

TOWN OF HILLIARD

A Florida Municipality

Tourism greatly affects the lives of Nassau County residents, often in ways overlooked. Did you realize that over 14,000 individuals are employed in the tourism sector, and each year, visitors to Nassau County bolster more than 450 small businesses? As Mayor of Hilliard, I am deeply committed to our community's prosperity, and it's crucial to acknowledge how tourism contributes to vital aspects of our county.

I want to highlight the significant impact tourism has on Nassau County, particularly in supporting our small businesses and enriching educational opportunities. Our region is fortunate to boast numerous attractions that attract visitors from both near and far. Whether it's the stunning beaches of Amelia Island, a fall day at Connors Amazing Acres, the festivities of Railroad Days in Callahan, the July 4th Fireworks, or the annual highlight of the Northeast Florida Fair, we offer a wide variety of experiences for visitors – and our residents. When visitors and residents patronize these attractions, they increase the success of our small businesses. Ranging from family-run shops and cozy eateries to small farms and local wedding venues, tourism serves as a vital lifeline for our small business community, fostering growth and job creation for our residents.

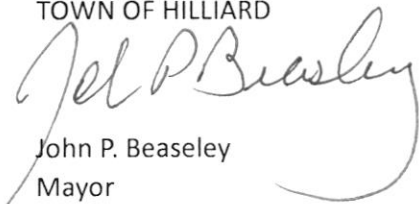
Furthermore, tourism significantly supports our schools and educational opportunities. Tourism in Nassau County has an economic impact of almost \$ 1 billion each year and the revenue generated from visitor spending can be allocated to improving school infrastructure, enriching educational programs, and providing resources for our kids and our teachers. By investing in education, we not only secure a brighter future for our youth but also appeal to families seeking high-quality schooling options when considering relocation or visits. There is a reason we have A-rated schools in Nassau County!

However, it's crucial to understand that responsible tourism management is vital to getting the most benefits while safeguarding the distinctive character of our county. By promoting sustainable tourism practices and investing in infrastructure, we can ensure Nassau County's continued prosperity while preserving its natural allure and charm.

Let's celebrate the positive impact of tourism on Nassau County, particularly in bolstering our small businesses and fortifying our schools. By continuing to embrace visitors warmly and investing in our community's future, we can cultivate a vibrant and prosperous environment for generations to come.

Sincerely,

TOWN OF HILLIARD



John P. Beaseley
Mayor