

AMELIA ISLAND

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August 1, 2017

Dear Centre Street Property Owner,

The Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. In 2015, the AITDC launched the successful holiday lighting program and executed the inaugural Dickens on Centre holiday festival in downtown Fernandina Beach.

We plan to continue the holiday lighting program on and around Centre Street and are once again seeking your participation. The program will include wrapping the trees along Centre Street with classic white lights and, with your permission again this year, outlining the rooflines of the buildings along Centre Street between Front and extending all the way to 8th Street.

We are again working with **We Decorate** of Jacksonville to handle the planning and execution of our seasonal lighting including the installation and removal of the lights on participating buildings. **We Decorate** has over 15 years of experience with holiday and event lighting and has executed a detailed planning process to ensure we take great care of the historical preservation of the buildings in downtown Fernandina Beach.

Details of Holiday Lighting Program:

- Zero cost to you.
 - The AITDC is fully funding the holiday light program.
- Minimal impact on owners, tenants, and visitors.
 - The installation of the lights will be primarily done during third shift (~11:00pm-7:00am) to make the least amount of impact possible. Confirmed dates are TBD but installation is currently scheduled to begin the week of October 30th. The breakdown of the lights will begin Tuesday, January 2nd.
- No access to your property needed.
 - **We Decorate** will utilize a small, cherry-picker machine to access the rooftops from the front sidewalks and should not require access to your building. In the event access is needed, the property owner would be contacted prior.
- Both **We Decorate** and the AITDC are fully licensed, permitted, and insured.

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- We will take all necessary precautions to maintain the structural integrity and historic preservation of each building.
- Easy installation
 - There are three ways of installing the lights to the roof lines, based on the fascia type of each building.
 1. Magnetic plate
 2. Shingle tab
 3. Magnetic socket

Based on your specific property type, we will use option one, the magnetic plate. The magnet plate will attach to your building with removable silicone, and be painted to match the color of your building, if necessary. The plate will be removed after the season is completed. See sample photo below. (Note the screw is part of the plate; the plate will attach to the building using silicon only.)



We seek to have 100% participation from property owners and hope you will support the holiday lighting program by returning the enclosed form with your signed permission to participate in the holiday program by **Monday, October 2nd**.

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Sample photos of holiday lighting:



If you have any questions, feel free to contact Amy (Lacroix) Boek at aboek@ameliaisland.com or the ATDC office at 904-277-4369.

Sincerely,

A handwritten signature in black ink that reads "Gil Langley".

Gil Langley
President & CEO
Amelia Island Convention and Visitors Bureau