000.00
Conferences & Meetings	500.00
Contest Supplies	400.00
Donations to Local Charities	15,000.00
Dues & Subscriptions	750.00
Electrical Expense	500.00
Entertainment	
Children's Entertainment	1,500.00
Hospitality & Supplies	600.00
Hotel	4,000.00
Performing Artists	30,000.00
Production Expense	39,200.00
Total Entertainment	75,300.00
Entertainment Equipment Rental	2,500.00
Entertainment Music License	1,000.00
Fine Arts & Crafts Expenses	2,500.00
Fireworks	9,000.00

Isle of Eight Flags Shrimp Festival, Inc
Profit & Loss Budget Overview
January through December 2026

DRAFT
For Discussion Purposes Only

	Jan - Dec 26
Food Booth Expense	
Equipment Rental	3,500.00
Grease Disposal	0.00
Office Supplies, Stamps	100.00
Overnight Security	1,750.00
Food Booth Expense - Other	500.00
Total Food Booth Expense	5,850.00
Franchise Fee - City	1.00
Gifts Given	600.00
Heritage/Shrimpers expense	4,000.00
Hospitality & Volunteer Expense	1,500.00
Insurance	24,000.00
Kid's Fun Zone Area Expense	3,000.00
Licenses	100.00
Logistic Expense	2,000.00
Meals & Entertainment	4,000.00
Misc	500.00
Miss Shrimp Festival Pageant	2,000.00
Office Supplies	250.00
Parade Expenses	5,750.00
Pirates Fees/Expense	3,000.00
Port-O-Let Rental	19,000.00
Post Office Box Fee	300.00
Postage	100.00
Printing	1,500.00
Professional Services	1,500.00
Rental Expense	8,000.00
Repairs & Maintenance	100.00
Security Expense (Overall Fest)	6,000.00
Set-up/Break Down Expense	5,000.00
Shrimp Boat Award	3,000.00
Shrimp Boat Tours	12,000.00
Shrimpers Dinner	1,500.00
Shrimpers Fuel Reimbursement	3,000.00
Sponsor Expense	
Banners	500.00
Sponsor Expense - Other	6,000.00
Total Sponsor Expense	6,500.00
Storage	10,500.00
Supplies	1,000.00
T-shirt & Merchandise Expenses	
T-Shirt & Mdse expense	48,000.00
T-Shirt Design	2,000.00
T-Shirt Tent Rental	1,000.00
zCredit Card fees	100.00
zSales Tax Included in Sales	7,000.00
T-shirt & Merchandise Expenses - Other	5,000.00
Total T-shirt & Merchandise Expenses	63,100.00
Transportation Expenses	
Parking Expense	2,500.00
Shuttle Buses	17,000.00
Traffic Control Expenses	2,500.00
Total Transportation Expenses	22,000.00
Travel	1,000.00
Utilities - HQ	75.00
Website	3,000.00

Isle of Eight Flags Shrimp Festival, Inc
Profit & Loss Budget Overview
January through December 2026

DRAFT
For Discussion Purposes Only

	Jan - Dec 26
Total Expense	434,691.00
Net Ordinary Income	-26,241.00
Other Income/Expense	
Other Income	
Dividend Income - EJ	100.00
Interest Inc	
Edward Jones	200.00
Interest Inc - Other	1,500.00
Total Interest Inc	1,700.00
Total Other Income	1,800.00
Net Other Income	1,800.00
Net Income	-24,441.00

AMELIA ISLAND

COME MAKE MEMORIES

POST EVENT/PROJECT/PROGRAM SUMMARY REPORT

Name of Event/Project/Program: Isle of Eight Flags Shrimp Festival

Event/Project/Program Date(s): May 1-4, 2025

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

Funding Amount Received: \$25,000

Event/Project/Program Host/Organizer/Applicant: Isle of Eight Flags Shrimp Festival

Event/Project/Program Host/Organizer/Applicant Address: PO Box 6146, Fernandina Beach, FL 32035

Contact Person: Scott Inglis, Chairman

Address: PO Box 6146, Fernandina Beach, FL 32035

Phone: 904-556-9378

Email: chairman@shrimpfestival.com

Please submit documentation and supporting information for the following (use additional pages as necessary): See attachment

The event/project/program host/organizer must submit a Post Event/Project/Program Summary Report within forty-five (45) days of the ending date of the event/project/program. Failure to do so may impact future sponsorships.

Submitted by



Date:

6/19/25

Isle Of Eight Flags Shrimp Festival Report 2025

Please submit documentation and supporting information for the following (use additional pages as necessary):

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.**
 - The Isle of Eight Flags Shrimp Festival was awarded \$25,000 for the 2025 festival which attracted approximately 150,000 visitors.
 - The funds were used to have the **Lady Jane**, a working shrimp boat which festival attendees were able to tour. The overwhelming response from those who toured the boat, and the shrimp boat captain were extremely positive. The cost was \$11,655.
 - Funds were also used for the **increased transportation** costs for this year's festival. This year the Council of Aging was not able to provide shuttle service from the various parking lots to the festival. The Isle of Eight Flags Shrimp Festival contracted with Blue Sky of Amelia Transportation, a local Nassau County business and Blackrock Baptist Church to provide transportation service. Blackrock Baptist Church provided service during peak hours of the festival. The cost was \$15,930.
 - Remaining funds were used to promote the use of **local shrimp** by food vendors by providing flags which identified which vendors served local shrimp. The cost was \$2,091.
2. **Describe estimated attendance and method used to calculate.**
 - The TDC contracted a research study in partnership with the Isle of Eight Flags Shrimp Festival. According to estimates, approximately 150,000 attended the 2025 Shrimp Festival. Note: The final data from the research company have not been released.
3. **Summarize advertising placed to promote the event/project/program (include all placed, trade, and in-kind.)**
 - **Public Relations** - Approximately \$50,000 in-kind services were donated by the Publicity Committee and Coppola Public Relations.
 - **Advertising** - Approximately \$2,500 was spent on local display advertising as well as social media ads and boosted posts.
 - **Marketing** - The Isle of Eight Flags Shrimp Festival has a partnership with the News-Leader to produce a 56-page glossy festival guide/magazine that is funded through display advertising at no cost to the festival. It is distributed online, at the festival in printed version and through print inserts to subscribers in the News-Leader and the Nassau Observer. This would have an approximate value of \$30,000 if the festival had to pay for the production and distribution of the magazine. The Publicity Committee donated approximately 80 hours of writing, editing and layout work for this publication.
 - **Website** - The festival budgets approximately \$3,000 per year of management and updates for its website.
 - **Printed Materials**

- The festival distributes a trifold brochure of the shortened schedule of events for attendees to pick up around town at hotels and brochure stands as well as the hospitality tent and the train station/tourist welcome center. Total budget is approximately \$2,500.
- The festival distributes posters to local businesses which includes festival and sponsor information. The total cost is approximately \$330.
- **Memberships** – The festival maintains membership in various local and regional tourist development organizations. Total budget is approximately \$2,000.

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

- Each of the 19 shrimp festival directors were asked to provide a written report after the festival to identify the successes and the areas for improvement.
- A survey was sent to food booth vendors, Nassau Place, antique/vintage vendors, sponsors, and parade entrants.
- **Strengths**
 - **Community Meeting Prior to Festival** - Each year a meeting with community leaders including law enforcement, EMS, City staff, Marina staff and shrimp festival leaders is held to review the festival layout, details of the operation and discuss safety measures.
 - **Wild caught shrimp** - The shrimp festival committee listened to the local shrimpers and placed banners to recognize food vendors serving local shrimp.
 - **Nassau Place** - Over 100 local vendors filled 5th and 6th Streets with a variety of handmade and specialty goods and services. This was the first year of Nassau Place and it was amazingly successful. Vendors had to be from Nassau County and have less than five employees.
 - **Sponsors** - **Thirty-five** sponsors helped make the Shrimp Festival happen. Some were in kind, but most were monetary. These funds are a quarter of the budget that supports the shrimp festival. This year, we had "Official Sponsor" flags for sponsors that had a booth.
 - **Letters Delivered to Residents and Merchants** - The Shrimp Festival committee hand delivered a letter to each residence and merchant in the festival footprint. This is an opportunity to share information about the festival including parking, road closures, etc. This year a coupon for a complimentary festival t-shirt was provided to each residence. Approximately 40 t-shirt coupons were redeemed by local residents.
 - **Parade** - This year's parade was limited to 100 entries which received positive feedback as the parade was finished within two hours and before it was dark.
 - **Lady Jane** - Lady Jane was a highlight for those who visited the waterfront area. Visitors were able to tour the boat with the captain and staff. The Lady Jane was the location of the Blessing of the Fleet which provided more people to view this portion of the festival.
 - **Volunteers**
 - The festival would not be possible without the many volunteers. Special recognition to:

- Set Free By the Sea worked in partnership with the Logistics team in setting up, tearing down the various areas of the festival and handling requests throughout the festival.
- Rotary Club of Amelia Island Sunrise staffed the merchandise booths throughout the festival including two locations on Saturday.
- Memorial United Methodist Church Women's Group - Women from the Methodist Church folded 4,000 shirts in preparation for the festival.
- Fernandina Beach Shrine Club served beverages out of the two tents as well as the Civil Air Patrol and American Legion Riders checked IDs.
- Each food booth was run by a non-profit that uses their own volunteers.
- All official parking was run by non-profits that use their own volunteers.
- **Shrimpers' Dinner and Adams Family**
 - After a long hiatus, the shrimpers' dinner returned to the festival. Invited guests including local shrimpers, sponsors, volunteers enjoyed a low country boil prepared by the Adams family on the dock.
- **Publicity Director**
 - The Shrimp Festival selected Maria Coppola as the new Publicity Director. Under Maria's leadership, the festival saw increased presence on social media and local media. The Essentials was made available to all people online for the first time. Media kits were delivered to local media and Shrimp Festival Chairman visited local news.
 - The festival was the most widely covered by more than 10-fold in recent years.
 - Social media engagement (Facebook) was up 1000%. The Festival's Facebook page increased likes to more than 20,000, a 10% increase.
 - The festival's 60th Anniversary communications focused on special features of the 60th, commemoration of history and a return of fan-favorite items like wild caught shrimp and shrimp boat tours as well as increased engagement with our local shrimpers and their companies.
- **Transition to Online Application**
 - The Shrimp Festival underwent a thorough review of all documents to bring a standardized professional look and moved application processes for vendors and parade online.
- **Exit Strategy**
 - Under the leadership of Logan Pierson from the IAA, the streets were clear by 7 pm on Sunday evening. The success of the exit strategy of over 500 vendors is due to Logan's leadership in coordinating with the local police, police auxiliary, shrimp festival committee and IAA volunteers in providing instructions on how each vendor should exit the festival.
- **Weaknesses/Concerns Recommendations**

- Overall, the festival ran very smoothly. Based on feedback from the directors' reports and surveys there are suggestions that will be considered for future festivals.
 - **Signs** - The Shrimp Festival committee posts signs about road closures and no parking prior to the festival. Next year, the Logistics team will review the process and provide additional signage in the festival footprint.
 - **Tents** - The company that provided tents was not able to deliver all that was ordered. The Shrimp Festival committee developed a plan to obtain other tents in order to keep the flow of the festival activities. The Shrimp Festival committee will be seeking alternative options for tents in the future.
 - **Personal Vehicles/Golf Carts** - There were personal vehicles and golf carts that entered the festival footprint which jeopardizes the safety of those attending the event. The Shrimp Festival Committee will work with the Fernandina Police Department to identify additional security measures.
- **Recommendations**
 - The Shrimp Festival Board will review all of the Director reports, surveys, and other feedback in preparation for the 2026 Isle of Eight Flags Shrimp Festival.
 - Some suggestions include:
 - Additional security during the parade for safety.
 - Limit parking on 2nd and Centre during the parade for safety in order to make the turn.
 - Each Parade entry to provide safety walkers.
 - Continue to focus on engaging the shrimping community.
 - Identify restaurants who will offer box lunches to the 400 plus vendors.
 - Secure overnight parking for vendors as the downtown area changes.