

RESOLUTION NO. 2025- 156

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO SPONSOR THE AMELIA ISLAND OPERA, INC., 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 July 23, 2025, by Resolution, the AITDC recommended to the BOCC the sponsorship for the AMELIA ISLAND OPERA, INC., (hereinafter "Sponsorship") 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 incorporated herein by reference.

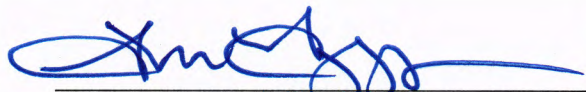
SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- 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:
 1. Sponsorship: AMELIA ISLAND OPERA, INC.
Event date: Amelia Island Opera Season 2025-2026: September 27, 2025 – May 31, 2026
Amount: \$15,000.00
Renewal Option for \$15,000.00 for the Amelia Island Opera Season 2026-2027

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

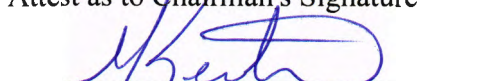
DULY ADOPTED this 25th this day of August, 2025.

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, Esq., BCS
DENISE C. MAY

EXHIBIT “A”

AITDC RESOLUTION NO. 2025-131

AITDC RESOLUTION NO. 2025-131

A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE SPONSORSHIP FOR THE AMELIA ISLAND OPERA, 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 OPERA, 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 OPERA, 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:

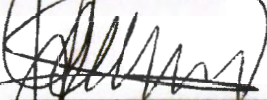
1. The AMELIA ISLAND OPERA, INC. to host and promote the Amelia Island Opera 2025-2026 Season beginning on September 27, 2025, and ending on May 31, 2026.
Amount: \$15,000
Renewal Option for \$15,000 for the Amelia Island Opera Season 2026-2027

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

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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 Opera 25-26 Season

Event/Project/Program Date(s): September 27, 2025- May 2026

Event/Project/Program Location(s): Story & Song, Amelia Plantation Chapel, United Methodist Church, Amelia Community Theatre

Funding Amount Requesting: \$15,000 with renewal option for 2027

Event/Project/Program Host/Organizer/Applicant: Amelia Island Opera

Event/Project/Program Host/Organizer/Applicant Address: 1847 Perimeter Park Rd. Fernandina beach, FL 32034

Contact Person: Victoria Isernia

Address: 8 Vintage Way Apt. 832, Fernadnina Beach, FL 32034

Phone: 631-741-8682

Email: info@ameliaislandopera.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

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

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

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: Victoria Isernia, Co-Founder

Date: May 10, 2025

Internal Use Only:
Date Received:
Approved: <u> X </u> Yes / <u> </u> No
Amount: <u> \$15,000 </u>



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

Amelia Island Opera
1841 Perimeter Park Road
Fernandina Beach, FL 32034
(904) 556-7342
info@ameliaislandopera.org

The AIO 2025-26 season includes the third iteration of the Amelia Island Opera Concert Series at Story & Song which features versatile and intimate concerts in Story & Song's second floor art gallery, showcasing a mix of opera, musical theater, art song, chamber music, and more. Along with our annual concert series, we will collaborate with The United Methodist Church for a Vocal Competition aimed at promoting the talents of High School aged vocalists and Amelia Plantation Chapel to present two concerts, *The Latin Divos* and *Voces 8*, as well as our third collaboration with Amelia Community Theater. Our final event for the season will be a fully staged production of the French opera, *Werther*, that will take place at the Amelia Plantation Chapel.

Amelia Island Opera is run by a Board of Directors featuring co-founder Robyn Marie Lamp and the two other co-founders, Victoria Isernia, and John Tibbetts who run the day to day operations. Victoria Isernia is an acclaimed mezzo-soprano and graduate of the prestigious Manhattan School of Music. Along with handling the day to day event planning for AIO she also lends her expertise by planning concert repertoire, children's programming and community outreach events that actively work to make music more accessible to the Amelia Island community. John Tibbetts is a baritone and event organizer and holds a master's degree from Cincinnati College-Conservatory of Music. He has worked with choirs and opera companies across the United States and Canada and focuses on networking with other local organizations and fundraising. Robyn Marie Lamp is an accomplished soprano with a plethora of artistic administration experience. She was the Company Manager for IlluminArts, a performing arts company based in Miami and Ft. Lauderdale's Opera Fusion from 2015 - 2019 and holds a Masters

Degree from Louisiana State University. She currently acts as Executive Director for the Amelia Island Chamber Music Festival.

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.

Amelia Island Opera (AIO), an artist-led organization, is requesting funds to support its 2025-26 season of concerts and operas taking place in different locations throughout Amelia Island. AIO was founded in 2021 by opera singers Victoria Isernia, Robyn Lamp, and John Tibbetts. With four completed seasons of programming, their combined mission is to create opportunities for world-class, emerging vocalists while informing and actively engaging artistically with the people of Nassau County.

Detailed Description:

Funds are being requested to support the following programs in AIO's 2025-2026 season:

1. Amelia Island Opera's 1st Annual Vocal Competition

- a. Taking place on September 27, 2025 at the United Methodist Church. 10-15 Vocalists between the ages of fifteen and nineteen will be chosen from across the country to compete for prize money that will go toward supporting their musical education. The singers will perform for a live audience and four judges who will determine who will take home 1st, 2nd and 3rd prizes along with an Audience Choice Award. Esteemed Judges will be brought in from [Opera Orlando](#), [Sarasota Opera](#), and varying voice faculty members of [FSCJ](#). Amelia Island Opera will partner with local lodging to inspire the families traveling with the young singers to stay locally. Affordable tickets will be on sale for \$10 to support the Prize Money fund.

2. Amelia Island Opera and Amelia Community Theater present A Viennese Ball Masquerade

- a. Back by popular demand for a third year in a row, *A Viennese Ball Masquerade* will be the third iteration of our annual gala with Amelia Community Theatre. It is a highly successful two night event that will feature 5 world class opera singers including AIO Co-founders, Robyn

Marie Lamp and John Tibbets singing great operatic hits by Mozart, Verdi, Leoncavallo, etc. It will even feature selections from *The Phantom of the Opera*, as the musical features one of the most famous masquerade scenes of all time. The audience will be invited to partake in the masquerade theme by wearing masks and black tie attire.

3. Amelia Island Opera presents: *The Latin Divos Christmas*

- a. AIO will present [The Latin Divos](#) in concert on December 12, 2025 at Amelia Plantation Chapel. As part of Dickens After Dark, The Latin Divos, featuring Ernesto Cabrera, Fernando Gonzalez and Will Corujo as director and founder, is a pop/opera trio which performs diverse repertoire from opera to some of the all-time greatest Christmas songs with Latin flavor. In addition, the Violin and Sax- played by Will, makes them unique in the music genre as The New Latin Pop-Opera with great recognition from audiences in the North and South American regions and abroad. Their repertoire includes hits sung in Italian, English, Spanish and French that are sure to be a delightful performance.

4. Amelia Island Opera and Amelia Island Singers Present *Voces 8*

- a. Taking place on March 4, 2026 Amelia Island Opera will collaborate with The Amelia Island Singers to bring [Voces 8](#), a United Kingdom based choral group touring globally. The highly prestigious group will perform repertoire *acappella*. VOCES8 has performed at many notable venues since its inception in 2005 including Wigmore Hall, Elbphilharmonie Hamburg, Berlin Philharmonie, Cité de la Musique Paris, Vienna Konzerthaus, Tokyo Opera City, NCPA Beijing, Sydney Opera House, Mariinsky Theatre Concert Hall, Victoria Concert Hall Singapore, Palacio de Bellas Artes Mexico City amongst many others. Amelia Island Opera will support the out of town interest in seeing this famous group by partnering with local lodging to promote overnight stays on Amelia Island.

5. Amelia Island Opera Concert Series at Story & Song: In 2023, Amelia Island Opera and Story & Song Center for Arts & Culture strengthened their relationship with the launch of a new annual concert series: *Amelia Island Opera Concert Series at Story & Song*. This series features versatile and intimate concerts in Story & Song's Art Gallery, showcasing a mix of opera, musical theater, art song, chamber music, and more. This season the following concerts will take place:

- a. ***Menotti's The Telephone and Craigslistlieder*** - Taking place on February 8 & 9, 2026, AIO Co-founder, John Tibbetts, will lead a double bill presentation of Menotti's One-Act Opera *The Telephone* and a

selection of songs by [Gabriel Kahane](#) called *Craigslistlieder* which features a hilarious selection of actual Craigslist ads set to music. [Kyaunnee Richardson](#), an AIO favorite, will be back to star with Tibbetts in the Double Bill. As a FL native, her involvement with us has promoted out of town visitors to come to Amelia Island to witness her impeccable performances.

- b. ***Divas of Old Hollywood*** - This concert will feature AIO co-founder Victoria Isernia and renowned conductor and accompanist, [Arthur Bosarge](#) for a musical journey through the divas of Hollywood's Golden Age. Featuring selections made famous by Marlene Dietrich, Judy Garland, Rita Hayworth, Doris Day, etc

6. ***Werther***

- a. Amelia Island Opera will present Massenet's operatic masterpiece *Werther* in May 2026. It will be presented at Amelia Plantation Chapel. The cast will be led by AIO co-founder Victoria Isernia as the heroine Charlotte and world- renowned tenor, [Isaac Hurtado](#), in the title role. The production will be directed by the visionary director, [Scott Skiba](#), who has directed for every major company in the USA such as Opera Tampa, Indianapolis Opera, Cleveland Opera Theatre, Mobile Opera, etc. Our Music Director for the season, [Keith Chambers](#), will lead the orchestra of Northeast Florida musicians (many of whom will utilize overnight lodging on Amelia Island between performances) through this lush score. As an opera that is not often done, it is sure to put industry eyes on Amelia Island for hosting such a magnificent, but rare piece. The opera features a cast of 6 adults and 6 children. The children are sure to spark out of town interest as families will invite out of town family members to see the performance and stay overnight.

- 7. Other community and children's events, including a children's theater camp, operatic story time, music lectures, Library Lectures with *Friends of the Library* and festivals.

How it promotes Tourism:

Throughout our entire 2025-2026 season, we expect to reach at least 5000 individuals, including 300 children, at more than 15 events. Of these people, we anticipate 12% to be from outside Nassau County, with 100 people coming from far enough away to stay in a hotel. We will be hiring over 120 local, regional, and international artists to bring our plans to life on stages throughout the county. Some of these artists will be housed in the

homes of our patrons and supporters throughout the island, and others will stay in hotels. Some artists are drawn to the beauty of Amelia Island and bring their families with them, for a hybrid work vacation, utilizing the hotels on the island.

This season, Amelia Island Opera will explore paid advertising around Tallahassee, Orlando, Atlanta, and Savannah in an attempt to draw in audiences from areas outside our county for our events in bigger venues, such as *Voces 8* and *Werther*. As AIO grows into a company that offers multiple fully-staged operas every season, it will become a major attraction for out of town culture and heritage visitors who want to experience something unique and different while visiting, and will more than likely return again and again to experience all that this amazing island has to offer.

With information gathered from 373 respondents on post concert surveys in our most recently completed season, we know that our audiences are:

Age:

65+ (70%)

40-64 (18%)

19-39 (8%)

18 and under (4%)

Race:

95% white

4% hispanic and other

1% multiracial and biracial

Proposed Goals and Objectives:

A big goal for the AIO team this season is to become further involved in the musical community in northeast Florida. We plan to accomplish this by offering our programming to Jacksonville and St. Augustine areas. For example, our double bill of Menotti's *The Telephone* and *Craigslustlieder* has been approved to travel into various venues throughout the two areas. The AIO co-founders jump at any opportunity to talk with and perform for members of our community at sporting events, camps, festivals, and group meetings. For example, Amelia Island Opera will also begin partnering with *Friends of the Library* at The Fernandina Beach Library to implement an Opera Club and drive up and inspire interest in Opera in Nassau County. We also actively pursue collaborations and partnerships with other organizations, musical or other, because we believe that both organization's missions can be amplified when we harness the power of collaboration.

Another goal is to grow the number of people we reach by 15%, including residents from outside of Nassau and surrounding counties. To do this, we are offering second and third performance dates to accommodate bigger audiences, we are utilizing new venues with larger capacities, and we are offering our services to other music festivals and concert series in surrounding areas. In our 2023 season, we presented a free concert at the Ponte Vedra Beach Library as a part of the Dr. Gerson Yessin Music Series and a concert presentation at The Tamaya Living Facility in Jacksonville. Many of the attendees of that concert have signed up for our email blasts and have driven up to Amelia Island to hear other performances.

One final goal the AIO co-founders share is to diversify our audiences. We live in a predominantly white area, with recent census numbers showing our community to be 84% white, 6% black, 6% hispanic, and 4% other. We would like the artists on our stages and the people in our audiences to, at the very least, reflect these same percentages. One way we plan to accomplish this is to diversify our casting choices and musical programming, offering a variety of artists and musical themes that will appeal to and reflect the cultures of minority groups in our community.

Economic Impact:

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, we find that AIO impacts our community in the following ways:

- \$131,117 - The total dollars spent by AIO 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.
- 4.9 - The number of full-time equivalent (FTE) jobs in Amelia Island that AIO and our audiences support. FTE jobs are jobs created and supported by the expenditures made by AIO and/or our audiences.
- \$110,311 - The total dollars paid to community residents as a result of the expenditures made by AIO and/or our audiences.
- \$9,963 - The total dollars received by local and state governments (e.g., license fees, taxes) as a result of the expenditures made by AIO and/or our audiences.

Whenever possible, AIO utilizes local musicians, directors, graphic designers, and actors to bring our performances to life. We want to support local talent with livable wages, creative stimulation, and a friendly, positive, professional work environment. AIO would be nothing without the outstanding artists who work to bring our programming to life and we are proud to keep our independent contractors local, whenever possible. When we are not able to find quality, local professionals for a certain role, we hire from

the national and international pool of talented musicians, stage directors, and production professionals.

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.

Location/Site Plan:

AIO partners with local organizations and venues to bring our performances to life. These include Story & Song, Amelia Plantation Chapel, United Methodist Church, Amelia Island Museum of History, First Baptist Church, and Amelia Community Theater, among others. These locations are in different areas around the island, giving visitors a chance to visit an area they might not have been to. AIO ensures that the venues we use are in compliance with ADA requirements.

Parking/Shuttle/Traffic Plan:

To help alleviate parking congestion, AIO communicates parking information in advance of all events, volunteers help guide and direct traffic, and in certain cases a shuttle bus is hired. The venues and organizations we work with also have parking and traffic policies in place.

Security Plan:

AIO will hire an off duty police officer(s) at any event that has over 350 patrons. Exits at each venue will be clearly marked, and made clear to patrons in the welcome speech for each show.

Health and Safety Plan:

A Board approved readiness plan is in place in case of unsafe weather conditions, natural disaster, terrorist attack, and other situations that may arise. This plan was drawn up utilizing [dPlan|ArtsReady](#), an online emergency preparedness and response tool for arts and cultural organizations.

Special Needs Requirements:

AIO will continue working to ensure that all of its programs are accessible to all members of the community, regardless of their 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 assistant animals. AIO 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 our website:

It is the policy of Amelia Island Opera to comply with all of the 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 at info@ameliaislandopera.org or (904) 556-7342 to initiate your request.

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

One of the ways Amelia Island Opera builds its audience is by offering a variety of different events for our community. We offer opera, musical theater, art song, jazz, latin music, gospel, folk music, and many other genres in interesting and different venues throughout our community. This variety in programming offers great entry points for those less familiar with opera and/or AIO.

The AIO Marketing plan includes:

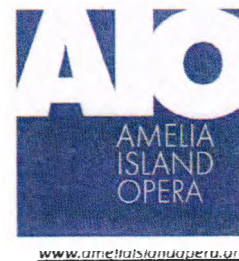
1. Email Marketing Campaigns to a mailing list of over 1,000 people. These email campaigns are sent one month, two weeks, and two days prior to the events throughout the season. In addition, a follow up email campaign is sent after the events occur with photos and highlights from the performances to build audience interest for future events. We also include a post-concert survey link in that follow up email. Additionally, any time we collaborate with another organization to produce programming, those performances are included on the email marketing campaigns for the partner organizations.
2. Newsletters: AIO sends information about our upcoming programming to two local newsletters, "The Mouth of Amelia" and "From The Porch" who, in turn, send it to their dedicated email lists of Amelia Island art enthusiasts.
3. Press releases are distributed to all local, regional, and national press outlets six weeks before the AIO performances with solicitation for preview and review articles. Examples of press outlets we submit our press releases to include The News-Leader, Yulee News, The Florida Times-Union, Opera America, The

Savannah Tribune, Orlando Sentinel, Tallahassee Democrat, and Atlanta Journal-Constitution.

4. AIO maintains an up to date website with season event information and links to purchase tickets or RSVP for events.
5. Interviews with press outlets are solicited from many of the press outlets listed in #3 above.
6. Advertisements are purchased in the local papers, "The News- Leader," and "The Yulee News." AIO will also run radio ads on WJCT for our larger-venue performances. We are currently working on expanding our paid advertising into Tallahassee, Atlanta, Savannah, and Orlando.
7. Events are listed on online calendars such as Amelialsland.com, VisitJacksonville.com, visitflorida.com, and News4Jax Community Calendar.
8. AIO maintains an active Social Media presence utilizing Facebook and Instagram.
9. Civic Engagement events: AIO offers new ways for our community to interact with our organization, including music workshops, music lectures, panel discussions, pre-concert talks, and pop-up performances. Plans for our 2025-26 season include a free pop-up performance at Disco Witch Brewing, music lectures for the Newcomers Club of Amelia Island, an Operatic StoryTime at Story & Song, Masterclasses at local schools, and in-school performances.
10. Flyers: AIO prints and distributes flyers around our community
11. AIO utilizes up-to-date rack cards and high visibility banners that are distributed and displayed at major Amelia Island events such as ShrimpFest, Dickens on Centre, The Non-Profit Fair, etc.

Budget:

AIO is requesting support from the Amelia Island Tourist Development Council (AITDC) in the amount of \$15,000. This money would be used to help pay for our Vocal Soloist Fees, which are budgeted at \$48,500 for the 2025-2026 season. AIO has operated with a modest surplus in revenue for each year we've been in existence. This is due to surpassing ticket revenue and donations, as well as being extremely judicious with expenses. This has allowed us to be more inventive and plan bigger events each season, as we have a pool of cash to pull from if needed.



Victoria Isernia
Co-Founder
Amelia Island Opera

May 10, 2025

Amelia Island Tourist Development Council
1750 S 14th Street, Suite 200
Fernandina Beach, FL 32034

Dear Sponsorship Selection Committee:

Thank you so much for considering Amelia Island Opera for a Tourist Development Council Sponsorship. When my Co-Founders and I created Amelia Island Opera, we did so because we wanted to bring this powerful and beautiful art form to our community. Our early concerts were greeted with much enthusiasm by the Amelia Island community, and we have grown steadily in the last four seasons. As we head into our fifth season, we are excited to be offering a Vocal Competition for high schoolers, 5 concerts, 2 operas, a youth workshop and various events locally for local and out-of-town guests to experience opera on Amelia Island.

We are applying for TDC Sponsorship to support our 2025-2026 season which will include the Amelia Island Opera Concert Series at Story & Song, two full operas, and our third collaboration with Amelia Community Theater. Amelia Island Opera is requesting a sponsorship amount of \$15,000, which will help pay for the vocal soloist fees incurred by producing events with top quality artists that will draw visitors to Amelia Island in an effort to promote and maintain the ever growing Arts Community present here.

We are determined to see Amelia Island Opera become a large regional opera company that will entice cultural and heritage visitors to our beautiful home. We feel it is our responsibility to make opera and the arts in general sustainable on Amelia Island and your continued support of us will ensure that we can do so.

Thank you for your consideration,

Victoria Isernia
Co-Founder
Amelia Island Opera

(904) 556-7342
Info@ameliaislandopera.org

1841 Perimeter Park Rd.
Fernandina Beach, FL, 32034

FY26



REVENUE	\$	150,000
EXPENSE	\$	150,000
SURPLUS/ (DEF)	\$	-

		FY26
		Budget
REVENUE		\$ 150,000
	Ticket Revenue	\$ 60,000
	Ticket Sales	60,000
	TDC Sponsorship	\$ 15,000
	Foundation Grants	\$ 1,000
	Corporate Contributions	\$ 1,000
	Sponsorships	1,000.00
	Individual Contributions	\$ 73,000
	Annual Giving	73,000
EXPENSE		\$ 150,000
	Artistic Expenses	\$ 87,300
	Professional Fees	\$ 69,000
	Vocal Soloists	48,500
	Instrumentalists	8,000
	Supernumeraries/Actors	1,000
	Conductors	2,000
	Production (lighting, stage managers, etc.)	5,000
	Stage Director	2,500
	Technical / Production Help	1,000
	Accounting Help	1,000
	Equipment & Sets & Props & Costumes	\$ 7,000
	Purchase	7,000
	Venue Rental	\$ 2,500
	Rehearsal	500
	Performance	2,000
	Music	\$ 300
	Purchase	300
	Video/Photography/Show Needs	\$ 2,000
	Video/Photography	2,000
	Travel & Lodging	\$ 6,500
	Lodging	1,000

FY26



REVENUE	\$	150,000
EXPENSE	\$	150,000
SURPLUS/ (DEF)	\$	-

	FY26
	Budget
Local Travel	1,000
Flights	3,000
Travel Stipend	1,500
Marketing	\$ 10,400
Advertising	2,500
Programs	2,000
Graphic Design	2,000
Radio	2,500
Web Maintenance/Design	600
Other/Program Printing	800
Development	\$ 3,500
Catering/Receptions	3,000
Fundraising Supplies/Printing	200
Fundraising Meals	300
G&A Variable	\$ 2,950
Insurance	1,600
Dues & Subscriptions	600
Accounting & Tax Prep	500
Licenses, Fees, Permits	250
G&A Fixed	\$ 36,675
Salaries	\$ 25,000
Artistic	12,500
Administrative	12,500
Supplies	600
Office Rent	100
Storage	1,300
Communication	\$ 500
Postage and Shipping	500
Miscellaneous	\$ 2,000
Banking/PayPal Fees	\$ 175
Contingency (5% of entire budget)	\$ 7,000
(Deferred)/ Accrued	\$ -

FY26



REVENUE	\$	150,000
EXPENSE	\$	150,000
SURPLUS/ (DEF)	\$	-

	FY26
	Budget
Surplus/ (Deficit)	



POST EVENT/PROJECT/PROGRAM SUMMARY REPORT

Name of Event/Project/Program: Amelia Island Opera 2024-2025 Season

Event/Project/Program Date(s): July 1, 2024- June 30, 2025

Event/Project/Program Location(s): Women's Club of Fernandina Beach, Story & Song, Amelia Plantation Chapel, Amelia Community Theatre

Funding Amount Received: \$10,000

Event/Project/Program Host/Organizer/Applicant: Amelia Island Opera

Event/Project/Program Host/Organizer/Applicant Address: 1841 Perimeter Park Rd. W Fernandina Beach, FL 32034

Contact Person: Victoria Isernia

Address: 8 Vintage Way Apt. 832, Fernandina Beach, FL 32034

Phone: 631-741-8682

Email: info@ameliaislandopera.org

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.

2. Describe estimated attendance and method used to calculate.

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

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

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: Victoria Isernia, Co-Founder

Date: April 26, 2025

1. Describe how you used the community sponsorship funds. If approved funds exceed the actual cost of the service or item, you must document the variance.

Amelia Island Opera (AIO) used the Tourist Development Council Sponsorship funding to help pay the singer fees for our 2024- 2025 Season. The performances took place at the Amelia Plantation Chapel, Story & Song, Amelia Community Theatre and the Women's Club of Fernandina Beach between September 2024 through April 2025 to robust audiences. We were able to bring in approximately 24 singers this season with some of them coming back multiple times throughout. The singers were made up of local AIO co-founders, as well as singers from South/Central Florida, New York, New Jersey, Utah, and Illinois. All out of town singers were housed in the homes of community members to help alleviate the cost of hotel rooms.

Final Singer Fee Expenses:	TDC Sponsorship:	Variance:
\$45,067.91	\$10,000	\$35,067.91

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

We sold tickets through ShowSlinger.com and absorbed the ticketing fees for Hansel & Gretel & Madama Butterfly. Story & Song and Amelia Community Theatre handled the ticketing for our events there. We were able to have an accurate count of the number of attendees by checking-in guests at the door.

Number of Attendees by Event:

The Latin Divos at Story & Song- 161

Hansel & Gretel at The Women's Club of Fernandina Beach- 151

La Dolce Vita at The Amelia Community Theatre- 260

Valentine's Day Concert "*Sweet & Salty*" at Story & Song- 213

Broadway Babies II at Story & Song- 240

Madama Butterfly at the Amelia Plantation Chapel- 497

Total Attendance for Events: 1,522 (With overlapping Patrons per event)

Survey responses to "What is your zip code?" included these areas:

Yulee, FL
Fernandina Beach, FL
Roanoke, VA
Tifton, GA
Nocatee, FL
Jacksonville, FL
Florida City, FL
Ponte Vedra Beach, FL
Coconut Creek, FL
Chanhassen, MN
Charlevoix, MI
New Hampton, NH
Monroe County, MI

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

The AIO Marketing plan for our 2024-2025 season included:

1. Email Marketing Campaigns to a mailing list of 1,228 email addresses. These email campaigns were sent at the start of our season in August and two weeks prior to all events.
2. Newsletters: Jacksonville Magazine E-Newsletter published about Hansel & Gretel - \$500 spent
3. Event information and link to purchase tickets were on the AIO website.
4. Our February event at Story & Song "Sweet & Salty" was featured in *The Islander Magazine*
5. Advertisements were purchased through the following media outlets:
 - a. "The News- Leader" - \$1,315 spent
 - b. The Amelia Islander Magazine - \$349 spent
 - c. Wellness 360 Magazine - \$400 spent
 - d. "WJCT" - \$1,000 spent
6. The event was listed on local online calendars such as Ameliasland.com.
7. A Facebook Event was created and shared for each event.
8. AIO maintains an active Social Media presence utilizing Facebook and Instagram.
9. AIO printed flyers/posters/postcards and distributed them locally.
10. AIO paid IvinsInk for a full season's worth of flyers and promotional images- \$775 spent
11. Civic Engagement events: AIO passed out flyers at our free performance at Dickens On Centre on December 14, 2024. AIO also offered a free opera lecture about *Madama Butterfly* to approximately 100 attendees at Story & Song on January 14, 2024, which generated ticket sales.
12. Local Festival Program Ads- Amelia Island Chamber Music Festival Season Program featured an Ad for our season- \$600 spent
13. Paid Social Media Ads - AIO purchased MetaAds on Facebook for *Madama Butterfly* \$544.13 spent

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

Overall, we feel our 2024-2025 season was a success. There was great interest from the community in our events as we were able to sell out several performances and what we did not sell out showed great growth from previous years. One of AIO's strengths is providing world class musicians from all over the country for our community to enjoy. Comments in our post-event surveys were overwhelmingly positive. Some standout comments include:

- "Quality of artists, chorus and orchestra outstanding. I was transported to being in the audience of The NY Metropolitan Opera."
- All beyond expectations on all levels...so grateful it was available to us!!! Deserve a 10!!!
- Superb singing. Tremendous acting. Comedy routines that were both original and creative, executed with energy, dynamism and an infectious sense of fun that managed to be relaxed yet exquisitely professional. My friend and I laughed till we cried. This was a BROADWAY LEVEL production. I have seen theater in London, Paris, and in other countries. On Broadway and in DC, Baltimore, San Francisco and other major U.S. cities. This absolutely rivaled for quality of singing and acting Broadway's The Phantom of the Opera and West End's Chorus Line in London. I simply can't believe I saw it in a bookstore. It was jaw-dropping. AIO deserves more accolades than I have words for.
- So much JOY shared with the performers and the audience . Voices were outstanding and such a treat to have this quality of performance here on Amelia Island. This Opera Group is such an addition to the Music and Arts we all love..

One of the biggest weaknesses are our venue selections. While Amelia Island has many beautiful spaces to offer, they are not always conducive with what is needed to produce opera, musicals and concerts. For example, the Amelia Plantation Chapel we used for Madama Butterfly, while being a beautiful space with a wonderful acoustic, does not feature raked seats, like a theater, so some patrons complained they could not see everything. The same was said for Hansel & Gretel at the Women's Club of Fernandina Beach. From the post-event surveys, responses to the question, "Is there anything we could have done to improve your experience?" included:

- "Alas, a venue with better space and acoustics. I LOVE Story & Song and go to many events there. Performers like these deserve a richly appointed concert hall! Oh someone, please give it to them!!!! That said, I will gladly watch them anywhere."
- "Better alignment and spacing of seats so I'm not staring at the back of the head of the person in front of me."
- "Venue"
- "performing arts theatre"
- "Venue issues. Difficult to see in the back rows. Acoustics were good. Cast was incredible. KUDOS."

AIO will continue partnering with Amelia Community Theatre in future seasons, as they own the only proscenium theater on the island. The downside to their theater is that it only holds 160 patrons. AIO will need to perform the show multiple times, adding to the costs incurred for musician fees.

As reflected above we seldom receive any complaints from our patrons about anything other than the venue availability on the island. The general consensus seems to be that the venues on the island do not offer effective parking with many noting they have trouble finding parking spots and often have to walk a far distance to enter the buildings. We can help alleviate this by offering shuttle services when the distance from the parking lot to the front of the venue is far. The other main complaint is sight lines. Many feel they cannot see the performers. We have thought about building a stage that could offer more visibility in several of these venues but that would incur a large cost to us.

As we continue to produce opera at these venues we will do our best to alleviate as much of these issues as we can.



