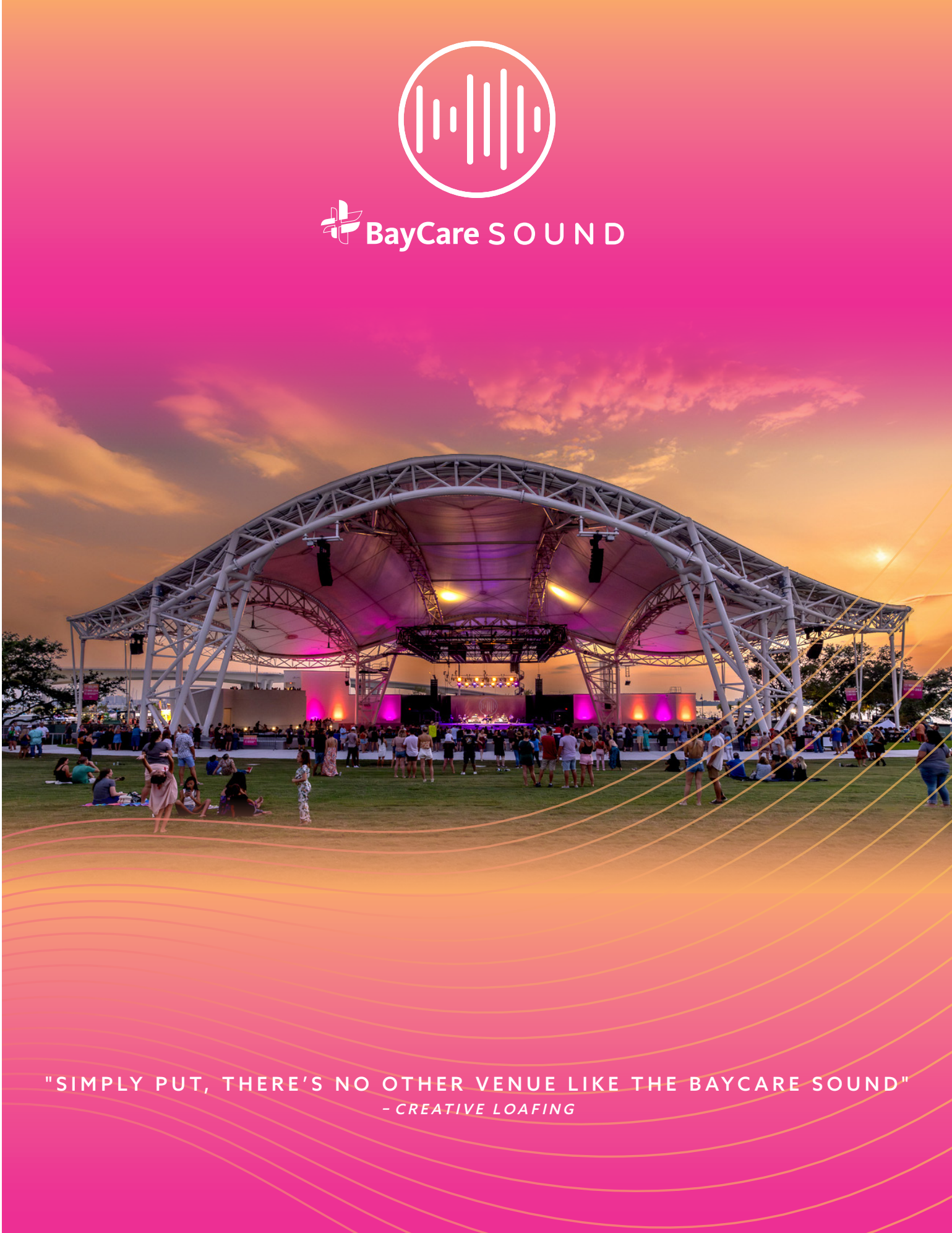




 BayCare SOUND



"SIMPLY PUT, THERE'S NO OTHER VENUE LIKE THE BAYCARE SOUND"
- CREATIVE LOAFING

THE PUBLIC/PRIVATE PARTNERSHIP WITH RUTH ECKERD HALL, INC.

OVERVIEW

- Ruth Eckerd Hall, Inc. was formed as a 501(c) not-for-profit in 1978.
- Manages 6 event spaces in 3 facilities ranging from 200 to 9,000 capacity.
- Presents/hosts 300+ performances with over 500,000 in annual attendance.
- The Marcia P. Hoffman School of the Arts reaches 58,000 students providing free educational opportunities to underserved constituencies throughout Tampa Bay.
- Ruth Eckerd Hall on the Road produces off-site festivals, private events, and post-game entertainment in a region that spans from Pasco County south to Lee County.
- 400 Employees
- 250 Volunteers including the Board of Directors
- 4,200+ Community Donors
- \$4M Annual Fund
- \$34M Current Capital Campaign (\$28M raised to date)
- **80:20 EARNED/CONTRIBUTED REVENUE ratio (National Average is 60:40)**
- **Estimated Economic Impact* of \$139.6M**

How Ruth Eckerd Hall Covers Costs:

1. **Ticket revenue** covers direct cost of performances including artist fees, advertising, stagehands, production costs, event staff, security and public safety personnel.
2. **Ancillary revenue** from service fees, concession sales, tuition fees, and room rentals cover a portion of general operating expenses.
3. **Contributed revenue** from donations, membership fees, corporate sponsors, grants and public support close the 20% gap to pay for educational outreach, ticket subsidies, technology, overhead and administrative costs, and asset replacement.

Public Support for Municipal-Owned Arts Facilities:

	Ruth Eckerd Hall	Mahaffey	Straz Center
City Subsidy 2022-2024 Avg	\$420,000	\$626,667	\$580,480
City Subsidy 2025 Proposed	\$420,000	Unknown	\$625,000
Current Capital Campaign Goal	\$34M	\$25M+	\$100M
City Contribution	\$3M	unknown	\$25M
County Contribution	\$5.5M	\$9.5 Requested	\$4.5M+
State Contribution	\$3M	\$3M Requested	unknown

*Estimate based on 2016 Ruth Eckerd Hall Economic Impact Study by Johnson Consulting and 2016 St. John's County Economic Impact Study for the comparable St. Augustine Amphitheater.



RUTH ECKERD HALL FACILITY

- In 1977, the Kapok Tree Corp. donated land to the City of Clearwater under the restriction that a performing arts center be built.
- At the urging of John Bonner, Sr. and Council Member Karleen DeBlaker, the City Council accepted the donation on the premise that a citizen's group would raise the funds and construction begin within 2 years.
- The initial \$5M mortgage was secured by public/private entities in a sequential guarantee of bonds:
 - \$1M from the City of Clearwater
 - \$1M from Dunedin
 - \$1M from the Newhouse Corporation (Vision Cable)
 - \$2M from Pinellas County
- A 501(c)3 not-for-profit was formed to build and manage the facility, entering into a long-term leasehold with the City.
- Volunteers raised the remaining funds for what became a \$16M project.
- Ruth Eckerd Hall opened in 1983.
- In 2003, \$24M was raised to add the Marcia P. Hoffman School of the Arts, Murray Theatre and a concourse to connect the East and West lobbies.
- In 2018, Ruth Eckerd Hall purchased adjacent land to widen entrance, conveying title to the City.
- Since 2015, Ruth Eckerd Hall raised \$26M to renovate the Murray Theatre, the Margarete Heye Great Room, the audience chamber, and add 6,000 square feet of public space including the Tiedemann & Cotton Cabaret Theatre.
- Annual expense for structural maintenance and improvement averages \$1.3M.
- Current capital improvements include new roofing, replacement of lift station and fire pump, exterior doors, painting and parking lot paving; estimated cost of \$1.7M.
- Averages 120 events on the mainstage; hosts 100+ community and private banquets.



NANCY & DAVID BILHEIMER CAPITOL THEATRE

- In 2009, the 1921 building was pending foreclosure when the City of Clearwater and Ruth Eckerd Hall created a partnership to save the historic landmark.
- The City of Clearwater purchased the original building and funded its restoration along with a state grant of \$1M.
- Ruth Eckerd Hall purchased the properties adjacent on the east and west side of the building to provide space for restrooms, required elevator and amenities, conveying titles to the City.
- Ruth Eckerd Hall raised funds to supply furnishings, stage equipment, technology, and period-appropriate lighting fixtures.
- Building reopened in 2013.
- Ruth Eckerd Hall created a \$1.5M+ reserve fund for future capital needs. Annual maintenance and capital assets have been funded through private donations and operations since 2013, leaving reserve fund intact.
- Planning for \$1M replacement of theater seats in 2025/2026.
- Averages 120 shows each year plus film screenings and community events.

THE BAYCARE SOUND

The City of Clearwater builds the waterfront amphitheater for \$45M and selects Ruth Eckerd Hall to operate and program the facility.

The agreement gives independent and exclusive operating use to Ruth Eckerd Hall, Inc. with the following understanding:

The City:

- Has rent-free use of the facility for a specified number of dates.
- Receives a per ticket rebate on every ticket distributed whenever tickets are sold.
- Receives complimentary tickets to presentations.
- Retains naming and pouring rights.
- Maintains its own hard assets.
- Profit sharing of 25% of excess above an 8% profit margin.

Ruth Eckerd Hall, Inc.:

- Pays no rent and receives no management fee.
- Schedules a minimum of 35 events annually apart from the City's dates.
- Assumes all financial risk for programming and operations expenses.
- Provides and maintains needed operating assets.
- Pays utility cost for venue operation.

The following pages summarize the first year of operation.



YEAR 1 OBJECTIVES

I. LAUNCH VIBRANT VENUE



✓ **GAIN RECOGNITION**

BEST OUTDOOR CONCERT VENUE

- *Tampa Bay Magazine*

BEST LIVE MUSIC VENUE

- *Visit St Pete Clearwater*

BEST NEWCOMER

- *Visit St Pete Clearwater*

#24 FOR AMPHITHEATERS UNDER 10,000

- *Billboard Dec 2023, First 6 Months*

#4 IN TOP 50 AMPHITHEATERS NATIONWIDE

#9 IN TOP 50 AMPHITHEATERS WORLDWIDE

- *Pollstar June 2024, First 10 Months*



BayCare SOUND

✓ FANS & ARTISTS SAY



Steven Harville

I was just there last week and it is a beautiful place the breeze the food trucks and it's comfortable good parking too

1w Like Reply Hide



Shannon Arndt Solano

Great concert! Beautiful venue!

9w Like Reply Hide



"This venue was smaller than I thought it would be. It's very clean and well organized. There are several vendors for drinks. Restrooms were clean and nice.

Doesn't seem to be a bad seat in this place.

I sat 4th row for Willie Nelson, but I would sit anywhere here."

- *Mandinita*

"The venue is amazing. The beautiful grounds and amphitheater stage make the experience remarkable. Everything from entrance to exit is top-notch. We saw Sammy Hagar and the Circle in

October. The lights, sound, and seating were all amazing. Definitely recommend attending an event at The Sound."

- *Dawn Van*

"Great place to see a concert. It was really accessible and we found free weekend parking.

We checked out the food trucks and settled on Corvo Bianco. The pizza was delicious and would highly recommend."

- *Brian Goode*

"Our first visit was for Kenny Loggins/Pablo Cruise. It was so enjoyable, we immediately bought tickets for Styx/.38 Special in January and Air Supply/Little River Band in March!! Each staff member we had contact with was friendly and helpful.

Looking forward to future events!!"

- *Mike Creamer*

"We loved this venue and we go to a lot of concerts! It's clean and spacious, not a bad seat in the house. Exciting assortment of food trucks and good beer/drink options. Enjoyed this venue a lot. Can't wait to go back!"

- *Eienne Barsanti*

"Beautiful venue! The sun sets behind the stage and they've created such a beautiful atmosphere there. The bathrooms were clean and the staff was friendly. Would see a show there anytime!"

- *Eliza Aleksandra*





“Ruth Eckerd Hall has meant so much to us over the years, and we are incredibly stoked and honored to play The BayCare Sound for the first time! We grew up on their stages, from Clearwater Jazz Holiday and Blast Friday to the Capitol Theatre and the main Hall, these venues mean the world to us and it feels so good to be coming home to play their biggest stage!”

- *Charlie and Kevin Jordan Ries, The Ries Brothers*

“Best thing that has ever happened to Clearwater! I am a Clearwater local and I couldn’t be any happier that they have booked this show here!”

- *Social Distortion Fan*

“I really like the improvements in the area. We enjoy spending time at Coachman Park and The Sound is a nice venue. It’s not too big to be a parking burden on the neighboring streets (yet), and overlooking the water is a bonus. Hopefully we’ll see some more improvements along Ft. Harrison and in the downtown area too. I’m just glad it’s there, providing the services it does, while enhancing the surrounding community. Keep Clearwater beautiful.”

- *Jennevieve Bilinski*

“We saw Ringo Starr there in 2023 and it was an amazing show. The Sound is such a clean and comfortable venue.”

- *Pamela Phillips Cook*

“I LOVE THIS VENUE!”

- *Ringo Starr*



“Was there for opening night with Cheap Trick. Love that place, for sound and atmosphere.”
- Alan Brower

“Flew in from NY to hang with friends and see Chicago - had a blast!!!”
- Barbara Zamojski



“I’D SAY THE BEST SOUNDING AMPHITHEATER WE EVER PLAYED.”

- Tommy Shaw, *STYX*

“Incredible experience for a father daughter night of lifelong fans. Beautiful open clean venue. Can’t wait to return. 🎵”
- Elyse Johnson, *Willie Nelson Fan*

“Sammy & George !! Great Show !!”
- Goombas Goombas

“Saw Kenny Loggins there, what a great facility!!”
- Michael Amendola

“My mom and I went to see Chris young and Nate smith Breland at coachman party last year back in November 10 2023 it was a great show my mom and I loved it. 🎵🎵🎵🎵🎵”
- Shirley Morales

“Are you kidding me? That was our first time playing The Sound and it just sounds religious out there! It’s clean, big, it’s rock and roll and it’s what it should be.”
- Wayne Nelson, *Little River Band*



✓ THE MEDIA SAY



“A sweat-filled yet promising kickoff to downtown Clearwater’s next chapter of live music.”
- *Tampa Bay Times*

“Clearwater’s The Sound will bring much-needed midsize music venue to Tampa Bay.”
- *Tampa Bay Times*

“A special shoutout to the plastic chairs they set out under the covered portion of the venue, aka the nicest folding chairs I’ve ever put my butt in. Folding chairs, I’m sorry I ever doubted you. The broad, sloped seat backs ended up being more supportive than any other amphitheater seat I’ve endured.”
- *Gabrielle Calise, Tampa Bay Times*

“The Sound feels way more intimate than you’d expect an open-air, spacious venue to be people sitting on the lawn gave everything a real music-in-the-park vibe.”
- *Maddy Franklin, Tampa Bay Times*



“There’s simply no other turnkey outdoor venue like The Sound.”
- *Creative Loafing*

“The Sound is a great new addition to the Clearwater landscape and will be bringing more great live music and events to Tampa Bay!”
- *Suncoast Post*



“Residents are excited to have a park and event venue of this size in Clearwater.”

- *Fox 13*

“The Sound is a ‘just-right’ venue.”

- *Tampa Beacon*

“A wonderful new amphitheater, The Sound rises from Coachman Park.”

- *Music Fest News*

“The venue makes an effort to be environmentally friendly.”

- *Jazz Blues News*

“One of the crown jewels of Clearwater.”

- *98.7 The Shark*

“The BayCare Sound at Coachman Park Clearwater just opened and is already attracting icons like Diana Ross & Willie Nelson. The amphitheater has important amenities like clean bathrooms and lots of local food & beverage options.”

- *Gabrielle Calise,
TBT music reporter
in Gulf To Bay Magazine*



II. INVEST IN FACILITY

- ✓ **\$325,000 IN FIRST TIME START-UP COSTS**
- ✓ **\$2.1M IN EQUIPMENT & FURNISHINGS IN YEAR 1**
- ✓ **\$2.5M IN YEAR 2 PROJECTED**



III. CARRY ALL FINANCIAL RISK

✓ **\$4.9M OPERATING BUDGET
IN FY 2023**

✓ **\$14.7M OPERATING BUDGET
IN FY 2024**

✓ **5.73% PROFIT MARGIN
AS OF Q2 FY 2024**



IV. EASE DEBT SERVICE

✓ \$640,000+ REBATE

TO THE CITY PROJECTED THROUGH FY 2024

✓ \$138,000 FMV TICKETS

DONATED TO CITY/BAYCARE AS OF JUNE 1, 2024

✓ \$267,750+ FMV TICKETS

DONATED ANNUALLY TO CITY/BAYCARE IN FUTURE



V. ALIGN TO GREENPRINT 2.0



MISSION

Ruth Eckerd Hall, Inc. is dedicated to conserving valuable resources and reducing the ecological footprint of concert venues and live events. Sustainable event venues and parks operate with an appreciation and conservational mindset for the natural environment, minimizing waste and always seeking ways to use renewed resources to ensure equity and livability, while maintaining economic prosperity.



STRATEGY

Our sustainability plan touches on eight strategy categories adapted from Greenprint 2.0:

- **EDUCATION & AWARENESS**
- **WATER CONSERVATION**
- **GREEN ENERGY & BUILDINGS**
- **WASTE REDUCTION**
- **TRANSPORTATION**
- **LOCAL FOOD**
- **LIVABILITY (AND CONSERVATION)**
- **GREEN ECONOMY**



**SUSTAINABLE
SOUND**



IMPACT STATISTICS

As of April 1st 2024, we've saved approximately 78,000 single use plastic drinkware

- **ALUMINUM CUPS = 37,007**
- **ALUMINUM CANNED WATER = 33,259**
- **ALUMINUM CANNED WINE = 7,405**
- **500 REUSABLE CUPS**

We have produced approximately 432 yards of recycling since opening week



COMPLETED GOALS

- Use of QR codes for marketing and promotions in lieu of handouts
- Tech packet and rental agreements include Sustainability initiatives and prohibited items
- Mobile friendly ticketing has reduced paper ticketing and envelopes wherever possible
- Water conservation reminders in all public and backstage restrooms
- Partner with Worc4Hope and HEP for mutual community benefit
- Solar lighting at entry gates, exits and emergency lanes
- Eliminate single use plastic bottles and bags from all front of house areas
- Encourage food vendors to use compostable products for plates and utensils
- Working with local high schools to start a Green Team volunteer program to learn, promote and educate guests on proper recycling at events.
- Continue to engage local and minority owned businesses for inclusion in our food truck plaza
- Rotating vendors has increased diverse food options, including healthier choices.



IN PROGRESS



2025 GOALS

- Increase power supply to eliminate/reduce gas generators
- Add a permanent location for mobile ticket kiosk to further reduce paper tickets
- Install solar powered cell chargers for customers



BayCare **SOUND**

VI. BE COMMUNITY INCLUSIVE

- ✓ Donated \$173,000 in services for non-profit & community use
- ✓ Offers to co-promote to reduce cost and risk when missions align, including Clearwater Jazz Holiday
- ✓ 30% of Small Business partners are minority/female owned
- ✓ Partner with Work4Hope to share water sales
- ✓ Partner with Homeless Empowerment Project to provide full-time employment to clients
- ✓ Produced free community events including a family holiday festival, anniversary concerts this summer, Young Professional Networking, and the upcoming Clearwater Latin Jazz Festival.
- ✓ Donated 7,100+ tickets to the Community including First Responders, Educators, Veterans, and Underserved populations.



✓ INCLUDING VETERANS

1,200+ TICKETS DONATED



"I grew up listening to Diamond Rio and Alabama so the opportunity to introduce my young children to their music made for a truly special evening. Thank you for taking care of veterans like myself. You don't know how much it means to us and our families. We really get to reconnect after our extended rotations overseas."

- *Amanda, U.S. Army
(Currently Serving)*



"Incredible opportunity to see two of my absolute favorite bands. Country music raised me and I am honored to have had the chance to see these "retired" musicians play true country classics. The donor of this event has no idea what it meant to me and my family to attend."

- *Brian, U.S. Marine Corps
(Veteran) 2003 - 2009*



"Great concert. It was amazing to see these legends of music."

- *Christian, U.S. Air Force
(Currently Serving)*



"This was a "Wow" event for us. Diamond Rio was outstanding. Alabama needs no review. They are Hall of Fame. Special thanks to Vet Tix and the Sound. What a perfect venue to hold such a dynamic event."

- *Dave, U.S. Navy
(Veteran) 1973 - 1974*



"The show was Great, so was the venue. A special thank you for changing my tickets to the wheelchair section. Thank you for a Great evening."

- *Gary, U.S. Army
(Veteran) 1976 - 1981*



✓ INCLUDING MILLENNIALS & GEN Z

42 ARTISTS AND COUNTING

AMBERLIN

HAWTHORNE HEIGHTS

MOM JEANS

ARMOR FOR SLEEP

HOT MILK

NATE SMITH

BILLY CURRINGTON

HOT MULLIGAN

PVRIS

BLEACHERS

I SEE STARS

REAL FRIENDS

BRELAND

IS FOR LOVERS

ROHNA

CHARLIE CROCKETT

JESSE JAMES DECKER

SPEARHEAD

CHRIS YOUNG

KNUCKLE PUCK

STAND ATLANTIC

CLIFFDIVER

L.S. DUNES

TAKING BACK SUNDAY

COLBIE CAILLET

LINDSEY STIRLING

THE BLACK KEYS

DAISY GRENADE

LITTLE IMAGE

THE ELOVATERS

DIRTY HEADS

LOVEJOY

THE MAINE

DIVA BLEACH

MAYDAY PARADE

THE WONDER YEARS

EMERY

MICHAEL FRANTI

THIS WILD LIFE

GAVIN DEGRAW

MISTERWIVES

WE THE KINGS



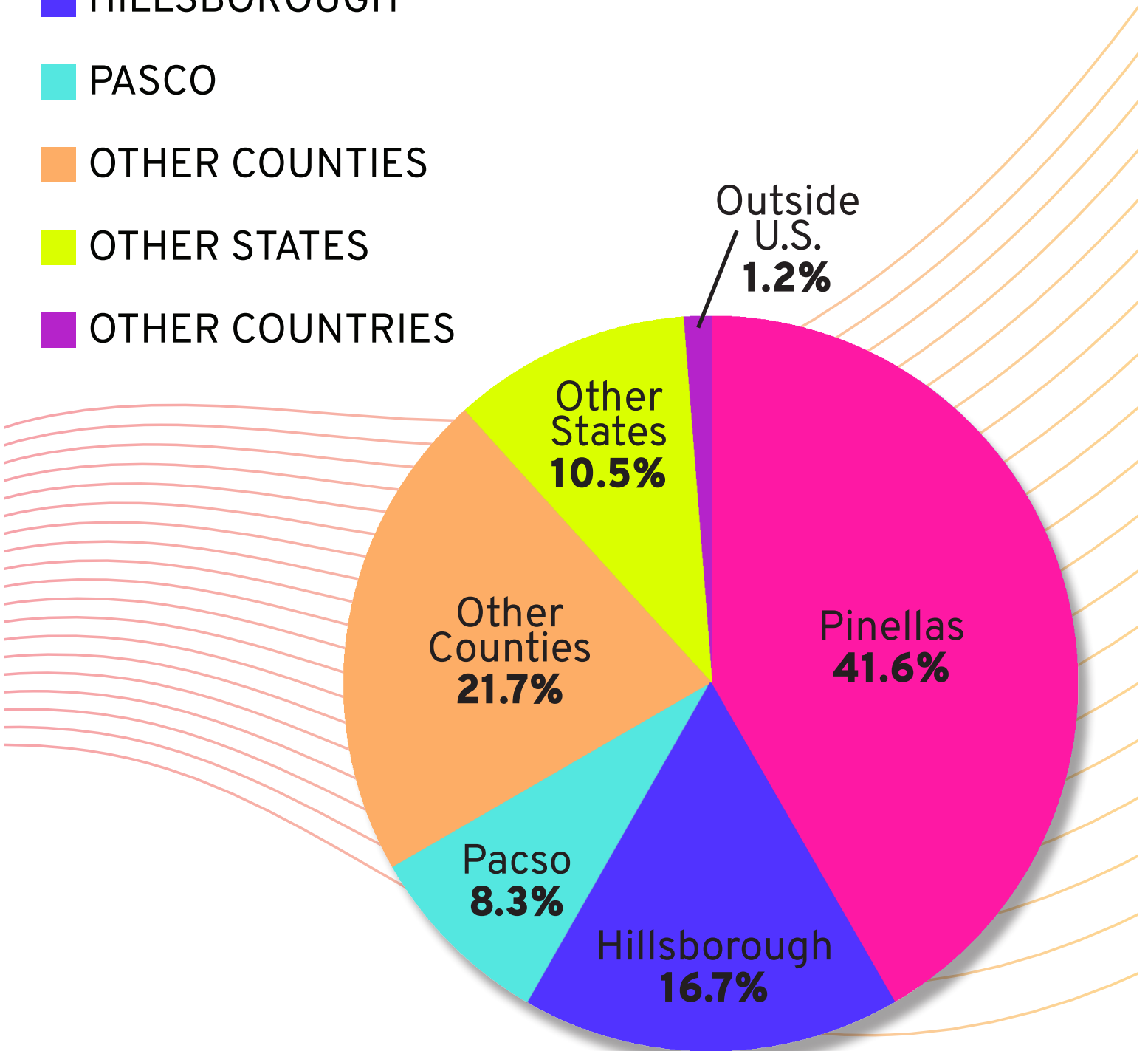
VII. DRIVE ACTIVITY DOWNTOWN

- ✓ 1 OUT OF 3 PURCHASERS LIVES OUTSIDE TAMPA BAY (PINELLAS, PASCO, HILLSBOROUGH)**
- ✓ 1 OUT 10 PURCHASERS LIVES OUTSIDE OF FLORIDA**
- ✓ 44 STATES & 22 COUNTRIES ARE REPRESENTED**



PURCHASER RESIDENCY

- PINELLAS
- HILLSBOROUGH
- PASCO
- OTHER COUNTIES
- OTHER STATES
- OTHER COUNTRIES



✓ BUSINESS PARTNERS SAY



"The Sound caters to everyone.
You see little kids there, everyone!
It's a great location!

You can't beat that sunset.
It's crazy to see how many people
are coming from all over Florida
to go to this music venue."

- Rita Besser,
Ben & Jerry's Marketing Manager

"I would say we probably benefit
the most by the opening of The Sound.
Since it's been built I would say we've
probably seen between a 25% and 30%
increase in ridership. I would say that our
ridership from Dunedin has grown the most,
and they're going to these concerts."

- Trisha Rodriguez,
Owner of Clearwater Ferry



AMPLIFY
CLEARWATER
ESTABLISHED 2019

"What I love about The Sound and
what I love about Ruth Eckerd Hall
being the managing partner
is the way Ruth Eckerd Hall and its board
and its staff and community volunteers
support our community.

They're bringing that to downtown.

I think that's part of what makes

The Sound

such a precious asset

are the people behind the scenes."

- Amanda Payne,
President & CEO of Amplify Clearwater



VIII. IMPACT CLEARWATER'S ECONOMY

✓ **161 JOBS GENERATED**

✓ **\$500,000+ EDITORIAL
PROMOTION OF CLEARWATER**

✓ **13,000+ VISITORS
OUTSIDE TAMPA BAY**

✓ **\$21.2M ESTIMATED IMPACT
YEAR ONE**



✓ TOURISM PARTNERS SAY



WYNDHAM GRAND®

Clearwater Beach

**"As a partnership, we're enjoying it!
I think for guests who are staying at the hotel
particularly those on the weekends,
it's great to have another venue so close.
Certainly, one that they can easily access
via the ferry or just a quick drive over the bridge."
- Miguel Diaz, Area Director of Sales & Marketing,
The Wyndham Grand Clearwater**



ST. PETE CLEARWATER

**"Having The Sound right here
in the heart of downtown Clearwater
in our destination is amazing and
it's provided us the opportunity
to really tell people around the world
that we the premiere outdoor
waterfront music venue in the world.
It really gives travelers one more opportunity
and one more amenity when they're looking
for a vibrant experience."
- Brian Lowack, CEO
Visit St. Pete Clearwater**





 BayCare SOUND

#4 AMPHITHEATRE NATIONWIDE **#9 AMPHITHEATRE WORLDWIDE**

BY TICKET SALES & GROSS SALES IN
FIRST 10 MONTHS OF OPERATION

-POLLSTAR MAGAZINE, 2023-24



THANK YOU TO THE CITY OF CLEARWATER, ARTISTS, PARTNERS,
129,474 HAPPY FANS
& ONE INCREDIBLE TEAM