

COFFEE BUTLER AMPHITHEATER

REVIEW

RAMS HEAD
PRESENTS



Prepared For :
City of Key West

Rams Head Promotions of Key West LLC
512 Eaton St
Key West FL 33040

Venue Management

Summary

Rams Head has booked over 35 single-day performances and hosted over 25 private, rental, and community events as the contracted management company. Rams Head shows attracted more than 70,000 diverse concertgoers and featured the biggest names in music including ZZ Top, Willie Nelson, Old Dominion and Jimmy Buffett.

In addition, Rams Head has worked with numerous local non-profits and private entities in providing a space for community-driven events such as the Wesley House Lighted Bike Parade, SPCA's Spring Social, and the Key West Literary Seminar.

In 2020, just as the newly built amphitheater was gaining national notoriety, the venue saw a 14-month shutdown due to a global pandemic that halted the music industry, canceling and postponing multiple shows and tours. The shutdown affected the entertainment and booking industry long after the re-opening of venues.

Despite the challenges, Rams Head continues to prove to be a leader in the industry; bringing highly sought-after and diverse entertainment to the island. National artist agents are taking an increasing interest in the Coffee Butler Amphitheater for its boutique-sized capacity, gorgeous gulf views, and professional management team. The Rams Head Group continues to deliver great experiences for artists and customers alike.

RAMS HEAD PRESENTS

The AVETT BROTHERS

NOVEMBER 16TH & 17TH
AT THE KEY WEST AMPHITHEATER



RAMS HEAD PRESENTS

TKOOL & the GANG

With the VILLAGE PEOPLE

FEBRUARY 21, 2020
AT THE KEY WEST AMPHITHEATER



RAMS HEAD PRESENTS

SAMMY HAGAR & THE CIRCLE

MAY 23, 2021
KEY WEST, FLORIDA



THEKEYWESTAMP.COM

RAMS HEAD PRESENTS

WILLIE NELSON

FEBRUARY 17, 2020
AT THE KEY WEST AMPHITHEATER
21 E QUAY RD, KEY WEST, FL 33040



RAMS HEAD PRESENTS

THE REVIVALISTS

take good care tour

APRIL 6TH
AT THE KEY WEST AMPHITHEATER

KEYWESTCONCERTSERIES.COM



RAMS HEAD PRESENTS

ROCKIN' THE RACES WITH LEE BRICE

NOVEMBER 7, 2019
AT KEY WEST AMPHITHEATER



RAMS HEAD PRESENTS

the price is right LIVE

MARCH 26, 2022
KEY WEST, FLORIDA

TICKETS AVAILABLE AT THEKEYWESTAMP.COM



BRETT ELDREDGE
— GOOD DAY TOUR —

WITH SPECIAL GUEST MORGAN EVANS

MAY 10 CLEVELAND OH	OCT 15 ATLANTA GA	MAY 16 VERONA NY
MAY 11 CINCINNATI OH	OCT 16 BALTIMORE MD	MAY 17 BLANCKEN SCOTLAND
MAY 12 CLEVELAND OH	OCT 17 BIRMINGHAM AL	MAY 18 BUFFALO NEW YORK
MAY 13 DALLAS TX	OCT 18 BOSTON MA	MAY 19 CHICAGO ILLINOIS
MAY 14 DENVER CO	OCT 19 BUTTE MT	MAY 20 CINCINNATI OH
MAY 15 DALLAS TX	OCT 20 CINCINNATI OH	MAY 21 CINCINNATI OH
MAY 16 DALLAS TX	OCT 21 CINCINNATI OH	MAY 22 CINCINNATI OH
MAY 17 DALLAS TX	OCT 22 CINCINNATI OH	MAY 23 CINCINNATI OH
MAY 18 DALLAS TX	OCT 23 CINCINNATI OH	MAY 24 CINCINNATI OH
MAY 19 DALLAS TX	OCT 24 CINCINNATI OH	MAY 25 CINCINNATI OH
MAY 20 DALLAS TX	OCT 25 CINCINNATI OH	MAY 26 CINCINNATI OH
MAY 21 DALLAS TX	OCT 26 CINCINNATI OH	MAY 27 CINCINNATI OH
MAY 22 DALLAS TX	OCT 27 CINCINNATI OH	MAY 28 CINCINNATI OH
MAY 23 DALLAS TX	OCT 28 CINCINNATI OH	MAY 29 CINCINNATI OH
MAY 24 DALLAS TX	OCT 29 CINCINNATI OH	MAY 30 CINCINNATI OH
MAY 25 DALLAS TX	OCT 30 CINCINNATI OH	MAY 31 CINCINNATI OH
MAY 26 DALLAS TX	OCT 31 CINCINNATI OH	



THE TEMPTATIONS



2021 TOUR

TEDESCHI TRUCKS BAND

KEY WEST, FL
NOVEMBER 14

COFFEE BUTLER AMPHITHEATER | THEKEYWESTAMP.COM



RAMS HEAD PRESENTS

JOHN FOGERTY

PLAYING HIS ICONIC CREDENCE CLEARWATER REVIVAL HITS & MORE

KEY WEST FLORIDA • NOVEMBER 19, 2021
THEKEYWESTAMP.COM



RAMS HEAD PRESENTS

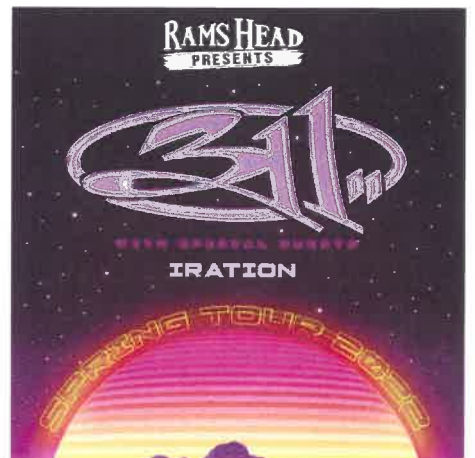
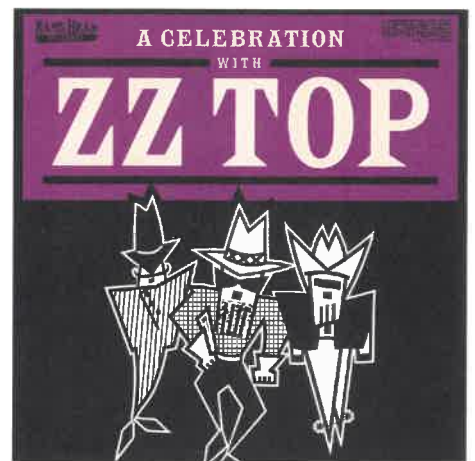
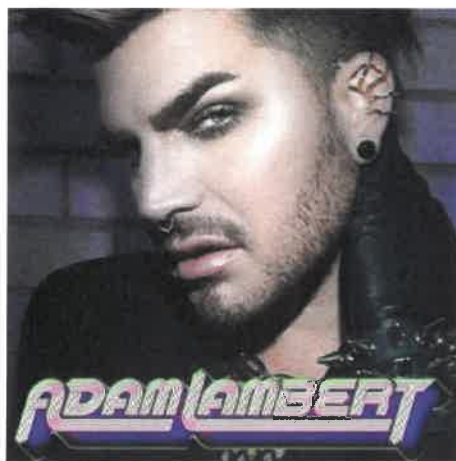
SUBLINE

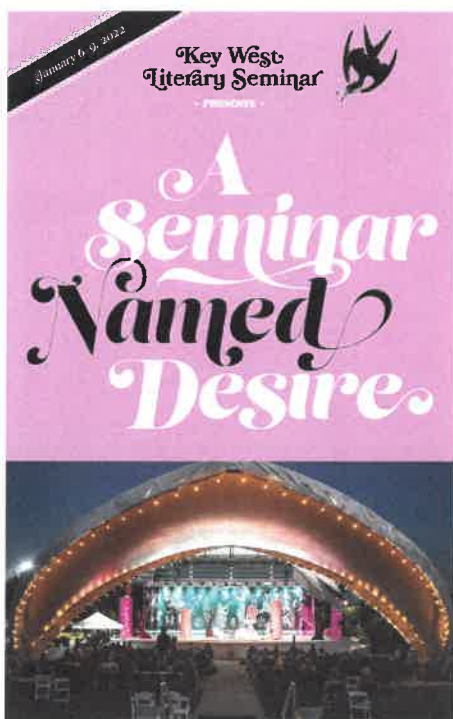
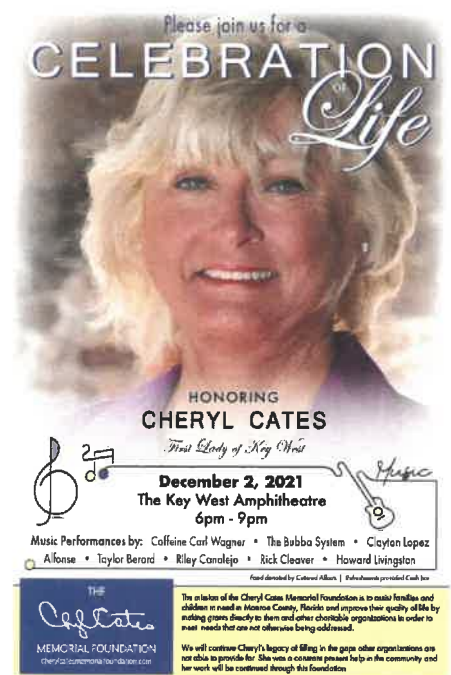
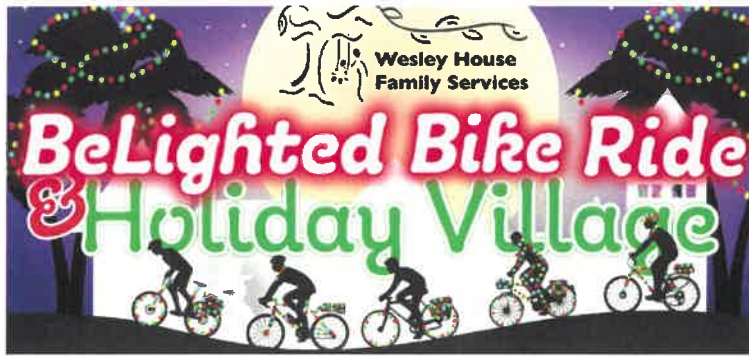
with ROSE DIRTY HEADS

HIGH AND MIGHTY TOUR

JULY 23
KEY WEST FLORIDA
THEKEYWESTAMP.COM







Shows & Events

Rams Head Presents

311 with Iration	The Price is Right
Adam Lambert	The Revivalists
The Avett Brothers	Rebelution
The Beach Boys	Slightly Stoopid
Blackberry Smoke	Styx & Blue Oyster Cult
Brett Eldredge	38 Special
Chris Young & Kameron Marlowe	Sammy Hagar
Govt' Mule & Old Crow Medicine Show	Sublime with Rome & Dirty Heads
Jimmy Buffett & The Coral Reefer Band	Tedeschi Trucks Band
John Fogarty	The Temptations
Kool & The Gang with Village People	Trombone Shorty
Lee Brice w. Nick Norman	Willie Nelson
Old Dominion with Special Guest Kenny Chesney	ZZ Top with Special Guest Kid Rock

Community Events & Rentals

The Basilica School Choir Christmas Show
Bill Blue Fundraiser
Cheryl Cates Celebration of Life & Fundraiser
Frank Graham
Headdress Ball
Key West High School Graduation
Key West Literary Seminar
Key West Film Fest
Legends of Music Row
Mile 0 Fest
ONE Athletics Cheer Competition
Rokisland Fest
SPCA Spring Social
Sunset Rotary Dominos Tournament
Sunset Series at the Amp
Spottswood Company Holiday Party
Wesley House Lighted Bike Parade
Wesley House Valentines Gala
Zombie Bike Ride After Party

Key West City Impact

*Numbers are based on a total of 30 operating months/2.5 years
[due to COVID-19]
August 2019 - February 2023

REVENUE PAID DIRECTLY TO THE CITY OF KEY WEST

PER TICKET FEES
COMMUNITY SERVICES
POLICE & FIRE

\$318,300

EXPENSES PAID BY RAMS HEAD DIRECTLY TO LOCAL BUSINESSES & STAFF

LOCAL EMPLOYMENT
HOTELS/LODGING FOR ARTISTS & PRODUCTION
CATERING FOR ARTISTS & STAFF
SUPPLIES & EQUIPMENT RENTALS
MAINTENANCE
WASTE MANAGEMENT
INTERNET

\$1,036,400

Indirect Economic Impact

WHY ARE AMPHITHEATERS BENEFICIAL TO COMMUNITIES?

In many cases, the indirect economic impact outweighs the direct income an amphitheater can provide for a city. **Restaurant and hotel owners and employees, local attractions, fishing & water sports, transportation companies and retail establishments** all see the benefits of the traveling music fan. Economic impact studies performed in St. Augustine have shown that the average total spending per weighted concert attendee was estimated to be \$143.03. Restaurants, lodging and food stores were among the top spending categories.

Almost three quarters of the Coffee Butler Amphitheater's economic impact is dedicated to non-residents bringing new dollars into the City. If we calculated the indirect spending based on St. Augustine's study, one sold out show brings in \$371,800 tourist dollars to our local establishments.

Rams Head is proud to support the community in hiring all local staff for security, box office, production, and hospitality service as well as local food and artisan vendors.





Music Venue Economic Impact Calculator

Regional Population:	Venue Capacity:	Annual Patrons:
<input checked="" type="radio"/> Less than 49,999	50-249	<input checked="" type="radio"/> Low (25,000 to 49,999 Patrons)
50,000 to 99,999	250-599	Medium (50,000 to 99,999 Patrons)
100,000 to 249,999	600-999	High (100,000 to 149,999 Patrons)
250,000 to 499,999	1,000-1,499	Robust (150,000 to 300,000 Patrons)
500,000 to 999,999	<input checked="" type="radio"/> 1,500-7,500	
1,000,000+		

Regional Economic Impact

\$3,408,243

Jobs Supported

37.1

"A vibrant music economy drives value for cities in several important ways. It fuels job creation, economic growth, tourism development and artistic growth, and strengthens a city's brand. A strong music community also attracts highly skilled young workers in all sectors for whom quality of life is a priority."

"A 'music city' is defined as a city that embeds music as a tool into its collective governance ethos across economic development, education, tourism, and overall quality of life. Well-known examples include places like Austin, Texas and Nashville, but large cities and small towns alike can become music cities with the right infrastructure and governance mechanisms in place. The economic benefits of becoming a music city are sometimes overlooked, but research indicates that the boost in tourism stimulated by the entertainment industry can yield local job growth and generate positive financial impacts."

-brookings.edu

Tourism

On average, 65% of Rams Head concert ticket holders are visiting Key West from outside of Monroe County. Rams Head continues to seek opportunities that promote diversity, growth, business and economic development.



Kaushani charts.com Man data ©2022 Google INEGI

*Heat map of ticket buyers from past shows

Top Website Visitors By City

*88% of traffic from outside of Key West

City	Acquisition		Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	122,470	123,295	162,509	56.25%	1.92	00:01:07	0.00%	0
1. Key West	16,414	15,188	22,830	51.97%	2.05	00:01:24	0.00%	0
2. Miami	10,022	9,109	12,605	59.97%	1.79	00:01:07	0.00%	0
3. Orlando	7,691	6,937	9,505	59.76%	1.80	00:01:07	0.00%	0
4. Tampa	6,526	5,926	8,378	58.02%	1.86	00:01:06	0.00%	0
5. (not set)	3,425	3,271	3,909	64.72%	1.75	00:00:53	0.00%	0
6. New York	2,538	2,380	3,059	60.84%	1.71	00:00:57	0.00%	0
7. Atlanta	1,840	1,641	2,160	57.64%	1.85	00:01:04	0.00%	0
8. Marathon	1,742	1,639	2,292	52.31%	2.14	00:01:24	0.00%	0
9. Coffeyville	1,537	1,537	1,538	86.15%	1.15	<00:00:01	0.00%	0
10. (not set)	1,356	1,242	1,776	53.32%	2.02	00:01:16	0.00%	0

News

HOW KEY WEST IS BECOMING "MUSIC TOWN" USA.

By Britt Myers - March 15, 2018

San Sentinel

Left: Signs from East
underline to Europe
pointing to more writing, for...

The... South...
...the... the...
...the... the...
...the... the...

Best things to do this week in
South Florida: Fée de la
Musique, Backstreet Boys...

Analysing options projected
for the rest of the 2018
Tourney's fall trials, with...

Ponda Atlantic Univers
president to step down

GO GUIDE

Key West Concert Series adds Michael Franti, Beach Boys to Lyle Lovett, Avett Brothers

By Ben Crandell
SouthFlorida.com - Aug 17, 2018 at 8:26 am

A surprise appearance at the Old Dominion show

ROB O'NEAL/The Citizen

f t i g o p q



Liquors

Trending Now

- 1 Man arrested, admits to repeated sexual assault of a minor
- 2 UPDATE: More candidates file for Key West Dist. IV seat

USNews

Jimmy Buffett Looks at 50 Years After His 1st Key West Gig

The national Rams Head Presents, based in Maryland, with locations in New York, Maryland and Delaware, produces numerous concerts and theatrical performances in the Keys from contemporary and vintage artists and locals at venues like Key West Theater, Key West Amphitheater and Sunset Green. Coming shows include The Mavericks, Max Weinberg's Jukebox, Livingston Taylor, David Sanborn, Rickie Lee Jones, The Four Tops, Colin Hay, Al Stewart and Chris Young.

"The music scene in Key West, let's face it, when I got there in '72, it wasn't a music scene. If you got a job in a bar, that was a music scene," Buffett said. "It's changed a lot and I think most of it for the better.

"And I'm really kind of involved now with the people of Rams Head," Buffett said. "They are there for the right reason. We made a deal with our studio to use it more and to connect Shrimp Boat to their existing other studios in Los Angeles and New York. Their ideas are to be able to teach and make it available to local kids who are interested and to local performers. But also to look at their already web of people that record in their studios who would want to come to Key West to record and adding that to the mix.

"For years, there were two or three little theaters in Key West. It always had this great artistic side to it. Back even in the day as far back as the Hemingway days there was always entertainment, so much culture, and Key West has always had that. But music was never at the forefront. It's like handing it off to them and I started it and carry on. I'm glad that I lived to see this and be a part of this coming back," Buffett said.

Marketing

Marketing & Promotions

Rams Head's presence in the media and marketing world is spread between local and national advertising outlets.

Focus was initially spent on prioritizing search engine optimization by developing a website and social media pages to create recognition and drive traffic to the new venue.

Currently, the majority of marketing efforts are placed into **digital advertising**, including social media, pay-per-click, google ads, and email marketing. Our Key West database continues to cover around 28,000 email subscribers, while our northern database covers around 200,000. With weekly or bi-weekly email blasts to the database, the Coffee Butler Amphitheater name is consistently in the inboxes of Key West locals & visitors alike. Social Media continues to organically and affordably connect with our market.

Radio and print remain an important outlet in the regional markets and our **Street Team** continues to gain strength in both size and exposure throughout the Keys.



www.thekeywestamp.com



facebook.com/thekeywestamp



[@thekeywestamp](https://www.instagram.com/thekeywestamp)

Marketing

Marketing Partners

Two Oceans Digital
Keys Weekly
OKW
Florida Weekly
The Citizen/Paradise
Anderson Outdoor Advertising
1631 Digital
In Your Face
Barrett Printing
Category 5
WAIL99.5
WEOW 92.7
CONCH COUNTRY 98.7
Pirate Radio 96.7
X104.9
iHeart Radio

US1 Radio,
KeyTV
KISS Country
Destination Network,
CMT
We've Got the Keys
Fury Watersports
Last Key Reality
Highgate Group
Spottswoods Co
Key West Finest
Miami Herald
PRWeb
102.7 The Beach
104.3 The Shark
Comcast

Marketing Dollars

\$373,000

general venue & dedicated show
marketing





As we look towards the future, Rams Head will continue to be a leading provider of sought after entertainment, providing a destination for visitors and locals alike. Diversity in ethnicity and age demographic continue to be a focal point for the waterfront amphitheater. We will continue to push marketing efforts nationally to gain recognition as a destination venue, as well as work closely with community organizers and local non-profits.

Rams Head's commitment to work with other attractions, retailers and hotels is a mainstay in our marketing and promotional efforts. The involvement of the business and residential communities is imperative to each year's success. We strive for new ways to involve cross promotional efforts in order to leverage the Coffee Butler Amphitheater in the community.

