Cleared For Takeoff

The Next Wave of Family Show Producers is Set to Land in North America this Summer

Florida Top Stops

Social Media Power 100

Generation Next Winners
Optimism reigns as Florida’s top venues bounce back from economic strife

by JESSICA BOUDEVIN

From the political circus, campaigning and the Republican National Convention, to the acrobatic Cirque du Soleil, no one is complaining about bookings in 2011-12 at Florida venues. The business is back, according to managers of the Venues Today Florida Top Stops as determined by our Hot Tickets database.

And renovations and construction have kept the buildings fresh for hosting that business. Following are survey results from Top Stops managers in Florida addressing the highlights of the year past and hopes for the year to come.
Amway Center, Orlando
Executive Director Allen Johnson

What was your most memorable event of the last 12 months?
Hosting the 2012 NBA All-Star Weekend was the most memorable event, hands-down. Between the economic impact, celebrity sightings and international media coverage, it was a proud moment for the City of Orlando.

What was your most challenging event of the last 12 months?
The logistics of hosting the NBA All-Star Weekend is all encompassing. Also we moved out the All-Star game on Monday and on Tuesday moved in our biggest music event — Cirque du Soleil Michael Jackson: Immortal World Tour — with 44 trucks and a sold-out performance that evening.

What is your sales pitch to booking agents?
NBA Commissioner David Stern has called Amway Center the best venue he has visited in not only the United States but the world. We have a complete upper bowl blackout curtain that helps accommodate any show on the road today along with over 150,000 lbs. of rigging capacity throughout the bowl.

What is your outlook for the rest of 2012?
We have several shows on sale that are selling well this summer as we move into the fall. We also have hockey coming back to Orlando, with the Solar Bears beginning play at Amway Center in October.

Contact: (407) 440-7070

Tampa Bay Times Forum
VP Event Booking Elmer Straub

What was your most memorable event of the last 12 months?
In February we had Nuclear Cowboyz, Big East basketball, the start of our arena football season, Radiohead and Bruce Springsteen, and then rolled into Red Hot Chili Peppers. We had hockey going on at the same time, and then we had the men’s NCAA Frozen Four. If it’s busy everything sort of clicks and our conversion staff is really on point.

What was your most challenging event of the last 12 months?
We had the Cattle Barons Ball with Jo Dee Messina and 800 people on the floor and got everything cleared by about 1 a.m., and then Rammstein came in and started loading at 3 a.m., so that was a very quick turnaround.

What is your sales pitch to booking agents?
We’re good partners and keep our name out in the forefront. We’ve just had $40 million in renovations, changing every single seat in the house, adding new acoustical treatments, and redoing every concourse.

What is your outlook for the rest of 2012?
We’re ramping up for the fall when we have the Republican National Convention. It loads in July 15 through Sept. 13, so that’s going to keep us busy in a time when we would typically only have three to four events a month. This year we’re adding a $5-million scoreboard that will be the biggest in an arena setting in North America.

Contact: (813) 301-6763

CONTINUED ON PAGE 32 ➔
Every Cirque du Soleil show is a magical experience, but “Immortal” stood out from the rest. What was your most challenging event of the last 12 months?

Cirque du Soleil’s Michael Jackson: Immortal World Tour called for 130 local stagehands and 80 50-pound tanks of propane and was one of the heaviest at 132,000 lbs. of rigging weight. What is your sales pitch to booking agents?

Our arena seems to be the right size to fit most of the major tours and we’re fortunate to have the ability to scale it down with a deluxe curtain system. Our arena seems to be the right size to fit most of the major tours and we’re fortunate to have the ability to scale it down with a deluxe curtain system. What is your outlook for the rest of 2012?

We kicked off 2012 with a strong lineup and right now we have a little bit of everything scheduled. Contact: (904) 630-0335

Stephen C. O’Connell Center, Gainesville
Director Lynda Reinhart
What was your most memorable event of the last 12 months?

Cirque du Soleil: “Dralion.” We’ve done Cirque a couple of times but whenever they come it’s so unique. What was your most challenging event of the last 12 months?

Cirque is a huge production and we’re a pretty tight building, but we make it work. What is your sales pitch to booking agents?

We’re easy to get to, a good stop in between things, have reasonable rates and, if you have a tie-in with colleges, we’re a great place to go because it’s a college market. What is your outlook for the rest of 2012?

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Stephen C. O’Connell Center, Gainesville
Director Lynda Reinhart

CONTINUED ON PAGE 34
With its soaring iconic tower, rooftop bars, best-in-class seating options and more, this technologically superior Orlando venue has redefined the entertainment experience for entertainers and fans alike. Book your concert or event now and become part of the legend.

FOR BOOKING INFORMATION CONTACT ERIC STAUFER:
eric.stauf@cityoforlando.net | 407.440.7041 | amwaycenter.com
first sitting president to speak at The University of Miami. Drake was very memorable because he sold out so quickly for a Tuesday event.

What was your most challenging event of the last 12 months?

President Obama was the most challenging as we only had four days to set up hosting his visit. We will focus on the customer experience.

Contact: (407) 823-0128

Germain Arena, Estero
VP of Event Programming Sammy Wallace

What was your most memorable event of the last 12 months?

Elton John, Zac Brown Band, and Tom Petty & The Heartbreakers are favorites in Southwest Florida.

What was your most challenging event of the last 12 months?

We had a stretch from late February into early April where we hosted 34 events over 52 days ranging from hockey to concerts to football to family shows to trade shows.

What is your sales pitch to booking agents?

The diversity of our market is really a nice selling point. We’ve hosted successful concerts spanning a variety of genres.

What is your outlook for the rest of 2012?

We are optimistic that folks are coming out to enjoy themselves.

Contact: (305) 284-8244

BankUnited Center at University of Miami, Coral Gables
GM Lorenzo Muniz

What was your most memorable event of the last 12 months?

President Obama made history by being the first sitting president to speak at The University of Miami. Drake was very memorable because he sold out so quickly for a Tuesday event.

What was your most challenging event of the last 12 months?

President Obama was the most challenging as we only had four days to set up hosting his visit. We will focus on the customer experience.

Contact: (863) 834-8133

Pensacola Civic Center
GM Cyndee Pennington

What was your most memorable event of the last 12 months?

Blake Shelton’s concert was the type of show you wish you had every night: sold out and one big party.

What was your most challenging event of the last 12 months?

Utilizing every inch of space the venue had to offer, over 1,800 Skills USA high school and college students from throughout the state of Florida traveled to Pensacola to compete in 110 competitions.

What is your sales pitch to booking agents?

“Come play with us.” Pensacola is a vacation destination for many people.

What is your outlook for the rest of 2012?

Pensacola was hit hard by the Gulf oil spill; however, we have seen the economy start to gain momentum.

Contact: (850) 432-0800 x230

Broward Center for the Performing Arts, Fort Lauderdale
President & CEO Kelley Shanley

What was your most memorable event of the last 12 months?

One was a speaking engagement by President Bill Clinton. He addressed questions submitted by the community about current events.

What was your most challenging event of the last 12 months?

Tour cancellations of major orchestras were a particular challenge, which led to disappointed classical subscribers and fans.

What is your sales pitch to booking agents?

The Broward Center’s Au-Rene Theater offers the largest seating capacity in a theater setting in South Florida. The newly-renovated theater will offer fully updated technology including state-of-the-art sound and lighting systems, brand new seating and added dimensions to the audience experience.

What is your outlook for the rest of 2012?

Our capital plan gets underway this summer with the first phase of our renovation and expansion. We’ll be opening the new Club Level in October, which is unique to the theatre industry.

Contact: (954) 765-5814

David A. Straz, Jr. Center for the Performing Arts, Tampa
Executive VP/GM Lorrin Shepard

What was your most memorable event of the last 12 months?

Just last month Opera Tampa, the resident

CONTINUED ON PAGE 36 →
THE MAHAFFEY HAS ARRIVED
**SOUTH, CENTRAL, NORTH CONTINUED FROM PAGE 34**

opera company of the Straz Center, presented Verdi’s “Aida.” The occasion was memorable because it marked the end of Maestro Anton Coppola’s 17-year reign as the company’s founding artistic director and conductor.

**Ruth Eckerd Hall, Clearwater**

**Chief Programming Officer Bobby Rossi**

**What was your most memorable event of the last 12 months?**

Last year we had first-time artists Robert Plant, Neil Young, John Mellencamp, Roger Daltrey and Al Pacino. We recently had the only show in the country with the four principal stars of “The Cast of Modern Family.”

**What was your most challenging event of the last 12 months?**

“Modern Family Live” was a challenge having to creatively market the concept to the community that here are four A-list stars at the top of their game coming together for a night of actor’s studio panel, hilarious behind the scenes stories, and Q & A from the audience.

**What is your outlook for the rest of 2012?**

Since the holiday season we have seen encouraging numbers at all of our venues.

Contact: (727) 712-2774

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**Bob Carr Performing Arts Center, Orlando**

**Executive Director Allen Johnson**

**What was your most memorable event of the last 12 months?**

Our sold out run of Wicked was great.

**What was your most challenging event of the last 12 months?**

It was a challenging conversion for the theater to host Disney’s The Lion King. With the show’s animal processional coming through the audience, we had to remove 250 seats and create two down aisles and one cross aisle where there were seats.

**What is your sales pitch to booking agents?**

We’re in the center of the market instead of on the fringes. Plus, it’s the only theater in town.

**What is your outlook for the rest of 2012?**

Right now there’s construction for the Dr. Phillips Center for the Performing Arts, adding two theatres. That project will include a larger theater in stage two and, when that happens, we’ll close. In the meantime, we have a full schedule with a lot of dance recitals and concerts.

Contact: (407) 440-7070

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**Van Wezel Performing Arts Hall, Sarasota**

**Executive Director Mary Bensel**

**What was your most memorable event of the last 12 months?**

I had seen Jerry Seinfeld many times before, but this is the first time we had him at the venue. He did two shows, a gala and an after-party.

**What was your most challenging event of the last 12 months?**

“Stuffed and Un-Strung.” It’s Jim Henson’s son having fun with sort of a naughty, adult puppet show. It’s amazing to me when you have a show that’s so well received, but it’s hard to get the message across that it’s for adults when people see puppets.

**What is your sales pitch to booking agents?**

I try to always be honest with the agents and the promoters, because your relationships and your reputation are what you have to go on. There are more than 100 arts and culture groups in Sarasota, so we have a very cultured and diverse audience. I’m not beyond begging, too.

**What is your outlook for the rest of 2012?**

We went from last year’s sales of $5.5 million to $6.2 million with the same number of shows. Through the selling of food and beer, we’ve had our free summer concerts turn a profit and subscriptions are way up for our series.

Contact: (941) 955-7676 x2226

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**TOPSTOPS**

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<th>VENUE, LOCATION</th>
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</table>

Compiled by Josh Huckabee, HotTickets@venuestoday.com

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What was your most challenging event of the last 12 months?

This past March when former President Bill Clinton was scheduled to speak, security issues were compounded by the many theaters that were in operation along with the Patel Conservatory brimming with students in class.

**What is your outlook for the rest of 2012?**

Comedy Central has chosen the Straz Center as the home for The Daily Show with John Stewart during the upcoming RNC. We’ll also be gearing up for our outrageously popular Broadway series.

Contact: (813) 222-1010

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What is your sales pitch to booking agents?

Our facility is located in the downtown area of a vibrant city, with a full-service marketing, graphics, catering and production staff in house. We have a diverse and deep list of patrons to whom we can market events.

**What is your sales pitch to booking agents?**

We have a show that’s so well received, but it’s hard to get the message across that it’s for adults when people see puppets.

**What is your outlook for the rest of 2012?**

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Contact: (727) 712-2774

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**Director:** Lynda Reinhart

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The newly renovated University of South Florida's Sun Dome opened with pomp and circumstance on May 4 and 5, when it hosted 38,000 people at five of the university’s commencement ceremonies.

In less than a year, the building underwent a $35-million top-to-bottom renovation.

“We could have used another couple of months to give the subcontractors a little extra time, but everybody knew commencement was the priority," said Scott Glaser, contract administrator for Sun Dome, Inc.

“We still have contractors in the building, and we just moved into our offices the Thursday before commencement,” said Trent Merritt, general manager.

The renovation consisted of keeping the four exterior walls and the roof and replacing everything else, Merritt said.

“We were built to code when it was built in the 1980s, but we were not compliant with today’s code,” Glaser said. “People expect more and we have to provide more. We did a feasibility study that looked at a major renovation, a minor renovation and a new building, and for a 10,000-seat arena, it was going to be $80- to $120-million to build new.

“By keeping the exterior, there was not as much site work, and we weren’t going to waste money.”

The building was designed to support itself, Glaser said, and to find a niche between the Tampa Bay Times Forum and the 1-800-Ask-Gary Amphitheatre at the Florida State Fairgrounds.

“We have an internal loan from the university, but our operating budget will be supported by revenue from events,” he said.

**BANG FOR THEIR BUCK**

Much planning went into how to maximize revenue, customer and tenant experience, from the addition of 10 new loge suites and a club room, more restrooms, improved concession areas with a POS system, and upgraded catering areas and locker rooms.

“There is a full liquor license now, instead of beer and wine only,” Glaser said. “The kitchen for the [adjacent] dining hall is our kitchen for the building, which was a better

**CONTINUED ON PAGE 40 »**
WHERE FLORIDA’S EPIC MOMENTS HAPPEN

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use of space and very efficient.”

The venue still seats 10,000.

“The lower bowl was like bleachers in a high school gym,” Merritt said. “Now they are retractable seats and we can retract them halfway or the full way to maximize floor space for general admission. The new bowl configuration also helps with acoustics. It was a rectangular box.”

Always a trouble spot in the old Sun Dome, sound quality is boosted by acoustical panels on some of the walls and on the ceiling lapidaries, and a new sound system with center-hung clusters and sound systems throughout the concourse, arena club and media room.

**NOT YOUR FATHER’S SUN DOME**

During construction, the contractor, Skanska, focused on reuse and recycling to reduce costs. More than 91 percent of the materials removed from the site — 4,248 tons — were reused. Instead of new flooring finishes, for example, the existing slab was cleaned, ground, stained and polished with decorative patterns.

High-efficiency air conditioning and other major systems reduce energy consumption by 18 percent and internal water usage by 30 percent. Improved landscaping and irrigation systems will cut the arena’s water needs by 50 percent.

“The major focus was on making it a very, very desirable place to go, and rebranding the building,” Merritt said. “Promoters who have been through the building are amazed, with what it used to look like. Because of that interest, we can really sell and get events to the Sun Dome.”

Another aspect of maximizing revenue was the decision to hire Global Spectrum — and Merritt — to manage the facility. In the past, Glaser, working for Sun Dome Inc., managed the facility.

“I was responsible for the management of the golf course, and the Sun Dome, and I’m the assistant athletic director,” Glaser said. “It’s not that we weren’t capable, but Global Spectrum has the relationships with the artists and the agents, and we have been very pleased since they got here.”

The venue is home to USF men’s and women’s basketball and other athletic events, and early bookings include the Fresh Music Festival, the International Jump Rope Championship, and Florence + the Machine.

“Bookings have been encouraging,” Merritt said. “In the past, the number of concerts and events were limited. Our projection is to host 200 events a year.”

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**SUN DOME SHINES AGAIN** CONTINUED FROM PAGE 38

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REPORTING FROM MIAMI — It’s all about the food baby. 

There are few places that scream Miami more than the new $515-million, 37,000-seat Marlins Park, which opened in April with the start of Major League Baseball. Art Deco finishes pay tribute to the city’s love of Parisian architecture while dozens of pieces of commissioned art serve as a nod to festivals like South Beach’s Art Basel. But if you really want to see how the facility is connecting with the city’s Latino population, simply travel to the ground floor for a visit to the Holiday Bakery & Café, a traditional Cuban eatery serving up Cuban favorites like Pastelitos. One doesn’t need a game ticket to eat at this new local institution — just a hunger for some sweet bread.

The small café is located on the exterior of the ballpark, which sits in the city’s Little Havana neighborhood, an enclave of Cuban expatriates and a new wave of Central and South American immigrants. It’s an area that’s distinctly American and foreign at the same time, a contradiction encapsulated in the latest homage to the U.S.’ national pastime, where a Cuban sandwich can be easier to find than a hot dog.

The ballpark’s most popular Cuban delicacy might be its Pork Sandwich from Papo Llega y Pon, a Miami institution since 1977 that has set up shop in the Marlins’ Taste of Miami food court. Papo Llega y Pon also serves traditional chicharron (fried pork rinds) and tamales. Then there’s the $17 lobster roll available on the Club Level and even a $10 ceviche bowl with bites of tilapia, yellow corn, chopped onions and chips from Don Camaron, also in the Taste of Miami section. Hankering for shucked oysters, mahi mahi tacos or fish sandwiches? No problem. The Taste of Miami food court section has got you covered.

As Claude Delorme, the building’s operations manager likes to note, the food is served rain or shine. A state-of-the-art retractable roof along with moveable outfield walls allows the park to be opened or closed with the flick of the switch in winds up to 40 miles per hour.

“And the park is LEED Silver-certified which presents an interesting challenge for the installation of a retractable roof, which are generally very energy intensive,” explained Claude Delorme, the team’s executive VP of Operations and Events.

To save energy, the park uses a regenerative drive system to reduce the power consumption during braking, which allows wind to help move the ceiling.

“It only costs about $10 in electricity to open or close the roof,” Delorme explained.

Another modern marvel is the ultra high-chic suites, with Levy Restaurants servicing the fourth floor Founders Level where owner Jeffrey Loria keeps his double suite, flanked on each side by five 22-person luxury suites behind homeplate. The fifth floor Lexus Legends Level comes with six fiesta suites for individual game rentals, or fans can opt for the Hall of Fame suites, which hold 44 people and
offer an all-inclusive menu. Twelve MVP 16-person private suites on the Lexus Legends Level round out the inventory, making for 45 suites total.

“I’d say 95 percent of the suites have been sold, a majority by sponsors of the building,” said Marnie Girard, director of Catering & Sales for Levy Restaurants.

Servicing those suites, including the Marlins’ Diamond Club restaurant, is Levy Restaurants Executive Chef Tim Hmay, formerly with the Waldorf + Astoria in Key West, Fla.

Of course, a seat up in the suites doesn’t get fans close to the action, and the Marlins’ park offers three choices for field-level hospitality. Two Dugout Clubs offer all-inclusive food and wine, with buffets and in-seat service.

There’s also the Diamond Club near one of the entrances of the building, with its own lounge and bar and dining room, plus 379 incredible seats including a front row only 47 feet from homeplate.

Most are available by season ticket only, and they’re all practically sold out, explained Marketing Supervisor Boris Menier.

“And it includes parking, which makes it the perfect gift for a season ticket holder to give to a client,” he said. “Parking, food and tickets are all taken care of.”

For those looking for a truly unique experience, the Marlins offer fans the ability to shag home run balls in the outfield — from a swimming pool.

**REPORTER’S NOTEBOOK: EMBRACING HISTORY, BUT NOT REPEATING IT**

In my 10 years as a journalist, my experiences with the Miami Marlins have ranged from jaw-dropping awe to head-shaking sympathy.

Who wasn’t impressed when Marlins catcher Ivan Rodriguez survived a violent homeplate collision with San Francisco Giants slugger J.T. Snow during their 2003 playoff run, eventually leading to their second World Series victory?

Love the new logo, too — especially the colors. Fans seem quick to embrace this new look, and more importantly leave the old legacy behind.

Who can blame them? Those 19 seasons in the mostly cavernous Sun Life Stadium (among many other names) painted a picture of a squad who at times couldn’t get 500 people to a game — and practically never sell out a playoff series.

Today the team has a magnificent monument to baseball, the new Marlins Park, but they’re careful not to forget their past. Nearly all of it is on display as interactive exhibits and high-rez galleries telling the history of the city, the team and the sport itself.

The lower concourse displays movable art that honors the 2003 squad, while on the East Plaza, sculptor Daniel Arsham honors the Orange Bowl, which once stood on the site, with replicas of its distinctive letters embedded in the concrete. There’s even a very popular bobblehead museum, honoring baseball’s greatest contribution to merchandising.

My favorite was on the Legends Suite Level, its hallways decorated with dozens of ceiling to wall photographs from some of the most important moments in baseball. Each photograph comes with a well-written caption, detailing stories of favorites like Jackie Robinson and Sandy Koufax, along with the downfall of players like Pete Rose and Shoeless Joe Jackson.

It’s easy to spend an inning or two roaming the suite level and the main concourse, reading the various exhibits and admiring the huge images, some of which have come to represent the very best in sports photojournalism.

And it’s a recognition of where the team has been and how it’s struggled in the past. Hopefully they’ll leave a few blank spots on the wall to hang photos of the victories that lie ahead. — Dave Brooks
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The Clevelander behind center field is a 250-person nightclub with bumping techno music, topless go-go dancers wearing only bikini bottoms and body paint and a small pool that could hold a couple dozen coeds. The Clevelander is run by the South Beach nightclub of the same name, and for $75 to $150 depending on the opponent, fans can watch nine innings of baseball and then stay for a loud and sometimes long after-party. Those who didn’t watch the game from The Clevelander can pay $10-$20 to get into the after-party, often forming a line that snakes around the concourse like you’d see at a hot spot on Ocean Drive in Miami Beach.

“Our entire menu is done from a separate kitchen with a menu similar to what you would find at our nightclub,” said Clevelander Event Sales Manager Peter Sheppard, who noted that occasionally a group will buy out the club for the entire game. Baseball enthusiasts will enjoy their seats next to the home bullpen with views of pitchers warming up before hitting the mound.

It’s just one more eye-popping amenity for the ballpark, which has no shortage of eye candy in every direction one looks. The stadium’s third base terrace provides a striking view of the downtown skyline. Colorful pop art pieces can be found on the concourse and the field, including an elaborate 73-foot-high home run feature with marvelous marlins and fabulous flamingos, gyrating wildly every time the home team knocks one out of the park.

“Our owner absolutely loves art and the stadium is his canvas,” Menier explained.

Most importantly, the ballpark is a tribute to the community it calls home, and management has taken steps to preserve its legacy with Latinos through its work with Juan Martinez, the team’s director of Multicultural Marketing.

“My job is to reach out to diverse communities and spread our message,” Martinez explained, noting that the team is hoping to find its niche with Latin audiences who come to see upstarts from Venezuela, Cuba, the Dominican Republic and other Latin American Nations.

Martinez doesn’t just help sell tickets, but also liaisons with the Marlins Spanish-language firms like grocer Goya and the tourism agency for the Dominican Republic.

“Part of the Marlins’ value proposition with our sponsors is that we can help them communicate with and speak to the Spanish-speaking community,” he said.

Interviewed for this story: Claude Delorme, (305) 480-1580; Boris Menier, (305) 480-1464; Peter Sheppard, (786) 276-5325; Marnie Girard, (950) 480-2410; Juan Martinez, (305) 480-1461
Baseball teams are often hesitant to stage concerts on their pristinely manicured fields, but the Miami Marlins want to get aggressive with their off-season calendar. The venue’s 5,700 parking spots, 37,000 seats and a retractable roof can turn the ballpark into a double-sized arena, making Marlins Park primed for mega events. Now all they need to do is find the bands and international teams that can excite South Florida’s music and sports fans.

That’s where Sean Flynn comes in. The 17-year Florida sports veteran and former Tampa Bay (Fla.) Lightning executive is charged with both booking acts and marketing them to Greater Miami. Venues Today caught up with Flynn, Miami Marlins SVP of marketing and event booking, to discuss his strategy for filling the ballpark’s calendar.

**Q&A > SEAN FLYNN > MARLINS SR. VP OF MARKETING AND EVENT BOOKING**

**The Next Big Thing: World Class Events at Marlins Park**

_by DAVE BROOKS_

**Right now American Airlines Arena is the big game in town. Are you going to compete with them?**
We’re going to compete with everyone in the market.

**Are you going to self-promote and buy talent?**
We’ve talked about that, yes.

**There are only a handful of acts that can hit the stadium circuit. In terms of the availability of acts, will you be bringing in one-offs or tying in with tours?**
We don’t have the business model for one-offs. The talent fees don’t usually fit the revenue opportunities. We’re looking for routed shows, not just stadium tours but also arena tours that may play two dates in South Florida. And we want to look at festivals, whether it be electronic music, Hispanic music or a pop festival.

**What about soccer?**
We missed an opportunity to host a soccer match in August this year, so we’re looking to host another match in January of 2013 once the European teams go on break. From there on out, we’d probably host a match every January and every August. Our ideal model would be a European club team versus a Central American club.

**What about national soccer matches?**
We’ve responded to the RFP for the Gold Cup in 2013 and hopefully can work with CONCACAF [the governing body for North American soccer] to bring the event to Miami. We’ve also responded to the RFP for the World Baseball Classic and hope to host second round matches here in the spring of 2013.

**Miami has hosted a number of Super Bowls and has a strong local organizing committee. Can the Marlins tap into their organizational ability?**
Well, keep in mind that the committee is set up when the city is awarded the Super Bowl. The groups that lead the bid process are the Greater Miami Convention and Visitors Bureau and the Miami-Dade Sports Commission. I sit on the board of both those groups and so, to answer your question, yes, we would work with them very closely.

**How has your graduation season been?**
Very strong in our first year. We’ve got a high school graduation with Vice President Joe Biden. The nonpublic side of our business is doing very well.

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