



Amelia Island Tourist Development Council

Item Title: Consider a Resolution recommending to the Nassau County Board of County Commissioners the use of Tourist Development Tax Revenues to Sponsor the Fernandina Beach Main Street Foundation, Inc.
Date: May 28, 2025
Department: Amelia Island Tourist Development Council

Background:

The Nassau County Board of County Commissioners (BOCC) and the Amelia Island Tourist Development Council (AITDC) believe that special events are vital to the successful development of Amelia Island as a year-round tourist destination. A significant role of the Amelia Island Tourist Development Council's marketing effort is developing new offerings that enhance this mission. In general, the AITDC may support events whose primary purpose is the generation of additional room nights at Amelia Island lodging facilities and/or support of the Amelia Island brand. The Nassau County Board of County Commissioners has an approved AITDC Sponsorship Funding Policy which provides the guidelines for requests for sponsorships from Tourist Development Tax (TDT) revenues.

Applications for TDT sponsorship will be accepted from qualified organizations that plan to invest in projects in the destination, and that have been shown to attract out-of-town publicity or have the potential to attract visitors who will occupy overnight accommodations on Amelia Island. Events may also include a subsection of sports related events where the event producer resides either inside or outside of Nassau County, but the event will take place on Amelia Island or within Nassau County.

Section 125.0104 (5)(a)3., Florida Statutes states, "if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists."

All sponsorship applications are reviewed by the Amelia Island Convention and Visitors Bureau, with a recommendation to the Amelia Island Tourist Development Council, an advisory board to the Board of County Commissioners.

Request:

Consider a Resolution recommending to the Nassau County Board of County Commissioners the use of Tourist Development Tax Revenues to Sponsor the Fernandina Beach Main Street Foundation, Inc., in the amount of \$250,000 for the Preservation on Main Street Conference, Island Hop Craft Beer & Spirits Festival, Seasonal Celebrations, Holiday Lighting Project, and Wayfinding & Beautification projects and Marketing.

Financial/Economic Impact to Future Years Budgeting Process or Effect on Citizens:

The use of Tourist Development Tax (TDT) revenues for this sponsorship will assist in creating tourism growth in Nassau County. TDT funds are generated by a 5% tax on short term accommodations on Amelia Island and are not part of ad valorem tax revenue.

Action Requested and Recommendation:

Consider a Resolution recommending to the Nassau County Board of County Commissioners the use of Tourist Development Tax Revenues to Sponsor the Fernandina Beach Main Street Foundation, Inc., in the amount of \$250,000 for the Preservation on Main Street Conference, Island Hop Craft Beer & Spirits Festival, Seasonal Celebrations, Holiday Lighting Project, and Wayfinding & Beautification projects and Marketing.

Is this action consistent with the Nassau County Comprehensive Land Use Plan?

N/A

Funding Source:

N/A

Additional Information Needed for Contracts/Agreements (If Applicable)

Contract Number assigned by Contracts Management:

N/A

For non-governmental agencies, has the document been sent to the vendor for signature?

N/A

Does the document need to be recorded? If so, who will pay the recordation fee?

N/A

Are there any special mailing instructions? (Include contact name, address, deadline for submittal, how to mail such as express mail, FedEx, etc.):

Email executed documents to OMB and the AICVB.

How many originals are needed?

One