

PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

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Vernon Prather
Secretary/Treasurer

Thomas Campanella
Acting Secretary/Treasurer

Fred Gant
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W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members
FROM: Executive Director
DATE: February 16, 2011
RE: Minutes of February 15, 2011 Concert Feasibility Sub - Committee Meeting

A Concert Feasibility Sub - Committee Meeting was held on Tuesday, February 15, 2011 at 1:30 p.m. Mr. Vernon Prather, Chairman, called the Meeting to order at 1:40 p.m..

Committee Members present were:

- Mr. Vernon Prather
- Ms. Beverly Campbell
- Mr. Mike Nixon
- Mr. John Pack, representing Jim Wiseman, Margaritaville
- Ms. Chrissy Cook

Committee Members not Present were:

- Mr. Scott Amberson or his representative

Ms. Jayne Bell and Mr. Bob West were in attendance also.

Mr. Prather reviewed the Sub - Committee minutes from January 25, 2011 and requested two revisions.

Upon motion of Ms. Beverly Campbell, and seconded by Ms. Chrissy Cook, the Sub - Committee recommended approval of the minutes as amended. (5-0)

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Mr. Bob West and Ms. Bell had been asked by the Sub - Committee to put together an operational protocol list and cost estimate for a one day event for approximately 8,000 to 10,000 people. Mr. West offered that a ticketed, fenced event would require much more law enforcement because the time frame before and after the event is the most important, a four hour concert does not mean a four hour event. Also the band dictates the crowd and that would also have to be factored into security for the event.

Mr. West introduced Mr. Mike Perkins, Black Ball Productions. Mr. West wished to defer to Mr. Mike Perkins for the cost information for the event because of his expertise in the field; he asked him to prepare a basic overall cost estimate to hold an event/concert for 8,000 to 10,000 people to the Sub Committee, Mr. West made it clear nothing was proprietary from Mr. Perkins information.

Mr. Perkins stated that he had two (2) broad layouts for the Sub – Committee, He suggested one option being using the existing success of the Bands on the Beach concert series at the Casino Beach Pavilion and possibly adding a load bearing cantilever style deck to bring the current stage out to accommodate a larger performance. A second option being building a larger stage and having a national act perform.

Mr. Perkins stated that a free event/show for 7,000 to 8,000 people would cost approximately \$50,000.00 to \$70,000.00, one third of that cost going to pay for the act. A larger ticketed event for 10,000 to 15,000 people would cost anywhere from \$250,000.00 to \$450,000.00 and suggested hiring a private company to handle the booking, front gate ticket sales and promotion.

Mr. Prather asked what exactly the \$50,000.00 to \$70,000.00 would include.

Mr. Perkins stated that it would include stage, lighting, sound, backstage, hotels, catering, tents, liability Insurance, license, port – a - lets, fencing, barricades, marketing ect... He recommended hiring acts that are family oriented; who have a good working reputation and a promoter who can provide that assurance.

Ms. Campbell asked what the range for an A list band would be and suggested starting with a lower cost act as a good option and having something in the off season possibly May.

Mr. Perkins stated \$20,000.00 for an average talent and bigger could be \$150,000.00 to \$300,000.00. He stated that keeping the ticket cost down was important and that sponsors are the backbone of these events and suggested combining the concert with some kind of festival for a multiple day event.

Mr. West stated that because of the fee structure a concert costing approximately \$10,000.00 must bring in approximately \$20,000.00 in order for the SRIA to break even. He also expressed concerns about public beach access and lightning in the summer season for any event.


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Mr. Prather stated that he was pleased with the feasibility committee. The SRIA is here to serve and would like this to be a positive way to promote Pensacola Beach and its businesses. He would like to begin with a non ticketed event.

Mr. Prather requested that staff categorize the surveys that were sent to business owners regarding concerts on the beach and that the Sub – Committee by take an in - depth look at them and discuss ideas for a successful event at the next Sub - Committee meeting.

The Concert Feasibility Sub - Committee agreed the next meeting would take place on Tuesday, March 1, 2011 at 1:30 p.m.

There being no further business, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb

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