

## Sabrina Robertson

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**From:** Amy Boek <aboek@ameliaisland.com>  
**Sent:** Thursday, May 18, 2017 2:18 PM  
**To:** Sabrina Robertson  
**Subject:** Amelia Island Fat Bike Beach Championship  
**Attachments:** Amelia Island Fat Bike Beach Championship - Nassau County event permit details.docx

Hi Sabrina,

Nice chatting with you this week. As discussed, I have attached an overview of the event the CVB would like to host at Peters Point on October 14th. After Hurricane Matthew's impact during October last year, we are trying to be proactive to gain back our pace during this critical month for our first quarter success. I believe the main things to consider are that the race course takes place solely on the beach, requiring no road closures or traffic delays and the entire race setup and breakdown takes place on race day so nothing is left on the beach overnight. If approved, we will of course carry a certificate of insurance that would cover the county. We'll also utilize local services for sheriff and EMS to cover all the bases. Our goal for attendance would be roughly 150-200 participants plus any spectators, which we hope will fill hotel and vacation rental rooms during the need period of October.

Please let me know if there is anything I have missed that you think the board would be interested in knowing. We would like to start promoting the event as soon as possible so please keep Gil and I posted on the status of discussion and approval?

Sincerely,

*Please update your files with my new name and email, thank you.*

**Amy (Lacroix) Boek**  
Director of Marketing  
Amelia Island Convention & Visitor Bureau  
2398 Sadler Road, Suite 200  
Amelia Island, Florida 32034  
Cell: [904-753-6531](tel:904-753-6531)  
[aboek@ameliaisland.com](mailto:aboek@ameliaisland.com)  
[www.ameliaisland.com](http://www.ameliaisland.com)

## **Fat Bike Beach Championship Amelia Island 2017 Proposal**

### **PURPOSE:**

The Amelia Island Convention & Visitor Bureau (AICVB) seeks to create a new event for the destination targeting October, a slower need-period for the island's lodging partners, as well as area businesses effected by the tourism industry such as shops and restaurants. The overall event goal is to increase overnight bookings during a targeted weekend, increasing traffic to local businesses, and gaining exposure for the destination through event focused marketing.

### **PROPOSED DATE:**

Saturday, October 14<sup>th</sup> (two weeks before the end of sea turtle nesting season)

### **LOCATION:**

Peters Point Beach Front Park; 4600 Peters Point Rd, Fernandina Beach, FL 32034

### **RESPONSIBLE PARTIES:**

#### **Amelia Island Convention & Visitor Bureau**

Created by the Nassau County Board of County Commissioners in 1988, the Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. As provided by Florida law, the AITDC is responsible for the expenditure of revenues received from the levy and imposition of the tourism development tax. The Amelia Island TDC contracts with the Amelia Island Convention & Visitor Bureau (AICVB) to carry out its marketing efforts on its behalf.

The AICVB has been instrumental in creating Nassau County's Leave No Trace beach ordinance and was recognized in early 2017 by National Geographic and the Hospitality Sales & Marketing Association International as the Platinum Winner for Leadership in Sustainable Tourism for our Clean Beaches and Sea Turtles program.

#### **Set Up Events**

[Set Up Events](#), one of the largest producers of triathlons in the Carolinas, is a full-service production, registration and timing company for participatory sports, triathlon and running events. Set Up Events has produced a similar event for the last 3 years as the [U.S. Open Fat Bike Beach Championship](#) in Wrightsville Beach, NC. They are interested in expanding the event to include a second location in the southeast.

## **EVENT SETUP**

The AICVB and [Set Up Events](#) are very conscientious of the natural dunes system and native wildlife and their habitats that make up Amelia Island's beach. We will make every effort to ensure we make the least amount of impact on the beach as possible and will return everything back to its original state post event. See the notes below regarding the overall setup and execution of the race.

- The race event will take place entirely on the beach and requires no street closures.
- Event setup will begin at day break on race day; tear down will all take place following the last rider crossing the finish line.
- **Nothing will be left overnight on the beach**
- Event setup will include up to five 10x10 pop-up tents weighted with sandbags
- A ½ mile stretch of beach will be used to create a one-mile loop to form 8-, 16-, and 24-mile races.
- The course may include the moving of sand to construct obstacles on the race course such as empty stainless steel beer kegs (put on top of the sand with sand pushed against them to form a mound) or rubber tires buried in about 9 inches. We will **only sculpt the sand on the beach proper**, much like a kid building a sand castle. Overall, there will be no digging deeper than 24 inches. All foreign obstacles will be removed and any moved or displaced sand will be returned to normal the same day as the event. (See sample photos.) Set Up Events has never entered any dune area and has always worked on the beach proper.
- Parking spaces and beach access will also still be available for use by the general public. Shuttle service could potentially be provided for race participants and spectators if needed to assist with traffic flow.
- Nassau County officers will be hired to assist with traffic flow and parking.
- Local EMS will be utilized.
- Tide charts are predicting low tide for Saturday, October 14<sup>th</sup> at approximately 11am which will be the target race start time, giving us the maximum beach area to work with.

## **FL DEPARTMENT OF ENVIRONMENTAL PROTECTION / SEA TURTLE PROTECTION EFFORTS**

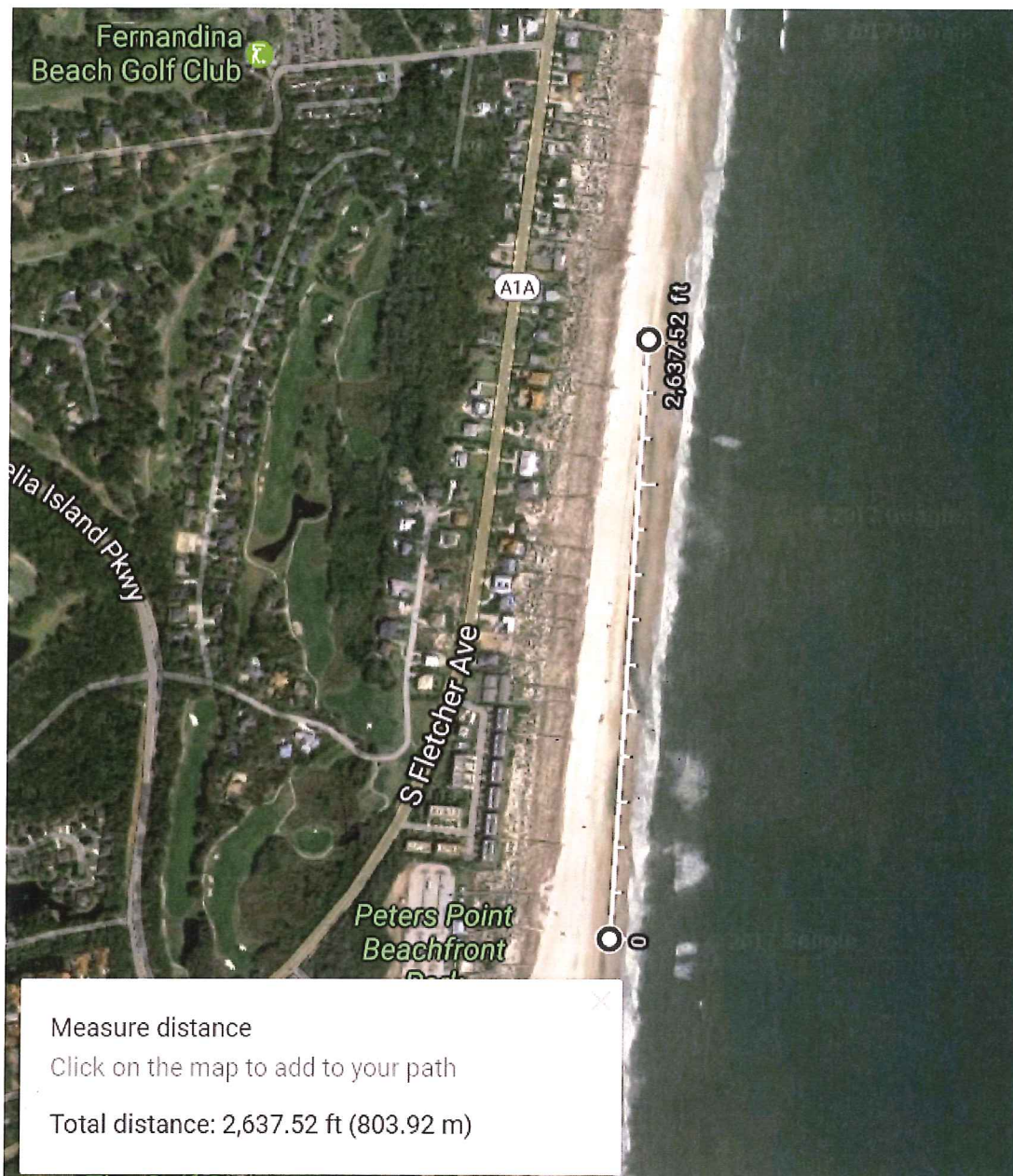
Set Up Events has experience working to prevent any sea turtle issues from the last 3 years of producing this event in Wrightsville Beach, NC. The AICVB has lead efforts to protect beach preservation and ensure sea turtle and natural wildlife protection. The event will adhere to the following action items for race prep and execution to ensure we **protect nesting sea turtles and their nests/hatchlings**.

- If there are any existing nests in the course area, a 10-foot exclusion zone is expanded to 20-feet for additional safe measure using tape to highlight the nest and act as a visual deterrent not to enter the protected area.

- The morning of the race, the setup team will evaluate if any new nests or hatching have taken place. If new nests are present, the team will contact the appropriate wildlife resource commission as appointed to locate and mark the nest appropriately. We will exclude that area as in #1 before the officer arrives, then refine the exclusion once the nest has been marked.
- If adjustments to the planned course need to be made to accommodate new nests or hatchlings, we will make necessary modifications on race morning. (The best thing about this style of event is that we can adjust the course to suit the conditions accordingly on the day of the event to make the most minimal impact on the natural surroundings and wildlife.)
- The **planned course will exclude the dunes** unless it is an established path, and no sand will be moved from the dune area.
- Per Trey Hatch with the FL Department of Environmental Protection (FDEP), this event is considered to have no impact to the beach and costal system, and thus is exempt from FDEP Coastal Construction Control Line event permitting.
  - "If all structures are simple pop up tents and minor objects simply supported by beach sand and not interfering with dune topography or vegetation and not remaining on the beach overnight, then the event activities would be considered to have no impact to the beach and costal system and thus would be exempt from FDEP CCCL permitting. "
- We will communicate and work with local FWCC Marine Turtle permit holders.

### **Proposed Site Plan**

The race site is proposed for the public park at Peters Point to access the public parking and bathrooms. This is also an area that is already utilized for vehicular traffic. The race course will stretch for approximately a ½ mile (2,640 feet) north, see photo below.



*Proposed race course, ½ mile north of Peters Point*

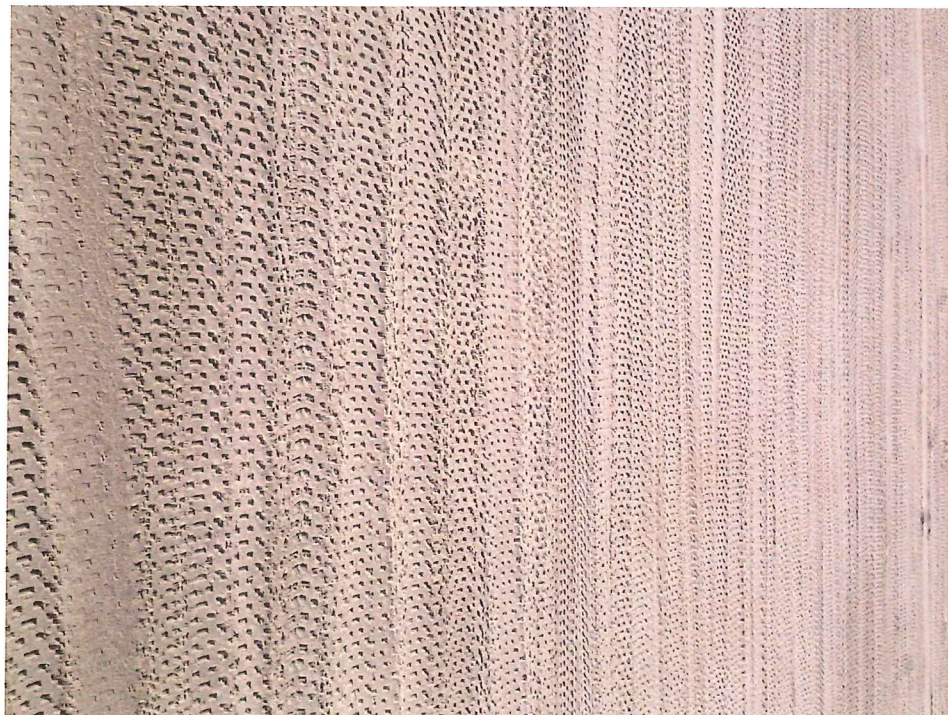
## Sample Photos

Reference video and photos at: <http://fatcross.com/>

Fat Bike Beach Championship, March 2017 in Wrightsville Beach



Morning after March 2017 race in Wrightsville Beach; Beach back to normal with only evidence or race being tire marks:



**Additional photos:**

<https://www.behance.net/gallery/22951447/US-Open-Fat-Bike-Beach-Championship>

<https://www.facebook.com/fatcross/posts/1216676181788203>

**Contacts:**

Amy Lacroix

Director of Marketing

Amelia Island Convention & Visitor Bureau

Amelialand.com | [alacroix@ameliaisland.com](mailto:alacroix@ameliaisland.com)

904-753-6531(Cell)

Andrew Silbereisen

Set Up Events

www.setupevents.com | [andrew@setupevents.com](mailto:andrew@setupevents.com)

704-576-3559 (Cell)