

AITDC RESOLUTION NO. 2025- 21

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 THE A.L. LEWIS HISTORICAL SOCIETY, INC. FOR THE A.L. LEWIS MUSEUM AT AMERICAN BEACH 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 A.L. LEWIS HISTORICAL SOCIETY, INC. 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 A.L. LEWIS HISTORICAL SOCIETY, 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(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:

Sponsorship: A.L. LEWIS HISTORICAL SOCIETY, INC.

Amount: \$25,000

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

[Remainder of this page left intentionally blank.]

DULY ADOPTED this 12th day of February, 2025.

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

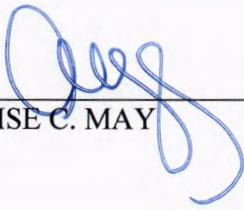


JOHN F. MARTIN, MBA

Its: Chairman

Date: 2/12/25

Approved as to form by the
Nassau County Attorney:



DENISE C. MAY





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: A. L. Lewis Museum at American Beach

Event/Project/Program Date(s): January 2025-December 2025

Event/Project/Program Location(s): A. L. Lewis Museum at American Beach

Funding Amount Requesting: \$25,000

Event/Project/Program Host/Organizer/Applicant: Carol J. Alexander

Event/Project/Program Host/Organizer/Applicant Address: A. L. Lewis Museum at American Beach

Contact Person: Carol J. Alexander, Executive Director

Address: 1600 Julia Street, American Beach, FL 32034

Phone: (904) 510-7036

Email: info@allmuseum.org

Event/Project/Program Information

A. L. Lewis Historical Society 501 c-3 d/b/a A L Lewis Museum at American Beach

1600 Julia Street, American Beach, Florida 32034

The A. L. Lewis Museum, located in the historic American Beach on Amelia Island, Florida. The Museum serves as a vital cultural and educational institution dedicated to preserving and sharing the rich African American history of our community. As an all-volunteer museum, we have made significant strides in documenting local history and providing engaging exhibits and programs. However, to

maximize our impact and expand our reach, we seek funding to extend hours and serve tourist and local visitors. Currently, the museum operates with a dedicated team of volunteers who tirelessly work to maintain our exhibits, conduct educational programs, and serve our visitors. While their commitment is invaluable, the absence of qualified personnel in key roles limits our operational efficiency and growth potential.

With TDC Sponsorship funding, the A.L. Lewis Museum will be able to:

- Develop and launch new exhibits that highlight the contributions of African Americans in the region.
- Expand educational programs tailored to school groups, families, and tourists, which will foster greater community engagement and tourism.
- Enhance marketing efforts to attract more visitors, thus contributing to the local economy and increasing awareness of American Beach's historical significance.
- Establish more robust volunteer training programs that empower volunteers and give them a greater sense of ownership and involvement in the museum's mission.

This investment from the TDC will allow for the museum to be better equipped to fulfill its mission of educating visitors and locals about the remarkable history of American Beach while preserving the rich heritage of the African American community in the region. This capacity-building initiative is crucial not only for the sustainability of the museum but also for enriching the cultural fabric of Amelia Island and supporting local tourism.

This funding request will be to implement a initial base capacity-building initiative, which will position the A. L. Lewis Museum to thrive as a professional, community-centered institution dedicated to historical preservation and education.

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.

The A. L. Lewis Museum is open 12 hours, three days a week. Last year in the limited hours, 2,050 visitors came to the museum and 750 attended programs. In the year 2025, American Beach will be celebrating its 90 year anniversary. The Museum is planning a special temporary exhibition (in addition to our permanent exhibit) January-February 2025 in the American Beach Community Center as well as special community conversations programs throughout the year. The exhibition and programs will attract out of County visitors as well as local residents. With TDC Sponsorship funding, the Museum will increase its already high numbers of visitation. The projected visitation numbers will increase at least 50% with the special programming.

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.

N/A

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.

TDC Sponsorship funds will be used to create a new website to enhance the museum exhibit information, membership, programs, visitors experience, local attractions, and restaurants; new brochures promoting the American Beach 90th Anniversary exhibition and programs and updated rack cards to be distributed at hotels, Welcome Center and Amelia Islands attractions to inform residents and tourists to increase visitation. Social media: Facebook, Instagram and email marketing will be utilized.

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: 1/2/2025

Internal Use Only: Date Received: <u>1/6/2025</u> Approved: <input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No Amount: <u>\$25,000</u>
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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.

Table 1

Budget Category	Description	Total	Notes		
Personell					
	Museum Director	\$ 45,000.00			
	P.T.Visitor/Volunteer Coordinator	\$ 15,600.00			
	P.T. Adm. Services	\$ 12,000.00			
	Content marketing coordinator	\$ 6,000.00			
	P.T. Archivist	\$ 7,000.00			
	Accounting	\$ 2,220.00			
Personnel Sub-Total		\$ 87,820.00			
Operations					
	Office Supplies	\$ 4,000.00			
	Marketing/Promotions	\$ 5,000.00			
	2025 Special Exhibit Materials	\$ 12,000.00			
Operations Subtotal		\$ 21,000.00			
Total Budget		\$ 108,820.00			

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