



Incredible Accomplishments

Year One of the

St. Augustine Amphitheatre

Exceeding Projections!

- Currently covering **100%** of expenses!
- Only 38% of venues cover expenses
- 158,000 attendees in first year

**CURRENTLY RANKED IN THE TOP FIVE
VENUES WITH CAPACITIES UNDER 5,000
(ACCORDING TO POLLSTAR MAGAZINE)**

Media Accolades

A Great First Year!
Jason Sills
Red Mountain Entertainment

The Rise of the St. Augustine
Amphitheatre: A Major Player

The Florida Times-Union

*Unique &
Unforgettable
Entertaining U*

**A St. Augustine
Success Story**
Pollstar Magazine

A good first year for the St.
Augustine Amphitheatre....A
string of sold out concerts and a
busy calendar

Celebrity Access

Improving Tourism in St. Johns County

69% of concert attendees come from

outside St. Johns County

- Jacksonville - 40%
- St. Johns County – 31%
- All other areas: 29%

SOLD OUT SHOWS!!!

3 Doors Down

ZZ Top

Modest Mouse

Boys Like Girls

Slightly Stoopid

O.A.R.

Kid Rock

AND MORE!!!!

2007 – 2008 Season

Major Touring Acts

- Blackwater Sol Revue
- Little Richard
- Army Field Band
- Air Force Academy Band
- George Thorogood
- 3 Doors Down
- Buddy Guy & Robert Cray
- ZZ Top
- Arthur Live!
- Corey Smith
- Trace Adkins
- Golden Dragon Acrobats
- Jordin Sparks & Jesse McCartney
- Modest Mouse & Dirty Dozen Brass Band
- Old Crow Medicine Show
- Boys Like Girls & Good Charlotte
- Boston
- G. Love & John Butler Trio
- Slightly Stoopid & Pepper

A Great Start for 2008 – 2009!!!

FALL 2008!

- Kid Rock
- O.A.R.
- Staind, Seether & Papa Roach
- Steve Miller Band
- Widespread Panic
- Michael W. Smith & Steven Curtis Chapman
- The Black Crowes

Community Events!!

Night Owl Cinema

FREE movies every other Friday
night during the Spring & Fall

- Toy Story
- Star Wars
- Indiana Jones
- The Princess Bride
- The Goonies
- Elf
- AND MORE!!

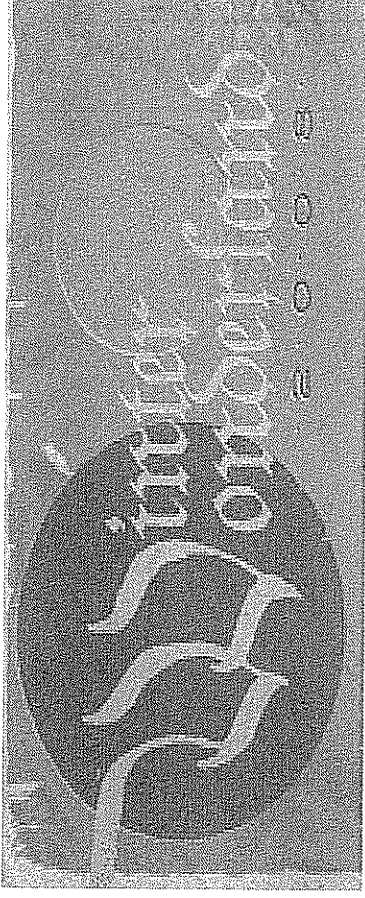
Saturday Farmer's Market

• Saturday mornings from 8:30 –
12:30

- Local artists, produce, and
vendors!

Other Community Events...

- Taste of St. Augustine
- High School Graduations
- Theatre productions
- PRIDE Festival



2007 Festival

- Over 30,000 people attended
- 17,000 paid to ice skate
- Northeast Florida's ONLY outdoor ice skating rink
- Sleigh rides, theatre, s'mores, and an elf village added to the magic
- \$30,000 profit in its first year!!
- Called "St. Augustine's Best New Festival!!"

2008 Festival

- First Outdoor ICE SLIDE in the United States!!
 - Ice Rink BIGGER AND BETTER than last year
 - Expanded Elf Village!
 - More lights & decorations!
- NOVEMBER 21st – JANUARY 4th!
- OPEN EVERY DAY!!