



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 2325

1. Title of Project: Amelia Island, An Environmental Branding Initiative

2. Senate Sponsor: Aaron Bean

3. Date of Submission: 02/23/2019

4. Project/Program Description:

The purpose of the Amelia Island Environmental Branding Initiative is to enable and maintain a focus on Amelia Island as a major visitor destination through a new and consistent use of environmental branding, including landscape improvements and signage. The initiative will contribute to economic sustainability, community viability, quality of life, and help unify the island community.

5. State Agency to receive requested funds : Department of Transportation

State Agency Contacted? Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020

Type of Funding	Amount
Operations	
Fixed Capital Outlay	817,702
Total State Funds Requested	817,702

7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	817,702	100.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020		100.0%

8. Has this project previously received state funding? No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		

9. Is future-year funding likely to be requested? Yes

a. If yes, indicate non-recurring amount per year. 500,000

10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
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Administrative Costs:		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Landscaping design and engineering. Signage and installation for island entrance, city and wayfinding throughout the island, landscape materials and installation	817,702
Total State Funds Requested (must equal total from question #6)		817,702

11. Program Performance:

a. What is the specific purpose or goal that will be achieved by the funds requested?

The Amelia Island Environmental Branding Initiative is the outcome of the Nassau County Chamber of Commerce and Amelia Island Tourist Development partnership which included a committee of business leaders. The committee met for over 12 months to explore options for enhancing the entrance to Amelia Island and along the heavily traveled corridors. Additionally, the committee hosted a public input session.

b. What are the activities and services that will be provided to meet the intended purpose of these funds?

Improving the entrance to the island, creating a sense of place, and expanding Amelia Island's brand identity has been a priority for the community for several years. Providing visitors with directional signage and landscaping improvements are also a priority for sustainability and growth of the local tourism industry.

c. What are the direct services to be provided to citizens by the appropriations project?

Improve aesthetics and provide efficient and quality signage.

d. Who is the target population served by this project? How many individuals are expected to be served?

78,000 Nassau County residents and over 600,000 visitors annually

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

Engaging our diverse community in creating a sense of place and pride in the community. Residents and visitors have indicated a need to improve landscaping aesthetics. An increase of 10% on survey responses associated with the look and feel of the island. Enhance wayfinding and directional assistance to visitors. Increase visitor economic impact by 2%. Annual visitation increases by 3% with repeat visitation increasing by 4%.



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- f. **What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?**

Standard contract penalties.

12. **The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**

Nassau County

13. **Requestor Contact Information:**

- a. **Name:** Regina Duncan
- b. **Organization:** Nassau County Chamber of Commerce
- c. **E-mail Address:** Regina@nassaucountyflchamber.com
- d. **Phone Number:** (904)261-3248

14. **Recipient Contact Information:**

- a. **Organization:** Nassau County Chamber of Commerce
- b. **County:** Nassau
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)
 - Non Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (Please specify)
- d. **Contact Name:** Mike Mullin
- e. **E-mail Address:** MMullin@nassaucountyfl.com
- f. **Phone Number:** (904)530-6100

15. **Lobbyist Contact Information**

- a. **Name:** Mark Anderson
- b. **Firm Name:** Mark Anderson
- c. **E-mail Address:** Mark@consultAnderson.com
- d. **Phone Number:** (813)205-0658