

**AITDC RESOLUTION NO. 2024- 009**

**A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE SPONSORSHIP OF TRAIN STRONGMAN LLC AND IN SUPPORT OF SAID RECOMMENDATION FINDING THAT THE USE OF TOURIST DEVELOPMENT TAX REVENUES FOR SAID PURPOSE WILL ENHANCE VISITOR EXPERIENCES AND PROMOTE TOURISM ON AMELIA ISLAND, IN NASSAU COUNTY, AND IN THE STATE OF FLORIDA; FURTHER PROVIDING FOR CERTAIN LEGISLATIVE FINDINGS AND AN EFFECTIVE DATE.**

**WHEREAS**, pursuant to Section 125.0104, Florida Statutes, the Board of County Commissioners (BOCC), levies and imposes a tourist development tax to promote through marketing and advertising Amelia Island and to increase tourist-related business activities; and

**WHEREAS**, pursuant to Section 125.0104, Florida Statutes, the BOCC established the Amelia Island Tourist Development Council (AITDC) as an advisory board to oversee the development and marketing of Amelia Island and the expenditure of the tourist development tax revenues; and

**WHEREAS**, the tourist development tax revenues received by Nassau County are restricted funds, and the expenditure of those funds shall comply with Section 125.0104, Florida Statutes, the Florida Administrative Code, Sections 30-61 through 30-68 of the Nassau County Code of Ordinances, and AITDC Policies as approved by the BOCC; and

**WHEREAS**, pursuant to Section 125.0104, Florida Statutes, the BOCC has contracted with the Amelia Island Convention and Visitors Bureau (AICVB) to execute the marketing of Amelia Island as a world-class tourism destination; and

**WHEREAS**, based upon the recommendation of the AICVB, the AITDC now finds that the sponsorship of Train Strongman, LLC as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, is/are tourism-related activities and will assist in the promotion of Amelia Island and Nassau County, Florida.

**NOW, THEREFORE, BE IT RESOLVED** by the AITDC, as follows:

**SECTION 1. FINDINGS.** The above findings are true and correct and are hereby incorporated herein by this reference.

**SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.**

- a.** The AITDC hereby finds that the use of tourist development tax revenues for the sponsorship of Train Strongman, LLC, 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.

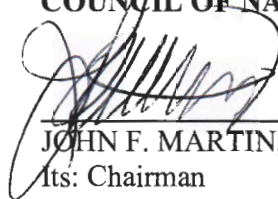
- b. Based upon the above finding, the AITDC hereby recommends to the BOCC that the BOCC utilize tourist development tax revenues for said Sponsorship(s) as a means to promote tourism of Amelia Island and Nassau County, Florida, with said amounts to be paid from the AITDC budget as follows:

1. Sponsorship: Train Strongman, LLC  
Date: 8/31/2024 - 9/1/2024 Amount: \$12,000.00

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

**DULY ADOPTED** this 17th day of January, 2024

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

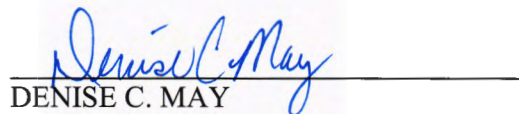


JOHN F. MARTIN, MBA

Its: Chairman

Date: January 17, 2024

Approved as to form by the  
Nassau County Attorney:



DENISE C. MAY



## 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](mailto:billing@ameliaisland.com)) or mailed/hand delivered to 1750 South 14<sup>th</sup> Street, Suite 200, Amelia Island, FL 32034.

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

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**Name of Event/Project/Program:** Official Strongman Games Southeast Regional

**Event/Project/Program Date(s):** 8/31/2024 - 9/1/2024

**Event/Project/Program Location(s):** Main Beach Park & Marina Courts

**Funding Amount Requesting:** \$12,000

**Event/Project/Program Host/Organizer/Applicant:** Train Strongman LLC

**Event/Project/Program Host/Organizer/Applicant Address:** 1513 Bass Lake Rd, Holly Springs, NC 27540

**Contact Person:** Lynn Morehouse

**Address:** 1513 Bass Lake Rd, Holly Springs, NC 27540

**Phone:** (919) 389-2270

**Email:** lynn@trainstrongman.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.

Lynn Morehouse with Train Strongman, LLC will be the primary person for the event.

Livestream vendor will be contracted by Train Strongman, LLC. Lynn Morehouse will remain point of contact.

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

Train Strongman, LLC would like to promote a Strongman and Strongwoman competition in the Amelia Island / Fernandina Beach area on August 31st and September 1st, 2024.

The goal would be to tailor the competition events to take the most advantage of the beautiful beach and the downtown marina area. We would split the competition into 2 days at 2 separate locations. The event would be FREE to the public to spectate.

Athlete check-ins would take place at the host hotel on Friday before the competition.

We would begin the competition on Saturday at Main Beach Park with the plan to utilize the green space primarily and direction on the sand for one event.

We would finish the competition on Sunday at Marina Courts. The goal would be to work with the local 'Pirate' scene to turn a truck pull style event into a Pirate Ship pull utilizing one of the ships on a trailer.

After the competition, we would transition to an after-party in the downtown area at a location still TBD.

Train Strongman will:

- Run the event as an official 'Official Strongman Games (OSG) Southeast Regional' Strongman competition.
- Add appropriate local sponsors to all marketing materials and social media announcements.
- Produce a quality livestream for the event that showcases the 2 locations well.
- Hand out local marketing collateral to all attendees.
- Approx. 100 out-of-town athletes.
- Approx. 500 out-of-town attendees.
- After party and dinner at a local restaurant
- Provide social media and other digital marketing for months leading up to the event.
- Total expected budget for this event will be \$24k - \$30k

A typical athlete will stay from Thursday - Monday.

A typical out of town attendee will stay from Friday - Sunday.

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.

#### **Thursday - 'Main Beach Park'**

- Arrive w/ trailers (*park overnight*)
- Mark venue space
- Confirm location of bleachers / tent / restroom trailer.

#### **Thursday - 'Marina Courts'**

- Mark venue space
- Confirm location of bleachers / tent / restroom trailer.
- Confirm location for 'Pirate Ship'

#### **Friday - 'Main Beach Park'**

- Arrival of bleachers / tent / restroom trailer.
- 7:30am - 6:00pm: Venue Setup
  - Grass area for Event 1 & 2
  - Beach sand area for Event 3
- 10:00am - 5:00pm: Athlete Check-In
- 6:00pm - 7:30am: Overnight Security
- Trailers (*park overnight*)
- Confirm power is functioning properly.
- Confirm access to high-speed Internet.

#### **Friday - 'Marina Courts'**

- Arrival of bleachers / tent / restroom trailer.
- Confirm power is functioning properly.
- Confirm access to high-speed internet.

#### **Saturday - 'Main Beach Park'**

- 7:30am - 10:00am: Final Event Setup
- 10:00am - 5:00pm: Competition Day 1
  - Grass area for Event 1 & 2
  - Beach sand area for Event 3
- 5:00pm - 8:00pm: Venue pack up into trailers

#### **Saturday - 'Marina Courts'**

- Confirm arrival of bleachers / tent / restroom trailer.
- Confirm arrival of 'Pirate Ship'
- 8:00pm - 9:00pm: Arrive w/ trailers (*park overnight*)

#### **Sunday - 'Marina Courts'**

- 6:00am - 10:00am: Event Setup
- 10:00am - 5:00pm: Competition Day 2
  - Parking lot area for Event 4 (*pirate ship pull*)
  - Courts area for Event 5 & 6
- 5:00pm - 6:00pm: Awards
- 6:00pm - 7:30pm: Venue pack up into trailers (*park overnight*)
- 7:30pm - 11:00pm: Athletes + Staff After Party & Dinner (*Downtown Restaurant TBD*)

#### **Monday - 'Marina Courts'**


- Final venue cleanup

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.

**Funds will be used for the following:**

- Improving the attendee experience.  
*(Bleachers, air-conditioned restroom trailers, and canopies)*
- Staff travel and lodging.
- Equipment shipping costs.
- Event specific rentals.  
*(Pirate Ship, staging, etc.)*
- Branding.  
*(Social Media Ads, Banners, Posters, Flyers, etc.)*
- After Party

**Assistance Requested**

- Rental of backup indoor venue *(Fri-Sun)*  
*(Can be let go up to 1 week before competition if no signs of severe weather.)*
- Rental of bleachers for approx. 250 people at both venue locations. *(same bleachers can be moved on Saturday after 6:00pm to 2nd location if desired)*
- Rental of restroom trailer at both venue locations.
- Rental or financial assistance for large canopy tents for shade and rain protection at both venue locations.
- Hotel accommodations for 5-10 rooms from Thursday - Monday.
- Access to power at both locations.
- Access to high-speed internet at both locations. (for live stream)
- Rental/Appearance fees for 'Pirate Ship'
- Help with arrangements for after party and dinner. 

**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: 01/3/2024

Internal Use Only:

Date Received:

Approved: \_\_\_\_ Yes / \_\_\_\_ No

Amount: \_\_\_\_\_

**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.

Official Strongman Games  
Fernandina Beach/Amelia Island, FL  
Sep-23

INCOME

Destination Bid Fee     \$ 12,000.00

TOTAL   \$12,000.00

EXPENSE

Venue                         \$ 5,954.00  
Printing                     \$ 1,613.00  
Awards                      \$ 7,300.00  
Contract Labor            \$ 5,050.00  
Staff Lodging              \$ 2,100.00  
Staff Meals                 \$ 1,100.00  
Staff Travel                 \$ 2,780.00

TOTAL   \$25,897.00

\$ (13,897.00)