

The St. Augustine Amphitheatre Reusable Amp Cup Rewash Program

Recognizing that live events can create a large amount of unnecessary waste, The St. Augustine Amphitheatre created the Green Hands initiative to conserve resources and reduce their ecological footprint.

About Green Hands:

- Commitment to efficiently reduce unnecessary waste and minimize impact
- Waste reduction mission is facilitated through the wash-and-reuse Amp Cup program
- Additional goals include eliminating pollution, building community engagement, consciously sourcing goods, and encouraging conservation



Program Details:

- Durable and washable “Amp Cup” are provided for all concessions beverages
- Two sizes are used: 16 oz for cocktails and 22 oz for fountain drinks or beer
- In addition to the theatre cup, guests may also bring any clear plastic refillable cup or bottle from home to fill with water only
- All drinks are served without a straw
- Discounted (\$1 off) refills with any reusable cup
- A third-party company runs the concessions and bar
- Guests may return their cup to the collection bin or take them home



Shown with edible stirrers

How It works:

- Cost of cup and washing is covered by adding \$1 to the price of each drink
- ROI is reached with just the second use of each cup
- Each guest pays full price for each drink and then receives a \$1 discount each time they refill with the same cup
- Cups are washed on location through a third-party sanitation team

Program Results:

- Guests embraced the program and positive feedback has been received overall
- Some guests take the cups home as a souvenir, others bring them back to reuse
- After the show most guests return the cups to their bins to be washed and reused

Program Statistics:

- 2023 Return Rate: 78% YTD
- 2022 Return Rate: 71%
- Event Refill Rate: 55%

**In under a year,
over 350,000 single-use plastic
cups were saved from landfills**

