



SPONSORSHIP AGREEMENT
NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND KEEP
NASSAU BEAUTIFUL, INC.

This Sponsorship Agreement ("Agreement") is entered by and between the NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS ("County") and KEEP NASSAU BEAUTIFUL, INC. ("Organization") and overseen by the Amelia Island Convention and Visitors Bureau ("AICVB") on behalf of the County.

SECTION 1. Organization's Responsibilities.

- 1.1 The Organization shall hold Events which shall consist of Sustainability and Eco-tourism programs as outlined in the Request for Sponsorship ("Exhibit A"). The Events shall be held on June 1, 2025 through September 30, 2025. AICVB may change the Event date(s) so as long as the Organization and the AICVB agree in writing on such change at least two (2) weeks in advance of the Event.
- 1.2 The Organization shall include the destination Amelia Island logo, as supplied by the AICVB, on printed materials and shall reference the Amelia Island Tourist Development Council ("AITDC") as a sponsor in press releases and any other media materials. The AITDC and Organization have the right to approve all materials and releases produced by the other for promotional purposes.
- 1.3 The Organization shall promote at least one Amelia Island Hotel on the Organization's website, and the Organization shall encourage attendees to utilize Amelia Island hotel rooms or lodging.
- 1.4 The Organization shall obtain all necessary permits, approvals, and venues for the conducting of the related activities.
- 1.5 The Organization shall provide all necessary equipment.
- 1.6 The Organization shall be responsible for all food and beverage sales. No alcohol shall be consumed or sold on property belonging to the County except where permitted by the County.

- 1.7 The Organization shall be responsible for all merchandise sales.
- 1.8 The Organization shall be responsible for all sponsorship sales.
- 1.9 The Organization shall be responsible for providing a safe environment for all participants and spectators.
- 1.10 The Organization shall provide all staff.
- 1.11 The Organization shall be responsible for implementing a parking system for the Museum in a safe and efficient manner and in cooperation with the County, municipality, or appropriate authorities.
- 1.12 The Organization shall provide on-site medical personnel or have a medical plan prepared.
- 1.13 The Organization understands that it is an independent contractor and has no authority or right to make obligations of any kind in the name of or for the account of the County, the AITDC or AICVB nor commit or bind the County, the AITDC or AICVB to any contract (other than this Agreement) by virtue of this Agreement.
- 1.14 If the Event is held on County-owned property or if the County is co-participating in the Event, as determined by the County in its sole discretion, then the Organization shall, upon written request by the County, provide the County a Certificate of Insurance including one million dollars (\$1,000,000) in general liability coverage and listing the County and the AICVB as "additional insured" for the Event no later than five (5) days after execution of this Agreement by all parties. Certificates of Insurance and the insurance policies required for this Agreement shall contain a provision that coverage afforded under the policies shall not be cancelled or allowed to expire unless at least thirty (30) days prior written notice has been given to the County and the AITDC. Certificates of Insurance and the insurance policies required for this Agreement shall also include a provision that policies, except Worker's Compensation, are primary and noncontributory to any insurance maintained by the AICVB. All insurers shall be authorized to transact insurance business in the State of Florida as provided by Section 624.09(1), Florida Statutes and the most recent Rating Classification/Financial Category of the insurer as published in the latest edition of "Best's Key Rating Guide" (property-Casualty) must be at least A- or above.

SECTION 2. AICVB's Responsibilities.

- 2.1 The AICVB shall provide a link to the Event webpage on www.ameliainsland.com. The Event posting should include the Event schedule and details as they relate to parking, registration fees, sponsorship, merchandise sales, concessions, and all other activities relating directly or indirectly to the operation of the Event (as applicable).

- 2.2 The AICVB shall share responsibility with the Organization for the promotion of the Event outside of Nassau County, Florida.

SECTION 3. Sponsorship Amount.

- 3.1 Upon the recommendation of the AITDC and approval of the County and pursuant to the acceptance and fulfilment of the terms of this Agreement, the County shall provide to Organization a sponsorship in the amount of Fifteen Thousand Dollars and 00/100 (\$15,000.00) ("Sponsorship Amount").
- 3.2 The Sponsorship Amount may be paid in full to the Organization at least two (2) weeks in advance of the Event. Notwithstanding County's payment of the Sponsorship Amount prior to the Event, the Organization shall only be entitled to retain and shall have only been deemed to have earned the Sponsorship Amount after the conclusion of the Event and timely delivery of the completed and executed Post Event Report as required in Section 1.16 hereinabove and any required supporting documentation.
- 3.3 The Organization shall use and allocate the Sponsorship Amount solely for expenditures or obligations related to the Event as outlined in Exhibit "A".
- 3.4 The Organization shall be responsible for any and all costs and expenses in excess of the total Sponsorship Amount.

SECTION 4. Indemnification.

- 4.1 The Organization shall indemnify, and hold harmless the County and its officers and employees, the Amelia Island Tourist Development Council, the Amelia Island Convention and Visitor's Bureau from any and all damages, losses, liabilities, and costs, including but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Organization and other persons employed or utilized by the Organization in the performance of the Agreement.

SECTION 5. Compliance with Laws & Regulations.

- 5.1 The Organization represents and warrants that it shall comply with all applicable state, federal and local laws and regulations relating to operation of the Event.

SECTION 6. Waivers.

- 6.1 No release or waiver of any provision of this Agreement shall be enforceable against or binding upon a party unless in writing and executed by the releasing or waiving party. The failure of any party to insist upon specific performance of any of the agreements, terms, covenants, or conditions of this Agreement shall not be deemed a waiver of any rights or remedies that either party may have, or a waiver of any subsequent courses of actions or

claims based upon breach or default of any of such agreements, terms, covenants, and conditions.

SECTION 7. Relationship of Parties.

- 7.1 The parties of this Agreement shall not be deemed joint venturers, agents, or partners of the other for any purpose because of this Agreement or for the transactions contemplated hereby.

SECTION 8. Term.

- 8.1 This Agreement shall commence when fully executed and shall remain in full force and effect until November 30, 2025.

SECTION 9. Amendments.

- 9.1 No provision of this Agreement may be modified, waived, or amended except by a written instrument duly executed by both parties.

SECTION 10. Cancellation; Rescheduling; Force Majeure.

- 10.1 Notwithstanding anything to the contrary contained herein, if the Event is canceled for any reason whatsoever, and the Event is not rescheduled as set forth in Section 10.2 below, then (a) this Agreement shall be automatically deemed terminated, (b) the Organization shall have no right to receive or otherwise direct the receipt of any portion of the Sponsorship Amount, and (c) the Organization must refund to the County all amounts paid by the County to the Organization pursuant to this Agreement within ten (10) business days following written request by the County. The Organization hereby waives and releases any and all claims it may have for breach of contract or otherwise arising out of such circumstances.
- 10.2 If the Event is canceled for any reason, within ten (10) business days of such cancellation, Organization shall notify County in writing whether the Organization intends to reschedule the Event to a date during County's current Fiscal Year (October 1 through September 30). If the Organization timely notifies County of its intent to reschedule the Event to a date within the current Fiscal Year, County and the Organization shall coordinate the replacement dates for the Event; provided, however, County shall not unreasonably withhold, condition, or delay its consent to dates requested by the Organization. If the Parties agree on rescheduled dates for the Event, such agreement shall be made in writing by the parties and treated as an amendment to this Agreement, with all references to Event herein to mean the new dates. If the Organization does not timely notify County that it intends to reschedule the Event within the time period stated in this section, the Event is deemed canceled and this Agreement is automatically deemed terminated as provided in Section 10.1 above.

- 10.3** Other than the Organization's obligations to refund the Sponsorship Amount as provided in Section 10.1 of this Agreement, which obligations are not waived by any event of Force Majeure (as defined in this paragraph), each Party's obligations under this Agreement shall be temporarily excused by acts of God, such as fires, storms, lightning, floods, confiscations or restraints of government (civil or military), war, terrorism, strikes or labor disputes, civil disturbances, or any other cause that is not within the reasonable control of a Party, and not otherwise due to any negligence or willful misconduct by that Party ("Force Majeure").

SECTION 11. Third- Party Beneficiaries.

- 11.1** Neither the Organization nor the County intends to directly or substantially benefit a third party by this Agreement. Therefore, the Parties acknowledge that there are no third-party beneficiaries to this Agreement and that no third party shall be entitled to assert a right or claim against either of them based upon this Agreement.

SECTION 12. Notices.

- 12.1** In order for a notice to a party to be effective under this Agreement, notice must be sent via U.S. first-class mail, hand delivery, or commercial overnight delivery, each with a contemporaneous copy via e-mail, to the addresses listed below and shall be effective upon mailing or hand delivery (provided the contemporaneous e-mail is also sent). The addresses for notice shall remain as set forth in this section unless and until changed by providing notice of such change in accordance with the provisions of this section.

FOR AICVB:
ATTENTION:

Executive Director
1750 South 14th Street, Suite 200
Fernandina Beach, Florida 32034
(904) 277-4369

FOR ORGANIZATION:
ATTENTION:

Lynda Bell
1417 Sadler Road #233 Fernandina Beach, FL 32034
(904) 261-0165

SECTION 13. Public Records.

- 13.1** The Organization acknowledges that the County is a public agency subject to Chapter 119, Florida Statutes, and that the information and data the Organization manages under this

Agreement may be public records in accordance with Chapter 119, Florida Statutes. If a court of competent jurisdiction determines that the Organization is a “contractor” for purposes of Section 119.0701, Florida Statutes, then the Organization shall comply with all requirements of Chapter 119, Florida Statutes. Failure to comply with this section shall be deemed a breach of this Agreement and enforceable as set forth in Section 119.0701, Florida Statutes.

IF THE ORGANIZATION HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE ORGANIZATION’S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 530-6090, RECORDS@NASSAUCOUNTYFL.COM, 96135 NASSAU PLACE, SUITE 6, YULEE, FLORIDA 32097.

SECTION 14. Assignment.

- 14.1** The Organization may not assign all or part of its rights or obligations under this Agreement without the prior written consent of County, which consent shall not be unreasonably withheld, conditioned, or delayed. Any assignment, transfer, or encumbrance in violation of this section shall be void and ineffective. If the Organization violates this provision, any portion of the Sponsorship Amount already provided to the Organization shall be immediately refunded to County upon demand and, in addition to any other rights and remedies County may have, County may immediately terminate this Agreement.

SECTION 15. Governing Law and Venue.

- 15.1** This Agreement shall be deemed to have been executed and entered into within the State of Florida and any dispute arising hereunder, shall be governed, interpreted and construed according to the laws of the State of Florida, the Ordinances of Nassau County, and any applicable federal statutes, rules and regulations. Any and all litigation arising under this Agreement shall be brought in Nassau County, Florida, and any trial shall be non-jury. Any mediation, pursuant to litigation, shall occur in Nassau County, Florida.

SECTION 16. Entire Agreement; Severability.

- 16.1** This Agreement sets forth the final and complete understanding of the parties. It is understood and agreed that there are no other representations with respect to this Agreement and this Agreement supersedes all prior discussions, agreements and understandings relating to this subject matter hereof. In the event any part of this Agreement is found to be unenforceable by any court of competent jurisdiction, that part shall be deemed severed from this Agreement and the balance of this Agreement shall remain in full force and effect.

SECTION 17. Human Trafficking Affidavit.

CM 3904

- 17.1 In accordance with Section 787.06, Florida Statutes, the Organization shall provide to the County an affidavit, on a form approved by the County, signed by an officer or representative of the Organization under penalty of perjury attesting that the Organization does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.

Please indicate your acceptance of the foregoing terms and conditions by signing and dating the space below and returning one fully executed copy of this Agreement to the County.

**NASSAU COUNTY BOARD OF
COUNTY COMMISSIONERS**

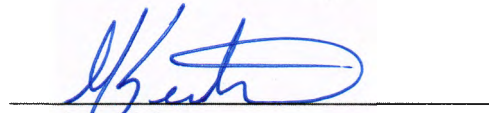

Signature

A.M. "Hupp" Huppmann
Printed Name

Chairman
Title

4-28-2025
Date

Attest to the Chairman's signature:


Mitch L. Keiter
Its: Ex-officio Clerk

KEEP NASSAU BEAUTIFUL, INC.

Lynda Bell
Signature

Lynda Bell
Printed Name

Executive Director
Title

4/11/2025
Date

Approved as to form and legality by the
Nassau County Attorney:

Denise C. May
Denise C. May, County Attorney

Amelia Island Convention and Visitors Bureau

Gil Langley
Signature

Gil Langley
Printed Name
President

Title
4/11/2025
Date

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: Keep Nassau Beautiful Sustainability and Eco-tourism

Event/Project/Program Date(s): June 1, 2025 - Sept. 30, 2025

Event/Project/Program Location(s): All corners of Nassau County, KNB programs and events are offered in various locations in Nassau County, majority on Amelia Island

Funding Amount Requesting: \$15,000

Event/Project/Program Host/Organizer/Applicant: Keep Nassau Beautiful Inc.

Event/Project/Program Host/Organizer/Applicant Address: 1417 Sadler Road #233, Fernandina Beach FL 32034

Contact Person: Lynda Bell, Executive Director

Address: 1417 Sadler Road #233 Fernandina Beach, FL 32034

Phone: (904) 261-0165

Email: KNB@KeepNassauBeautiful.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 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: Lynda Bell

Date: 3.10/2025

Internal Use Only:

Date Received: **3/11/2025**

Approved: X Yes / No

Amount: **\$15,000**



**Keep Nassau
Beautiful**

KEEP AMERICA BEAUTIFUL AFFILIATE

1417 Sadler Road #233
Fernandina Beach, FL 32034
904-261-0165

knb@keepnassaubeautiful.org
www.keepnassaubeautiful.org

KNB Sustainability and Ecotourism

Keep Nassau Beautiful (KNB) was incorporated in the State of Florida in 1991 and has served the citizenry, tourists, and visitors of Nassau County Florida for over 33 years. KNB has a successful history of introducing and sustaining events and programs that reduce litter and waste, improve the use of our natural resources, and enable residents to have a positive impact on the conservation and preservation of our natural environment.

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.

Keep Nassau Beautiful, and its Board of Directors.

Lynda Bell, Executive Director, knb@keepnassaubeautiful.org 904-261-0165

Kristen Littles, Program Manager, kristen@keepnassaubeautiful.org 904-776-4025

Detailed Description of the Event/Project/Program - 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

According to various surveys and trends reported by the travel industry, tourists are increasingly looking for sustainable travel options. According to the US Travel Association, nine out of ten travelers want more sustainable options, and three-quarters of corporate executives want sustainable choices, even if they are more expensive. Visitors are not simply looking for transportation and accommodation choices to be more eco-friendly, they are also seeking experiences that support conservation efforts and connect them to the local environment of the places they visit. They want to visit and spend their dollars in communities that care about conservation and preservation of the environment. And more frequently tourists express interest in active participation known as regenerative tourism: leaving destinations in a better state than before. Tourists want to learn about and contribute to projects that restore the land or conserve and protect the environment. KNB is the Nassau County organization able to deliver on these desired eco-friendly experiences that attract tourists and satisfy the increasing desire for a regenerative tourism experience. [Learn More HERE.](#)

KNB programs demonstrate that Nassau County, Florida, and specifically Amelia Island, is a community that walks the talk. Volunteers support numerous programs and events that reduce waste and minimize the harmful impact of litter on the environment. Annually KNB plans a fixed schedule of activities that includes long-standing events, innovative new events, and ad hoc events based on demand from local resorts and meeting planners to connect tourists to programming and volunteering designed to meet their needs, interests, and desires for travel destination selection.

Through the KNB network of partners, events may also be scheduled by partner organizations giving KNB additional programming outside of those requiring direct management by a KNB staff or volunteer. Example: Adopt a Road partners schedule events quarterly across all corners of Nassau County. Partners manage the event and encourage participation by community volunteers. More than 50 organizations are partnered with KNB in the Adopt Program for removal of litter and debris, minimizing the harmful effect of litter and debris on our local environment and demonstrating we are a community that cares about the conservation and preservation of the environment.

Annual programming specific to sustainable and regenerative tourism may be referenced in promotional information and event planning, raising awareness with tourists that we are a community that cares and encourages tourists to schedule travel around events that resonate with them and their travel companions. Annual, scheduled programming includes:

- Nassau County and City of Fernandina Beach Household Hazardous Waste Collection events. KNB volunteers assist residents in the proper disposal of hazardous waste. Improper disposal can contaminate the water supply, pollute the air and harm wildlife. Volunteers report feeling a sense of community and accomplishment following participation in the event.
- Town of Hilliard Community Cleanup. More than 300 volunteers participate in an annual community-wide cleanup event. Volunteers are assigned roadways in the community to clean of litter and debris. Homeowners are encouraged to properly dispose of old tires, garbage, and yard debris. Results are celebrated during a volunteer appreciation following the cleanup. Planned by the Town of Hilliard. Cleanup supplies provided by KNB.
- Downtown to Dunes. In its third year, the event is sponsored in partnership with Amelia Island Convention & Visitors Bureau (AICVB), Fernandina Beach Main Street, and the City of Fernandina Beach. Visitors to the Island can join approx. 130 local volunteers, community groups, churches, and other local organizations as we pick up litter from downtown to the beach and celebrate our positive environmental impact.
- Beach and waterway cleanup events include
 - Right Whale Festival. Volunteers are educated on the impact of litter and debris on the critically endangered Right Whale. The cleanup event is scheduled to kick off the annual 2-day Right Whale Festival. KNB is the sustainability lead for the Right Whale Festival planning committee.

- St Marys River Cleanup. For more than 25 years, KNB has partnered with the St Marys River Management District or the St Marys Riverkeeper in hosting more than 400 Nassau County volunteers in a cleanup along the St Marys River and watershed removing tons of litter and debris from the waterway and shoreline, reducing the harmful effect on humans and wildlife.
- Fireworks Roundup, July 5th after the fireworks. KNB organizes and supports partner organizations and volunteers at beach and boat ramp access points to remove debris left from July 4 celebrations. Tourists may participate in the cleanup which is scheduled early morning on the day following July 4 fireworks.
- International Coastal Cleanup. KNB is partnered with the Ocean Conservancy as the premier partner in Northeast Florida during an international day of service focused on reducing the harmful effect of trash in our oceans by removing litter and debris from waterways and shorelines. More than 200 volunteers participate in this annual cleanup across sites on and off Amelia Island. Tourists may follow Ocean Conservancy and reference their cleanup locations map where KNB's listing demonstrates Amelia Island as an eco-friendly tourist destination https://oceanconservancy.org/trash-free-seas/international-coastal-cleanup/map/?location_id=62396

Ad-hoc programming specific to sustainable and regenerative tourism may be communicated to tourists through local programming and connections they make during their stay. These events may be promoted via social media often utilizing co-hosts to share events and activities on their pages and social networks. Opportunities to connect tourists to the community include:

- KNB has been selected by Ethos Collective for their Passion Project initiative. Corporate partners are matched with local non-profit organizations for service projects. Ethos Collective local office teams partner with local non-profit organizations on a day of service. KNB coordinates an event, provides the supplies, and manages the project.
- Local resorts and hotels requesting service projects for their corporate guests independent of Ethos Collective. KNB provides supplies and project management for corporate groups interested in a local service project. Often the preference is a litter cleanup walking in an area near or adjacent to the property.
- Community Cleanup events hosted by the City of Fernandina Beach, with supplies and insurance provided by Keep Nassau Beautiful. Events are hosted on city property, Ron Sapp Egans Creek Greenway and Bishop John Freeman Young Park, 200 N. 11th St. These properties provide an immersive experience in the local natural environment and provide the tourist with a sense of accomplishment at the conclusion of the event.
- Organization Day of Service. Often ad-hoc, coordinated by the organization, KNB provides supplies. Partners include Bacardi of Jacksonville, Publix, Chesapeake Utility, Faith Christian Academy, Fernandina Beach First Baptist Church, Memorial United Methodist Church, St Peters Episcopal Church, Legacy Church Amelia Island, Fernandina Beach Middle School Boosters. When approved by the organization, promoting these events in the community is good for local business and tourism.

Innovative programming specific to sustainable and regenerative tourism sets the local community apart and may appeal to a visitor that aligns with the demographic most targeted by the Amelia Island Convention and Visitors Bureau. KNB's current program includes:

- Reduction of litter and waste, and improvement in the use of our natural resources. KNB partners with the City of Fernandina Beach Water Utility to provide a refillable water station during local festivals and events, reducing single use plastic, and by recommending use of a reusable container, encourages behavior change in the community. Festivals and partners may include:
 - Island Hop Beer Festival, Fernandina Beach Main Street
 - Hispanic Heritage Festival, Friends of Fernandina Skate Park
 - Oktoberfest, Hofbrau Amelia
 - Right Whale Festival
 - Dickens on Centre, Amelia Island Convention and Visitors Bureau
 - Shrimp Festival, Isle of Eight Flags Shrimp Festival
 - Wild Amelia Nature Festival and Opening of the Beaches, City of Fernandina Beach and Nassau County BOCC
 - Pride Festival, Fernandina Beach Pride
 - Nassau County Sport Fishing Association Tournament, Nassau County Sport Fishing Association.
 - Terry Kelly Skate Jam and 5K, Friends of Fernandina Skate Park
 - Community Care Day, Micah's Place

In calendar year 2024 KNB volunteers contributed more than 5,800 hours of community service at an economic value of \$175,398. More than 84 tons of litter, recyclables and household hazardous waste were collected by volunteers, which prevents harmful effects on the environment and landfill contamination. Through education and tabling at events and festivals KNB volunteers educated an estimated 7,200 youth and adults on ways they can minimize their impact on the environment, which leads to increased individual awareness and behavior change.

Now in its 34th year of serving the Nassau County community, and its fifth year of year over year increase in spending on programs, KNB expects interest and participation in these mentioned programs to continue their upward trend. Promotion of the events and their expected outcomes will reinforce the current messaging of Amelia Island as a destination of choice for tourists that prefer to play and spend in communities that reflect their values for sustainability.

Logistics Outline - 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.

KNB carries a suite of Insurance including Volunteer and General Liability Insurance with a Certificate of Insurance for events hosted by KNB.

During all events, KNB will ask partners, vendors, and exhibitors to make their best effort to support a clean and green event by reducing or eliminating the use of single-use plastic bottled water, beverages served in single-use plastic, and the use of single-use plastic bags. KNB will encourage participants to recycle when possible and help ensure disposal options are available during hosted events.

During events, KNB provides a site captain kit at each location. The kit includes at a minimum a small first aid kit, bug spray, hand sanitizer, waiver of liability and sign-in sheet, and project supplies customized based on the event type. For example: Roadway cleanups include safety vests, trash grabbers, disposable or reuseable gloves, reusable and disposable trash bags, and road signs altering motorists to the presence of volunteers. Beach cleanups include trash grabbers, disposable gloves, and reuseable or disposable trash bags. Set up of supplies often utilizes a local pavilion or bench. KNB uses a weighted tent during festivals and tabling events.

Reducing operational expenses, KNB is a virtual office without ownership or lease of a vehicle, office space or equipment. When personal vehicles are not appropriate for the event, a rental vehicle, with contracted insurance, is used.

Promotional and Marketing Activities - 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.

Sponsorship funds or an Amelia Island Convention and Visitors Bureau marketing plan are needed to support the marketing activities required to reach tourists and visitors who may participate in one or more activities.

KNB regularly schedules social media posts on Facebook, Instagram, LinkedIn and Nextdoor. News Releases may be provided to local media pre and post event. KNB posts events and festivals on the Events page of the website and sends a monthly newsletter to the Constant Contact list of general subscribers. KNB utilizes lists in Constant Contact and encourages subscribers to set their

preferences for content. Targeted content newsletters may be sent based on the event schedule. Tourists are encouraged to subscribe based on preferences.

KNB supports a membership program that offers a benefit of advance notice on key events, and a discount on ticketed events. Tourists may choose to participate in the membership program, supporting the mission of KNB to conserve and preserve the natural environment.

Creative materials include display ads, videos, table toppers, flyers, and posters for area businesses. Website content and Social media posts using Facebook Ads.

AICVB as a historical sponsor of KNB events and programs has provided public relations contacts, distribution, and promotion on AICVB sites. KNB will work with AICVB to provide content as needed for materials.

Networking partners include

- Keep America Beautiful event and volunteer-focused calendar of events and affiliate network for national coverage.
- Keep Florida Beautiful Affiliates Network for promotion of the event within the State of Florida.
- UF/IFAS Master Naturalists, Nassau Conservation Network, and Northeast Florida Conservation Groups (NEFCON) for promotion of the event to environmental groups and interested individuals in the State of Florida.
- Google Business and Eventbrite for promotion across their platform of subscribers.
- Nassau County Chamber of Commerce, NextDoor, and social media targeted groups to raise awareness among tourists and visitors.

The expense budget for Marketing and promotion is shown in the Event Budget (following page)

Funding Period: June 1, 2025 - Sept. 30, 2025

Lead Entity: Keep Nassau Beautiful

Project Name: KNB Sustainability and Ecotourism

Categories and Line Items	Total Cost of Program
Personnel Expenses (list each employee)	
Executive Director	\$18,000.00
Program Manager (Volunteer and Adopt program)	\$14,400.00
Subtotal Personnel Expenses	\$32,400.00
Subtotal Personnel Tax (Payroll Tax)	\$2,479.00
Subtotal Travel (Staff Mileage)	\$900.00
Subtotal Advertising	\$3,060.00
Subtotal Contractual Services	\$1,200.00
Program Specific Operating Costs	\$13,783.00
Other Program Operating Costs	\$10,905.00
Expense Budget Totals	\$64,727.00
Required Match > 50%	\$49,727.00
Source of Funds	
Nassau County BOCC	\$30,827.00
City of Fernandina Beach	\$1,250.00
FDOT	\$3,750.00
Town of Hilliard	\$2,000.00
Non-restricted funds	\$8,900.00
Membership Program	\$3,000.00
subtotal	\$49,727.00
AICVB Grant - cap at \$25,000	\$15,000.00
Total Anticipated Revenue	\$64,727.00

KEEP NASSAU BEAUTIFUL

We did beautiful things in 2024!



5,874
TOTAL
VOLUNTEER
HOURS

Which translates into 734 working days and an economic value of \$175,398



84.2 TONS
LITTER, RECYCLABLES
AND HOUSEHOLD
HAZARDOUS WASTE
COLLECTED

Which prevents harmful effects to the environment and landfill contamination.



7,298
YOUTH AND ADULTS
EDUCATED ON THE
TENANTS OF KNB

Which leads to increased individual awareness and behavior change.



808
TREES DISTRIBUTED
AND PLANTED
(Public and Private
Property)

Which helps reduce carbon dioxide levels and severity of storm related damage.

Who We Are

Keep Nassau Beautiful, Inc. (KNB) is a stand-alone, not for profit 501(c)(3) corporation; founded in 1991 and incorporated in the state of Florida. A volunteer-based community action and education organization that works through concerned citizens and partnerships with government, businesses, and education institutions. It's mission is to educate and encourage sustainability of a clean, green and beautiful Nassau County through the reduction of litter and waste, increase in recycling, and beautifying of spaces. KNB is an affiliate of Keep America Beautiful and Keep Florida Beautiful and maintains a "President's Circle" certification.

How we did it:

Litter and Waste Reduction—with help from our Adopt Program partners and volunteers; county and city partners that provide in-kind service and grants; roadway, waterway and shoreline cleanup sponsors, in-kind partners, and volunteers.

Increased Awareness of the 4 R's—through local festivals, marketplace, and event participation; county and city partners that provide grants and educational opportunities; household hazardous waste collection events; local schools who provide time in the classroom or field trips for experiential learning; organizations that provide opportunities for education, and partnerships that provide water-refill stations during festivals and events.

Beautifying Spaces—thanks to generous sponsors, county and city partners that provide grants and in-kind support, and volunteers for the planting of more than 800 trees.

We need you!

Get Involved to support programs and projects that enable and educate residents on the preservation, conservation and beautification of spaces in Nassau County!



Keep
Nassau
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

General Questions

Contact Lynda Bell, Executive Director

knb@keepnassaubeautiful.org | 904-261-0165

1417 Sadler Road #233 | Fernandina Beach, FL 32034

www.KeepNassauBeautiful.org

Get Involved to Lend a Hand and KEEP NASSAU BEAUTIFUL

Mission

Keep Nassau Beautiful conducts and promotes activities and educational opportunities, fosters personal appreciation of, pride in, and responsibility for the natural beauty of Nassau County.

Purpose

KNB shall be charitable and educational in its purpose to keep Nassau County clean and green through community engagement and educational programs. To achieve this purpose, KNB shall:

- Maintain litter and waste control programs.
- Engage in community appearance improvement projects for the beautification and conservation of Nassau County.
- Promote the benefits of a clean and beautiful environment.



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