

Operation Skate

NOT-FOR-PROFIT-ORGANIZATION

Operation Skate is dedicated to the vision of providing a city and county supported and supervised park for skateboarders, rollerbladers and BMX bicyclists. As a former youth skateboarder and Fernandina Beach native, AXIA's founder Jason Mudd was thoroughly stoked to get involved.

More than three years and 1,500 hours of agency services were invested into Operation Skate. AXIA provided public relations, PSA script writing, poster design, telemarketing, Web site design and more — even leveraging our relationships with influential local, state and national officials, business executives and celebrities, including skate icons Tony Hawk, Mike Vallely and Rob Dyrdek. The result of AXIA's effort can be seen every day in the toothy grins of local youth who now have a place to call their own.

"Within 30 days, they doubled our fund-raising revenue, gained weekly media coverage, engaged our advocates and increased our volunteer base."

Kim Lynch
 Founder and President
 Operation Skate

SKATING INTO NASSAU

By DEVAN STUART
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Using a plan similar to Project Skate's success with a St. Augustine skate park, Operation Skate aims to get the wheels rolling on a skate park for Fernandina Beach.

"Our community has already stepped up and given us \$10,000," said Kim Lynch, a founder of Operation Skate. A group of Fernandina Beach teenagers raised nearly \$5,000 and a Celebrity Bagging event at a local Publix Supermarket raised \$2,000. And skateboarding's undisputed lifetime achiever, Tony Hawk, awarded Operation Skate a financial grant — a gift that also affords Operation Skate credibility in the industry.

The group also has secured about \$40,000 in in-kind donations from a local attorney, engineer, surveyor, marketing professional, designer and accountant, among others, said Jason Mudd, who is handling the group's marketing and public relations. Its upcoming Skate-N-Sketti fund-raiser will raise cash with spaghetti dinners and an auction.

Operation Skate, a nonprofit, wants to break ground in December, pending a decision from Nassau County commissioners about the group's request for \$250,000 in county funds.

County officials agreed to help Operation Skate "significantly" if Fernandina Beach officials provided land, Mudd said. "They haven't committed to a dollar figure." The group recently locked in a three-year, renewable lease of 2 acres near an airport and softball and soccer complexes and expects the commissioners' decision in August.

The group plans to model the park after St. Augustine's successful venture. There, Project Skate, a



Vinton Pacetti's St. Augustine skate park is drawing copy cats.

nonprofit, started Robert-Laryn Skate Park in Treaty Park.

It received \$130,000 in public cash and secured enough in fund-raisers and in-kind donations to build the \$450,000 park. Since its 2001 opening, the free-admission park has drawn nearly 250 youth a day, said Vinton Pacetti, who runs the park.

Media Coverage

