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Nassau County Commissioners Approve 2008 Tourism Grant Recommendations

AMELIA ISLAND, Fla. (April 11, 2008) – At their April 9 meeting, the Nassau County Board of County Commissioners approved grant recommendations submitted by the Amelia Island Tourist Development Council (TDC). The approval allows the TDC to distribute \$21,000 to five local organizations that coordinate special events to attract visitor to the island. The 2008 grant funding is double the amount traditionally awarded by the TDC, a move intended to strengthen the destination’s tourism appeal during a soft economic period.

The grants from the TDC were approved for the following organizations: Wild Amelia (\$3,000), Amelia Island Museum of History (\$5,000), Amelia Island Film Festival (\$5,000), Les DeMerle Amelia Island Jazz Festival (\$4,000), and Historic Fernandina Merchants Association (\$4,000). The TDC grants are designed to attract visitors to the destination, encourage increased visitor spending, reinforce existing positive images, and provide added value to those visiting Amelia Island. The application process is available to not-for-profit, public school, or government organizations offering events that are open and accessible to the general public, and that create a positive impact for the destination.

“Each of the five organizations awarded funding has estimated a significant number of room nights to be generated by their upcoming event,” said Gil Langley, Managing Director of the Amelia Island TDC. “The grants allow the TDC to directly support events that will add to the island’s appeal as a preferred visitor destination.”

Two rounds of grant solicitations were held in January and February, after which applications were reviewed by a Grants Committee and the TDC board. Following its March 19 meeting, the TDC recommended approval to the Nassau County Board of County Commissioners.

The Tourism Development Council is a nine member board appointed by the Nassau County Commission to oversee the marketing of Amelia Island as a tourism destination. The program is managed under a contract with the Amelia Island/Fernandina Beach/Yulee Chamber of Commerce. For visitor information and online planning, visit www.ameliaisland.org.

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