



Scott Carswell Presents LLC
1105 East Lafayette St.
Tallahassee, Fl. 32301
Scott@MoonEvents.com
850-878-6900 x 114



June 13, 2017
Alison Higgins
Sustainability Coordinator
City of Key West

RE: Truman Waterfront Amphitheater

Good day and thank you for this opportunity to comment.

Our Company has been the Exclusive Presenter of Ticketed Events in the Capital City Amphitheater at Cascades Park since 2013. In addition to the initial documentation we provided regarding our RFP process, operational plans and budgets, you have asked that we comment on the comprehensive work product you provided last week regarding your research and plans. You have done an exceptional job from where you started just a short time ago on this.

Our brief comments at this point are focused on three areas, Financial, Facility Design and Consistency of Venue Presentation.

Financial Plans: Dedicated public subsidies for this facility to get it operational and create a history with national touring acts will most likely be required over the first 3-5 years?. There will be many unknown production expenses that will have to be sorted out for the first few shows before continuing budgets can be established.

Facility Design: While aesthetics of the design is critical and most already set, having the facility operational from an artist, production and customer standpoint can make the difference long term. All aspects of what it takes to present a successful concert should be reviewed and prioritized as soon as possible so that if needed, small changes sooner can result in long term operational savings.

Venue Consistency and Presentation: We would recommend one City of Key West controlled website where all information and announcements of events starts for this venue. All tickets purchased for this venue should be through the link from this site only, and the venue exclusive ticketing vendor be approved by the City of Key West. While the plan is to have outside promoters take the risk of shows as soon as possible, the general public and the entertainment industry are going to hold the venue responsible for all shows, regardless of who might be the promoter for a single concert. So its very important to have one central organization that is responsible for that image consistency and financial responsibility to artists, all staff, outside contractors, and ultimately the customer.

Please advise how we might assist further.

Regards, Scott Carswell