

## Keri O'Brien

---

**From:** rogermcveigh@bellsouth.net  
**Sent:** Monday, April 17, 2023 8:21 AM  
**To:** Cheri Smith  
**Cc:** Keri O'Brien; achildress@cityofkeywest-fl.gov; Patti McLauchlin; 'Roger McVeigh'  
**Subject:** [EXTERNAL] City Commission Agenda, April 18, 2023 Item #8 Coffee Butler Amphitheater Management Contract

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Cheri/Keri,

Please provide this email as comment to the April 18 City Commission Agenda Item #8

There is no disputing that the Coffee Butler Amphitheater at the TW Park is an exceptional special event venue (resulting from a City taxpayer investment (over \$40 million)). It is also a fact that the revenue stream received by the City over the last 3 years is substantially lower than market after considering the level of taxpayer capital investment, the level of activities and events hosted, and in comparison, to similarly situated venues and facilities. For example, the cap under the City's contract at \$5 per ticket with ticket prices for many events and festivals in the hundreds (and thousands) per ticket and the lack of any sharing of revenue streams from food/alcohol, sponsorship, and parking are obvious areas of concern with the existing financial results.

It is very disappointing that this potential source for increasing funding has not been first vetted by your Parks and Recreation Advisory Board. As you know, the very purpose and mission of that Board is to seek and enhance revenue sources that can be used to improve and maintain the City's Parks and Recreation resources for the benefit of all City residents.

Although letters of support for the contract manager are quite complimentary, it should be considered that these supporters derive personal and or financial benefit from their relationship with the venue manager. With the leverage and option for the City to put the arrangement out for bid, there is no reason a new contract with the existing manager should not result in a substantial revenue increase for the City. Please consider a shorter renewal of the existing contract (one year) and take the necessary time to obtain the counsel of an independent/objective subject matter expert to assist the City (and its taxpayers) in achieving a management services contract that is financially responsible and seeks to provide the City's taxpayers with a fair return on their investment.

Thank you

Respectfully submitted,

Roger

**Roger McVeigh**  
**627 Simonton Street**  
**Key West, FL 33040**  
**Mobile: 305-394-7555**  
**Home Office: 305-292-4828**

**“Democracy, government by the People for the People”**  
**Abe Lincoln, Gettysburg Address**

**“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it’s the only thing that ever has.”**  
**Margaret Mead**

