

AITDC RESOLUTION NO. 2025-102

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 LIGHT UP AMELIA, INC., FOR THE NEW YEAR'S EVE EVENT FOR YEARS 2025, 2026 AND 2027 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 LIGHT UP AMELIA, INC., for the New Year's Eve Event for Years 2025, 2026 and 2027 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 LIGHT UP AMELIA, INC., for the New Year's Eve Event for Years 2025, 2026, and 2027 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: LIGHT UP AMELIA, INC., for the New Year's Eve Event

Date: December 31, 2025 Amount: \$5000.00

Date: December 31, 2026 Amount: \$5000.00

Date: December 31, 2027 Amount: \$5000.00

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



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Event or Project Sponsorship Funding Application

Please complete the following to be considered for event or project sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event or project host/organizer applying for sponsorship will be required to submit this Special Event or Project 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 2398 Sadler Road, 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 or Project: Light Up Amelia

Event or Project Date(s): December 31, 2025, 2026 & 27

Event or Project Location(s): Downtown Fernandina

Funding Amount Requesting: \$5,000.00 per annum

Event or Project Host/Organizer/Applicant: Light Up Amelia - Sarah Pelican

Event or Project Host/Organizer/Applicant Address: 106 N. 15th St, Fernandina Beach, FL. 32034

Contact Person: Sarah Pelican

Address: same

Phone: 904-556-6819

Email: slpelican@gmail.com

Event or Project Information

Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event or Project or participating in the control of the event or project.

City of Fernandina Beach. City Asst. Manager: Jeremiah Glisson, (904) 310-3100

Florida Public Utilities, Ramiro Sicre, President, Light Up Amelia: (561)601-631

Eric Schmidt, Westrock: (904) 271-5239

Phillip Smith, Fernandina Beach Optimist Club; Director of Operations, Light Up Amelia: (904) 753-5506

Charles Corbett, Vice President, Light Up Amelia: (904) 583-1767

Sarah Pelican, Treasurer, Light Up Amelia: (904) 556-6819

Amy Ryan, Secretary, Light Up Amelia Board Member: (904) 753-1338

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

The NYE Shrimp Drop is now a nationally recognized event thanks to USA Today ranking it third in their "Best NYE Drop 2024", in addition to being featured a second time on Fox and Friends. The New Years Eve Shrimp Drop is a family friendly event held at the downtown Fernandina waterfront from 5 - 8 p.m. on December 31st. The first Shrimp Drop was held in 2015 as a novel interpretation of the NYC Times Square ball drop, using our local shrimping history as the catch. The event continues to grow in attendance from the first year was estimate of 2,000 to approximately 7,000, and continues to grow. A quick google search leads to many of our local hotels and B&Bs promoting this event as a fun, family friendly draw for New Years Eve; as well as national and international blogs lauding "a unique and enjoyable experience for people of all ages." The event is a same day set up and tear down per City of Fernandina Beach Special Events permit. A conservative estimate for projected overnight visitation would be 500 families.

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 or project.

For each and every event, Light Up Amelia appears before the City of Fernandina Beach Special Events Committee and meets/exceeds all their permitting requirements. Light Up Amelia provides an Enhanced Access Unit Portalet to accommodate those with special needs; as well as paying for additional police officers and FBFD EMS to be in attendance for the duration of the event.

Describe in detail how the special event or project 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 or project and the related expense budgets for the marketing activities.

The sponsorship funds will go towards the music and laser show on the evening of the event. Light Up Amelia has a website, and social media presence on Facebook, Instagram and Twitter. The City of Fernandina Beach promotes the event via its social media avenues, and all local media (print, radio and TV) advertise the event. Light Up Amelia has signage and banners at the event booth advertising sponsorships of each event, and multiple announcements are made during the event recognizing event sponsors.

Budget

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

- amount being invested by the event or project host/organizer: All work and special projects involved in this event by the board members of Light Up Amelia is voluntary, including raising money to put on this and the Hometown 4th of July event.
- an expense budget for producing the event or project: \$27,000 (includes fireworks, music and laser show, additional FBPD & FBFD officers, and portalets)
- amount of support requested from the TDC and its intended use: \$5,000 towards music and laser show.
- additional sponsorship revenues: FPU, City of Fernandina Beach, First Federal Bank
- anticipated revenue from ticket/ancillary sales: This event is open to the public at no charge
- any other revenue expected to be generated by the event or project: \$2200 from vendors (11 @ \$200 per booth space); \$300 donations from attendees .

Event or Project Host/Organizer/Applicant Signature: *SL Pelican* 03/26/25

Internal Use Only:

Date Received:

Approved: ☒ Yes/ ☐ No

Amount: \$5,000 per year for 2025, 2026 & 2027
