

Keri O'Brien

From: Britt Myers <britt@keysweekly.com>
Sent: Tuesday, April 18, 2023 1:50 PM
To: City Clerk External E-Mail; Todd C. Stoughton; Mayor E-Mail; District I; District II; District III; District IV; District V; District VI; Kelly Norman; bmuehlhauser@ramsheadgroup.com; achildress@cityofkeywest-fl.gov
Subject: [EXTERNAL] Letter of Recommendation: Rams Head - Amphitheater Renewal Agreement

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Dear esteemed Mayor, City Manager, Key West Commissioners and City staff,

I am reaching out to share this letter of recommendation from Keys Weekly Media in regard to Rams Head Presents Key West.

As most of you know, we have been privileged to work alongside Rams Head well before the construction of the current amphitheater. During the years leading up to construction, most residents and businesses (including myself) could not have envisioned the music destination that Key West has evolved into today. Much of this is due to Rams Head's success at the Key West Theater, where on many occasions, they sacrificed profits and countless hours to build a foundation for premier entertainment in Key West. Today, the fruits of their labor, experience and talented team members have resulted in countless revenues back to the city and our Tourist Development Council and our local businesses.

Furthermore, we (like so many others) have been the beneficiary of Rams Head's generosity and commitment to this community. For the past 10 years, they have donated their theater to the Bubbas: Key West People's Choice Awards at no cost, allowing us to raise hundreds of thousands of dollars for local nonprofits—including Samuel's House, Wesley House Family Services and Bahama Village Music Program. And to this day, their organization has never asked for anything in return. This is just one of many countless examples where Rams Head has and continues to display a sincere and vested commitment to the Key West community.

As a locally owned media company for the past twenty years, we understand the value of local knowledge, expertise and commitment. Rams Head is led by locals, with a global reach that is unparalleled in their industry. To have an organization that possesses this type of talent, with such open accessibility and a willingness to work with the community, is a rare asset that myself and many other local residents/ businesses do not take for granted. And whether it's a world-class musician or local event supporting our schools at the amphitheater, I have never once had Rams Head approach us with their media and PR needs with any differentiating levels of bias or prejudice.

I thank each of you for receiving and considering this letter of recommendation for renewal.

Respectfully,

Britt Myers
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