

AITDC RESOLUTION NO. 2025-148

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

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

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

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

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

WHEREAS, based upon the recommendation of the AICVB, the AITDC now finds that the sponsorship of AMELIA ISLAND MUSEUM OF HISTORY, INC., as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, is a tourism-related activity and will assist in the promotion of Amelia Island and Nassau County, Florida.

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

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

SECTION 2. USE OF TOURIST DEVELOPMENT TAX REVENUES.

- a. The AITDC hereby finds that the use of tourist development tax revenues for the sponsorship of AMELIA ISLAND MUSEUM OF HISTORY, INC., as depicted in Exhibit "A" (hereinafter "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.

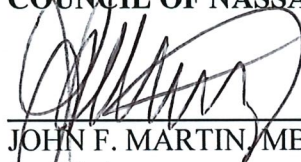
- b. Based upon the above finding, the AITDC hereby recommends to the BOCC that the BOCC utilize tourist development tax revenues for said Sponsorship(s) as a means to promote tourism of Amelia Island and Nassau County, Florida, with said amounts to be paid from the AITDC budget as follows:

1. Sponsorship: AMELIA ISLAND MUSEUM OF HISTORY, INC.
Date: October 1, 2025, through September 30, 2026
Amount: \$20,000.00

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

DULY ADOPTED this 25th day of August, 2025.

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



JOHN F. MARTIN, MBA

Its: Chairman

Date: August 25, 2025

Approved as to form by the
Nassau County Attorney:



for. DENISE C. MAY

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) or mailed/hand delivered to 1750 South 14th Street, Suite 200, Amelia Island, FL 32034.

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

Name of Event/Project/Program: Amelia Island Museum of History

Event/Project/Program Date(s): October 1, 2025 to September 30, 2026

Event/Project/Program Location(s): Nassau County

Funding Amount Requesting: \$20,000

Event/Project/Program Host/Organizer/Applicant: Amelia Island Museum of History

Event/Project/Program Host/Organizer/Applicant Address: 233 S. 3rd Street, Fernandina Beach, FL 32034

Contact Person: Phyllis Davis

Address: same as above

Phone: 904.261.7378, x. 101

Email: phyllis@ameliamuseum.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.

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

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

n/a

n/a

Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

See attached

See attached

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: _____

863d037d-0b93-4db6-8e49-8264a1f1314b
Digitally signed by
863d037d-0b93-4db6-8e49-8264a1f1314b
Date 2025.06.17 14:58:43 -04'00'

Date: _____

Internal Use Only:

Date Received: 6/26/2025

Approved: ☒ Yes / ☐ No

Amount: \$20,000

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.

ATTACHMENT: TDC Sponsorship Application for Amelia Island Museum of History

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.

Staff:

Phyllis Davis, Executive Director	Helen Meyers, Media and Operations Manager
Thea Seagraves, Education Director	Christopher Collins, Operations Assistant
Isabelle Bournigault, Curator	Sydne Johnson, Operations Assistant

Board of Trustees:

Susan Bonnett, Co-Chair	Jonathon Bryant	Rob Hicks
William Tilson, Co-Chair	Johanna Cleary	Mike Kegler
Sylvia Chandler, Vice-Chair	Paul Condit	Al Pertuz
Robert Hull, Treasurer	Keith Crawford	Joe Wise
Peggy Bulger, Secretary		

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

The Amelia Island Museum of History (AIMH) hosts 25,000 guests annually through general admission, tours, monthly lecture series, and special events such as the Holiday Home Tour. Of those visitors who come through our doors to experience our exhibits and daily tours, **86% are from outside of Nassau County, and 58% are from out of state.**

As a non-profit organization, the Amelia Island Museum of History (AIMH) relies partly on local and state grants. Local support is imperative for the Museum so that it may continue to effectively serve the residents of Nassau County and its visitors.

As a major tourist attraction for Nassau County, we are asking that you support our efforts with an investment of \$20,000 (4.6% of our total yearly budget) so that we may continue to heighten our visitors' experience and increase their desire to return often to Amelia Island.

In 2021, the Museum reopened after a \$400,000 renovation. A sampling of some of the new features of the "re-imagining" includes:

- A room dedicated to the natural history of our beaches, marshlands, and maritime forests. This room also contains an introductory video showing the beauty of Amelia Island and downtown Fernandina Beach.
- Pedro Zepeda, a Seminole carver, created a hand-carved 14-foot canoe that visitors can sit in. This creates a natural photo opportunity that visitors can share with their friends and family.
- A section on maritime life highlighting maritime occupations and industries.
- A section on historic preservation and the evolution of Amelia Island and Fernandina Beach in the Victorian era.

In addition to teaching our guests about the importance and uniqueness of our local history, the new exhibits highlight the effects of tourism in Nassau County, particularly in the "Amelia Next" area. Some of the elements include:

- The beginnings of tourism.
- Text panel discussing the importance of tourism in the area.
- Text panel highlighting local festivals.
- Text panel highlighting African American Vacationers at American Beach.

- An interactive touchscreen map table showing tourism-oriented things to do on the island, including other attractions, restaurants, hotels, and nightlife.

AIMH encourages visitors to return not only through their experience at our physical location but also through walking tours, step-on bus tours, group experiences, and visitor-based fundraisers such as: the annual Holiday Home Tour (now in its 19th year), Cottages & Courtyards (a bi-annual event), Graveside Chronicles, now in its 3rd year, and, finally, plans are underway for a new 1920s-style event (currently untitled) in partnership with the Hoyt House, scheduled for February 14, 2026.

Based on the American Association of Museums website, in the State of Florida alone:

- The total financial impact museums have on the Florida economy is \$2.28 billion.
- Museums support more than 37,636 jobs.
- Museums provide \$1.54 billion in wages and other income to the state's residents.
- Eighty-nine percent of Americans believe museums provide important economic impacts to their communities..
- The economic activity of museums generates more than \$12 billion in tax revenue, one-third of it going to state and local governments. Each job created by the museum sector results in \$16,495 in additional tax revenue.

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.

In the past, AIMH has focused on the Jacksonville and Atlanta markets, with the majority of its visitors coming from out of state. AIMH has been expanding these markets to Orlando, Palatka, Lake City, and the Villages, with additional plans for Charleston this year.

Currently, the Amelia Island Museum of History utilizes a multi-layered approach to marketing which includes:

- Print advertising
- Social media
- Email
- Website
- Radio

Print advertising typically consists of posters, brochures, rack cards, flyers, quarterly newsletters, and newspaper/magazine advertisements – all produced in-house. Posters, brochures, rack cards, and flyers are distributed via the I-95 Welcome Center, AICVB Welcome Center, hotels, and local businesses.

Emails, social media, and other grassroots advertising are used in conjunction with our print advertising. In addition, the museum's staff submits articles to our local newspaper and to a popular local blog, both of which have met with great success and increased visibility.

Radio advertising is reserved for special events such as the Holiday Home Tour, which hosts 1500-2000 visitors each year.

All advertising efforts will take place throughout FY 2025-2026. Below are several examples of marketing materials utilizing the Amelia Island TDC logo.



Budget

Category	Sponsorship Request	Matching Funds	Total Cost
Printing Expenses	1,000	4,396	5,396
Print Advertising	6,500	7,000	13,500
Website Updates and Maintenance	2000	1,200	3,200
Social Media Marketing	1500	1500	3,000
Radio Advertising	0	2000	2,000
Print and Graphic Design Salary	9,000	10,189	19,189
Other General Operating Expenses	0	391,393	391,393
Total Expenses	20,000	417,678	437,678
All Ticketed Admissions income including tours			234,490
Other income including memberships, gift shop, etc.			206,141
Total Income			440631
Net Income			2,953

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.



Consumer's Certificate of Exemption

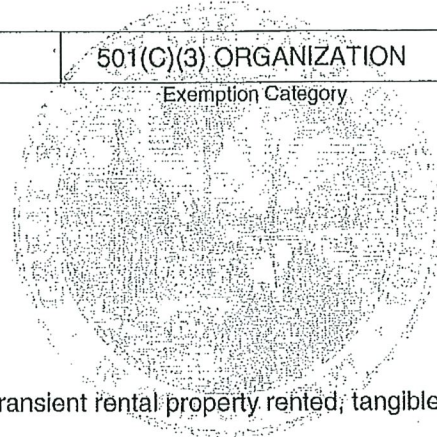
Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 04/05
08/18/07

85-8012559354C-3	10/01/2007	10/31/2012	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

AMELIA ISLAND MUSEUM OF HISTORY INC
233 S 3RD ST
FERNANDINA BEACH FL 32034-4210



is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

DR-14
R. 04/05

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (FAC).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others by your organization of tangible personal property, sleeping accommodations or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, FAC).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third degree felony. Any violation will necessitate the revocation of this certificate.
6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Central Registration at 850-487-4130. The mailing address is PO BOX 6480, Tallahassee, FL 32314-6480.