



AAG Live  
932 36th Ct SW  
Vero Beach, FL 32968

Jason,

It was a pleasure discussing the opportunities available with AAG Live and our company Apple Rush. We would definitely be interested in coming on board as a sponsor in support of your bid for the contractual operation of the Key West Amphitheater. We have been selling Apple Rush throughout the Keys for almost a year already and believe with some additional marketing through a sponsorship with AAG Live, we could really expand our brand presence throughout the whole country and potentially Internationally. Apple Rush has been involved with several different promotional opportunities including sponsoring an IMSA Porsche GT3 race car for the 2018 and 2019 seasons. Your companies event management experience and brand building support capabilities are second to none in our opinion. We feel with you operating the amphitheater it will be an exciting place for our brand to bring consumers our healthy all natural 100% sparkling juice Apple Rush to the market.

Our investment in support of AAG Live will create additional jobs in the market for sales, sampling, and marketing people. We will be a strong asset in providing an all natural juice with no added sugars and no preservatives. America is looking for alternatives to soda and sugar laden products and Apple Rush fills that spot naturally. It will be a great summer with the economy rolling at full steam with consumer spending on travel and entertainment at a terrific pace.

Warmest Regards,

*David A. Torgerud*

David A. (Tony) Torgerud  
CEO  
Apple Rush Company, Inc.  
888-741-3777 x 2

3/15/19



**To whom it may concern:**

I am writing this letter to support AAG Live. AAG Live is the best production and Venue management company in the world. We have been using AAG Live for almost a year and they have definitely come thru on every promise they have made. I hope they are chosen as the management company for the Key West amphitheater. Only by choosing AAG Live, will you have the opportunity of companies, such as ours, doing sponsored events in the venue. They have a network that runs very deep and are very loyal to them. This is due to their direct relationships with national touring artists and their managers. Jason and his team at AAG Live, just this year, have brought us the opportunity to work with MTV and bring in artists such as the Rolling Stones, Hollywood Vampires and ZZ Top. In the past, when we thought of having an event in the Keys, AAG Live was the first call. Thank you for your time.

Sincerely,

*Chris Rivas*

**Chris Rivas  
Space Coast  
Harley Davidson**

Harley Davidson has entertainment areas at most of the dealerships around the USA. One of the largest is located at Space Coast Harley Davidson. The space coast venue is able to accommodate 8,000 and is currently producing over 200 events a year.



# Key West Amp Estimated Budget

PLANNED EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YEAR 1	YEAR 2	YEAR 3
<b>Employee Costs</b>															
General Manager	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$54,000.00	\$55,620.00	\$57,288.60
Technical Director	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$45,000.00	\$46,350.00	\$47,740.50
Marketing Director	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$45,000.00	\$46,350.00	\$47,740.50
Facilities	\$0.00	\$0.00	\$0.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$25,200.00	\$25,956.00	\$26,734.68
Booking/Event Planner	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$45,000.00	\$46,350.00	\$47,740.50
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$23,800.00</b>	<b>\$23,800.00</b>	<b>\$23,800.00</b>	<b>\$23,800.00</b>	<b>\$23,800.00</b>	<b>\$23,800.00</b>	<b>\$23,800.00</b>	<b>\$23,800.00</b>	<b>\$23,800.00</b>	<b>\$214,200.00</b>	\$257,040.00	\$227,244.78
<b>On-Site Expenses</b>															
Telephone	\$0.00	\$0.00	\$0.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$3,150.00	\$3,244.50	\$3,341.84
Internet access	\$0.00	\$0.00	\$0.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$4,050.00	\$4,171.50	\$4,296.65
Office supplies	\$0.00	\$0.00	\$0.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,800.00	\$1,854.00	\$1,909.62
Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$12,250.00	\$12,617.50	\$12,996.03
Storage	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$8,750.00	\$9,012.50	\$9,282.88
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	<b>\$1,000.00</b>	<b>\$4,000.00</b>	<b>\$4,000.00</b>	<b>\$4,000.00</b>	<b>\$4,000.00</b>	<b>\$4,000.00</b>	<b>\$4,000.00</b>	<b>\$4,000.00</b>	<b>\$30,000.00</b>	\$30,900.00	\$31,827.00
<b>Marketing Costs</b>															
Web site hosting	\$0.00	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,500.00	\$6,570.00	\$11,366.10
Web site updates	\$0.00	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,500.00	\$6,570.00	\$11,366.10
Online Promotion	\$0.00	\$0.00	\$0.00	\$2,500.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$52,500.00	\$76,650.00	\$132,604.50
Collateral printing	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$1,000.00	\$0.00	\$2,500.00	\$0.00	\$2,500.00	\$8,000.00	\$11,680.00	\$20,206.40
Marketing events	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$20,000.00	\$29,200.00	\$50,516.00
Destination Marketing	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$13,500.00	\$19,710.00	\$34,098.30
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$5,000.00</b>	<b>\$13,500.00</b>	<b>\$7,500.00</b>	<b>\$13,500.00</b>	<b>\$8,500.00</b>	<b>\$15,000.00</b>	<b>\$12,500.00</b>	<b>\$15,000.00</b>	<b>\$12,500.00</b>	<b>\$103,000.00</b>	\$150,380.00	\$260,157.40
<b>Travel/Trade Shows</b>															
Trade Show	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$0.00	\$3,500.00	\$3,500.00	\$0.00	\$14,000.00	\$20,440.00	\$35,361.20
Related travel costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$0.00	\$2,500.00	\$2,500.00	\$0.00	\$10,000.00	\$14,600.00	\$25,258.00
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$6,000.00</b>	<b>\$6,000.00</b>	<b>\$0.00</b>	<b>\$6,000.00</b>	<b>\$6,000.00</b>	<b>\$0.00</b>	<b>\$24,000.00</b>	\$35,040.00	\$60,619.20
<b>TOTALS</b>															
Monthly Planned Expenses	\$0.00	\$0.00	\$0.00	\$29,800.00	\$38,300.00	\$35,300.00	\$47,300.00	\$42,300.00	\$42,800.00	\$46,300.00	\$48,800.00	\$40,300.00			
<b>TOTAL Planned Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$29,800.00</b>	<b>\$68,100.00</b>	<b>\$103,400.00</b>	<b>\$150,700.00</b>	<b>\$183,000.00</b>	<b>\$235,800.00</b>	<b>\$282,100.00</b>	<b>\$330,900.00</b>	<b>\$371,200.00</b>	<b>\$371,200.00</b>	<b>\$473,360.00</b>	<b>\$579,848.38</b>
<b>Revenue</b>															
Communittee Events	\$0.00	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,500.00	\$6,570.00	\$19,151.10
Non-Profit Events	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$22,500.00	\$32,850.00	\$95,755.50
Self Promoted Event	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$7,500.00	\$7,500.00	\$30,000.00	\$43,800.00	\$127,674.00
Small Promoter Event	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,879.00	\$4,879.00	\$4,879.00	\$4,879.00	\$4,879.00	\$4,879.00	\$4,879.00	\$34,183.00	\$186,475.38	\$313,381.10
Medium Promoter Event	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$22,781.90	\$0.00	\$33,251.25	\$0.00	\$33,251.25	\$89,284.40	\$487,492.82	\$819,255.80
Large Promoter Event	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$75,126.25	\$0.00	\$75,126.25	\$410,189.33	\$689,343.44
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>	<b>\$7,879.00</b>	<b>\$7,879.00</b>	<b>\$35,860.90</b>	<b>\$12,879.00</b>	<b>\$46,130.25</b>	<b>\$90,506.25</b>	<b>\$48,630.25</b>	<b>\$255,583.85</b>	\$1,167,377.53	\$2,064,560.94
<b>Profit Share</b>															
City of Key West	\$0.00	\$0.00	\$0.00	\$750.00	\$750.00	\$1,969.75	\$1,969.75	\$8,915.23	\$3,219.75	\$11,532.56	\$22,626.31	\$12,157.56	\$63,890.91	\$291,844.38	\$516,140.23
We've got the Keys / AAG Live	\$0.00	\$0.00	\$0.00	\$2,250.00	\$2,250.00	\$5,909.25	\$5,909.25	\$26,745.68	\$9,659.25	\$34,597.69	\$67,878.94	\$36,472.69	\$191,672.74	\$875,533.15	\$1,548,420.70



March 11, 2019

To whom it may concern:

I would like to take the opportunity to offer a formal letter of recommendation for Jason Atwell of AAG LIVE. I couldn't think of a more talented partner to showcase and exceed the potential of the Key West Amphitheater. Jason has the knowledge, skill set and a seasoned staff to provide a 5-star, full-service live event, as well as being able to provide event management, audio/visual needs and state of the art equipment.

When it comes to handling high pressure situations, which tends to happen during live events, Jason has proven his ability to manage tough situations; having a keen eye and ear on the ever-changing world of new media and the knowhow to take your business to the next level.

As we work side by side with AAG Live, building and developing major entertainment venues and integrating our brands into those projects, I can honestly say that Jason and his staff are the only choice. It has been a pleasure to become a partner with AAG Live and we look forward to supporting Jason and his team in Key West. Due to AAG Live's extensive and long-standing relationship with all of the Anheuser Busch venues, as well as the in-house events we produce, AAG Live is the right choice to manage your venue.

I have a great personal and professional respect for Jason, and sincerely believe that he will bring unique energy, optimism, passion and timeless creativity to your joint venture. He has my highest endorsement and recommendation and if you'd like to discuss further, please reach out to me personally.

Kind Regards,

Gerrit A. Topp  
Executive Manager  
772-532-2781



March 17, 2019

To Whom it May Concern:

I am writing this letter in reference and support of Jason Atwell, CEO of AAG Live, with respect to the City of Key West's RFP 006-018 Key West Amphitheater Manager. As a Regional VP for Spectra Venue Management based out of Tampa FL, I have significant familiarity with this project as well as the Florida and larger Southeast Region when it comes to venue management and entertainment, especially on behalf of municipal clients. I have worked with Jason on several different shows and events at facilities I oversee throughout the state of Florida (Orlando, Miami, Tampa, Tallahassee) over the last 7 years and we have a variety of strategic plans for future partnership consideration, including the possibility of the Key West Amphitheater pending resolution of the RFP. Through my first hand experience with Jason I can honestly and confidently tell you that he and his company have the ability, relationships, experience and expertise to successfully manage your Amphitheater. However, even more important is that AAG's reputation within the industry and with clients for first class customer service, responsiveness and comprehensive value added solutions is second to none. Without doubt, AAG has the expertise, experience and scale necessary to successfully program and manage your amphitheater in a first class fashion. I believe that their proposal is a very compelling one that the City should strongly consider, especially when comparing to the City's other competitive bids for this RFP. I would be very happy to speak on behalf of my professional relationship and experience with Jason and AAG should you desire any follow up communication. Having 17 years of experience in the private management industry I have a very detailed understanding and appreciation for this type of RFP process and the importance of making the right decision on behalf of your venue, future development and ultimately the community. There is no doubt in my mind that AAG will put the City of Key West in the best position to achieve it's goals and objectives for the Amphitheater, and in doing so you will gain another dedicated and long term community partner in the process.

Thank You,

A handwritten signature in black ink, appearing to read "Trent Merritt".

**TRENT MERRITT**

Regional Vice President

Spectra Venue Management

C: 813.748.7367

[www.SpectraExperiences.com](http://www.SpectraExperiences.com)