

**RESOLUTION NO. 2025- 073**

**A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, AUTHORIZING THE USE OF TOURIST DEVELOPMENT TAX REVENUES TO SPONSOR NORTH FLORIDA BICYCLE CLUB, INC. FOR THE 36<sup>TH</sup> ANNUAL ENDLESS WATERMELON RIDE 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**, on April 2, 2025, by Resolution, the AITDC recommended to the BOCC the sponsorship of the NORTH FLORIDA BICYCLE CLUB, INC., (hereinafter "Sponsorship") for the 36th Annual Endless Summer Watermelon Ride event and by doing so the AITDC found that said Sponsorship is a tourism-related activity that will assist in the promotion of Amelia Island and Nassau County, Florida, as required by Section 125.0104, Florida Statutes. A copy of said Resolution is attached hereto and incorporated herein as Exhibit "A"; and

**WHEREAS**, based upon the recommendation of the AITDC, the BOCC hereby finds that the utilization of tourist development tax revenues to fund new and enhanced events like the Sponsorship is an integral aspect of successful tourism development in Nassau County, Florida.

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

**SECTION 1. FINDINGS.** The above findings are true and correct and are hereby

Revised 1.11.2024

incorporated herein by reference.

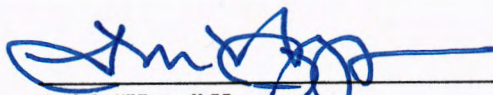
## **SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.**

- a. Based upon the recommendation of the AITDC as set forth in the AITDC Resolution attached hereto and incorporated herein as Exhibit "A", the BOCC finds that the use of tourist development tax revenues for the Sponsorship 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 BOCC authorizes the use of tourist development tax revenues to fund the Sponsorship as referenced in Exhibit "A" as a means to promote tourism of Amelia Island and Nassau County, Florida, and said amount shall be paid from the AITDC budget as follows:
  1. Sponsorship: NORTH FLORIDA BICYCLE CLUB, INC. for the 36th Annual Endless Summer Watermelon Ride being held on September 14, 2025. Amount: \$6,500.00

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

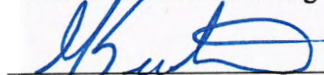
**DULY ADOPTED** this 28th this day of April, 2025.

### **BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA**



A. M. "Hupp" Huppmann  
Its: Chairman

Attest as to Chairman's Signature



Mitch L. Keiter  
Its: Ex-Officio Clerk

Approved as to form by the  
Nassau County Attorney:

*Denise C. May, Esq., BCS*

DENISE C. MAY

**EXHIBIT “A”**

**AITDC RESOLUTION NO. 2025-<sup>25</sup>\_\_\_\_\_**

**AITDC RESOLUTION NO. 2025-025**

**A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE SPONSORSHIPS FOR THE AMELIA ISLAND DANCE FESTIVAL, INC., NORTH FLORIDA BICYCLE CLUB, INC., NASSAU SPORT FISHING ASSOCIATION, INCORPORATED, KEEP NASSAU BEAUTIFUL, INC., AND OMNI AMELIA ISLAND, 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 sponsorships of the AMELIA ISLAND DANCE FESTIVAL, INC., NORTH FLORIDA BICYCLE CLUB, INC., NASSAU SPORT FISHING ASSOCIATION, INCORPORATED, KEEP NASSAU BEAUTIFUL, INC., AND OMNI AMELIA ISLAND, LLC, as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, 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 sponsorships of the AMELIA ISLAND DANCE FESTIVAL, INC., NORTH FLORIDA BICYCLE CLUB, INC., NASSAU SPORT FISHING ASSOCIATION, INCORPORATED, KEEP NASSAU BEAUTIFUL, INC., AND OMNI AMELIA ISLAND, LLC, as depicted in Exhibit "A" (hereinafter "Sponsorship(s)"), are tourism-related activities 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) 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:

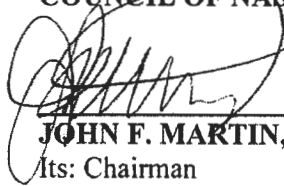
  1. AMELIA ISLAND DANCE FESTIVAL, INC. to host and promote the Amelia Island Dance Festival on September 10<sup>th</sup>-13<sup>th</sup>, 2026, September 9<sup>th</sup>-12<sup>th</sup>, 2027, and September 7<sup>th</sup>-10<sup>th</sup>, 2028  
Amount: \$15,000 per year (multiyear for 2026, 2027, & 2028)
  2. NORTH FLORIDA BICYCLE CLUB, INC. to host and promote the Endless Summer Watermelon Ride event on September 14, 2025.  
Amount: \$6,500
  3. NASSAU SPORT FISHING ASSOCIATION, INCORPORATED to host and promote Fernandina Beach Kingfish and Fishing Rodeo Tournament event on May 30, 2025, through June 1, 2025.  
Amount: \$10,000
  4. KEEP NASSAU BEAUTIFUL, INC. to host and promote annual programming from June 1, 2025, through September 30, 2025.  
Amount: \$15,000
  5. OMNI AMELIA ISLAND, LLC to host and promote the 9<sup>th</sup> Annual Fish to Fork event on May 15, 2025 through May 18, 2025.  
Amount: \$40,000

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

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**DULY ADOPTED** this 2nd day of April, 2025.

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



**JOHN F. MARTIN, MBA**

Its: Chairman

Date: April 2, 2025

Approved as to form by the  
Nassau County Attorney:



**DENISE C. MAY**

**Exhibit A**

# AMELIA ISLAND

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## 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:** Amelia Island Dance Festival

**Event/Project/Program Date(s):** Sept 10th-13th, 2026; Sept 9th-12th, 2027; Sept 7th-10th, 2028

**Event/Project/Program Location(s):** Amelia Community Theatre, Central Park & Atlantic Rec Ctr

**Funding Amount Requesting:** \$25,000 each year (2026, 2027, 2028)

**Event/Project/Program Host/Organizer/Applicant:** Amelia Island Dance Festival

**Event/Project/Program Host/Organizer/Applicant Address:** 1751 Lisa Ave, Fernandina Beach, FL 320

**Contact Person:** Susan Dodge

**Address:** 1751 Lisa Ave Fernandina Beach FL 32034

**Phone:** (646) 642-3121

**Email:** Info@ameliaislanddancefestival.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.

Please see attached document

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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 see attached document

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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 see attached document

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Please see attached document

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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 see attached document

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Please see attached document

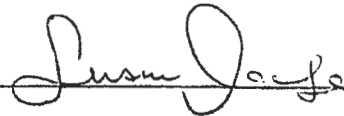
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#### **Budget**

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: 1/23/2025

Internal Use Only:

Date Received: **1/23/2025**

Approved: **X** Yes /    No

Amount: **\$15,000/year for 26, 27, 28**



Application Attachment



The Amelia Island Dance Festival (AIDF) is a premier annual event that celebrates the art of dance while promoting the cultural vibrancy and charm of Amelia Island, Florida. This festival attracts a diverse array of dancers, choreographers, and dance enthusiasts from across the country, offering an immersive experience that showcases the beauty of dance in all its forms. The festival typically features a series of performances, workshops, and master classes led by renowned artists, fostering a sense of community and creative exchange among performers and attendees alike.

The Amelia Island Dance Festival serves as a vital catalyst for tourism on the island, encouraging visitors to experience both the artistic offerings and the natural beauty of the area. By hosting this culturally significant event, the festival plays a pivotal role in drawing attendees who may stay for several days, which results in increased occupancy in local hotels, dining at local restaurants, and participation in other recreational activities. The allure of high-caliber dance performances combined with the island's picturesque beaches and rich history creates a compelling package for potential travelers.

The festival collaborates with local businesses, encouraging them to participate in promotional efforts that highlight Amelia Island's unique offerings. As well as partnering with local hotels and VRBOs to offer a unique stay on the island. These cooperative partnerships not only enhance the festival experience but also foster a sense of community and support among local merchants.

List of Business and partnerships for the festival

1. Amelia Island Dance Festival; Susan Dodge 646-642-3121
2. Amelia Community Theatre; Steve Carver 269-329-9604
3. The Residence Inn; Justin Taylor 904-226-6207
4. Keri Duffy Realtor 904-415-3107
5. Jax Taco Truck , Mark 904-552-5400
6. Mocama Beer, 904-456-9088
7. Cafe Karibo, 904-277-5269

### Proposed Goals and Objectives

The primary goals and objectives of the Amelia Island Dance Festival are:

1. **Educational Outreach:** To provide educational resources and programming for schools and local organizations, inspiring young individuals to engage in the art of dance.
2. **Promote Cultural Arts:** To elevate the appreciation of dance as a significant form of artistic expression within the community and to inspire future generations of dancers.
3. **Foster Community Engagement:** To build a strong sense of community by encouraging local participation through workshops, performances, and volunteer opportunities, thereby strengthening cultural ties.
4. **Enhance Tourism:** To increase the influx of visitors to Amelia Island by creating an appealing annual event that showcases both local and national dance talents.
5. **Support Local Economy:** To stimulate economic growth by driving traffic to local businesses and increasing overall engagement with the island's tourism resources.

### Economic Impact

The economic impact of the Amelia Island Dance Festival is multifaceted. The influx of visitors significantly contributes to the local economy through various channels:

- **Accommodation:** An increase in hotel bookings and vacation rentals, driven by festival attendees, bolsters the hospitality sector.
- **Dining and Entertainment:** Local restaurants and entertainment venues see heightened patronage from festival guests, leading to increased revenue over the festival period.
- **Retail Sales:** Shops and boutiques benefit from heightened foot traffic, as visitors often seek souvenirs and locally-made products.

### Event Description: Amelia Island Dance Festival

The Amelia Island Dance Festival is an immersive four-day celebration designed to showcase the rich artistic heritage and vibrant cultural landscape of Amelia Island through the medium of dance. Set to take place in September 2026, the festival will feature a diverse array of events, including live performances, workshops, and community outreach initiatives that highlight local talent.

#### Promotion of Tourism:

By emphasizing Amelia Island's natural beauty and cultural depth, the festival aims to attract both residents and visitors, reinforcing the island's status as a premier destination for arts and culture. Through engaging programming, strategic promotional campaigns, and collaborations with local businesses, the festival aspires to encourage longer stays and greater exploration of the island's numerous offerings.

#### Goals:

1. Enhance Cultural Awareness: To foster a deeper understanding and appreciation of the local artistic community.
2. Increase Visitor Numbers: To draw a larger audience, including overnight visitors.
3. Support the Local Economy: To amplify the economic impact on local businesses through increased patronage.
4. Create Community Connection: To cultivate a sense of community among residents and visitors alike.

#### Objectives:

- Achieve an anticipated attendance of 2,000 festival-goers throughout the week.
- Engage a minimum of 100 local artists and performers.
- Increase overnight visitation by 20% compared to the previous year.
- Collaborate with at least 15 local businesses for sponsorship and participation.

#### Economic Impact:

The Amelia Island Dance Festival is expected to yield significant economic benefits for the region. With a rise in tourism, local businesses such as hotels, restaurants, and retail establishments can anticipate enhanced revenues during the festival. The projected economic impact encompasses:

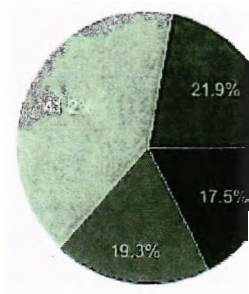
Audience Demographics:

The target audience for the festival consists of:

- Cultural enthusiasts, art lovers, and families aged 25-65.
- Tourists from nearby metropolitan areas seeking enriching cultural experiences.
- Local residents interested in the arts, community involvement, and family-oriented activities.

The following questions will be used for grant applications and your response is optional: What is your age?

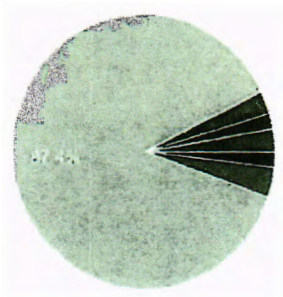
114 responses



- 18 or younger
- 18-39
- 40-64
- 65 and older

Which of the following best describes you?

111 responses



- Asian or Pacific Islander
- Black or African American
- White or Caucasian
- Hispanic or Latino
- Native American or Alaskan Native
- Multiracial or Biracial
- A race/ethnicity not listed here

**Projected Overnight Visitation:**

With a marketing strategy targeting neighboring cities and states, we anticipate a notable increase in overnight visitors. Projected figures suggest that approximately 200 to 300 attendees will choose to stay in local accommodations during the festival, thereby significantly contributing to local hospitality revenues and encouraging repeat visits to Amelia Island.

**Logistics Outline**

**1. Event Overview**

- Amelia Island Dance Festival
- September 2026, 2027 and 2028
- Thursday at 6:30pm through Sunday at 6:00pm
- Many Locations: Amelia Community Theatre, Central Park and Atlantic Rec Center

**2. Parking**

- Parking across the street from Central Park will be reserved
- Designated parking: Amelia Community Theatre and Atlantic Rec Center

## Sponsorship Fund Utilization Plan

The funding received from the sponsorship will be strategically allocated to a comprehensive marketing and promotional initiative designed to maximize visibility and engagement for the Amelia Island Dance Festival. Below is a detailed outline of how these funds will be utilized across various channels and activities.

### 1. Media Plan

Objective: Position the Amelia Island Dance Festival prominently in the market and create ample visibility among the target audience.

Advertising Schedule:

- Digital Advertising:
  - Initiate campaigns 6 weeks prior to the event.
  - Implement targeted social media ads (Facebook, Instagram) designed to reach specific demographics, running daily for a duration of 4 weeks.
- Print Advertising:
  - Distribute flyers in local community centers and businesses, with a print run starting 8 weeks before the event.
  - Place posters in high-traffic areas including universities, cafes, and public bulletin boards, strategically positioned 5 weeks prior to the festival.
- Email Marketing:
  - Send an initial announcement email 8 weeks in advance, followed by a series of reminder emails at 6, 4, and 2 weeks leading up to the event.

### 2. Public Relations Activities

Objective: Foster positive media relations and generate organic coverage to enhance credibility and reach.

- Press Releases:
  - Distribute an initial press release 6 weeks before the event to major media outlets and local publications.

- Issue follow-up releases or media advisories 3 weeks before the festival to highlight key talent, activities, and sponsors, and again one week prior to generate final buzz.

- Media Outreach:

- Coordinate interviews with talent and the festival's Executive Director through local radio and television stations to increase visibility and provide insights into the festival's significance.

### 3. Talent Expenses

Objective: Supplement talent costs to maintain affordable ticket prices for attendees.

- Travel and Accommodations:

- Cover transportation costs for invited artists and instructors.
  - Provide accommodation in local hotels to ensure that all talent can participate without financial burden.

#### Expense Budgets for Marketing Activities and Performers

Activity	Estimated Cost
Digital Advertising	\$1,000
Print Advertising (Flyers/Posters)	\$3,000
Email Marketing Tools	\$500
Public Relations (Press Releases + Media Outreach)	\$500
Talent Expenses	\$20,000
<b>**Total Estimated Budget**</b>	<b>\$25,000</b>

Sample Schedule

**Festival Breakdown September 5th-8th, 2024**

Thursday, SEPTEMBER 5TH, 2024

Workshop 1| 2-3PM

Workshop 2| 3-4PM

Workshop 3| 4-5PM

Workshop 4| 5-6PM

Special Event Evening Dance Performance | 7:00-8:00PM

Friday, SEPTEMBER 6TH, 2024

Workshop 5| 2-3PM

Workshop 6| 3-4PM

Workshop 7| 4-5PM

Workshop 8| 5-6PM

Guest Artists Evening Dance Performance | 7:30-9:30 PM

SATURDAY, SEPTEMBER 9TH, 2023

Dancing in the Park Free Workshops 9-15

9:00am-1pm (Located at Central Park)

Workshop 16| 9:00-10:30am

Workshop 17| 10:00-11:00am

Workshop 18| 10:30-11:30am

Workshop 19| 11:00-12:00pm

Workshop 20| 11:30-12:30pm

Youth Matinee Dance Performance | 2-3 pm

Local and Emerging Artist Performance 4-5:30 pm

Guest Artist Evening Dance Performance | 7:30-9:30 PM

SUNDAY, SEPTEMBER 10TH, 2023

Workshop 21| 9:30-10:30am



Workshop 22| 10:00-11:00am

Workshop 23| 10:30-11:30am

Workshop 24| 11:00-12:00pm

Workshop 25| 11:30-12:30pm

Youth Matinee Dance Performance | 2-3 pm

Local and Emerging Artist Performance 4-5:30 pm

Special Workshops

Workshop 26- Mal Stein Music

Workshop 27- Aerial Silks

## 2026 Projected Budget

<b>OPERATING EXPENSES</b>	
OFFICE SUPPLIES	\$2,000.00
STORAGE	\$1,200.00
STATE REGISTRATION	\$62.00
LIABILITY INSURANCE	\$900.00
CHUBB INSURANCE	\$700.00
SQUARESPACE	\$400.00
Executive Artistic Director	\$15,000.00
	<b>\$20,262.00</b>
<b>MARKETING</b>	
Digital Marketing	\$1,000.00
Merchandise	\$3,000.00
POSTERS/SIGNS/CITY SIGN	\$1,200.00
FUNDRAISER	\$2,000.00
	<b>\$7,200.00</b>
<b>Special Presentation</b>	
PERFORMERS	\$8,000.00
LODGING	\$2,500.00
FLIGHTS	\$1,000.00
MEAL	\$800.00
STAGE MANAGER	\$1,000.00
Program	\$1,000.00
Rental Equipment	\$4,000.00
	<b>\$18,300.00</b>
<b>SEPTEMBER DANCE FESTIVAL</b>	
PERFORMERS	\$40,000.00
TRAVEL EXPENSES	\$4,000.00
WORKSHOPS	\$3,000.00
MEALS	\$6,000.00
LODGING	\$7,500.00
RECEPTION	\$2,500.00
PROGRAMS	\$1,000.00
STAGE MANAGER	\$2,500.00
MISC. EXPENSES	\$500.00
Scholarship 2024	\$2,000.00
Photographer	\$1,200.00
	<b>\$70,200.00</b>
<b>TOTAL EXPENSES</b>	
	<b>\$115,962.00</b>
<b>PROJECTED INCOME</b>	
Individual Donations and Sponsorships	\$40,000.00
September Ticket Sales	\$23,000.00
Workshop Ticket Sales	\$3,000.00
Special Event Ticket Sales	\$11,000.00

CVB SPONSORSHIP	\$25,000.00
PROGRAM ADVERTISING	\$2,000.00
FUNDRAISER TICKET SALES	\$2,000.00
State Grant	\$15,000.00
The Morgan Stanley Foundation	\$2,000.00
TOTAL PROJECTED INCOME	\$123,000.00

**Exhibit A**

# AMELIA ISLAND

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## Event or Project Sponsorship Funding Application

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**Name of Event or Project:** Endless Summer Watermelon Ride, 36th

**Event or Project Date(s):** Sunday, September 14, 2025

**Event or Project Location(s):** Atlantic Recreation Center, 2500 Atlantic Ave, FB, FL 32034

**Funding Amount Requesting:** \$6,500.00

**Event or Project Host/Organizer/Applicant:** North Florida Bicycle Club, Inc.

**Event or Project Host/Organizer/Applicant Address:** PO Box 40995  
Jacksonville, FL 32203

**Contact Person:** Amy I. Kahn  
**Address:** 28028 Grandview Manor, Yulee, FL 32097  
**Phone:** 678-613-2074  
**Email:** kahn.amyi@gmail.com

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### The Event

On September 14, 2025, the North Florida Bicycle Club (NFBC) along with Major Taylor Cycling Club of North Florida (MTCCNF) will hold the 36th Annual Endless Summer Watermelon Ride (ESWR) from the Atlantic Recreation Center on Amelia Island, FL. The main goal of the ESWR is to raise funds to support Pedaling for Safety, and extension of the North Florida Bicycle Club. Pedaling for Safety's mission is to promote safety for people who bicycle along Florida's First Coast. Our vision is zero fatalities or serious injuries from bicycling in our region.



In 2024, the NFBC Board of Directors made the difficult decision to put all our efforts into organizing just one signature ride. That ride is the well-known and attended Endless Summer Watermelon Ride (ESWR). The ESWR is a signature event the North Florida Bike Club has held for over 35 years. For many years, it has occurred on Amelia Island on the second Sunday of September. Whenever we try a different location for this ride, we always end up back on beautiful Amelia Island, FL.

In 2023, we tried an experiment and held the ESWR at the St. John's County Fairgrounds, with a turnout of 607 riders. In 2024, we decided to move the ESWR back to Amelia Island and

ended up with 679 registered riders. This increased our participant count by 11.8 % and proved that Amelia Island, FL, is the right place to hold this well-known and beloved bicycle ride.

The ESWR will be a one-day recreational ride offering five routes leaving and returning to the Atlantic Recreation Center. The shortest route is the 11-mile Family and Friends Fun with a Fort Clinch State Park tour. The longest route will be a 100-mile "century" ride, highlighting Amelia Island's beauty and facilities as an eco-tourism destination. Attached are route maps from the 2024 ESWR event. The routes are expected to stay fundamentally the same in 2025. Registration for the event will open in mid-May. We anticipate 700 or more cyclists will participate in this event in 2025.

Safety is paramount in our organization's planning. We will file an Incident Action Plan with Nassau County and coordinate with and hire law enforcement personnel from the various agencies (Nassau County Sheriff's Office, Fernandina Beach Police Department, Fernandina Beach Police Auxiliary Corp, and Jacksonville Sheriff's Office) to provide traffic control at critical intersections along the route.

Parking has not been an issue for past rides. We have accommodated all participants and volunteers at the Recreation Center, the Main Beach and Main Beach North parking lots, the Fernandina Beach High School, and along Atlantic Avenue. The parking plan from the 2024 ESWR is attached.

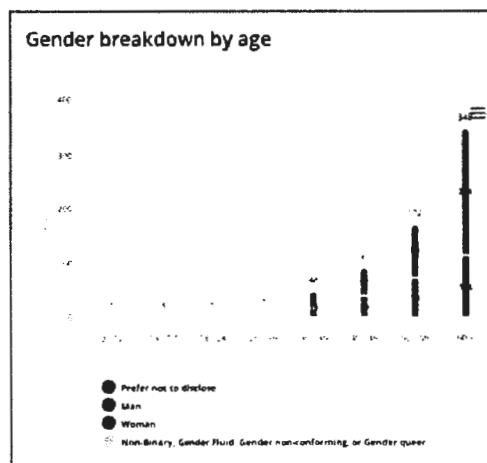
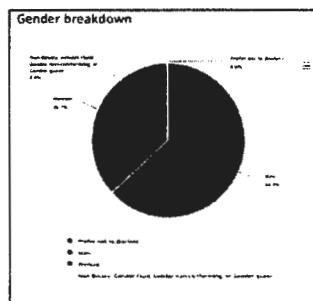
At the appropriate time, we will obtain permits for the event and confirm the rest stop locations. Porta-potties will be delivered to the rest stops on Saturday, September 13th, and route signage will be placed on the day before the ride. Clean-up will be completed on the day of the ride. Refuse is deposited locally if appropriate facilities are available or returned to the Recreation Center for disposal or recycling. Route signage will be picked up on or before Monday afternoon, September 15th.

We typically have some riders with disabilities participate. We do not see any difficulty in accommodating them on the ride. Historically, one-third to half of the riders are new to the event.

## Participant Demographics

In 2024, 37% of our riders were women and 63% men.

- 48 riders were in the (30-39) age group
- 92 riders were in the (40-49) age group,
- 172 riders were in the (50-59) age group
- 348 riders were in the (60+) age group
- 20 riders were in the (12-29) age group



## Overnight Stays

An invitation to participate in a post-event survey was emailed to all 2024 registrants, and 44% of participants completed the survey. The responses were very favorable.

The survey data indicated that approximately 49% of respondents stayed at local hotels, AirBnbs, or B&Bs. This data was analyzed and included in the club's post-event report to the AICVB. The survey also showed that 50% of respondents stayed 1-2 nights in a local hotel and 2.24% stayed more than 3 days. Using an average room rate of \$200 per night, we estimate that \$105,800 was spent on accommodations alone. Using a conservative \$50 to \$100 spending each day on meals, sightseeing, souvenirs, gas, etc., we estimate additional spending of \$26,000 to \$52,000. Assuming an increase in attendance of 15% for 2024, we estimate \$150,000 to \$180,000 will be spent locally during the 2025 event.

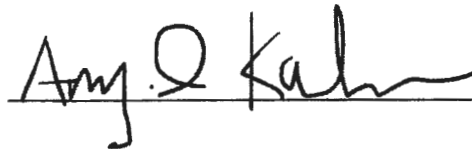
## Media Plan

The North Florida Bicycle Club will again hire CAAM Events (<http://www.caamevents.com>) to set up the registration website utilizing Race Roster software. Here is a link to last year's ride (<https://raceroster.com/events/2024/88723/endless-summer-watermelon-ride> ). CAAM Events will promote the event both statewide and across the southeast through digital marketing campaigns that include Facebook, sponsored ads, emails to a database of cyclists, and distribution of event postcards at other CAAM events.

NFBC will send multiple emails promoting the ride to its database of over 8,000 cyclists and continually update its Endless Summer Watermelon Ride and other club Facebook pages. The ride will be advertised in some 40 local and regional bicycle shops with posters and event postcards. We will send press releases to local and regional media outlets closer to the ride.

Please see the attached summary of the media plan.

Event or Project Host/Organizer/Applicant Signature:



Date: February 10, 2025

Internal Use Only:

Date Received: **2/10/25**

Approved: ☒ Yes / ☐ No

Amount: **\$6,500**

### 36<sup>th</sup> Endless Summer Watermelon Ride Budget

#### **INCOME from 2024 ESWR**

Registration (Net)	49,489.00
AIVCB Grant	6,000.00
Sponsorships	3,000.00
Jersey Sales	4,134.00
	<b>62,623.00</b>

#### **EXPENSES**






Registration CAAM	\$,8900
Insurance	\$2,100
Rest Stop Food	\$800
Lunch Post Ride	\$9,500
Marketing, CAAM	\$1,500
Social Media	\$1,000
Marketing Videos	\$6,000
Post Cards & Flyers	\$1,000
Police Support	\$6,500
Ride Coordinator	\$2,500
Route Signs & Maintenance	\$800
Event Jerseys	\$5,050
T-Shirts from P5	\$8,500
Toilets	\$2,800
Truck Rentals	\$1,100
Venue	\$2,400
Fort Clinch State Park	\$200
	<b>\$51,750</b>



### 36<sup>th</sup> Endless Summer Watermelon Media Plan

<b>Description</b>	<b>Date</b>	<b>Audience</b>	<b>Distribution</b>	<b>Comments</b>
Save the Date and periodic reminder emails	Beginning in May 2025 and ongoing up until event	NFBC Mailing list and prior attendees	Over 8,000 email addresses	Already paid – included in our web site hosting costs
Registration website set-up, placement on CAAM Events website calendar, print event postcards for other CAAM cycling events	Beginning in May 2025 and ongoing up till event	Cyclists across southeast	Internet Registration packets	See budget
Facebook postings on ESWR and North Florida Bicycle Club pages	Ongoing up through event	Cyclists who have liked these pages	Current audience of over 5,200 followers	Conducted by marketing volunteer
Sponsored ads on Facebook	June 2025 up till event	Cyclists across southeast	Internet	See budget
Event flyers	June 2025	Bike shops and cyclists	Bicycle shops in St. Johns, Duval, Nassau, Clay and Putnam counties	See budget
Venue rental	September 13 and 14, 2025	N/A	N/A	See budget

### Metric from 2024 ESWR

<b>Registrations</b>	<b>Export</b>
 100-miles   The Mighty Melon	159
 73-miles   The Big Melon	143
 52-miles   The Half Melon	234
 30-miles   Le Petit Melon	118
 11-miles   Tour de Fort- Family Fun Melon	25
<b>Total:</b>	<b>679</b>



Participation by Regin in 2024

Participants by region [Export All](#)

Region	Participants
FL	576
GA	62
SC	20
AL	7
NC	3
MO	2
MS	2
TX	2
CT	1
KY	1

## 2024 ESWR Routes

### ESWR 30-Miles: Le Petit Melon | Endless Summer Watermelon Ride (2024) | Road FINAL

By North Florida Bicycle Club

29.6 mi   + 259 ft   1.2 %  
 00:00   - 259 ft   -0.6 %

Send to Device

Fernandina Beach, FL   Public (665 views)  
 Created Jul 6, 2024   Updated Aug 21, 2024  
 Copy of 2024 Endless Summer Watermelon Ride 30 Mile Route   2 reviews

**Explore More**

Discover your next great ride, courtesy of the largest public bike route library on the internet.

Explore More Routes Like This

**Surfaces**

Paved	29.5 mi	100%
Unknown	0.1 mi	0%

### ESWR 73-Miles: The Big Melon | Endless Summer Watermelon Ride (2024) | Road (FINAL)

By North Florida Bicycle Club

73.4 mi   + 603 ft   3.6 %  
 00:00   - 603 ft   -3.0 %

Send to Device

Turnaround at Damas Point Bridge

Fernandina Beach, FL   Public (114 views)  
 Created Jul 6, 2024   Updated Aug 21, 2024  
 Copy of 2024 Endless Summer Watermelon Ride 73 Mile Route   1 review

**Explore More**

Discover your next great ride, courtesy of the largest public bike route library on the internet.

Explore More Routes Like This

**Surfaces**

Paved	70.9 mi	97%
Unknown	2.5 mi	3%

## ESWR 52-Miles: The Half Melon | Endless Summer Watermelon Ride (2024) | Road (FINAL)

By [John Thomas Blythe](#)

51.8 mi
 + 363 ft
 1.6 %

00:00
 - 362 ft
 -1.3 %

Send to Device

Fernandina Beach, FL
 Public (1,023 views)

Created Jul 6, 2024
 Updated Aug 21, 2024

Copy of 2024 Endless Summer Watermelon Ride  
52 Mile Route

Explore More

Discover your next great ride, courtesy of the largest public bike route library on the internet.

Explore More Routes Like This

Surfaces

	Paved	49.7 mi	96%
	Unpaved	0.1 mi	0%
	Unknown	2 mi	4%

## ESWR 100-Miles: The Mighty Melon | Endless Summer Watermelon Ride (2024) | Road (FINAL)

By North Florida Bicycle Club

100.2 mi	+ 672 ft	2.4 %
00:00	- 672 ft	-1.8 %

[Sign Up to Download](#)

Fernandina Beach, FL
 Public (1,140 views)

Created Jul 6, 2024
 Updated Aug 26, 2024

Copy of 2024 Endless Summer Watermelon Ride 100 Miles Route

### Explore More

Discover your next great ride, courtesy of the largest public bike route library on the internet.

[Explore More Routes Like This](#)

### Surfaces

Paved	98.1 mi	98%
Unpaved	0.1 mi	0%
Unknown	1.9 mi	2%







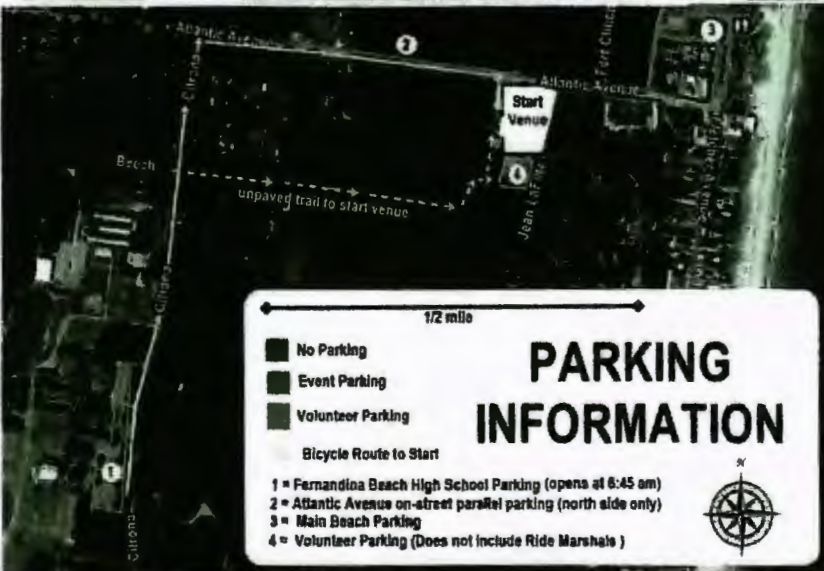
## Parking Map

Park in the **green** areas on this map.

If you registered early, you received your packet by mail. You do not need to check-in. Put your bib number on your back. Put on your wrist ID. Then, you can go directly to the start without returning to your car.

If you register late, you can pick up your packet at the venue the day before the ride.

It will be dark when you arrive.


**PARKING INFORMATION**

1/2 mile

- No Parking
- Event Parking
- Volunteer Parking

Bicycle Route to Start

- 1 = Fernandina Beach High School Parking (opens at 6:45 am)
- 2 = Atlantic Avenue on-street parallel parking (north side only)
- 3 = Main Beach Parking
- 4 = Volunteer Parking (Does not include Ride Marshals)



## Promotional Video from 2024

### Welcome to 2024 ESWR



### What to Expect on Day of Ride



### Recap of 2024 ESWR



# 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](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.

---

Name of Event/Project/Program: Fernandina Beach Kingfish & Fishing Rodeo Tournament

Event/Project/Program Date(s): May 30, 31st and June 1, 2025

Event/Project/Program Location(s): Parking Lot "A", 3 Front Street, Fernandina Beach 32034

Funding Amount Requesting: \$16,750

Event/Project/Program Host/Organizer/Applicant: Nassau Sport Fishing Association, Inc.

Event/Project/Program Host/Organizer/Applicant Address: P.O. Box 16147, Fernandina Beach, FL 32035

Contact Person: Mr. Terry Kelley, Director of NSFA

Address: P.O. Box 17103, Fernandina Beach, FL 32035

Phone: 770-355-1387

Email: adtek@bellsouth.net

### 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.

Terry Kelley, NSFA Director, 770-355-1387; Keith Davis, NSFA Tournament Director, 904-704-0195;

David Smith, NSFA President, 904-557-6374; Jef Bohn, NSFA Treasurer, 240-675-7328

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 Attached : NSFA Event Description & Reasoning For Funding**

---

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 Attached : NSFA Site Plan & Logistics**

---

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 Attached : NSFA Proposed Use of Funds if Granted**

---

#### **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: \_\_\_\_\_

*Terry Kelley*

Date: January 22, 2025

Internal Use Only:

Date Received: **1/22/25**

Approved: ☒ Yes / ☐ No

Amount: **\$10,000**

**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.

## **Attachments – NSFA Sponsorship Request**

### **NSFA Event Description & Reasoning For Funding**

This year is the 42nd Annual Kingfish Tournament and Rodeo to be held by the Nassau Sport Fishing Association in Fernandina Beach. We are taking a bold step for the first time in 42 years by advancing the date to the beginning of the season. The tournament is being billed as the **“First out in 2025!”**. Our contest will be held from May 30<sup>th</sup> through June 1, 2025, with fishing on Saturday, May 31st. We are setting the stage for all of the kingfish tournaments throughout the southern United States. This will be a final opportunity to get the last-minute shakedown of boats, equipment and anglers done while providing the first payday of the three month summer season.

The contest has two parts; an Offshore Kingfish Tournament and an Inshore Fishing Rodeo. Our tournament is also sanctioned by the Southern Kingfish Association (SKA), a nationally recognized organization. As our format continues to take hold, we expect to see upwards of 150 registered boats. We also hope to see more than 2,000 spectators over the course of the event. The makeup of the tournament registered participants is a broad range of ages.

This year we hope to have a goal of at least 25 overnight stays through our Traveler Preferred Hotel Program. Participants will stay in a participating local hotel for 2 nights and enter the Offshore Kingfish Tournament. In exchange for entering the tournament they will receive a \$200 cash award and a chance to win the \$1,000 “Traveler” award for catching the largest kingfish.

In addition to tournament entries, we generate revenue from t-shirt sales, a silent auction, raffle, music and food and beverage sales. Our tournament objective is to promote Amelia Island as a great fishing destination, while generating revenue for local businesses, hotels, and restaurants as well as assisting NSFA in continuing to support the youth and community of Nassau County.

In 2024 NSFA awarded \$18,000 in scholarships and \$2,375 in donations for a total of \$20,375 to our community and its students. In 2025 our budget plans to give at least the same amount.

### **NSFA Logistical Considerations**

A planned site map for the 2025 tournament is included here. Public parking will be utilized for attendees and tournament entrants. Fish entered in the tournament are

required to be brought to the weigh-in area by boat thus relieving the pressure on local traffic. A separate traffic plan will not be needed. We will hire City of Fernandina police officers and Fernandina Fire Department paramedics to provide security and first aid on site during the tournament hours. Beer only will be sold within the tournament location boundaries.



## **Attachments – NSFA Sponsorship Request**

### **NSFA Logistical Considerations, contd.**

Our sanitation plan consists of renting portable toilets (including handicapped accessible facilities) from Floaters and trash receptacles from Waste Management.

### **NSFA Use of Funds**

The 2025 budget for the Kingfish Tournament and Rodeo is included here for your information.

This year, if we have the additional funding, we plan to expand our marketing efforts to reach outside of Nassau County proper. During 2024 approximately 30% of our participants came from Jacksonville, 20% from Georgia and the remainder from Nassau County. This year we want to focus more of our marketing efforts in the Jacksonville area and south to Daytona and north to Savannah, Georgia.

We plan, if funding is available, to increase Facebook ads, Instagram ads, Google ads and newspaper print ads in Jacksonville. We have an important date change in the tournament and we must get the word out to the target audience. The focus of these ads is to inform the reader of our date change as well as to promote the hotel incentives of our Traveler award program. If the increased funding is available, our participants' cash award would be increased to \$250 and the award for the largest kingfish caught by a participant would increase to \$2,000.

For an expanded Traveler Preferred Hotel Program, we would expect to spend \$8,000. We would also expect to spend an additional \$4,000 on social media and other advertising. We also would wish to spend up to \$2000 for Rick Ryals podcast ads, Tournament MC and Florida Sportsman radio ads. Other marketing material, banners and rack cards could be expected to cost around \$1500.



# Nassau Sport Fishing Association, Inc.

## Budget - FB Kingfish & Fishing Rodeo 2025

	TOTAL
<b>Revenue</b>	
Tournaments	
Kingfish & Rodeo Tournament	
Entry Fees	
Calcutta Receipts	15,000.00
Kingfish Tournament	32,350.00
Rodeo	3,000.00
<b>Total Entry Fees</b>	<b>50,350.00</b>
Fish Sales	4,150.00
On-Site Sales	
Beer-Coke-Water	1,800.00
Raffle	2,500.00
Silent Auction	3,500.00
Tee Shirts	4,600.00
<b>Total On-Site Sales</b>	<b>12,400.00</b>
Sponsorships	
Bronze	2,500.00
Gold	6,000.00
Platinum	7,500.00
Silver	4,200.00
<b>Total Sponsorships</b>	<b>20,200.00</b>
<b>Total Kingfish &amp; Rodeo Tournament</b>	<b>87,100.00</b>
<b>Total Tournaments</b>	<b>87,100.00</b>
<b>Total Revenue</b>	<b>\$87,100.00</b>
<b>GROSS PROFIT</b>	<b>\$87,100.00</b>
<b>Expenditures</b>	
Tournament Expenses	
Kingfish & Rodeo Expenses	
Advertising	
Internet and Social Media	1,600.00
Newspaper and Magazine	0.00
Printing	300.00
<b>Total Advertising</b>	<b>1,900.00</b>
Brochures	
Printing	500.00
Supplies	100.00
<b>Total Brochures</b>	<b>600.00</b>
Captains Bags	100.00
Event Insurance	300.00
Food - Drink	

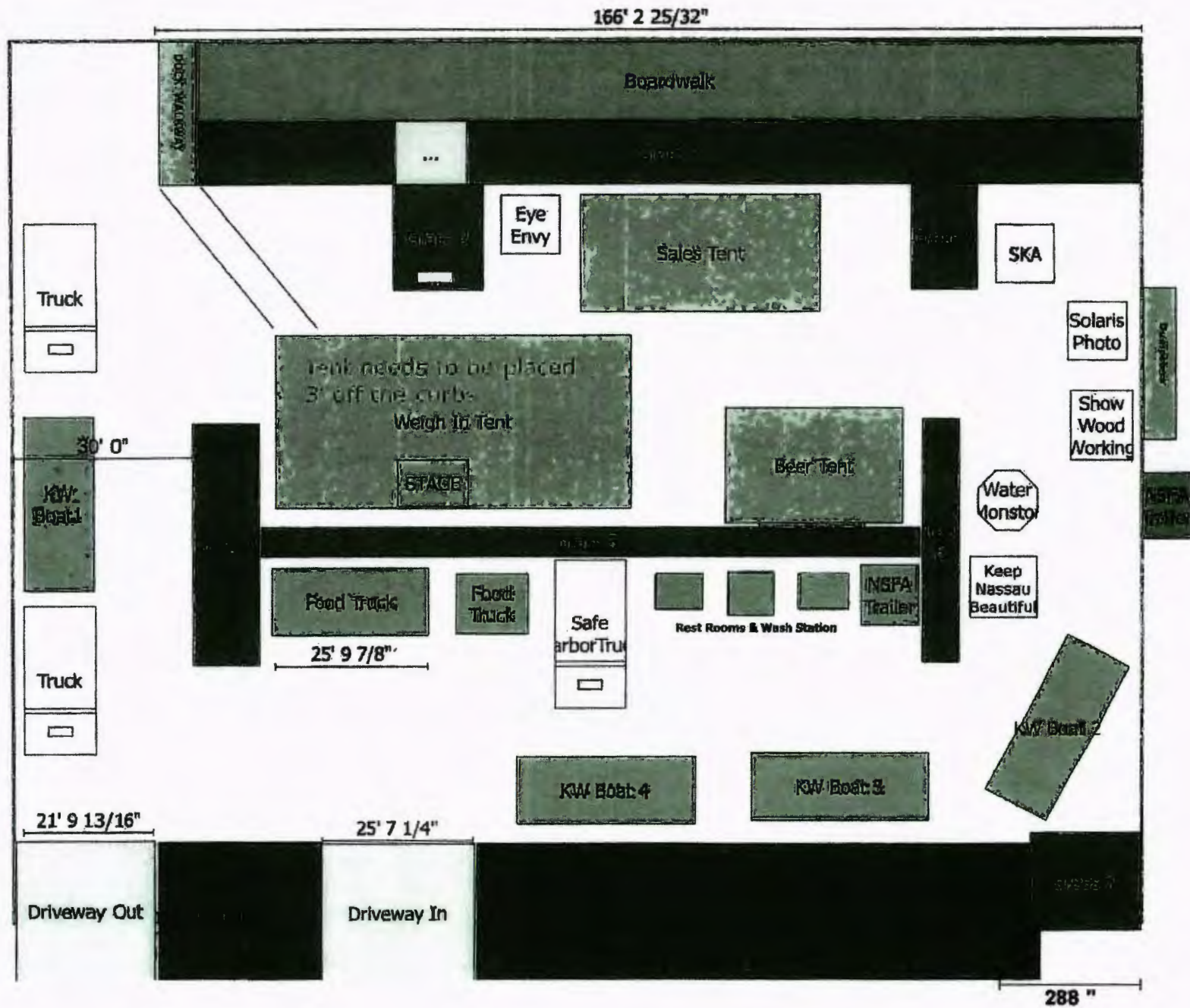


# Nassau Sport Fishing Association, Inc.

## Budget - FB Kingfish & Fishing Rodeo 2025

	TOTAL
Beer	1,500.00
Coke-Water	100.00
Tickets	50.00
<b>Total Food - Drink</b>	<b>1,650.00</b>
Prizes	
Calcutta Payouts	12,000.00
Junior Angler	1,880.00
Kingfish	20,400.00
Lady Angler	1,720.00
Rodeo	2,100.00
<b>Total Prizes</b>	<b>38,100.00</b>
Raffle	25.00
Shirts, Towels	4,800.00
State Sales Taxes - Rodeo	150.00
Tournament Site	
Licenses & Permits	95.00
Misc	847.00
Portable Toilets	1,625.00
Security	2,200.00
Signs	1,000.00
Tents	4,800.00
<b>Total Tournament Site</b>	<b>10,567.00</b>
Volunteers	
Meal Tickets	500.00
Planning	600.00
<b>Total Volunteers</b>	<b>1,100.00</b>
Weigh-In	
Emcee	300.00
Marine Biologist	400.00
Weigh Tickets/ scales	160.00
<b>Total Weigh-In</b>	<b>860.00</b>
<b>Total Kingfish &amp; Rodeo Expenses</b>	<b>60,152.00</b>
<b>Total Tournament Expenses</b>	<b>60,152.00</b>
<b>Total Expenditures</b>	<b>\$60,152.00</b>
<b>NET OPERATING REVENUE</b>	<b>\$26,948.00</b>
<b>NET REVENUE</b>	<b>\$26,948.00</b>

## Rodeo Site Plan - 2025



# 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](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:** 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

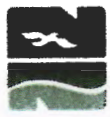
Date: 3.10/2025

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](mailto:knb@keepnassaubeautiful.org)  
[www.keepnassaubeautiful.org](http://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](mailto:knb@keepnassaubeautiful.org) 904-261-0165

Kristen Littles, Program Manager, [kristen@keepnassaubeautiful.org](mailto: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 5<sup>th</sup> 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](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 34<sup>th</sup> 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 alerting 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**

<b>Categories and Line Items</b>	<b>Total Cost of Program</b>
<b>Personnel Expenses (list each employee)</b>	
Executive Director	\$18,000.00
Program Manager (Volunteer and Adopt program)	\$14,400.00
<b>Subtotal Personnel Expenses</b>	<b>\$32,400.00</b>
<b>Subtotal Personnel Tax (Payroll Tax)</b>	<b>\$2,479.00</b>
<b>Subtotal Travel (Staff Mileage)</b>	<b>\$900.00</b>
<b>Subtotal Advertising</b>	<b>\$3,060.00</b>
<b>Subtotal Contractual Services</b>	<b>\$1,200.00</b>
<b>Program Specific Operating Costs</b>	<b>\$13,783.00</b>
<b>Other Program Operating Costs</b>	<b>\$10,905.00</b>
<b>Expense Budget Totals</b>	<b>\$64,727.00</b>
<b>Required Match &gt; 50%</b>	<b>\$49,727.00</b>
<b>Source of Funds</b>	
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
<b>Total Anticipated Revenue</b>	<b>\$64,727.00</b>



GET INVOLVED or DONATE to KEEP NASSAU BEAUTIFUL

# 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](mailto:knb@keepnassaubeautiful.org) | 904-261-0165  
1417 Sadler Road #233 | Fernandina Beach, FL 32034  
[www.KeepNassauBeautiful.org](http://www.KeepNassauBeautiful.org)

# Get Involved to Lend a Hand and KEEP NASSAU BEAUTIFUL

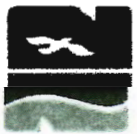
## Mission

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.



**Keep  
Nassau  
Beautiful**

KEEP AMERICA BEAUTIFUL AFFILIATE

### General Questions

Contact Lynda Bell, Executive Director

[knb@keepnassaubeautiful.org](mailto:knb@keepnassaubeautiful.org) | 904-261-0165

1417 Sadler Road #233 | Fernandina Beach, FL 32034

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# 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](mailto: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](mailto:mmurphy@ameliaisland.com) or call 904-277-4369.

**Name of Event/Project/Program:** 9<sup>th</sup> Annual Fish to Fork

**Event/Project/Program Date(s):** May 15-18, 2025

**Event/Project/Program Location(s):** Omni Amelia Island Resort & Spa

**Funding Amount Requesting:** \$40,000

**Event/Project/Program Host/Organizer/Applicant:** Omni Amelia Island Resort & Spa

**Event/Project/Program Host/Organizer/Applicant Address:** 39 Beach Lagoon Road, Amelia Island, FL

**Contact Person:** Michelle Valle

**Address:** same

**Phone:** office: 904.432.1470 | cell: 407.719.0269

**Email:** [michelle.valle@omnihotels.com](mailto:michelle.valle@omnihotels.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.

Michelle Valle, [michelle.valle@omnihotels.com](mailto:michelle.valle@omnihotels.com) | Theo Schofield, [tschofield@omnihotels.com](mailto:tschofield@omnihotels.com)



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.

*Omni Amelia Island Resort & Spa will host its 9<sup>th</sup> Annual Fish to Fork May 15-18, 2025. The weekend will offer an unmatched foodie experience, with true dock-to-dish specialties in a fun and interactive atmosphere. The resort will welcome renowned chefs from around the country to showcase their fishing and culinary skills, leading up to a final chef showdown on Saturday night with a live vote from event guests. This event has helped Omni Amelia Island showcase Amelia Island's local flavor with a main highlight being the fishing excursion on Friday morning led by local fishing captains.*

**Attendance and Overnight Visitation Growth:**

*Anticipated attendance at the Main Event on Saturday, May 17 is approximately 500 people (a mix of overnight guests and area day guests). Overnight Fish to Fork guests are frequent travelers who enjoy curated and elevated foodie experiences. They travel from within the southeast region, but also from destinations where the FTF guest chefs are coming from. In 2024, this event generated 107 room nights with potential for more. **We can grow this event by an additional 100 room nights** by expanding our marketing efforts and thus having a positive impact on the bed tax. The goal is to continue converting Main Event (Saturday) ticket-only attendees to overnight guests.*

**Promoting the Amelia Island Destination:**

*Another great benefit to our destination is the media and client FAM. This allows us to welcome media and meeting planners who are not familiar with Amelia Island as a destination to help secure future media placements and group business. The resort's PR agency of record has additional hours of work dedicated to promoting Fish to Fork pre- and post-event to regional and national media.*

**Local business/community support:**

- *Every year we secure fishing charters through Amelia Angler, located on Centre Street, Downtown Fernandina Beach for the fishing excursion that takes place on Friday.*
- *For the Main Event on Saturday, we typically source the "secret ingredient" from a local business. For example, in 2023 we sourced mushrooms from the Piney Island mushroom farm; in 2024 we sourced beer from MOCAMA brewery with whom we collaborated to create a unique brew that is only sold at our resort – Cabana Coast.*
- *Fundraising to benefit Barnabas Center – this is separate from ticket sales. Raffle tickets are sold at the Main Event, and all proceeds are donated to Barnabas Center. Over the past three events we have raised over \$10,000 for Barnabas Center from this initiative.*

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.

*This is a three-night weekend event. Most events are hosted at the resort where parking is already available. Other events, such as the Fishing Excursion require private transportation (via coach bus) to/from the Fernandina Harbor Marina and the resort. These fishing charters are booked through Amelia Angler, a local business located on Centre Street, Fernandina Beach.*

*There is no need for traffic plan based on the format of this event as it is contained. Security is managed by our in-house loss prevention team in addition to sometimes hiring NCSO for additional support for the main event on Saturday.*

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.

**Marketing Plan:**

- **Social Media (\$25K):**
  - Paid campaign targeting "like audiences" in feeder and growth markets
  - Boosted posts to target most engaged audiences
- **Programmatic Display (\$20K):** targeting "like audiences" in feeder and growth markets
- **Email marketing (co-op and solo) via partners in addition to Omni Hotels & Resorts CRM tool (\$3k)**
- **Print advertising in select local/regional publications (\$3-\$5K)**
- **Enhanced public relations efforts to garner earned media pre- and post-event with our PR agency of record (\$24K)**
- **Posters, check presenter inserts, flyers, rack cards, monument sign (A1A), etc. (design and print) (\$3-\$5K)**

**Budget**

Anticipated gross revenue from ticket/package sales: \$170,000

Amount of support requested from the TDC and its intended use: \$40,000 to fund paid media for the event as detailed above.

Weekend event total costs: \$205,000 (does not include marketing expenses)

- Food & Beverage Costs
- Labor (culinary, banquets, housekeeping, etc.)
- Decorations
- Entertainment
- AV
- Chef prizes
- Equipment Rental
- Fishing Charters
- Custom menus for each event

- Programs and signage
- Welcome informational packets for all overnight guests, chefs, media and meeting planners
- Flights for chefs, media, meeting planners
- Main Event emcee transportation, lodging, meals, etc.
- Event wristbands
- RFID wristbands for overnight package guests
- Transportation to/from airport in addition to/from Fernandina Harbor Marina

At this time, we do not have additional sponsors.

**Additional Information – Public Relations**

**2024 Media FAM:**

Anna Hezel, Senior Editor, Epicurius

Lindsay Parrill, Food Writer, The Manual


Denise Castillon, Contributor, Thirsty Magazine

Maggie Horton, News Editor, Country Living

Carly Ziff, Social Media Influencer, @tastesbetterhere

Examples of earned media (PR) included in second attachment.

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

**Date:** 2/14/2025 

Internal Use Only:	
Date Received:	<b>2/18/25</b>
Approved:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Amount:	<b>\$40,000</b>

**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.

# Omni Amelia Island's Fish to Fork is the culinary event of the year

The perfect trip for the foodie in your life

By Lindsay Parrill June 11, 2024 12:00PM



Omni Amelia Island Resort

If you know Omni hotels, you know the individual character each one possesses. Unlike so many cookie-cutter hotel chains, each Omni location has its own personality, complete with local charm and flavor. Whether you're after a warm and cozy (albeit intense) gingerbread competition in Asheville, North Carolina, or a lavish culinary getaway with a group of incredibly talented chefs in beautiful Florida, Omni has you covered.

From May 9-12, Omni Amelia Island hosted its eighth annual Fish to Fork event – a weekend-long affair where guests enjoyed their stay alongside award-winning chefs, dined on beautiful, locally grown, locally caught lavish meals, enjoyed a deep-sea fishing excursion, partook in all of the wonderful amenities Omni Amelia Island has to offer, and were pulled into a heart-racing chef showdown at the end of the wonderful weekend.



This is truly the foodie event of the year and one of the most fun culinary trips this writer has ever been a part of. So, make sure to reserve a spot in your calendar for next year's event.

## **Omni Amelia Island Resort**



Omni Amelia Island Resort

While the lineup of impressive chefs and their unforgettable dishes were no doubt the stars of the show, the breathtakingly beautiful Omni Amelia Island Resort couldn't help but shine in its own spotlight.

Set on the tip of a barrier island in northeastern Florida, this award-winning resort takes your breath away from the second you step foot onto the property. Each of the hotel's 402 guest rooms boasts unparalleled, stunning views of Fernandina Beach and the Atlantic Ocean. In addition to the luxurious rooms, the property is complete with an incredible pool, a gorgeous 36-hole golf course, a plethora of wonderful restaurants, expertly-led local activities like kayaking and paddle-boarding through the marshlands, and a peacefully serene and luxurious spa.

It is truly a remarkable place to visit, whether you're looking for all of the adventures the Atlantic coast has to offer or simply relaxing poolside with a delicious cocktail as you watch the waves crash on the beach. Omni Amelia Island Resort has it all.

## **Welcome cocktail reception and dinner**



Omni Amelia Island Resort Marketing

The weekend was launched on Thursday night with a welcome cocktail party and dinner held at Walker's Landing, a beautifully warm and inviting nautical-themed venue located on Omni's extensive grounds. Overlooking the lush salt marsh and winding Amelia River, the venue sits on the water, allowing diners to enjoy both the natural landscape and exquisite cuisine.

This dinner was a traditional Southern crab boil, cleverly delivered to each table in large wheelbarrows full of steaming shellfish. Delighted diners had a blast getting messy and getting to know the competing chefs, who were introduced during dinner.

**Competing chefs**



Omni Amelia Marketing

**Back row, left to right:**

Omar Collazo – Omni Amelia Island Resort – Amelia Island, FL

Steven Goff – Tastee Diner – Asheville, NC

**Front row, left to right:**

Sam Fore – Tuk Tuk Snack Shop – Lexington, KY

Jasmine Norton – The Urban Oyster – Baltimore, MD

Jonathan Zaragoza – Birrieria Zaragoza – Chicago, IL

Saji George – Mesa – Jacksonville, FL



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## Fishing excursion



Lindsay Parrill/The Manual

VIP guests of the event were invited to join the chefs out on the ocean to catch what would become the following night's dinner. Guests were divided into groups, each group joining a chef in his or her boat out on the open water. We all awoke at 5 am on Friday, ready to catch our fill and toting our gorgeous boxed lunches prepared by Chef Omar and his team. But while we were excited and ready to tackle the day, the weather had other plans, bringing in an intense thunderstorm to cut the trip short. Nevertheless, the excursion was a blast, each guest and chef soaking but smiling as we brought our fresh catches to shore – however meager they may have been.

## **MOCAMA Beer Company dinner**



Omni Amelia Island Marketing

The only event hosted off-site, Friday night's dinner was held at MOCAMA Beer Company, though catered by Omni's Chef Omar Collazo and his team. Selections included dishes such as white asparagus and endive salad with kalamata, manchego, and a limoncello vinaigrette and diver scallops with burnt honey, parsnip, guanciale, and black cherry. Though, of the five courses I couldn't get enough of Chef Omar's elk with pine and onion ash. Each incredible dish was expertly paired with a different MOCAMA beer, and guests were completely spellbound by the experience.

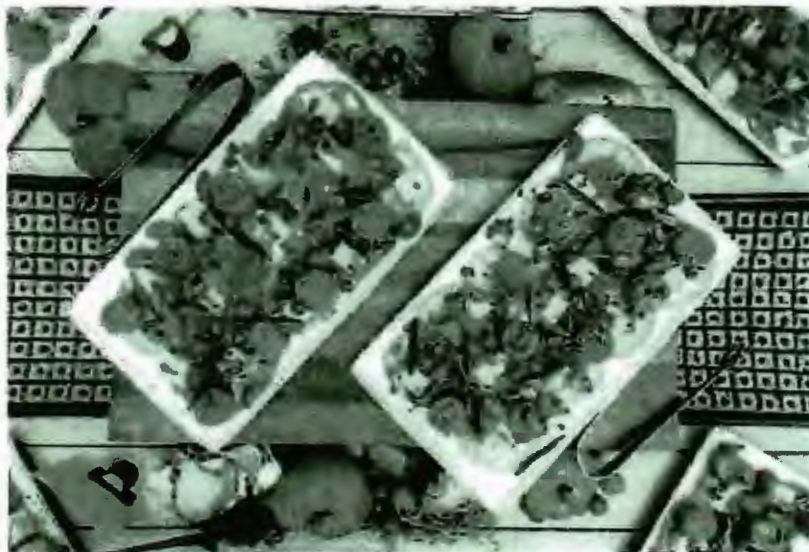


## Lunch at The Sprouting Project



Omni Amelia Resort Marketing

Whimsically decorated in a way that would shame any Bridgerton-themed garden party, Saturday's luncheon was hosted at the property's Sprouting Project – the resort's farm-to-table conservation program. Complete with property-grown ingredients, deliciously exquisite dishes, a backdrop worthy of a storybook, and even the property's own expert beekeeper, there was something to impress at every turn.



Omni Amelia Island Marketing

I couldn't get enough of the divinely simple and perfectly executed heirloom tomato and watermelon salad, though it was hard to select a favorite among other choices like filet mignon with mango salsa, pepper roasted chicken thighs, and housemade push pops made with local honey and citrus.

## **Main event**



Omni Amelia Island Marketing

Saturday night's main event was held in the property's beautifully lush Magnolia Garden, where each chef had a booth to serve his or her culinary creation made from the previous day's catches. The delectable seafood samplings included chowders, ceviches, taquitos, curries, and other delicious bites, each complimented with its own unique cocktail—a touch many guests obviously adored.

After sampling each selection, guests were invited to vote for their favorite dish before heading to the main event. The gorgeously green garden was peppered with even more beautiful food to feast upon, including an enormous oyster bar, a deliciously smoky grill with barbecued favorites, and even octopus "hot dogs" were nestled throughout the scene alongside a live band and a series of invitingly open bars.





Omni Amelia Island Resort Marketing

As guests trickled into the main party from the tasting booth reception area, the chefs were given just a few minutes to wrap up their individual tastings before being randomly grouped into two teams. The teams were to compete in a head-to-head, hour-long cookoff featuring a secret ingredient that had yet to be announced.

The suspense was palpable. Many guests wondered aloud what the secret ingredient might be when a familiar face took the stage. A representative from MOCAMA Beer – the brewery we'd dined at only the night before – announced with a grin that MOCAMA Beer would be the secret ingredient. Well played, Omni team. Well played.

## Winners



Omni Amelia Island Resort Marketing

There were three categories of competition: Chef's Choice, the dish voted best by the chef's fellow competitors; Individual Challenge, the appetizer dish voted best by guests; and Team Challenge, the winner of the final cooking competition with the secret ingredient, voted by guests.

As someone who personally tasted every dish in the competition, I can truthfully say that each bite was delicious. But alas, the event was a competition and there must be winners, and these incredible chefs were deserving of the high praise they were given.

**Chef's Choice:** Jonathan Zaragoza

Dish: Smoked taquito with arbol salsa, jocoque, cobia ceviche, and salsa macha

**Individual Challenge:** Omar Collazo

Dish: Toasted sesame-encrusted redfish with hot and sour eggplant, puffed wild rice, and carrot coconut puree

**Team Challenge:** Saji George, Jonathan Zaragoza, Omar Collazo

Dish: Cabana coast-braised traeger fish with Southern grains and cucumber relish

The best part? Omni Amelia Island Resort will do it all again next year — 2025 dates to be determined —but this time, you can experience it all for yourself.



# Earned Media Placements

## May 2024

### Fish to Fork

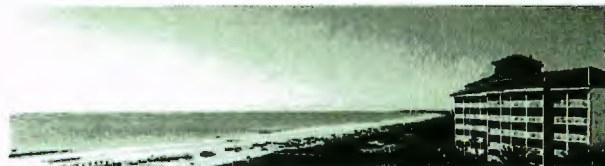
There's no time like this year to get a taste of Florida's beautiful beaches and May will be the perfect time to do that. The reason? Omni Amelia Island Resort will be hosting its 8th annual Fish to Fork festival. Offering up picturesque views of the Atlantic Ocean and an deliciously unmatched foodie experience, guests won't regret making this their Mother's Day weekend treat.

Date: May 9-12

Location: Amelia Island, Florida

## Forbes

### Fish to Fork Mother's Day weekend at Omni Amelia Island



## Parade

### *Eat Up: A Month-by-Month Guide to Visiting the Best Food Festivals*

UVM: 24.4M

February 10, 2024

<https://parade.com/food/best-food-festivals>

## Forbes

### *Mother's Day Gift Guide 2024: The Most Engaging Weekend Getaways for Moms*

UVM: 84.5M

April 27, 2024

<https://www.forbes.com/sites/ramseyqubein/2024/04/27/mothers-day-gift-guide-2024-the-most-engaging-weekend-getaways-for-moms>



## Earned Media Post-Event

*Country Living Magazine*

@countrylivingmagazine on TikTok

May 15, 2024

This was due to us hosting Maggie Horton,  
News Editor at Country Living Magazine

20.5K followers

Maggie also plans to write an event recap  
feature for the magazine.

Wednesday, May 15, 2024 10:03 AM News Leader

## OUTDOORS

# Fish to Fort, bluewater fishin'

The 4th annual Fernandina Beach Fish to Fork event was the weekend's top attraction, and thousands of people flocked to all parts of the center for the event. The event featured live music, food trucks, and a variety of fishing opportunities. The event was a success, with many people enjoying the day and the fishing.

**OUTDOORS**  
**Terry Lacoss**

Thousands of people flocked to the Fernandina Beach Fish to Fork event Friday morning, where a variety of fishing opportunities were offered. Those targeted both near-shore species, including the ever-popular snook, sea trout and black drum, and those targeting tarpon, kingfish, snook, sharks and more.

The following morning, as a perfect weather and the opportunity to enjoy the outdoors, the event was a success. The event was a success, with many people enjoying the day and the fishing. The event was a success, with many people enjoying the day and the fishing.

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For more information on upcoming Fish to Fork events, visit [www.fishfork.com](http://www.fishfork.com). The annual Amelia Island Bluewater Tournament will run Thursday through Saturday. Fishing begins this year at 6 p.m. on the Thursday night. The event will be the tournament day, with the Fernandina Beach Marine Department as the official weigh-in site.



Omar Collazo, owner of Omar Collazo, is pictured preparing his fishing rig during last weekend's Fish to Fork event.

For more information on the annual Amelia Island Bluewater Tournament, visit [www.fishfork.com](http://www.fishfork.com). The annual Amelia Island Bluewater Tournament will run Thursday through Saturday. Fishing begins this year at 6 p.m. on the Thursday night. The event will be the tournament day, with the Fernandina Beach Marine Department as the official weigh-in site.

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## Earned Media Post-Event

*Fernandina Beach News-Leader*

May 15, 2024

Print Readership: 35,000

UVM: 5,520

Terry Lacoss, owner of Amelia Angler

Amelia Angler is the company used for the Fish to Fork fishing excursion on Friday morning.

MORE TO COME!

OMNI AMELIA ISLAND