

**AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL MEETING**

**3:00 PM, May 28, 2025**

**James S. Page Governmental Complex, 96135 Nassau Place**

**Yulee, FL 32097**

- A. Consider a Resolution recommending to the Board of County Commissioners the use of Tourist Development Tax Revenues to Sponsor the Fernandina Beach Main Street Foundation, Inc.

**AITDC RESOLUTION NO. 2025-\_\_\_\_\_**

**A RESOLUTION OF THE AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL OF NASSAU COUNTY, FLORIDA, RECOMMENDING TO THE NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS THE SPONSORSHIP FOR THE FERNANDINA BEACH MAIN STREET FOUNDATION, 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 FERNANDINA BEACH MAIN STREET FOUNDATION, INC., as further depicted in Exhibit "A" attached hereto and incorporated herein by this reference, provides for tourism-related activities and will assist in the promotion of Amelia Island and Nassau County, Florida.

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

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

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

- a. The AITDC hereby finds that the use of tourist development tax revenues for the sponsorship of FERNANDINA BEACH MAIN STREET FOUNDATION, INC., 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:

FERNANDINA BEACH MAIN STREET FOUNDATION, INC. to host and promote various Fernandina Beach Main Street District programs and projects beginning July 14, 2025 through January 31, 2026.  
Amount: \$250,000.00

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

[Remainder of this page left intentionally blank.]

**DULY ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, 2025.

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

\_\_\_\_\_  
**JOHN F. MARTIN, MBA**

Its: Chairman

Date: \_\_\_\_\_

Approved as to form by the  
Nassau County Attorney:

\_\_\_\_\_  
DENISE C. MAY



## 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:** Fernandina Beach Main Street Event Sponsorship

**Event/Project/Program Date(s):** Various dates in 2025 through January 31, 2026

**Event/Project/Program Location(s):** Fernandina Beach Main Street District

**Funding Amount Requesting:** \$250,000.00

**Event/Project/Program Host/Organizer/Applicant:** Fernandina Beach Main Street Foundation Inc.

**Event/Project/Program Host/Organizer/Applicant Address:** 309 ½ Centre St, Fernandina Beach, FL 32034

**Contact Person:** Lori Huppmann, Executive Director

**Address:** PO Box 5, Fernandina Beach, FL 32035

**Phone:** (904)624-7147

**Email:** director@fernandinamainstreet.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.

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2024-25 Board & Council Contact Information and 2025 Main Street Partner/Sponsor List attached.

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

On behalf of Fernandina Beach Main Street (FBMS), I respectfully submit this request for funding from the Nassau County Tourist Development Council (TDC) to assist in our mission to promote and enhance our vibrant community through events and marketing initiatives.

FBMS is a nonprofit organization dedicated to promoting economic vitality and preserving the historic downtown district of Fernandina Beach. Our aim is to create a thriving and sustainable business environment while preserving the unique charm and character of our beloved community. Main Street communities use a four-point approach to promote and preserve the district.

Through our Promotions Council, we strategically plan promotional events to draw people into the historic downtown and 8<sup>th</sup> Street business districts. These events provide support for our local retail, food, and lodging businesses by providing quality events scheduled at times of the year when tourism and travel are at a low point.

In addition to events, FBMS supports tourism through our Design Council, a group of design professionals in the fields of landscape design and maintenance, architecture, engineering, and city staff. The work of this Council enhances the visitor experience, providing an indirect correlation to a decision to stay longer and return to the area in the future.

We are seeking funding in the amount of \$250,000 to support our 2025-2026 events, projects, and marketing campaign. This funding will greatly contribute to the success of our programs and enable us to achieve our goals more effectively. Allow me to outline how this financial support will be utilized:

### **Events:**

**Preservation on Main Street Conference:** Fernandina Beach Main Street is hosting the 2025 Preservation on Main Street conference, a prestigious annual event co-organized by Florida Main Street and the Florida Trust for Historic Preservation. This conference emphasizes the critical connection between historic preservation and economic vitality, bringing together approximately 350 preservationists and Main Street leaders from across Florida. From July 14 to 18, 2025, attendees will engage in educational sessions at the historic First Presbyterian Church and Memorial United Methodist Church, while evening events will showcase Fernandina Beach's unique character through local venues like Duck Pinz, The Florida House Inn, and Gregor MacGregor Mini Links and Drinks and the new Pavillion. The conference will conclude with the Secretary of State Awards, followed by local tours on Friday. Hosting this event will provide a significant economic boost, as attendees will dine at local restaurants, shop at small businesses, stay at our local lodging and participate in local tours and entertainment.

**Island Hop Craft Beer & Spirits Festival (IHCBSF):** Our signature event, held on the first Saturday in October, draws thousands of visitors each year, showcasing local craft breweries and distilleries as well as local merchants and restaurants. This year, we are excited to expand our reach by adding the word "spirits" to our name, inviting a broader audience beyond brewers and beer enthusiasts. This event has also expanded to include a pre-party for brewers and attendees, an after party at a downtown location, and a Sunday brunch experience, making it a weekend experience. Local bed & breakfast establishments and hotels are promoted on the event webpage as lodging options for this event. Main Street coordinates special Weekend Lodging Packages with our partners by offering ticket pricing incentives with a room booking. The funding will be

allocated to marketing this event, event logistics, permits, entertainment, and infrastructure enhancements. The expected attendance is 2,000 people.

Attendance records show that over 100 zip codes from throughout Florida, Georgia, and beyond were represented at the 2024 festival. The festival committee is currently engaging with brewers and distillers from other regions of Florida and Georgia to recruit them to join the 2025 IHCBSF. Brewers and distillers from more distant locations provide us with the opportunity to market the festival to their customer base. This new market now has a reason to experience Amelia Island for the very first time while attending the craft beer & spirits festival.

**Seasonal Celebrations:** A variety of seasonal events are strategically planned throughout the year to drive community engagement, support local businesses, and boost economic activity. Our signature events include the popular Pajama Party Black Friday event and seasonal themed Sip & Shops. This past year, we were excited to introduce our new Sip & Treat event, featuring a costume contest to enhance the festive atmosphere and attract a broader audience. In 2025, we are planning to align Sip & Treat with the influx of visitors attending the Florida-Georgia game in nearby Jacksonville, encouraging extended stays and increased local spending. Tourist Development Council funding will help support event coordination and promotion, decorations, and essential equipment to deliver high-quality experiences. We anticipate a total attendance of 8,000 across all seasonal events, contributing to the vibrancy and economic vitality of our community.

**Holiday Lighting Project:** The Holiday Lighting Project plays a vital role in transforming downtown Fernandina Beach into a festive and inviting destination during the holiday season. The warm, twinkling lights not only celebrate the holiday spirit but also draw residents and tourists to our downtown and our local businesses, boosting economic activity during a critical shopping season. We aim to showcase Fernandina Beach as a premier destination for holiday gatherings, reinforcing our community's rich history and vibrant spirit.

Your investment in the Holiday Lighting Project will directly contribute to the success of this beloved annual tradition with the installation of lights during the months of November to January. With your support, we can create an unforgettable experience for residents and visitors alike, ensuring our downtown remains a beacon of holiday joy and a must-visit destination during the holiday months. Fernandina Beach Main Street is excited to request funding support for the Holiday Lighting Project, an essential element of the downtown festivities during the holiday season. This cherished tradition enhances the charm and appeal of our historic district, attracting visitors and fostering community spirit.

### **Wayfinding & Beautification:**

**Wayfinding:** FBMS manages annual updates to wayfinding signage including directional signs at each corner of the downtown business district. Sign panels will be reprinted with new businesses added and signage replaced. The five table maps throughout the downtown which show visitors the locations of shops, restaurants, and attractions will also get a much-needed update. QR codes directing visitors to digital resources such as the Amelia Island Convention & Visitors Bureau, FBMS business directory and event page, and the Distrx app will all be added to the table maps. Distrx is a free app provided by FBMS and used throughout the country in Main Street communities to showcase businesses, tours, activities, and attractions.

**Historic District Aesthetic Improvements:** The Fernandina Beach Main Street Design Council is committed to enhancing the visitor experience through ongoing beautification efforts in the historic downtown. In collaboration with the City of Fernandina Beach and other nonprofit organizations, the Design Council will focus on improving public spaces through landscaping projects that create a welcoming atmosphere for residents and visitors alike. Current initiatives include two key projects, utility box wraps and a mural project, designed to enrich the downtown landscape and reflect the area's unique character. Additionally, the Design Council will guide the landscaping of the entrance at the 8th Street corridor, further enhancing a welcoming entrance to downtown. Through continued partnerships with the City of Fernandina Beach and community organizations like Flowering Fernandina Beach, these projects will preserve and beautify the historic district, fostering a vibrant and an inviting environment for all who visit.

### **Marketing:**

**Downtown Dollars Program:** Our Promotions Council is developing a "Downtown Dollars" program to drive increased traffic and recognition for participating businesses within the Fernandina Beach Main Street district. This initiative will allow customers to purchase a gift certificate through the FBMS website, redeemable at participating local businesses. The gift certificate will be easily accessible through a printable PDF or online access, making it convenient for both purchasers and recipients. The website will feature a directory of participating merchants along with clear instructions for use. To support the program's success, we will provide printed flyers for promotion and offer training for merchants to ensure smooth participation. We have consulted with other Main Street programs across the country that have implemented similar initiatives, and they experienced significant success in boosting gift certificate sales and local economic activity. Implementing the "Downtown Dollars" program will encourage visitors to purchase gift certificates redeemable at multiple locations, enhancing their shopping experience and promoting our downtown district. The "Downtown Dollars" can be powerful incentives in vacation packages offered by local lodging and events, attracting more visitors and encouraging them to explore and support our downtown district.

**Digital Marketing Campaigns:** Expansion of our online presence through targeted social media advertising, search engine optimization, and content creation will enable FBMS to expand our reach. In addition, an improved mix of content to include special events, business spotlights, preservation projects, the FBMS Arboretum, and historic buildings will attract visitors looking for a variety of experiences in the recreational, historic, or natural environments.

**Website enhancements:** Our website features a user-friendly Business Directory categorized with clickable links to local businesses, making it easy for visitors to connect with local establishments. The Events page provides detailed information on upcoming activities, including direct links to purchase tickets. We continually enhance our website by adding new member/partner listings, updating event information, and improving graphics to enhance accessibility to programs we provide. These ongoing upgrades ensure the public has access to the latest happenings within the Fernandina Beach Main Street district, fostering community engagement and supporting local businesses. The TDC funding will provide social media support, graphic designers, and content creators to execute our marketing strategies effectively.

**Print Materials:** To promote Fernandina Beach Main Street and its events, we require high-quality brochures, banners, posters, and other print materials. The funding will cover the design, printing, and distribution costs of these materials.

According to data from the 2024 4<sup>th</sup> Quarter Amelia Island Visitor Profile, exploring the historic downtown in Fernandina Beach, eating at restaurants, and shopping were three of the top 4 visitor activities and FBMS touches all of them with our events, projects, and support to small businesses. Visitors stayed an average of 4



nights and with those who visited the Historic District, did so 2.2 times within their length of stay. Visitors to Amelia Island have short trip planning windows, making interesting and frequent events an integral part of their decision-making process.

Our goal is to produce high quality events that attract visitors to Amelia Island year after year and are a benefit to the local community at the same time. We recognize that providing quality events throughout the year draws new visitors to our area and encourages return visits by others who have had a positive experience at these events. Support from the TDC will make a significant difference in our ability to organize successful events and promote Amelia Island effectively.

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

Fernandina Beach Main Street is requesting annual support for the Island Hop Craft Beer Festival, The Preservation on Main Street Conference, Holiday Lighting Project, Downtown Dollars Project, seasonal events, digital and print marketing campaigns to promote these events and the historic downtown business district, and for wayfinding and beautification projects. Detailed plans for each specific event/project are available upon request.

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

Please see attached 2024-25 Budget and Budget Narrative for Fernandina Beach Main Street. The budget for the Preservation on Main Street Conference available upon request. This budget is not included in the Fernandina Beach Main Street budget.

## **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:

Lori Huppmann

Date: 03/26/25

Internal Use Only:

Date Received: 3/26/2025

Approved: ☒ YES/ ☐ NO

Amount: \$250,000

### **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.



**FERNANDINA BEACH MAIN STREET  
BOARD OF DIRECTORS  
2024/2025**

Bobby Ferreira, Treasurer (11 yrs)  
Century 21 (retired)  
500 Centre St  
Fernandina Beach, FL 32034  
[c21amelia@aol.com](mailto:c21amelia@aol.com)

Jose Miranda (11 yrs)  
Miranda Architects  
309 ½ Centre St  
Fernandina Beach, FL 32034  
[jmiranda@mirandaarchitects.com](mailto:jmiranda@mirandaarchitects.com)

Ramona Vikan (4 yrs)  
TACG (retired)  
96039 Ocean Breeze Dr  
Fernandina Beach, FL 32034  
[ramona.vikan@gmail.com](mailto:ramona.vikan@gmail.com)

Michael Brooks, Secretary (3yrs)  
First Port City Bank  
1890 S 14<sup>th</sup> Street, Bldg 200  
Fernandina Beach, FL 32034  
[mbrooks@firstportcity.com](mailto:mbrooks@firstportcity.com)

Lisa Finkelstein (ex-officio)(5yrs)  
City of Fernandina Beach  
204 Ash St.  
Fernandina Beach, FL 32034  
[lfinkelstein@fbfl.city](mailto:lfinkelstein@fbfl.city)

Kevin O'Brien (0yr)  
First Love Brewing  
22 S. 8<sup>th</sup> Street  
Fernandina Beach, FL 32034  
[kevin@firstlovebrewing.com](mailto:kevin@firstlovebrewing.com)

Christie Walsh Meyers (0yrs)  
The Heirloom Yard  
20 S. 10<sup>th</sup> Street  
Fernandina Beach, FL 32034  
[rcwnyc@gmail.com](mailto:rcwnyc@gmail.com)

Maurie Dugger (ex-officio)(0yrs)  
AICVB  
1750 S. 14<sup>th</sup> Street  
Fernandina Beach, FL 32034  
[mdugger@ameliaisland.com](mailto:mdugger@ameliaisland.com)

Stephanie Triola (ex-officio)(0yrs)  
NC Chamber of Commerce  
961687 Gateway Blvd  
Fernandina Beach, FL 32034  
[sktriola@ft.newyorklife.com](mailto:sktriola@ft.newyorklife.com)

Arthur Buddy Jacobs (11 yrs)(ex-officio)  
Jacobs & Scholz Associates  
961687 Gateway Blvd, Ste 201  
Fernandina Beach, FL 32034  
[buddy@jswflorida.com](mailto:buddy@jswflorida.com)

Board Chair:  
Board Vice-Chair: Ramona Vikan  
Board Secretary Michael Brooks  
Board Treasurer: Bobby Ferreira  
Executive Director: Lori Huppmann  
309 1/2 Centre St, Ste 205  
Fernandina Beach, FL 32034  
[director@fernandinainstreet.com](mailto:director@fernandinainstreet.com)  
904-624-7147 office  
727-434-0651 cell

**Council Chairs**  
Organization: Gina Miller  
Economic Vitality: Jennifer Rimmer  
Design: Christie Walsh Myers  
Promotions: Tamara Jones



**FERNANDINA BEACH MAIN STREET COUNCILS  
2025**

<p><b>Organization</b> involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.</p>	<p><b>Design</b> supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.</p>	<p><b>Promotion</b> positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.</p>	<p><b>Economic Vitality</b> focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.</p>
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<p><b><u>Organization Council</u></b> Gina Miller, Chair Bobby Ferreira Ramona Vikan Chason Forehand Mary Ann Rood Stephanie Triola Nicole Meyers</p>	<p><b><u>Design Council</u></b> Christie Walsh Myers, Chair Jose Miranda Asa Gillette Cord McLean Peggy Roselle Scott Mikelson Jacob Platt Dionna Sowers Lisa Finkelstein</p>	<p><b><u>Promotions Council</u></b> Tamara Jones, Chair Julie McAfee Kelly Powers Dionna Sowers Paul Moerman Tammy Tingle Lisa Finkelstein Valerie Womble Sheryl Ross Ashley Mclean</p>	<p><b><u>Economic Vitality Council</u></b> Jennifer Rimmer, Chair Mike Brooks Kellie Boston Kevin O'Brien Paul Moerman Nick McTurk Ariel Marinel</p>
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Fernandina Beach Main Street Foundation, Inc.  
Fiscal Year 2024 - 2025 Budget  
Summary Budget

	Total	Admin	Design	Economic Vitality	Organization	Promotions
<b>Revenue</b>						
Fundraising & Events						
Ticket sales	99,650.00	-	-	-	84,050.00	15,600.00
Sponsorship	30,800.00	-	-	-	26,200.00	4,600.00
<b>Total Fundraising &amp; Events</b>	<b>130,450.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>110,250.00</b>	<b>20,200.00</b>
Government Grants & Awards	290,000.00	290,000.00	-	-	-	-
Member/Partner Program	65,000.00	65,000.00	-	-	-	-
Sales Revenue	900.00	900.00	-	-	-	-
<b>Total Revenue</b>	<b>486,350.00</b>	<b>355,900.00</b>	<b>-</b>	<b>-</b>	<b>110,250.00</b>	<b>20,200.00</b>
<b>Cost of Goods Sold</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Book Expenses	400.00	400.00	-	-	-	-
Merchandise Expenses	-	-	-	-	-	-
<b>Total Cost of Goods Sold</b>	<b>400.00</b>	<b>400.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Gross Profit</b>	<b>485,950.00</b>	<b>355,500.00</b>	<b>-</b>	<b>-</b>	<b>110,250.00</b>	<b>20,200.00</b>
<b>Expenses</b>						
Advertising & marketing	12,300.00	12,300.00	-	-	-	-
Bank fees	150.00	150.00	-	-	-	-
Charitable donations	3,350.00	350.00	-	-	1,500.00	1,500.00
Conferences & conventions	4,800.00	4,800.00	-	-	-	-
Dues & subscriptions	2,500.00	2,500.00	-	-	-	-
Professional fees	4,500.00	2,000.00	-	-	2,500.00	-
Event expenses	-	-	-	-	-	-
Advertising & printing	22,760.00	-	8,000.00	1,600.00	10,260.00	2,900.00
Merchandise	27,700.00	-	-	1,000.00	20,300.00	6,400.00
Rentals	12,750.00	-	-	-	11,250.00	1,500.00
Other event expenses	259,225.00	300.00	20,000.00	23,000.00	14,725.00	201,200.00
<b>Total event expenses</b>	<b>322,435.00</b>	<b>300.00</b>	<b>28,000.00</b>	<b>25,600.00</b>	<b>56,535.00</b>	<b>212,000.00</b>
Merchant account fees	600.00	600.00	-	-	-	-
Office expense	8,900.00	8,500.00	-	-	400.00	-
Payroll expenses	-	-	-	-	-	-
Independent contractors	-	-	-	-	-	-
Payroll Taxes	7,347.00	7,347.00	-	-	-	-
Wages	90,000.00	90,000.00	-	-	-	-
<b>Total payroll expenses</b>	<b>97,347.00</b>	<b>97,347.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Postage	450.00	450.00	-	-	-	-
Printing	350.00	350.00	-	-	-	-
Rent	10,200.00	10,200.00	-	-	-	-
Taxes & licenses	300.00	300.00	-	-	-	-
Telephone & internet	2,400.00	2,400.00	-	-	-	-
Travel	2,500.00	2,500.00	-	-	-	-
<b>Total expenses</b>	<b>473,082.00</b>	<b>145,047.00</b>	<b>28,000.00</b>	<b>25,600.00</b>	<b>60,935.00</b>	<b>213,500.00</b>
Net Other Revenue	-	-	-	-	-	-
<b>Net Income/(Loss)</b>	<b>12,868.00</b>	<b>210,453.00</b>	<b>(28,000.00)</b>	<b>(25,600.00)</b>	<b>49,315.00</b>	<b>(193,300.00)</b>



## 2024-25 Budget Narrative

### Revenue:

- Ticket sales include Island Hop, promotional events (where applicable), and business networking events.
- Sponsorships include Island Hop, promotional events (where applicable), and memorial bench sponsorships.
- The City of Fernandina Beach provides annual support.
- Sales revenue is generated through book sales and sales of FBMS or event merchandise.

### Expense:

- Advertising & marketing includes paid social media management, website maintenance, our website platform, digital marketing, and print media marketing for FBMS and the businesses in the Main Street District.
- Grant/Charitable donations include contributions to the FBHS Art Department for student artists and a Façade Grant Award funding.
- Event expenses/Advertising & Printing includes digital, photographic, and printed materials for pedestrian wayfinding, Island Hop, up to 10 promotional events, the Façade Grant program, and business networking events.
- Event expenses/Merchandise includes memorial benches & plaques, volunteer shirts, general and VIP attendee gifts, and awards.
- Event expenses/Rentals include infrastructure items for all events (tents, tables, portalets, fencing, etc.) and rent on a storage unit.
- Event expenses/Other Expenses include Island Hop items, food/music, Distrx online tours, merchant awards.
- Holiday lighting project, November to January, includes planning, installation, maintenance and removal of holiday lights.
- Office expenses include insurance, board meetings, a laptop and printer, and supplies.
- Payroll expenses include the Executive Director and a part-time administrative assistant (proposed).



## **FERNANDINA BEACH MAIN STREET MEMBER/PARTNER LIST**

*As of 3/21/2025*

Amelia Island Coffee  
Amelia Island Museum of History  
Amelia River Cruises  
Andrea Lennon  
Antiques & More Treasures  
Ariel Marinel - REALTOR® Summer House Realty  
Barefoot Amelia Beach Rentals  
Century 21 Miller Elite  
FB Skin & Wellness  
Ferreira, Bobby & Carol  
First Love Brewing  
First Port City Bank  
Florida Public Utilities  
Harbor Front Hampton Inn & Suites  
Amelia Island Soap & Trading Co  
IQ Fiber  
Coastal Home Team  
Island Promos  
J+MxD  
M.A. Rood Company  
Miranda Architects  
Miriam Hill/OHPA  
Paisley Grace Makery  
The Lavender Store  
Poynter Restaurant Group (Karibo, Timoti's, Duck Pinz, Baba's)  
REMI Realty  
Residence Inn  
Salt Life Seafood Shack  
Salty Pelican  
Sound Point Investments LLC  
The \$1,000 Start Up Consortium  
The Heirloom Yard  
TRV Fund  
Wicked Bao  
Williams House