

Rick Saas

Subject: FW: Oct. 19, 2005 Newsletter



VENUES**today**

"The news behind the headlines"

Dear April,

October 19, 2005 VOL. IV, Number XXXI ISSN 1547-4143

Welcome to your **Venues Today** weekly e-newsletter, full of the latest live entertainment industry news. Look for the latest safety and security trends coming in your November magazine. Look for Managing Editor Natasha Emmons at IAAM's International Convention Center Conference in San Francisco this weekend. For a full calendar listing, to view archives or subscribe to *Venues Today*, visit our Web site at www.venuestoday.com.

QUOTE OF THE WEEK

"They met last month and they made that commitment that Phase IV was an essential sign that New Orleans is committed to the convention and trade show industry and that it would be the single most important signal to identify that commitment." — Jimmie Fore, president and general manager of the Ernest N. Morial Convention Center-New Orleans, on the Board's decision to move forward with new construction

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YEAR END DEADLINES - NOTE YOUR CALENDAR

We're getting ready to wrap up 2005!

Our December issue will contain our popular year end **Hot Tickets** and **Top Stops** reports, as well as our first annual **Hall of Headlines Awards**

The deadline to submit concert and event grosses for inclusion in the year end Hot Tickets & Top Stops is Oct. 24. The events considered must have taken place between Oct. 16, 2004 and Oct. 15, 2005. E-mail reports to HotTickets@venuestoday.com or fax to (714) 378-0040.

Know someone who bettered the industry in a big way in 2005? Be sure to submit your nominations for the first annual **Hall of Headlines Awards** for the following categories: **News, Marketing, Concessions & Bookings**. Include the name of the person or company, affiliation or location, and a brief description of the achievement that took place in 2005. The deadline to submit nominations is **Oct. 15**. E-mail nominations to: Linda@venuestoday.com or fax to: (714) 378-0040.

(Due to the amazing response and management surrounding Hurricane Katrina, we've received many nominations in the "News" category. However, don't forget the newsmakers in the other categories: **Marketing, Concessions, & Bookings.**)

Send your nominations today!

VENUE NEWS



Debris and carpet removal is well underway at the Morial Convention Center

A NEW MORIAL CENTER WILL RISE IN NEW ORLEANS AS EARLY AS JANUARY 2006

Jimmie Fore, president and general manager of the Ernest N. Morial Convention Center-New Orleans (MCCNO), is focusing on the future, rebuilding a hospitality industry hub from the ground up after the devastating aftermath of Hurricane Katrina. "I'm looking at this as a new building. I would like for it to set the tone of what the city's commitment is to the meetings and convention and trade show market. The best way to do that is to have it look different," said Fore, interviewed almost two months after the building was trashed, a televised event, in the aftermath of Hurricane Katrina, which hit Aug. 29.

The convention center staff has moved quickly. It helps that they have long-standing relationships with contractors all over the country, not only from building the existing 1.1 million square feet of space, 750,000 of which will be opening again soon, but also in planning for the long delayed Phase IV, a \$315 million construction cost, \$455 million project. That is now scheduled to open in 2009.

His focus today is on image as well as function. Tourism is crucial to the economy of Louisiana and New Orleans. Every attempt is being made to be up and running quickly, even to the point that though all conventions were cancelled by MCCNO staff through March 31, 2006, they will in fact have some types of events as early as January.

"We're now trying to help some events that have taken place in the city annually to find space available and suitable for them so they can conduct their 2006 events in January, February and March," Fore said. "One of the luxuries we had was that Phase II had a terrazzo floor. That floor is in good shape. So our plan is to open Phase II for the events I'm talking about January through March." The convention center was built in three phases and, in fact, is also planning Phase IV, which the board has committed to again just a month ago.

The board had received the long-delayed decision from the courts to proceed with Phase IV only two weeks before Katrina. It will add another 524,000 square feet of exhibit space, 120,000 square feet of meeting space, a 60,000-square-foot ballroom, and a 100,000-square-foot general assembly room, which is part of the exhibit hall but has no columns.

None of these early 2006 events require meeting room space, Fore added. One event is a boat show, one a Helen Brett gift and jewelry show, both of which had taken place in the past at the Louisiana Superdome. Prior to Katrina, MCCNO was too busy with conventions to even book a consumer show, but everyone is making accommodations where possible today. "Right now it appears there will be some Mardi Gras events, though it will be scaled down a little bit. It may not run the two or three weeks it normally does, but only a week to 10 days," Fore said. "There are four events that could take place in this building."

Fore emphasized the rebuilding of New Orleans is further along than had been hoped. Several hotels are operating, people are moving back home, schools will reopen by next month so more families can return. At the convention center, "there is nothing wrong with the exhibit area except we had some damage to the roof. That has been temporarily repaired at this point. There have been a number of different roofing contractors which are subcontractors working for Zurich [insurance] and for our contractor, to assess and to identify the extent of the roof damage. That report is supposed to be back by the end of next week at the latest."

Zurich is the principle insurance carrier for MCCNO, which has benefited from the fact it has private insurance and is not waiting in line under the state's insurance umbrella as are some other venues. Fore said MCCNO has over \$500 million in private insurance.

"The beginning of phase two [of a disaster] is the time your insurance company comes in. There are four or five layers of insurance under that [Zurich] umbrella with different companies. This is covered, both the issue of Hurricane Katrina and the issue dealing with 'visitors' in the building that were emergency disaster related. We have been meeting with the insurance people every morning, including Saturdays and Sundays assessing the damage to the roof, kitchen, all this damage to every level. I guess today we are about 60 percent through carpet removal and debris removal. All of the debris has now been removed on the second and third floors. The insurance companies are paying for that work."

Having its own insurance program is a direct result of "a very smart and astute board," Fore said. "They made that decision before my arrival here. Today, it's clear that was a good decision." Any insurance has layers and caps on certain things, but the further they get into this situation, "probably most all of the items will be covered. There may be some we have to deal with ourselves, but we haven't gotten to that point," Fore said.

They are operating under emergency procedures for procurement. "We have also been working with the governor's office in giving us some flexibility in purchasing long lead items by using quotes, at least two, hopefully three providers, as opposed to the long procurement. Otherwise, we would never get back up and running," Fore said.

Today (Oct. 19), they ordered 66,000 square yards of carpet, all redesigned. Carpeting was deemed the replacement item requiring the longest lead time, Fore explained. And time is short. The overall goal is to rehab the Morial to look completely different, a goal that is aided by the fact they already had drawings underway to redefine Phases I, II and III when Phase IV was built.

Employees have begun returning. "Our sales people are dealing with our customers. Our operations people are dealing with returning the building to normal, checking out all of our operating equipment to make sure it's functioning properly. The building management system is back and operating. A lot of our people are assisting our insurance carrier. As an example, every single piece of equipment the authority owns is inventoried at least on an annual basis and in some areas twice a year. So the insurance company has brought people in to understand and evaluate the inventory list and they are now going through all of the areas...production equipment, chairs, tables, computers, radios, any and everything that the authority had purchased and had inventoried as an asset to determine what the potential loss is.

"Our employees call us every day wanting to come back to work," Fore said. Essential employees are returning. Others are told to keep checking and management is collecting addresses, phone numbers, cell phone numbers and e-mail addresses. "We have listings posted where they can communicate with us. Our human resources department is now back up and operating, as is our financial services department," Fore said.

The first conventions are booked in June of 2006. Air and Waste Management has confirmed they will convene in New Orleans that month. The American Library Association is within a week of confirming its booking that month. Both groups have visited the city to assure themselves of its likely readiness. "Of the four major hotels, the Hyatt took the most damage. It is my understanding they will not reopen until January of '07. The Hilton took the second most damage, but only in one of their two towers. The one that took the most damage where their meeting rooms are will be back up and operating by the first of the year. The other tower is now housing people. The Sheraton was up first and running. They are practically full occupancy. The Marriott across the street is also now up and operating."

Jobs are plentiful and a great number of people want to move back, Fore added. There are FEMA trailer cities being arranged in several areas around the city. Families can move into those. It appears they are doing that. — Linda Deckard

Interviewed for this story: Jimmie Fore, (504) 582-3001 or jfore@mccno.com

Morial Convention Center early cleanup



FIRSTHAND REPORT: FORE

WILL NEVER FORGET KATRINA

If the emergency that devastated the Ernest N. Morial Convention Center-New Orleans (MCCNO) had only been a hurricane, the printed emergency plan could be kicked into high gear and Jimmie Fore, president and general manager there, would be following that plan. But the MCCNO was damaged in more ways than high winds when it became an impromptu, unplanned, unprepared shelter for up to 30,000 people after the storm that devastated New Orleans almost two months ago.

"I'm not sure there was anything to be learned [from this disaster]," Fore told *Venues Today*. "There was no way to prepare for what occurred here without the awareness of what it was you were going to be confronted with. If someone had said we want you to be a shelter, we would have accepted that challenge, with the full understanding we would have had sufficient food, medical, water, security and all the provisions to address the public's needs. That would have been with countless truckloads of diesel that would have been on the back docks to feed into the generators and switch from one truck to another. None of that existed in that case."

Because they were not geared up to provide necessities for survivors, the convention center instead took a second hit, looting and destruction, after Hurricane Katrina had done its worst. That disturbing scene was documented day after day on televisions around the world. Rebuilding today means removing that image as well as that debris permanently, and Fore and staff are well into it.

Fore and three top management stayed at the convention center throughout the hurricane's aftermath, when up to 30,000 people broke in and made it home. Most were just desperate for shelter, but there was a bad element as well.

Prior to the storm, management identified 40 essential people, including operations, public safety, plant engineers, some facility services, and management, Fore said. Aramark staff stayed to feed those employees and their families.

The preparation began. "On that Saturday when we were preparing for the storm, we downloaded everything on our computers onto disks and took them out of the city and we shut off all of our servers so when everything was again quiet, we [could go] back to the day we went out. ...We moved our sales office, some of our financial people, our human resources people, to the offices of our general counsel in Lafayette. They are now relocated into this building. About 70 of us are here now. We still have 1,700 troops in the building and a field hospital."

They had done all the pre-hurricane preparation, like removing anything on the outside of the building that might become airborne.

When the storm hit Monday morning, Aug. 29, they went by the usual hurricane emergency plan. Fore has seen it work during every hurricane since he arrived in 1991. The convention center lost power at 6:30 Monday morning. "We immediately switched to emergency generators. Those operate our emergency lights and certain elevators."

Post-hurricane, "our first responsibility was to go through the building interior and exterior to assess the damages as best we could and where possible to make repairs. There was damage to the roof, we could see through the roof and see the outside. Skylights had been broken through. We had damaged glass on the front doors of the building, damage in the glass canopy. We had leaks. We knew there was some exterior siding off on the outside of the building. There was some damage to some of our truck marshalling sites. The fence had blown down," Fore recites.

Katrina "was probably the most destructive I have seen since I've been here. Canopies under the covered drives in Phase I and II were gone. Phase III was a different design and it had no damage whatsoever; 587 glass panels out front were broken. Glass in the front doors was broken from flying debris that someone else had not secured. We did have some wind damage to the front doors in several locations. They were not easy to secure, but we secured as best we could, putting plyboard in the damaged glass. Monday was a day of assessment and repair."

On Tuesday, a National Guard unit requested to be housed in the building. "We put them in Hall A and B1." There were requests from the New Orleans fire and police departments, but they ended up choosing other accommodations. In every case, families came with workers.

"On that Tuesday, we ran out of fuel for the generators and the National Guard unit here supplied us with 1,000 gallons of diesel and committed to supplying us with diesel on a regular basis," Fore said. With six generators, "it was always a case of having to monitor and see if you could get diesel fuel in here, which was not easy to do except for the military. ...The military picked it up and brought it to the buildings, loaded our tanks and then filled their trucks up for another occasion when we were going to be running short."

During this period of time the city lost water pressure and sewage capabilities disappeared. "It was on this Tuesday, in the evening, when the military was evacuating people from their homes that had been flooded, that they were bringing them to the convention center. They were dropping them off. Our staff was in the front of the building trying to re-direct them to the shelter that had been designated [the Superdome], which had food, had water, had security, had medical, but I guess after being on your roof for a long period of time without food or water, people are not willing to go another six or seven blocks."

Some of the doors had been damaged so the refugees found access into the building, Fore said. "That's when the issues began. Through that evening, more and more people were being brought here, being evacuated. Many of them walking. A good number after walking a long period of time actually slept on the interstate one night."

The emergency plan doesn't address what to do if you become an impromptu shelter without security. "You don't assume you'd have no security when you have that number of people in the building," he said. "There was nobody here to help us."

The staff couldn't help those really in need, including medical cases. It was easy to identify people looking for shelter only, he said. "They built little secured areas out of chairs and they all sat in this kind of inner circle. You knew those people were probably as concerned for their own safety as you were for yours. They would ask for help; there was nothing we could do to help."

The National Guard "helped as best they could, but basically only in the area where they were being housed. As the night wore on, more and more people were being brought to the building and came into the building. At some point in time that evening, we actually exhausted our diesel supply and we were able to get 750 gallons from the military and brought the emergency generators back up. On Wednesday, trucks and people continued to come to the building. No matter what we said — that we had no water, no food, no guaranteed security — they chose to stay here," he said.

Looting was apparent. "After the thing was over, we had 60 or 70 brand new microwaves in the building which had been discarded, number one because they

couldn't use them in the building because of the emergency generators and, number two, when they were picked up in the front of the building, they would not let them take them on the bus. And a lot of TVs from in the building were left there too."

The looting took place on every floor, in almost every nook and cranny of the convention center, as well as in the surrounding area, Fore said. Alcohol was a popular item and there was plenty being consumed, including any that could be found at the convention center. "We had people that might have been out of control."

Four top management people, Fore, Assistant General Manager Rick Compeaux, Aramark General Manager George Lancie and Aramark Chef Leon West took up residence in Fore's office. "We responded when we would receive notification over our building management system that an area had been entered. We would go there to see what was happening, a false alarm or indeed some activity and if so, if we could deal with the issue. In many of the cases, by the time we had gotten to some place, everybody was out of that area."

"I'm sure everybody knew who we were because we were badged. But I can't tell you there ever was a case when anyone ever tried to stop us from going anywhere. There were no threats to us, though I know that once we had cleared a certain area, our guests were back in those areas."

There were people outside Fore's office. Management stayed in view inside and the crowd never broke in, though they "hassled" the door. They could have broken in at anytime, he said. "It was our feeling the more they could see us, the less likely they were to come in. They would challenge the door, shake a door, beat on a door, but never came into the office while we were there."

In describing the crowd that week, Fore said, "They kept moving, searching, looking, I guess trying to figure out what was in every door. They broke into about everything we had in the building. They were in our kitchens, our offices, in Ma Maison. They were everywhere. In the ballrooms. On the first floor, the second floor, the third floor, the mezzanine, which is our general administrative offices."

"That Wednesday, we got 3,600 gallons of diesel brought to us by barge. It was on Wednesday night we spent the entire evening, I don't know that anybody slept, constantly addressing problems because the crowd was moving, in everything, we were dealing with our public safety department and trying to figure out what was happening in certain areas and figure out where we needed to go to deal with problems," Fore said.

The damage was quite extensive. "In a lot of our offices, they broke through the doors, either with hammers or with carts they drove through the doors. They hot wired nearly all of our equipment in the building, forklifts and carts." The center had just wrapped two shows, Emergency Medical Services annual convention and filming of the Wheel of Fortune. Most of their equipment was out, but there was tenant property on site.

"People went through everything. They actually tore some of the doors off of the freezers and refrigerators. They broke china and glass. They scattered cooking utensils and anything food related," Fore said. On Wednesday night they knocked off the security cameras and sprinkler heads. All the vending machines were broken into.

"On Thursday morning, about 7, we got a call from the National Guard unit telling us they were being ordered out of the building by their commanding officers. We went there and asked them to reconsider and convey to their commanding headquarters the state of affairs in the building. Their presence was important even though there wasn't

much help. Everyone knew they were in the building. They said they made that inquiry on our behalf and they'd been ordered to relocate to the Superdome. At 9 a.m. they convoyed out and everyone in the building knew they were gone," Fore said.

"Our employees actually heard gunfire. Some of our employees said they had seen people with guns," Fore said. "All through this whole process, I guess the world was seeing what was taking place here. We had no provisions for seeing what was happening on the outside or inside except what we observed ourselves."

Employees began asking permission to leave. By Thursday, out of 40 essential employees, 10 remained. "I just think of the 10 of us left, we felt a commitment, an obligation, to the building, to the Authority, to the board, but as each hour passed on that Thursday, our ability to be functional became almost nonexistent, particularly after the military left. That Thursday, after meeting with the military and realizing we couldn't convince them to stay, we made a last tour of the building and went back to my office. We talked about our options and what further we could do if anything. We determined it was better to leave and we did that at noon on Thursday. We picked up what we had in the office that we brought and went back into the crowd, walked through one of the halls to the back dock and down to where our cars were parked and we drove off. As we were driving out, the police stopped us and told us we would have to wait for a period of time, about 20 minutes, because there was a shootout going on two blocks from the building. We went across the river and a former president of the authority's board allowed us to stay in his house."

On Friday, they went back to the building to check on the numbers of people. "It was our estimate there were 20,000-25,000 people, in the building or in the street. All of our furniture, tables and chairs and carpet that had been left from the trade show had been moved out in the front, not to mention the debris as a result of the storm.

On Saturday, they went back to the building to see if there was anything taking place that they needed to know about. On Sunday, they came back with the intention of going in. "As we were doing that, there was a National Guard troop there that wanted to take harbor in the building. We met with them and talked with them about their needs, our needs and could we help each other. On Sunday they were beginning to take people away. Our greatest need was to secure the building and get everyone out and take back control. They agreed to do that and we agreed to house several different units. The principal group was the National Guard unit from Oklahoma. They moved in on Monday." The National Guard swept the building room by room, escorting the holdouts and hideouts to the street.

Fore is still staying at the former board member's house in Algiers, commuting to work every day. Lencie has rehabbed his home, which was flooded, and is living there.

A week later, "our whole focus changed. We were now the landlord for the military. We were also attempting to assess the damage related to our businesses and see how we would deal with that as quickly as possible. A couple of days later, we had met with companies we had called and we were beginning the removal of all the debris in front of and inside the building."

"Our board is still committed to go forward with Phase IV. They met last month and they made that commitment that Phase IV was an essential sign that New Orleans is committed to the convention and trade show industry and that it would be the single most important signal to identify that commitment," Fore said.

There is nothing typical about a day for Fore post-Katrina. "I don't know there's ever a day that doesn't go by that you linger with the memory of what took place. You're a

part of the building growing. It was a part of your career development. It was something you committed to live with and be with every day that you were required to be here. All of a sudden, all of that is gone away," he said. "That's how your day really begins. You think about all of those things and then you get here and you get so busy with other things, you don't really think about that anymore." — Linda Deckard
Interviewed for this story: Jimmie Fore, (504) 582-3001 or jfore@mccno.com

Oklahoma City Civic Center seating



OKLAHOMA CITY UPGRADES TICKETING SYSTEM

Michelle Winters, marketing director for the Oklahoma City Philharmonic said she is hoping patrons won't be sitting on one another's laps. But Steven Fendt, the person in charge of upgrading an electronic ticketing system that affects about a dozen organizations in Oklahoma City and Tulsa, is confident that the new system — which goes live tomorrow — will come off without even a hint of a sour note.

"All I've been doing for a day-and-a-half is proofing the data coming over from the old system," said Fendt, the ticketing office manager for the Performing Arts Ticketing Network, until yesterday known as the box office of the Tulsa Performing Arts Center Trust.

The Performing Arts Ticketing Network contracts with Tickets.com, purchased last year by Major League Baseball Advanced Media. The Tulsa Performing Arts Center Trust, American Theatre Co., Theatre Tulsa, Celebrity Attractions, Tulsa Convention Center, Tulsa Opera, Tulsa Ballet, Oklahoma City Civic Center Music Hall, Oklahoma City Philharmonic, Ballet Oklahoma, Canterbury Choral Society and Rose State College are all sub-licensees that use the Tickets.com system through the Tulsa-based Performing Arts Ticketing Network.

Tickets.com discontinued Prolog 4, the system used by the Performing Arts Ticketing Network since 1998, and will stop offering support for the product next year. Fendt said taking on the upgrade to Tickets.com's Pro Venue Elite system now made more sense than waiting until Prolog 4 became virtually unusable.

"Tickets.com has successfully migrated many clients to Pro Venue Elite," said Cole Gahagan, vice president of sales for Tickets.com. "We're looking forward to working with The Tulsa Performing Arts Center with offering a more flexible and innovative ticketing system."

The upgrade left the Performing Arts Ticketing Network's ticketing system offline for two days, but Fendt said customers were understanding. "I don't think we lost any sales," he said. "We were taking orders manually, explaining what we were doing. Everybody was gracious."

And Fendt said the new system would benefit patrons and promoters as well as the box office. Information will be easier to retrieve and manipulate, and unlike the old system which was down for two hours every night to create backup files, the new, Web-based system will be up and running all the time.

"When someone wants to order tickets in their pajamas at 3 o'clock in the morning they'll be able to do it," Fendt said.

The ticketing network will be able to provide promoters with detailed information quickly. Some want sales numbers broken down by online orders vs. telephone or walk-up sales; others want to know things like the number of tickets purchased using a specific credit card. Although that information could eventually be mined with Prolog 4, it will be nearly instantaneous with the Pro Venue system.

Unlike most upgrades, the new technology won't increase costs. "Our initial expense was going from so-called dumb terminals to PCs, but all the clients we have had PCs in their offices already, so we just had to get them the proper emulation so they could connect to Pro Venue Elite," Fendt said. "The only thing that's really changed is the way we're paying Tickets.com. It's spread out over a period of time rather than annually."

It might even save some money — the T1 line that the Oklahoma Civic Center box office had to connect to Tulsa won't be necessary anymore. Data requests that used to start a string of queries between Oklahoma City and Tulsa will be eliminated; the new system allows each organization to download its own statistics directly.

Fendt said he had talked to ticketing managers at other venues about their plans following the demise of Prolog 4 and that a couple were moving to a competing service. Most he spoke to said they would stay with Tickets.com, however.

But, for Winters, goals are short-range right now. "We're desperately trying to get trained on the new system," she said. — Ted Streuli
Interviewed for this story: Cole Gahagan, (212) 771-3632; Steven Feldt, (918) 596-7122; Michelle Winters, (405) 232-7575

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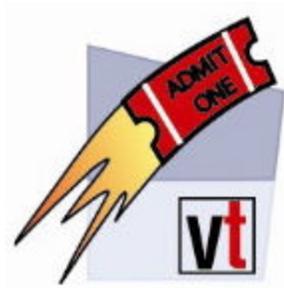
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BOOKINGS



HOT tickets

SIR PAUL LEADS THE CHARGE

HOT TICKETS is a weekly summary of the top acts and ticket sales as reported to **Venues Today** e-newsletter. Following are the top 20 concerts and events, the top 5 in each seating capacity category, which took place since Sept. 28, 2005. To submit reports, e-mail HotTickets@venuestoday.com or fax to (714) 378-0040.

— The **Hot Tickets** this week as reported to **Venues Today**:

15,001 or More Seats

(1) *Gross Sales:* \$8,495,513; *Event:* Paul McCartney; *Venue:* **Madison Square Garden Arena, New York**; *Attendance:* 63,867; *Ticket Range:* \$994.50-\$50; *Promoter:* Ron Delsener Presents (CCE); *Dates:* Sept. 30–Oct. 5; *No. of Shows:* 4

(2) *Gross Sales:* \$4,554,625; *Event:* WBC/WBO Lightweight Championship, Juan Castillo vs. Diego Corrales; *Venue:* **Thomas & Mack Center, Las Vegas**; *Attendance:* 13,534; *Ticket Range:* \$800-\$25; *Promoter:* Gary Shaw Productions, Top Rank; *Dates:* Oct. 8; *No. of Shows:* 1

(3) *Gross Sales:* \$2,072,245 ; *Event:* Green Day; *Venue:* **Home Depot Center, Carson, Calif.**; *Attendance:* 54,746; *Ticket Range:* \$47.50-\$14.40; *Promoter:* AEG, Goldenvoice; *Dates:* Oct. 8–9; *No. of Shows:* 2

(4) *Gross Sales:* \$2,011,464 ; *Event:* Paul McCartney; *Venue:* **MCI Center, Washington, D.C.**; *Attendance:* 15,813; *Ticket Range:* \$253-\$49.50; *Promoter:* AEG Live, Concerts West, Marshall Arts, MPL; *Dates:* Oct. 8; *No. of Shows:* 1

(5) *Gross Sales:* \$1,335,525; *Event:* Elton John; *Venue:* **Philips Arena, Atlanta**; *Attendance:* 15,503; *Ticket Range:* \$125-\$45; *Promoter:* The Cellar Door Companies (CCE); *Dates:* Oct. 1; *No. of Shows:* 1

10,001 - 15,000 Seats

(1) *Gross Sales:* \$456,190; *Event:* The Killers; *Venue:* **Tommy Hilfiger at Jones**

Beach Theater, Wantagh, N.Y.; Attendance: 13,403; Ticket Range: \$35 ; Promoter: Ron Delsener Presents (CCE); Dates: Sept. 30; No. of Shows: 1

(2) Gross Sales: \$396,820; Event: Santana; Venue: **Don Haskins Center, El Paso, Texas;** Attendance: 8,023; Ticket Range: \$59.50-\$39.50; Promoter: Jack Utsick Presents, Stone City Productions; Dates: Oct. 8; No. of Shows: 1

(3) Gross Sales: \$395,821; Event: Nine Inch Nails; Venue: **Xcel Energy Center, Saint Paul, Minn.;** Attendance: 8,819; Ticket Range: \$45.75-\$37.75; Promoter: Jam Productions; Dates: Oct. 11; No. of Shows: 1

(4) Gross Sales: \$313,586; Event: Audioslave; Venue: **John Labatt Centre, London, Ontario;** Attendance: 6,508; Ticket Range: \$50.50-\$40.50; Promoter: Clear Channel Entertainment; Dates: Oct. 9; No. of Shows: 1

(5) Gross Sales: \$297,896 ; Event: An Evening with Bill Clinton; Venue: **John Labatt Centre, London, Ontario;** Attendance: 4,872; Ticket Range: \$85.22-\$73.13; Promoter: TINEPublic; Dates: Oct. 17; No. of Shows: 1

5,001-10,000 Seats

(1) Gross Sales: \$811,060; Event: Pearl Jam; Venue: **Borgata Resort Spa & Casino, Atlantic City, N.J.;** Attendance: 9,116; Ticket Range: \$95-\$50; Promoter: Electric Factory Concerts (CCE); Dates: Sept. 30–Oct. 1; No. of Shows: 2

(2) Gross Sales: \$484,065; Event: Santana; Venue: **Dodge Arena, Hidalgo, Texas;** Attendance: 5,451; Ticket Range: \$150-\$65; Promoter: Pace (CCE); Dates: Oct. 5; No. of Shows: 1

(3) Gross Sales: \$473,011; Event: David Gray; Venue: **Radio City Music Hall, New York;** Attendance: 11,511; Ticket Range: \$50-\$25; Promoter: Radio City Entertainment, Ron Delsener Presents (CCE); Dates: Oct. 5-6; No. of Shows: 2

(4) Gross Sales: \$427,926; Event: Santana; Venue: **AmericanBank Center, Corpus Christi, Texas;** Attendance: 7,809; Ticket Range: \$63.50-\$43.50; Promoter: Pace Concerts (CCE); Dates: Oct. 4; No. of Shows: 1

(5) Gross Sales: \$416,947; Event: Disney on Ice Presents Princess Classics; Venue: **Sovereign Center, Reading, Pa.;** Attendance: 21,666; Ticket Range: \$52-\$17; Promoter: Feld Entertainment; Dates: Oct. 12–16; No. of Shows: 8

5,000 or Fewer Seats

(1) Gross Sales: \$393,364; Event: The White Stripes; Venue: **Masonic Temple Theatre, Detroit;** Attendance: 9,148; Ticket Range: \$43 ; Promoter: The Cellar Door Companies (CCE); Dates: Oct. 2; No. of Shows: 3

(2) Gross Sales: \$388,478; Event: Verdi's La Traviata; Venue: **The Boisfeuillet Jones Atlanta Civic Center;** Attendance: 7,492; Ticket Range: \$135-\$19; Promoter: The Atlanta Opera; Dates: Oct. 13–16; No. of Shows: 3

(3) Gross Sales: \$366,195 ; Event: Bruce Springsteen; Venue: **Northrop Auditorium, Minneapolis;** Attendance: 4,539; Ticket Range: \$85-\$55; Promoter: Jam Productions; Dates: Oct. 12-16; No. of Shows: 1

(4) Gross Sales: \$294,335; Event: Robert Plant; Venue: **The Wiltern LG, Los**

Angeles; Attendance: 4,342; Ticket Range: \$125-\$60; Promoter: Avalon Attractions (CCE); Dates: Oct. 1 -2; No. of Shows: 2

(5) Gross Sales: \$276,928; Event: Little Shop of Horrors; Venue: **Richmond's (Va.) Landmark Theater**; Attendance: 6,396; Ticket Range: 455-\$35; Promoter: BACI; Dates: Oct. 4 -9; No. of Shows: 8

Compiled by Rick Saas, RickS@venuestoday.com

Coliseo de Puerto Rico



COLISEO DE PUERTO RICO ASSESSES FIRST CONCERT YEAR

The SMG-managed Coliseo de Puerto Rico José Miguel Agrelot, a concert venue with a total capacity of over 18,000, is celebrating its first year of operations, during which it booked over 70 shows, with almost 600,000 visitors (drop count), said Haydée Colón, the Coliseo's marketing director.

Its first public event was on Sept. 4, 2004, a five-hour salsa concert and dance party that drew 9,348 patrons. "We had a great opening year despite opening with a two-year delay," said Dale Adams, venue general manager.

The second event was the Night of Revenge boxing event, which drew 8,486 and was broadcast on pay-per-view television. The next boxing event is *Boxeo de Oro*, scheduled for Oct. 21 at tickets priced \$12 to \$75 plus service charges. The show is produced and promoted by Golden Boy Productions.

Van Halen drew 10,993 Sept. 13; Robi Draco Rosa drew 14,083 Sept. 18, which was the venue's first sell-out; Juan Luis Guerra drew 11,535 Oct. 8 and 14,155 Oct. 9; Andrea Bocelli drew 9,620 Nov. 19; World Wrestling Entertainment drew 14,407 Jan. 9, 2005 and was broadcast on pay-per-view television; Donna Summer drew 7,200 Feb. 24; Juanes drew 13,790 Feb. 26 and 13,619 Feb. 27; Santana drew 11,929 April 1; and Usher drew 14,261 April 4 and 14,024 April 5 and was broadcast on Showtime.

Noche de Estrellas are scheduled to appear Oct. 29 with tickets priced \$25-\$40 plus service charges of \$4.50 per ticket and an Internet sales fee of \$1.50. Ticketpop.com handles ticket sales. Arso Radio and JS Power Promotions are producing and promoting the show.

Hilary Duff is scheduled for Nov. 13 at prices of \$45-\$125 plus service fees for a 2 p.m. show, promoted and produced by Rompeolas Inc. Rebelde is scheduled for Dec. 4 (two shows) at prices of \$40-\$95 plus service fees, promoted and produced by Gianfi Communications Inc. The Wiggles are scheduled for five shows Nov. 25-27, at prices of \$15-\$40 plus service charge, promoted by Jose Dueno. Ringling Bros. and Barnum & Bailey Circus is scheduled for 10 shows Dec. 7-11, with tickets \$14.50-\$65.50 plus service fees, promoted by MB Sports.

"A venue tends to be at its peak its first year, but we expect this venue to be at its

peak in its second or third year," Adams said.

Although many would say bookings have surpassed expectations, Adams is still not satisfied. "I got the feeling that we could have done more, especially international acts," he said. "But there was some hesitance by some agents, for not knowing the economy, which is amazing. Van Halen and Usher sold out on high ticket prices."

Talks about the Coliseo de Puerto Rico started back in the 1990s, when Puerto Rico was hoping to host the 2004 Summer Olympics, which ended up going to Athens. Located in the heart of the financial district, the Puerto Rico Coliseum offers 22 private suites, four group suites, and also a configuration flexibility designed under NBA and NHL specifications.

According to Adams, there are smaller venues in Puerto Rico, not operated in the traditional way by management companies. But "they are not in optimal conditions. They hand them over to promoters and after a while they tend to run down," he said.

The Coliseo de Puerto Rico's main audience is people from 18 to 49 years of age, according to Colón. But Adams believes its audience is as diverse as its acts. "It draws everybody from Donna Summer to Bocelli," said Adams.

SMG is advertising the venue at trade shows and other industry events, but Adams believes the big boost will come from word-of-mouth. Events are also promoted in the local media, said Colón, and licensed promoters do their part, as well, under strict supervision by SMG. Media tours and special promotions with sponsors are another way of attracting shows to the venue, Colón said.

The venue has annual revenues of \$10 million. Adams would not bet on a country singer coming to Puerto Rico any time soon. "Not its target audience here," he said. But who knows, bookings have been so good at the Coliseo, that agents that were originally hesitant may now change their minds. — María Agustina Guerrero
Interviewed for this story: Dale Adams, (787) 777-0800; Haydée Colón, (787) 777-0800

MARKETING

Xcel Energy Power Zone, Xcel Energy Center



XCEL ENERGY POWER ZONE ADDED TO ARENA CONCOURSE

Xcel Energy Center in St. Paul, Minn., is aligning more closely than ever with its title sponsor with a new permanent energy display the arena is installing in the southeast concourse.

A 32-foot windmill replica and some informative displays have already been installed in the 1,000-square-foot area. The arena is still in the process of designing interactive elements using LED screens that will offer fun energy trivia and possibly some National Hockey League Minnesota Wild trivia

also.

"Early next year we're doing an infrared scan of the building to show where there's energy that's being emitted or wasted," said Kathy Ross, manager of public relations at the 18,000-seat venue. "We'll work with Xcel to change lighting fixtures and add insulation, and to monitor energy meters to conserve energy."

Results of Xcel's analysis of the venue will be released when the study is completed in late spring or early summer, Ross said.

The arena is paying for the installation and upgrades, but the idea was originally born in a partnership between Xcel Energy and the newer Pepsi Center in Denver. That venue, which opened in 1999, launched a similar program Jan. 14, according to Angela Bushman, consultant for corporate sponsorship for Xcel Energy.

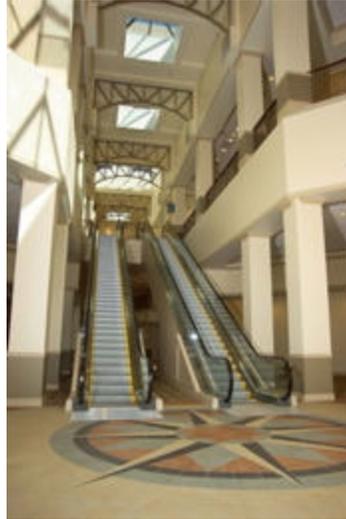
"We said, 'How is it relevant for us as a utility to be involved in a partnership with an arena or sports team or venue?' We started talking about what our objectives are and corporate priorities. It turned out some of those matched the values of Pepsi Center," Ross said. Xcel's account manager had worked with Pepsi Center for years on developing energy-saving techniques. "We said, 'Wow! This is a good idea.'" And Xcel Energy Power Zone was born.

As natural gas prices in Minnesota increase and that increase is passed on to the consumer, it makes good PR sense for Xcel Energy to tackle this issue. "We do want to raise awareness of the importance of conservation as well as renewable energy. This is a good way to promote very positive things in a sports setting where positive people are coming to cheer their teams," said Paul Adelman, spokesman with Xcel Energy Center's Communications department.

Fans will also be able to support low-income energy assistance programs through the Xcel Energy Puck Wall. When fans make a \$100 donation to the Minnesota Sports & Entertainment Community Giving Fund, the funds will be directed to the Salvation Army's Heat Share program and a personalized puck will be displayed on the puck wall to commemorate each fan's donation. Xcel Energy will match each \$100 donation.

"It's really an involvement thing. You really need to get people involved, not only in their situation, but also helping the neighbors. It's going to be a hardship this winter. Higher natural gas prices are passed through to the consumer, so we're in their corner and we want to help them conserve," Adelman said. — Natasha Emmons

*Interviewed for this story: Angela Bushman and Paul Adelman, (612) 215-5327;
Kathy Ross, (651) 265-4819*



Meeting planners enjoy St. Charles Convention Center

ST. CHARLES CONVENTION CENTER INVITES MEETING PLANNERS TO HOBNOB

The six-month-old St. Charles (Mo.) Convention Center held its VIP Meeting Planner Event Oct. 8–9 as part of its grand opening celebration, garnering 62 good leads from attendance of about 150.

“We had fantastic feedback. Everyone thought it was as elegant and as classy an event as they had ever been to,” said Justin Markle, marketing manager for the convention center. The sales staff is working on proposals for those 62 leads now.

Most of the 100 certified planners (meaning their meetings generate at least 100 peak room nights) were from the area, but there were also attendees from New York, California and Texas. Planners whose events generate 200 or more peak room nights and who had never seen St. Charles were flown in by the convention center sales department for free. “A lot of meeting planners had never come here because we didn’t have the meeting facility to house their events,” Markle said.

Attendees were shuttled from the St. Louis airport to the convention center’s attached Embassy Suites hotel in limos. “We offered golf, but we didn’t get that many takers, maybe four. It was pretty chilly out,” Markle said.

Attendees were then treated to a tour of historic Main Street and the entertainment offerings there, including shops, restaurants and a casino. “It’s kind of a quaint little throwback town,” he said.

Then they went back to the hotel, where they received free day spa treatments. The main event was a five-course dinner that evening, Oct. 8, at the convention center. The celebration was catered by Global Spectrum’s Ovarions, the convention center’s food and beverage provider. Entertainment was provided by Lorrie Morgan. “The cost of the event is a little over \$100,000,” said Markle.

Brunch the next day was offered on board a small cruise ship on the Missouri River.

“The leads we’ve gotten and doors we’ve opened have been fantastic so far,” Markle said.

The invitation list of about 500 was compiled by the convention center's sales staff of five in a grass roots effort. Many of the meeting planners were picked from the Missouri Society of Association Executives ranks. Two more sales staff have been hired since the successful event.

The building's grand opening year began on April 7 with an invitation-only ribbon cutting ceremony. On April 9, a daylong public event was held. "We tried to think of every possible use of the building and showcase the convention center in that capacity. We had about 5,500 people attend the public program," said Shura Lindgren, general manager of the convention center. The cost of the event was about \$75,000.

On April 9, the convention center partnered with the St. Charles Chamber of Commerce to hold a trade show in the exhibit hall showcasing area attractions, hoteliers and local vendors. "We wanted the community residents to get a feel for the type of events that would take place at the convention center," said Lindgren. Consumer shows also exhibited to help promote their events to the general public. In addition, an area was set aside for nonprofit community organizations.

The festivities included a variety of entertainment in the upstairs ballroom, including a fashion show, live musical entertainment, a DJ and a bridal wear show. "We set up a stage and runway for this program," said Lindgren. "The fashion show included historic and period apparel to help tie into the historic timeframe and theme of St. Charles."

In the downstairs meeting rooms there was a blood drive and artists coop art show. Outside the venue, activities included a cakewalk, radio remotes, carriage rides and hayrides.

Since its opening, the convention center has held back-to-back shows and conventions. "We have held about 100 events through August," said Lindgren. These included a consumer home and garden show in April that brought in 14,000 in two-and-a-half days as well as Sysco's regional trade show for food vendors in mid September that featured 100 booths and 6,700 delegates.

According to Markle, the grand opening festivities led to a number of local bookings. "In early September, we hosted two weddings where the leads came from our opening festivities," he said. "They were great pieces of businesses for us."

The 154,000-square-foot facility was designed to reflect the ambiance of St. Charles, a town with cobblestone streets that still reflects its 1800s heritage. "When the facility was built, we knew we would not compromise on the integrity of the city's ambiance," said Lindgren. As a result, the brick convention center conveys an early American feel. "When you walk into the lower level, the exhibit hall doors are solid wood, and there are columns with brick facing throughout the facility. At the base of the escalators is a tile stone inlay of the compass rose, an icon used in early American and colonial homes as a decorative signature piece." The rose is incorporated throughout the building's ironwork and stonework as well as in the convention center's marketing pieces.

Big murals within the facility depict river scenes with steamboats. The theme is carried over into the 16,200-square-foot grand ballroom. The convention center's exhibit hall is 27,600 square feet and there is about 5,000-square-feet of meeting space. There are nine 40-foot Sony plasma screens throughout the facility that can be used by show vendors to promote their booths or products.

The ballroom can accommodate 1,000 for banquets, while the exhibit hall can seat 3,000 in a theater setting. "The ideal size for an event in our facility is 750 attendees, to properly accommodate break-out seminars, meal functions and exhibits," said

Lindgren.

Because the building is graded, there are two levels. "Both are at street level, so companies can drive into the ballroom or exhibit hall," said Lindgren. There also are two separate dock areas with five bays. St. Louis-based Peckham Guyton Albers & Viets served as architects for the venue.

According to Markle, the new venue offers state-of-the-art wireless capabilities. "There is free wireless access in the pre function space as well as in the SBC Cyber Cafe. In addition, we have hard line kiosks, so people can walk up with their laptops to check e-mail," he said.

The biggest challenge so far has been setting the air-conditioning correctly, Markle said.

Marketing for the new convention center has consisted of direct sales calls on associations and corporate planners. "We have worked on direct mail initiatives, local sales blitzes and trade show advertising," said Lindgren. "We don't have our own budget, since a lot of our marketing dollars come from the St. Charles Convention & Visitors Bureau."

There are a number of consumer shows being held at the convention center, including a gun show, a silver dollar and coin show and the Log Home & Timber Expo. "In September 2006, we booked the Harley Owners Group for its annual meeting, which will bring in 2,000 attendees," said Markle.

"We really underestimated the power of the detail in this facility and it being able to sell itself. As long as we can get a client to walk through the building, we're able to secure a piece of business," Markle said of the appealing interior design. — Lisa White & Natasha Emmons

Interviewed for this story: Shura Lindgren, (636) 669-3000, Justin Markle, (636) 669-3009

CONCESSIONS

Florida State Fair, Tampa



FLORIDA STATE FAIR BRINGS BOSTON CULINARY GROUP ON BOARD

On Nov. 1, Boston Culinary Group (BCG) takes over concessions and catering at the Florida State Fairgrounds, Tampa. The 10-year contract requires BCG to pay the fair 25 percent of all non-fair, non-festival food and beverage income. In addition, also in the non-fair, non-festival category, BCG pays the fair 15 percent of banquet catering, 35 percent of alcoholic beverage sales and 15 percent of all other sales and vending, said Chuck Pesano, Fair Authority executive director.

The "non-festival" designation is for the future, because Pesano said the fair board is looking

into an association with Clear Channel Entertainment. "We hope to get into some new festivals in the future," Pesano said. "We're investigating a music festival in the next year or two."

For fairs and festivals, the percentages are the same except the fair receives 36 percent on alcoholic beverages.

In addition, there are two bonus levels. "Once we reach \$2 million in gross annual sales there's a 2 percent bonus all the way back to the first dollar," Pesano said. "Any dollar above \$2 million has that 2 percent back plus another 3 percent. For instance, if we're at \$2,000,001, non-fair alcohol, then it's 35 plus 5 so we get 40 percent."

Last year, the fairgrounds food and drink operation grossed close to \$1.9 million, Pesano said. "We're within shouting distance of \$2 million. With the Florida Center and with good weather for the [Feb. 9-20] fair, we'll get there."

BCG believes that's probable. The company, which was the only one of five attending the mandatory pre-bid conference to formally respond to the Invitation to Negotiate (ITN), has agreed to invest \$750,000 into fairgrounds improvements, \$500,000 of which will go to food and drink operations specifically. The remainder goes to the Fair Authority for general capital improvements.

Sal Ferrulo, BCG senior vice president, said the first investment priority is to build out a centralized commissary and kitchen area adjacent to the Florida Center, an 11,000-square-foot space formerly known as the Family Living Center that the fair is already renovating. "Things are in the works, in motion. They ordered new tables and chairs to accommodate 500 to start out. New carpeting goes in next week," he said of that space. Pesano added that all the walls in the Florida Center are art murals. The grand opening is set for Nov. 9. "We will tout that building and the new concessionaire. It's a beautiful area that opens onto a botanical gardens. It's a multi-function room," Pesano said.

Ferrulo said he was very surprised BCG was the only qualified bid. "We did more due diligence than anyone else. As we got more involved in the process, I felt better and better about it. They just bought a 4-acre lot to expand parking. Everything I saw them do was for the future and building the business. If I had the feeling it was going to stay stagnant, I wouldn't have been excited and probably wouldn't have pursued the account," he said.

BCG has exclusivity for alcohol and catering and will operate the three permanent restaurants and nine non-permanent areas during the Florida State Fair, as well as all permanent concessions. Ferrulo did not yet know what portables they would set up. "We do have equipment at Bristol Motor Speedway, and we'll be purchasing some new equipment," Ferrulo said. "We have options and a little bit of time to get that in the works. We have to maximize those nine spaces. I need to get a better understanding of what's going to be around me [during the fair]."

Florida is a strong market for BCG. And the timing of the state fair comes after football or baseball at Dolphins Stadium and the hockey schedule at BankAtlantic Center is quiet. "I have a nice nucleus in Florida from a management standpoint that can support the 12 days of the fair," he said. Other than the Pennsylvania Farm Show, Harrisburg, this is BCG's first fairgrounds account and first state fair. "My first job in the business, at age 14, was at the Erie [Pa.] County Fair outside of Buffalo," Ferrulo said. "I'm looking forward to [this fair]." Of the \$2 million potential gross, half is concentrated into that short period during the fair. "There's more pressure to perform and make sure everything is in order," Ferrulo said of the account.

The contract had been held by Concessions By Cox, owned by Charlie Cox, for eight years. Cox will still have eight or 10 fairtime locations, Pesano said.

Cox was one of the five attending the pre-bid conference, Pesano said. The other three were Sodexo Sports and Leisure, Ovations Food Services, and Levy Restaurants. Aramark, which provides concessions at the Ford Amphitheatre on the fairgrounds under a separate contract with Clear Channel Entertainment, declined to go through the formal bid process, Pesano said. Centerplate did not show any interest and "Levy indicated that although they are still considering the fair industry, at this point they aren't willing to jump into it," Pesano said.

The ITN required an extensive amount of information to be provided, Pesano added. "If they didn't provide that or the response wasn't appropriate, they would not be considered going forward. The ITN allows you to add so many varying factors, take the best picture of all these things, then enter into the negotiations. If we get to the point we're all comfortable, then we enter into a contract." The state authorizes three competitive solicitation methods, the ITN, the ITB (Invitation to Bid), and RFP (Request for Proposals). The more qualitative ITN was used in this instance so the fair had more leeway in evaluating proposals, weighing financial stability, commission structure, investment, experience, operational plan, etc., with a point system. In the summer of 1997, when the last bid went out, they used an RFP, Pesano said.

The Florida State Fairgrounds hosts almost 500 off-season events a year. Venues include the 88,000-square-foot Expo Hall; 52,000-square-foot entertainment hall; 42,000-square-foot special events center, and the Bob Thomas Equestrian Center.

There is plenty of room for new events, he added. The music festival concept is dear to Pesano's heart. He came to Tampa from Milwaukee, where he grew up with Summerfest, a longtime, major U.S. festival. With the addition of the Ford Amphitheatre and CCE's clout in the music world, Pesano is trusting the fair could create and grow a major music festival, with the most probable start date being spring or fall 2007 earliest. First, Pesano has to get through the fair and CCE has to get through the courts with its noise variance applications. Pesano said on Oct. 20, the Environmental Protection Commission will vote on the variance. This spring, he hopes to sit down with CCE and develop a business plan for a future music festival, which, he noted, would draw a completely different demographic than the state fair.

He's hoping this new concessions contract will help make some of these dreams come true. "My chief financial officer did a couple of projections. If we average \$1,927,000 per year in [concessions and catering] sales, the total cash benefit better than the Cox contract would be \$566,000 over that 10-year span. If we average \$2.5 million, which, if we get a music festival, it could be bigger than that, the difference compared to the current rates of the Cox contract would be about \$878,000 better," Pesano said. — Linda Deckard

Interviewed for this story: Chuck Pesano, (813) 621-7821; Sal Ferrulo, (954) 835-7901

SHORT TAKES

WACHOVIA CENTER SEES STRONG FALL TOURS

From Oct. 3-14, a two-week period, the 21,000-seat Wachovia Center, Philadelphia, hosted the Rolling Stones Oct. 10 and 12, U2 Oct. 16-17, Pearl Jam Oct. 3, Foo Fighters with Weezer Oct. 13, the Philadelphia Flyers National Hockey League team Oct. 5, 7, 14

and 15, the Philadelphia 76ers National Basketball Association team Oct. 11 and the Phantoms American Hockey League team Oct. 8-9. The 211,068 combined fans attending those events devoured 8,727 orders of Crab Fries (12,000 pounds) from Chickie's & Pete's and 4,741 cheesesteaks (1,926 pounds of meat) from Steve's Prince of Steaks, both newly featured concession stands in the Cingular Pavilion on the arena concourse. This was the debut of that pavilion. Additionally, they consumed 10,967 hot dogs (1,901 pounds), 5,476 orders of nachos and 9,330 gallons of Pepsi soft drinks. The operations staff removed 121 tons of trash during these 14 days. All six concerts sold out. Bruce Springsteen joined U2 on stage Oct. 17, for "People Get Ready". Midway through the number Bono called Springsteen's wife, Patty Scialfa to join them on stage. Springsteen, who earlier this year inducted U2 into the Rock and Roll Hall of Fame, performed "Stand by Me" with U2 at historic JFK Stadium in Philadelphia in September of 1987, where Wachovia Center now stands. Upcoming bookings at Wachovia Center include Nine Inch Nails at Wachovia Spectrum Nov. 5; Gwen Stefani and Black Eyed Peas at Wachovia Center Nov. 6; Bruce Springsteen in a solo acoustic performance at Wachovia Spectrum on Nov. 8 and 9; Aerosmith with Lenny Kravitz at Wachovia Center Nov. 23; Bon Jovi Dec. 2 and 3; Dave Matthews Band Dec. 13; and Transiberian Orchestra Dec. 17.

Contact: *Ike Richman, (215) 389-9552*

ARAMARK STUDY SHOWS DESIRE FOR HEALTHY FAST FOOD

According to a national survey of away-from-home eating habits, Nutritional DiningStyles, released by foodservice provider Aramark, a cross-section of 5,279 American adults now consume on average more than 5.6 meals away from home each week, citing time, convenience and value as the top motivating factors. Breakfasts purchased away from home showed the biggest gain in 2005, up nearly 20 percent over last year. However, "health consciousness" also moved up in priority to the #4 position. Those strongly attempting to watch their weight is down slightly from 33 percent to 29 percent in 2005, driven mostly by those who have abandoned low-carbohydrate diets, which fell in popularity from 23 percent to 18 percent this year. However, watching weight and limiting fat remain the top nutritional concerns, followed by monitoring sugar intake at 26 percent, limiting calorie intake at 22 percent and limiting trans fatty acid intake at 21 percent. However, finding healthy meal choices away from home remains one of the most challenging issues for consumers, as 44 percent strongly agreed they would order healthy items more often away from home if more appealing choices were available. "Our research suggests that more education and simplified nutrition information is needed," said Chris Malone, senior vice president of marketing at Aramark.

Contact: *Doug Warner, Aramark, (215) 238-3316*

STUBHUB TEAMS WITH TRAVELOCITY ON PROMOTION

San Francisco-based ticket sale and resale Web site StubHub has signed an agreement with Travelocity to offer its customers a \$40 discount on pro and college football game tickets for the remainder of the 2005 season purchased on www.stubhub.com. Travelocity users searching for airfare on selected routes this fall will see a message to "Save \$40 on Football Tickets" next to the listed roundtrip price. Once a travel purchase is completed, interested users will be directed to a StubHub page where they can enter their confirmation number and a fan code to receive the discount to the game of their choice.

Contact: *Sean Pate, StubHub, (415) 222-8442*

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