




MEMORANDUM

Date: April 18, 2023

To: Honorable Mayor and Commissioners

Via: Albert P. Childress 
City Manager

From: Gary Moreira
Senior Property Manager

Subject: **Extension of Professional Management Services Agreement between the City of Key West and Rams Head Promotion of Key West, LLC**

Introduction

This is a request to approve the extension of the Professional Management Services Agreement between the City of Key West and Rams Head Promotions of Key West, LLC, a Florida Limited Liability Company, for management of the Truman Waterfront Amphitheater.

Background

The original agreement between Rams Head and the City of Key West was approved via Resolution 19-237 on August 7th, 2019, for three years with an option to extend for up to two (2) additional three (3) year terms. This agreement was extended one year via Resolution 21-020 due to the Covid-19 pandemic cancelling large events. The current agreement expires on August 6th, 2023.

Services: The Manager works independently to ensure proper operation of the amphitheater while minimizing City involvement in event operations. The Manager is responsible for the administration, financial management, marketing/outreach, venue operations and event operations and coordination with City services as detailed in the attached agreement.

Contract Term: Three years effective upon approval, with one (1) remaining extension of three (3) years upon mutual agreement of the parties.

Maintenance: The CITY will be responsible for the routine maintenance, grounds management and repair of the Venue and shall perform, or contract, all maintenance and repairs related to events held at the Premises. The MANAGER will be responsible for cleaning and custodial services, including pressure washing and event cleanup at the Amphitheatre.

Procurement

The MANAGER will submit a financial management plan for the CITY's approval. The plan will include a five-year operational financial forecast/proforma and will be updated annually. The MANAGER will provide quarterly financial reports to the CITY. Key performance indicators will be established so that operations are financially stable and business plan goals are met. The MANAGER will be responsible for developing and implementing a plan to increase revenues over time, including, but not limited to, soliciting event and venue sponsorship. Annual and quarterly reporting requirements remain the same with the City having a right to audit.

Recommendation

Recommend the City Commission approve the three-year extension of the current agreement, authorizing the City Manager to enter into an agreement with the applicant.

Attachments:
Management Agreement