

AITDC RESOLUTION NO. 2025-101

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 RITZ-CARLTON, AMELIA ISLAND FOR THE ANNUAL AMELIA ISLAND COOKOUT 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 Ritz-Carlton, Amelia Island for the Annual Amelia Island Cookout 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 Ritz-Carlton, Amelia Island for the Annual Amelia Island Cookout, 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: Ritz-Carlton, Amelia Island for the Annual Amelia Island Cookout.

Dates: October 16, 2025, through October 19, 2025

Amount: \$65,000.00 with the option to renew for the 2026 Event in the amount of \$65,000.00.

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

DULY ADOPTED this 28th day of May, 2025.

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



JOHN F. MARTIN, MBA

Its: Chairman

Date: May 28, 2025

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: The Annual Amelia Island Cookout

Event/Project/Program Date(s): October 16-19, 2025

Event/Project/Program Location(s): 5 events hosted at The Ritz-Carlton, Amelia Island with 11 additional Restaurants being featured for offsite events.

Funding Amount Requesting: \$65,000 for 2025 & \$65,000 for 2026.

Event/Project/Program Host/Organizer/Applicant: The Ritz-Carlton, Amelia Island -

Event/Project/Program Host/Organizer/Applicant Address: 4750 Amelia Island Parkway. Amelia Island FL 32034

Contact Person: Johanna Marlin – Director of Sales & Marketing

Address: 4750 Amelia Island Parkway. Amelia Island FL 32034

Phone: 904-603-8356

Email: johanna.marlin@ritzcarlton.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.

 Please refer to enclosed Proposal

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.

____ Please refer to enclosed Proposal ____

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.

____ Please refer to enclosed Proposal ____

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.

____ Please refer to enclosed Proposal ____

Budget

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

- ① amount being invested by the event/project/program host/organizer.
- ① an expense budget for producing the event/project/program.
- ① amount of support requested from the TDC and its intended use.
- ① additional sponsorship revenues.
- ① anticipated revenue from ticket/ancillary sales.
- ① any other revenue expected to be generated by the event/project/program.

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

E-Signed : 05/01/2025 03:34 PM EDT <i>Johanna Marlin</i> Johanna.Marlin@ritzcarlton.com IP: 172.5.50.35 Certifi Electronic Signature DocID: 20250501142943948
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Date: 05/01/2025

Internal Use Only:

Date Received: 05/02/2025

Approved: X Yes / No

Amount: \$65,000 for 2025 & 2026

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.

SPONSORSHIP PROPOSAL



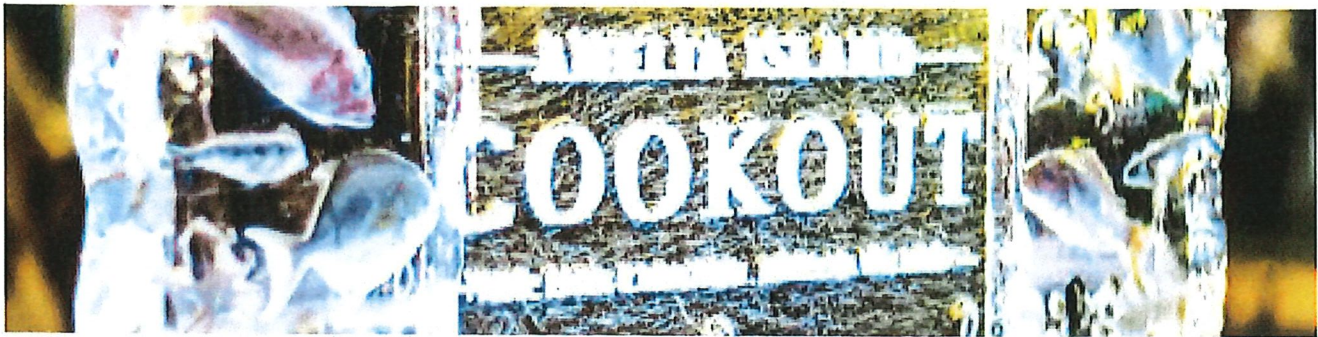
— AMELIA ISLAND —
COOKOUT
— THE RITZ-CARLTON, AMELIA ISLAND —

OCTOBER 16-19, 2025

PROPOSED TO:

AMELIA & ISLAND
COME MAKE MEMORIES®

THE THIRD ANNUAL AMELIA ISLAND COOKOUT



The Ritz-Carlton, Amelia Island has proudly hosted The Amelia Island Cookout for two consecutive years, transforming October, traditionally a shoulder month for the Island, into a vibrant celebration of culinary artistry. This annual event has become a hallmark of excellence, drawing food enthusiasts and connoisseurs to experience the finest in epicurean delights. With each passing year, the Cookout continues to elevate the Island's reputation as a premier destination for unforgettable culinary experiences.

The immersive epicurean event is designed to entice food enthusiasts from premier markets, including Atlanta, New York, Chicago, Washington DC, and Florida, to experience the culinary delights of the Island. By offering a captivating array of gastronomic experiences, the event aims to boost overnight visitation and showcase the Island as a top destination for culinary aficionados. The event highlights the diversity of Amelia Island's cuisine and the talented chefs behind it with a variety of lavish, interactive dining experiences from gourmet wine pairing dinners and a Chefs Theater cooking demo to an outdoor oceanfront Cookout event with over 700 guests in attendance and a multi-course Master Chefs dinner with notable national chefs and more.

In 2024, the festivities reached new heights with the inclusion of two highly esteemed local restaurants, David's and Burlingame. These culinary gems hosted spectacular kickoff dinners, featuring exclusive collaborations with renowned guest chefs which set the stage for an unforgettable Cookout weekend. Adding an exhilarating twist to the 2024 Cookout, the offsite mystery destination lunch experience was a highlight that kept guests on the edge of their seats. This lavish affair was hosted at the exclusive private hangar of The Fernandina Beach Municipal Airport, with the location revealed only 24 hours before the event. With an elevated aviation-themed decor that transported guests to the skies, three top chefs showcasing their culinary mastery, exquisite wines crafted by the legendary winemaker Justin Baldwin, and captivating live performances, this event was nothing short of spectacular. The Speakeasy VIP Lounge also emerged as a standout feature in the 2024 Cookout, captivating guests with its exclusive ambiance and sophisticated charm. This hidden gem offered an intimate retreat where attendees could unwind in style, savoring premium cocktails and engaging in lively conversations.

The third annual Amelia Island Cookout is scheduled to take place from October 16-19, 2025. This year's festivities will feature the original six meticulously curated events, showcasing top national chefs, acclaimed island restaurants, accomplished sommeliers, and master mixologists. In addition, we are thrilled to expand the celebration with several offsite events, ensuring island-wide excitement every night starting Thursday, October 16. Highlights include exclusive cigar and port pairings at Ash Street Cigar, a Beer Hop experience aboard an open-air trolley featuring Mocama Beer Company, First Love, and Amelia Island Tavern, a Bourbon Sunset Cruise with The Decantery, a Cookbook Signing & Chef Conversation experience at The Loft Bookstore and an exclusive Bourbon Dinner at Lagniappe. The third Amelia Island Cookout is destined to be one for the books!

**THE
VISION:**



**ANNUAL CULINARY
ISLAND-WIDE EVENT**



**CURATED CULINARY
EXPERIENCES**



TOP CHEFS

2025 COOKOUT EXPERIENCES

Thursday, October 16

CIGARS & PORT

Ash Street Cigar | 5:30pm



KICK OFF DINNERS WITH GUEST CHEFS

David's | 7:30 p.m.

Burlingame | 7:30 p.m.

Friday, October 17

PERFECT PAIRINGS

Ritz-Carlton Ballroom Foyer | 2 p.m. - 3:30 p.m.

BEER HOP

Mocama Beer Company | 3 p.m.

First Love Brewing | 4:30 p.m.

Amelia Island Tavern | 6 p.m.



BOURBON SUNSET CRUISE **NEW**

The Decantery | 5 p.m.



MEDITERRANEAN INSPIRED AL FRESCO DINNER

Coquina Restaurant | 6:30 p.m. - 9 p.m.

Saturday, October 18

29th ANNUAL AMELIA 8 FLAGS CAR SHOW

Vintage Donuts | 10 a.m. - 2 p.m.



CHEFS THEATER

Salt Restaurant | 11 a.m. - 1 p.m.

COOKBOOK SIGNING & CHEF CONVERSATION

The Loft Bookstore | 1:30 p.m.



AMELIA ISLAND COOKOUT

Oceanfront Lawn (with a tent) | 5 p.m. - 8 p.m.
Speakeasy Lounge | The Ritz-Carlton Ballroom 9 p.m. - 11 p.m.

Sunday, October 19

MYSTERY DESTINATION LUNCH

A culinary luncheon adventure like no other awaits at an undisclosed Island location announced 24 hours before the event. | 11 a.m. - 1 p.m.

MASTER CHEFS DINNER

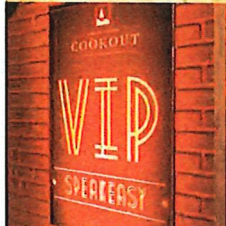
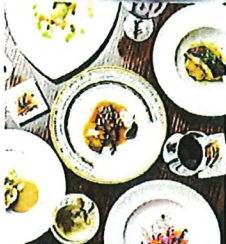
Salt Restaurant | 6 p.m. - 9 p.m.

BOURBON DINNER

Lagniappe Restaurant | 6 p.m. - 9 p.m.



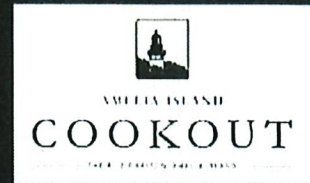
****Accommodations at Marriott Hotels on the Island to include Courtyard/SpringHill Suites by Marriott and Residence Inn Amelia Island will be offered as alternatives for guests.**



TALENT LINEUP

2025

Talent Line up



OKAN KIZILBAYIR
SALT
AMELIA ISLAND, FL



COREY CHOW
THE STANWICH CLUB
GREENWICH, CT



PANO KARATASSOS
HYMA
ATLANTA, GA



ANGIE MAR
LES TROIS CHEVAUX
NEW YORK, NY



E.J. LAGASSE
EMERIL'S
NEW ORLEANS, LA



BERNARD GUILLAS
PRIVATE CHEF
MASTER CHEF OF FRANCE



PHILIPPE HADDAD
PGH HOSPITALITY
ATLANTA, GA



MICHAEL TOSCANO
DA TOSCANO
CHARLESTON, SC



PEORO MEDEROS
KOJIN
MIAMI, FL



JENNIFER CARROLL
CARROLL COURTURE
CUISINE
BRAVO'S TOP CHEF



DYLAN BENOIT
FOOD NETWORK
CANADA'S
FIRE MASTERS



BRADON CARTER
CHEF/PARTNER
COMMON THREAD
SAVANNAH, GA



BARRY HOHAN
LOTUS RAMEN
ST. AUGUSTINE, FL



SEAN BROCK
JOYLAND
CHARLESTON, SC



DEAN MAX
DJM RESTAURANTS
FLORIDA



TONY BIGGS
CERTIFIED ANGUS BEEF
WOOSTER, OH



TANK JACKSON
HOLY CITY HOGS
CHARLESTON, SC



FARMER LEE
CHEFS GARDEN
HURON, OHIO



MATTHEW MEDURE
MEDURE BROTHERS
CULINARY CONCEPTS
JACKSONVILLE, FL



PAPI GONZALEZ
COQUINA
AMELIA ISLAND, FL



ADRIENNE GRENIER
BURLOCK COAST
FORT LAUDERDALE, FL



SEAN BLANCHETTE
THE RITZ-CARLTON
DALLAS, TX



GILLES SCHREIBER
THE RITZ-CARLTON
LOS COLINAS, TX



NATALIE WU
WICKED BAO
AMELIA ISLAND, FL



DAVID ECHEVERRI
DAVID'S RESTAURANT
AMELIA ISLAND, FL



CHAD LIVINGSTON
BURLINGAME RESTAURANT
AMELIA ISLAND, FL



OMAR COLLAZO
THE OMNI
AMELIA ISLAND, FL

Pastry Chefs



SHARON PINIKHASOV
BAKED BY SHARON
NEW YORK, NY



CAMILA TESTA
THE RITZ-CARLTON,
GRAND CAYMAN



DANIEL MAGNIONE
JW MARRIOTT,
NASHVILLE



KATHERINE MEDEROS
KOJIN - MIAMI, FL

Mixologists & Sommeliers



SIMON CROMPTON
DOOR NO. 4
GRAND CAYMAN



KELLY SCHMIDT
BLACKBERRY FARM



MICHAEL KENNEDY
FRAICHE VINE GROUP



PHILIPPE ANDRE
FOLIO FINE WINE
PARTNERS

MARKETING PLAN

Dedicated event website:

The weekend events and packages are listed in our dedicated website with links to buy tickets in Eventbrite. Visit: www.ameliaislandcookout.com. The events will also be listed in the Hotel's website under the dining section. Cookout Overnight exclusive package available in the Hotel's website.

Email Marketing campaigns:

- AICVB Co-Op Food & Wine email in July & September with 50,000 subscribers, HHI \$125K
- Dedicated email blast in July to AICVB database with 97K subscribers
- Dedicated email blast in August to the Hotel's database with 35K subscribers
- Neighbors letter in August via email by our Hotel Manager to an exclusive group of affluent residents
- The Cookout will be featured in newsletters and email campaigns with Jacksonville Magazine, Edibles Northeast Magazine, ACC Aviation and The Local Palate. 200K combined subscribers

Social Media & Digital banners:

- Paid social media campaign 2 months flight (July & August) in Facebook & Instagram - hotel's pages
- Weekly stories, bi-weekly posts in the Hotel's social media pages and Salt Restaurant's pages. (119K followers)
- Stories & posts in The Visit Amelia Island Facebook & Instagram pages August - October (156K followers)
- 904Happy Hour collaboration posts (August & September) - (200K followers)
- Featured post in Edibles Northeast Florida social media pages (35K followers)
- Featured post in Jacksonville Magazine social media pages (23K followers)
- Featured post in The Local Palate social media pages (91K followers)
- Digital Banners in TripAdvisor & Expedia (linked to overnight package) - August & September

Print Marketing:

- Full page color ad in the Islander Magazine (June - September), the NewsLeader (September) and the Ponte Vedra Recorder (September)
- Food & Wine Magazine - May print issue (co-op with AICVB)
- Atlanta Magazine - August issue (full page ad - co-op with AICVB)
- Charlotte Magazine - September issue (full page ad - co-op with AICVB)
- Edibles Northeast Florida Magazine - September issue (2 page spread)
- Jacksonville Magazine - August & September issue (full page ad)
- The Local Palate Magazine - August (full page ad)
- Check stuffer for The Amelia Island Cookout to be handed out to patrons at all outlets at The Ritz-Carlton to include Restaurants, retail shops & Spa (June-September)
- Posters to be displayed around town with the lineup of chefs and events (September)

Radio Advertising:

Radio Ads on WJCT Jacksonville sponsored by the AICVB (August & September)

TV Advertising:

Feature Chef Okan in The Morning Show at WJXT Channel4 in October with News Anchor promoting the Amelia Island Cookout.

Public Relations:

- Press release launching in May.
- Proactive pitching by the Hotel's Public Relations agency to national and regional media for editorials and mentions about the event in publications such as: Southern Living, Garden & Gun, Food & Wine, Forbes, Travel+Leisure among others.
- Social Takeovers during the event: Targeting to host 3 F&B social media editors and travel contributors through a foodie lens. Refer to Social Media analytics in the upcoming pages.
- Strategic marketing collaboration with ACC Aviation and The Amelia Island CVB to co-promote an unparalleled luxury travel experience. This exclusive offering includes a private jet charter, ensuring a seamless and sophisticated journey, along with all-access passes to the highly anticipated Cookout events. the full-scale marketing campaign includes a dedicated press release by Hayworth PR, email marketing, newsletters, organic and paid social media posts and digital paid ads.

PROPOSED BUDGET



EVENT EXPENSES:

Hotel Investment:

Audiovisual for events: \$15,000

Marketing for promotion: \$35,000

Professional Photography & Videography: \$20,000

Expenses for hosting invited chefs & media: \$20,000

Purchase of signature wines & food: \$55,000

Labor: \$35,000

Expenses for decor, tent & entertainment: \$85,000 (includes Mystery Destination lunch)

TOTAL EXPENSES: \$265,000

ANTICIPATED ATTENDANCE & REVENUES:

Anticipated attendance: 800 guests throughout the weekend. Affluent travelers and tourists, food lovers and culinary enthusiasts with individual HHI of \$100K+ in key markets for the Island (Atlanta, Jacksonville, Orlando, Charleston, Charlotte, New York, New Jersey, DC, Boston, Chicago, Philadelphia).

Anticipated revenue ticket sales: \$120,000

Anticipated room revenue from event: \$40,000

Anticipated ancillary revenues from event: \$20,000

OUR REQUEST TO THE AICVB:

\$65,000 cash sponsorship for 2025

\$65,000 cash sponsorship for 2026

Sponsorship Benefits:

- Official sponsor of the Amelia Island Cookout designation
- Print and Digital placement of Amelia Island's destination logo in ads
- Amelia Island's destination logo featured in the event website's landing page
- Amelia Island's destination logo featured in welcome packet handed to guests during the event.
- Other Hotels will be featured on the Cookout event website for alternative accommodations on the Island.

THANK YOU!