

**Rob Ocampo**

---

**Subject:** FW: December 13, 2006 Venues Today



# VENUES**today**

The news behind the headlines

**December 13, 2006 VOL. V, Number XXXIX ISSN 1547-4143**

Welcome to your **Venues Today** weekly e-newsletter, full of the latest live entertainment industry news. This is our last e-newsletter of 2006 and we wish to take the opportunity to wish you a happy New Year. We will publish our next e-newsletter Jan. 3, 2007. Please visit our new web site at your leisure. We're proud of it. For further information or to subscribe to *Venues Today* visit [www.venuestoday.com](http://www.venuestoday.com).

## **QUOTE OF THE WEEK**

"Use common sense. The worst that happens is you have to get a cease and desist against someone." — *Fred Rosen of North American Midway Entertainment on controlling content in viral marketing campaigns.*

---

## **IN THIS ISSUE...**

- **SMG Reaches Deal With Fresno CVB In Wake of Scandal**
  - **AEG To Build 6,000-Seat Theater At Mall of America**
  - **Two Profitable, High Profile Companies To Merge**
  - **Hot Tickets: 'Tis the Season For Family Shows**
  - **15-Year-Old Wing Bowl Has Taken Fright Flight In Philly**
  - **Team Owner Marries Businesses, Names The Arena After His Other Company**
  - **Viral Marketing is Finally Infecting Fairs**
  - **Technology, Marketing Used To Track Designated Drivers**
  - **Financial And Marketing Partnerships Between Fairs and Concessionaires Touted**
  - **Short Takes**
  - **Help Wanted**
- 

**Show your school spirit!**



By advertising in our

**University Venues issue!**

Coming in **FEBRUARY** is our annual **Focus on Performing Arts Centers** and our annual **Spotlight on University Venues**.

There's no better way to promote your company to these important venues or to the entire industry than by advertising in this issue.

Don't let this chance slip away. **ADVERTISEtoday!**

**EXTRA! EXTRA!** Advertise in the February issue and you'll get bonus distribution to the IAAM Performing Arts Managers Conference in Nashville, and the Stadium Managers Association conference in Key West, Fla.

Reserve your space by Jan. 19th by contacting:

**Eastern Region:** Sue Nichols, (615) 662-0252, [Sue@venuestoday.com](mailto:Sue@venuestoday.com)

**South Central Region:** Pauline Davis, (615) 356-0398, [Pauline@venuestoday.com](mailto:Pauline@venuestoday.com)

**N. Central & Western Region:** Scott Partridge, (615) 758-2887, [Scott@venuestoday.com](mailto:Scott@venuestoday.com)

**California & International:** April Stroud, (714) 378-0056, [April@venuestoday.com](mailto:April@venuestoday.com)

[Click here to view our advertising rates](#)

---

## VENUE NEWS



*The Fresno Convention Center's Saroyan Theater (left); Exhibit Hall*

### **SMG REACHES DEAL WITH FRESNO CVB IN WAKE OF SCANDAL**

Management company SMG has negotiated a last-minute deal to keep the Fresno Convention and Visitors Bureau actively managing convention bookings at the Fresno (Calif.) Entertainment and Convention Center

The pair announced a deal that had been reached on Dec. 11 to continue allowing the bureau to make long-term bookings at the center. The bureau had been facing a Dec. 18 deadline to complete an audit fully explaining several accounting discrepancies in the wake of allegations that a bookkeeper for the agency had been embezzling money. The deadline has been pushed into the new year, said SMG Fresno General Manager Bill Overfelt, and both groups have agreed to continue booking the facility together. Just a week before, Overfelt had been threatening to sever SMG's contract with the bureau if it didn't account for the thousands of dollars in missing money.

The city of Fresno contracts SMG to manage the complex, which now spans over five city blocks with five separate facilities, including the 11,300-seat Selland Arena, the 6,500-seat William Saroyan Theater, a 77,000-square-foot exhibit hall and 25 meeting room spaces. Under the terms of SMG's three-year-old deal, SMG must contract with the bureau for convention bookings. SMG handles smaller event and concert bookings.

Under the terms of the current contract, the bureau was required to submit annual audit reports to SMG. If those reports weren't received, SMG retained the right to end its contract with the bureau and take over full management of the agency.

SMG already rejected a September audit that failed to fully explain the financial discrepancies, first noticed by the bureau's independent auditor Angela Chi of Watts, Campbell, Chi and Baker.

Overfelt said SMG has agreed to continue working with the bureau "because we recognize the importance of having a group like this attract business to the city." He said the two sides have only agreed in part to continue operating together and plan to begin negotiations to determine how to deal with the fiasco. Overfelt said his organization will insist on better management and accounting controls at the bureau, as well as implement some organizational structures to prevent the further abuses

The audit also turned up several other troubling issues at the bureau, according to a report from Chi, including:

- Failure to address known departures from approved policies and unacceptable practices.
- Inadequate oversight of the bureau's money.
- A lack of communication between management and employees about business practices and financial reporting
- Lack of training for accounting personnel.

Most discrepancies can be traced back to a former bookkeeper, who has since resigned from the agency, but remains unnamed, said Bureau President James Pardini.

"This person has admitted to using a bureau credit card to pay for thousands of dollars of unauthorized purchases," he said. "Right now, we're just trying to work with auditors to determine exactly how much was taken."

The bureau has already hired a new bookkeeper, but the damage from the scandal might be done. The Bureau's Executive Director Wayne Bennett is in jeopardy of losing

his job because of the scandal, said Overfelt. Bennett argued that the problems began before he started at the bureau, but according to a report from the auditing firm, he had been notified as early as February about potential accounting errors.

The group is also at risk for \$735,000 of its \$850,000 that comes from taxpayer monies. A police investigation is currently underway to help account for the missing money.

"We're planning to sue the bookkeeper and hopefully recover some of the missing money," Pardini said. — Dave Brooks

*Interviewed for this article: Bill Overfelt, (559) 445-8100; James Pardini, (559) 224-3188*

## **AEG TO BUILD 6,000-SEAT THEATER AT MALL OF AMERICA**

AEG has announced plans to partner with Triple Five Group's Mall of America in Bloomington, Minn., to build a 6,000-seat theater similar to its Nokia Theater in Grand Prairie, Texas. It could open as early as 2010.

Dana Warg, senior vice president of facilities for AEG, who said he has no fewer than 22 projects on his desk in various stages of development, said the new theater would cost approximately \$60 million. It is the second part of a \$1 billion two phase expansion of the huge Mall of America. That expansion is dependent on securing some public financing.

Warg has been working on the concept of a theater at the huge 10-year-old mall, which draws 40-50 million visitations a year and already includes an amusement park and an aquarium, for over four years. Before he came to work for AEG, he promoted an outdoor concerts series at the Mall of America.

It seems to be a good fit for AEG, which is bullish on the 4,000-6,000-seat theater concept, Warg said. He is already working on naming rights. It will be branded, he said.

Warg described the concept as similar to L.A. Live in downtown Los Angeles, which will have a variety of entertainment destinations. Besides the new theater, the Ghermezian brothers, who own Triple Five, announced plans for a Bass Pro Shop and a hotel in the new addition of MOA.

"A live theater is totally complementary," Warg said of the mall project. "35-40 percent of their traffic is from outside the state of Minnesota. There will be something else for people to see over the weekend. The market itself is enough to support a theater." The Mall of America is built on the site of the old Met Center, which was once a major hockey arena.

The pro forma projects 135 events annually at the new theater. AEG is looking at expansion in certain regions, including the Midwest, where it already operates Toyota Park near Chicago and will open the Sprint Center, Kansas City, Mo., in 2007.

Other AEG projects pending include L.A. Live and O2 in London, which open in 2007; and Citizens Business Bank Arena in Ontario, Calif., which opens in 2008. — Linda Deckard

*Interviewed for this story: Dana Warg, (213) 742-7170*

## **TWO PROFITABLE, HIGH PROFILE COMPANIES TO MERGE**

Joe Marsh and Lee Marshall are in the process of merging Tix Corporation and Exhibit Merchandising Inc. LLC into one publicly traded company.

"We put two very high cash flow businesses under the same umbrella. Two companies that make a lot of money go well together," said Marsh. He and Marshall have signed a non-binding letter of agreement that will pave the way for Exhibit Merchandising to be acquired by Tix Corporation.

The longterm plan is to grow both businesses quickly. Tix Corporation operates Tix4Tonight in Las Vegas, selling half price tickets the day of show. Marsh sees no reason that same ticketing scenario wouldn't work in other major cities, like Los Angeles and Chicago.

The key to day of show, half price ticketing is to do the selling in high traffic areas. It's an impulse buy, he said.

At the same time, traveling exhibitions are a growth business and the merchandise side of things is very lucrative. Growth in that business is dependent on who you know and "between Lee and I, we know everybody," Marsh said.

"I'm a large shareholder in Tix. We take all the stock, we'll be the largest shareholders [of the new company]," he added.

The transaction is expected to close during the second quarter of 2007. The Letter Agreement provides that Tix will pay the greater of a six-times calendar 2008 EBITDA or \$4 million, resulting in an initial purchase price of \$24 million, payable \$10 million in cash and \$14 million in shares of restricted common stock at a fixed price of \$4 per share. Additional consideration based on calendar 2008 EBITDA will be paid in the form of shares of Tix's restricted common stock valued at the 30-day closing bid price prior to Dec. 31, 2008, but in no event less than \$4 per share. Based on the current and expected future operations of Exhibit Merchandising LLC, such additional consideration could be substantial.

Management of Tix will retain voting rights with respect to shares of common stock issued to acquire Exhibit Merchandising LLC. The Letter Agreement provides for a 30-day exclusive negotiation period and a subsequent 90-day due diligence period for Tix to conduct a financial and operational review of Exhibit Merchandising LLC, to draft definitive transaction documents, and to obtain financing for the transaction.

Tix intends to raise the funds required to close this transaction through a private placement of its equity securities. The Letter Agreement is subject to, among other conditions, satisfactory completion of due diligence, obtaining \$10 million of new financing, negotiation, preparation and execution of definitive transaction and financing documents, preparation of consolidated financial statements, compliance with state and federal securities laws and regulations, and receipt of the requisite corporate approvals.

Marsh has been in the exhibit merchandising business since 1998. Exhibit Merchandising now handles merchandise for the biggest tours in that industry, including the Titanic, King Tut, Princess Diana, Bodies, the Exhibition, and, coming in 2007, Pirates - the Exhibition museum tour, a partnership with AEG.

He got involved in the ticket business in Vegas in July 2006. "I love the ticketing business; I decided a two-dimensional company would be better for the public," Marsh

said.

The ticket business expanded into golf and dinners reservations when Tix Corp. acquired Stand-By Golf, which offers discount golf reservations at Las Vegas golf courses.

"We think there is a national footprint out there," Marsh said. "We can duplicate this in many, many cities."

Mitch Francis founded TIX Corp., which is coming off a record sales month of \$2,669,000 in November 2006, as compared to \$1,038,000 for November 2005, an increase of 157%.

Marsh, who with Marshall founded Magic Arts & Entertainment in 2001 after selling Magicworks Entertainment to SFX (now Live Nation) for \$118 million in 1998, joined Marshall in launching Exhibit Merchandising in 2004 in Aurora, Ohio. They have been in the entertainment business since the early 80s.

Marsh now is one of the largest shareholders in Premier Exhibitions, the producers of 14 exhibits. Exhibit Merchandising LLC signed a 5-year contract to sell licensed Pirates - the Exhibition museum tour merchandise worldwide.

There is also a long-standing arrangement to sell "Jesus Christ Superstar" licensed merchandise to accompany the musical's road tour. — Linda Deckard

*Interviewed for this story: Joe Marsh, (330) 606-3185*

---



---

## BOOKINGS



### HOT tickets

#### 'TIS THE SEASON FOR FAMILY SHOWS

**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 Nov. 21, 2006. To submit reports, e-mail [HotTickets@venuestoday.com](mailto: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:* \$1,881,752; *Event:* Dave Matthews Band; *Venue:* **Madison Square Garden Arena, New York**; *Attendance:* 37,550; *Ticket Range:* \$52.50-\$48; *Promoter:* Ron Delsener Presents; *Dates:* Dec. 9-10; *No. of Shows:* 2

2) *Gross Sales:* \$916,487; *Event:* Bob Seger; *Venue:* **Allstate Arena, Rosemont, Ill.**; *Attendance:* 13,920; *Ticket Range:* \$65; *Promoter:* Jam Productions; *Dates:* Nov. 30; *No. of Shows:* 1

3) *Gross Sales:* \$875,669; *Event:* Dixie Chicks; *Venue:* **Staples Center, Los Angeles**; *Attendance:* 13,500; *Ticket Range:* \$85-\$42.50; *Promoter:* AEG Live, Concerts West, Moore Entertainment, The Messina Group; *Dates:* Nov. 24; *No. of Shows:* 1

4) *Gross Sales:* \$785,370; *Event:* Disney On Ice Presents: Pixar's Finding Nemo; *Venue:* **Rose Quarter, Portland, Ore.**; *Attendance:* 34,426; *Ticket Range:* \$55-\$15; *Promoter:* Feld Entertainment; *Dates:* Nov. 23-27; *No. of Shows:* 9

5) *Gross Sales:* \$764,715; *Event:* Dixie Chicks; *Venue:* **American Airlines Center, Dallas**; *Attendance:* 11,070; *Ticket Range:* \$75-\$49.50; *Promoter:* AEG Live, Concerts West, Moore Entertainment, The Messina Group; *Dates:* Dec. 5; *No. of Shows:* 1

#### **10,001 - 15,000 Seats**

1) *Gross Sales:* \$1,056,100; *Event:* Clotey vs. Margarito, Quintana vs. Cotto; *Venue:* **Atlantic City (N.J.) Boardwalk Hall**; *Attendance:* 6,942; *Ticket Range:* \$300-\$50; *Promoter:* Caesars Atlantic City, Main Events, Top Rank; *Dates:* Dec. 3; *No. of Shows:* 1

2) *Gross Sales:* \$577,850; *Event:* Disney On Ice: The Incredibles; *Venue:* **Spokane (Wash.) Arena**; *Attendance:* 31,926; *Ticket Range:* \$40-\$15; *Promoter:* Disney; *Dates:* Nov. 29-Dec. 3; *No. of Shows:* 8

3) *Gross Sales:* \$507,247; *Event:* The Wiggles; *Venue:* **Brisbane (Australia) Entertainment Centre**; *Attendance:* 24,612; *Ticket Range:* \$23.60-\$19.67; *Promoter:* The Wiggles; *Dates:* Dec. 11-12; *No. of Shows:* 5

4) *Gross Sales:* \$364,218; *Event:* Black Eyed Peas; *Venue:* **Rabobank Arena, Bakersfield, Calif.**; *Attendance:* 6,826; *Ticket Range:* \$98.50-\$25.50; *Promoter:* AEG Live, Goldenvoice; *Dates:* Nov. 30; *No. of Shows:* 1

5) *Gross Sales:* \$359,978; *Event:* Trans-Siberian Orchestra; *Venue:* **Blue Cross Arena, Rochester, N.Y.**; *Attendance:* 8,557; *Ticket Range:* \$45.50-\$35.50; *Promoter:* Live Nation; *Dates:* Nov. 30; *No. of Shows:* 1

#### **5,001 - 10,000 Seats**

1) *Gross Sales:* \$585,485; *Event:* Aerosmith; *Venue:* **Mohegan Sun Arena, Uncasville, Conn.**; *Attendance:* 7,085; *Ticket Range:* \$135-\$80; *Promoter:* Live Nation; *Dates:* Nov. 29; *No. of Shows:* 1

2) *Gross Sales:* \$402,672; *Event:* High School Musical; *Venue:* **Stockton (Calif.) Arena**; *Attendance:* 8,335; *Ticket Range:* \$58.50-\$38.50; *Promoter:* AEG Live; *Dates:* Dec. 6; *No. of Shows:* 1

3) *Gross Sales:* \$387,200; *Event:* Anthem Live!: James Blake vs. Andre Agassi; *Venue:* **Constant Convocation Center, Norfolk, Va.**; *Attendance:* 6,446; *Ticket Range:*

\$101.50-\$16.50; Promoter: In-house; Dates: Dec. 7; No. of Shows: 1

4) Gross Sales: \$233,180; Event: Trans-Siberian Orchestra; Venue: **Mohegan Sun Arena, Uncasville, Conn.**; Attendance: 7,421; Ticket Range: \$50-\$40; Promoter: Live Nation; Dates: Nov. 25; No. of Shows: 1

5) Gross Sales: \$194,388; Event: Disturbed; Venue: **Glens Falls (N.Y.) Civic Center**; Attendance: 6,016; Ticket Range: \$35-\$32.50; Promoter: House of Blues, Step Up Presents; Dates: Nov. 22; No. of Shows: 1

#### **5,000 or Fewer Seats**

1) Gross Sales: \$264,800; Event: Jay-Z; Venue: **Roseland Ballroom, New York**; Attendance: 2,984; Ticket Range: \$100; Promoter: Live Nation; Dates: Nov. 24; No. of Shows: 1

2) Gross Sales: \$194,273; Event: String Cheese Incident; Venue: **Fox Theatre, Atlanta**; Attendance: 6,719; Ticket Range: \$35-\$27.50; Promoter: Windstorm Productions; Dates: Nov. 24-25; No. of Shows: 2

3) Gross Sales: \$173,654; Event: Alice In Chains; Venue: **The Wiltern, Los Angeles**; Attendance: 4,990; Ticket Range: \$39.50; Promoter: Live Nation; Dates: Nov. 27-28; No. of Shows: 2

4) Gross Sales: \$170,472; Event: Tenacious D; Venue: **Masonic Temple Theatre, Detroit**; Attendance: 4,303; Ticket Range: \$43.50-\$35; Promoter: Live Nation; Dates: Nov. 25; No. of Shows: 1

5) Gross Sales: \$163,238; Event: George Carlin; Venue: **Carnival Center for the Performing Arts, Miami**; Attendance: 2,989; Ticket Range: \$68-\$38; Promoter: Fantasma; Dates: Dec. 10; No. of Shows: 2

Compiled by Rob Ocampo, [HotTickets@venuestoday.com](mailto:HotTickets@venuestoday.com)

[Click here to submit your scores online](#)



**Wing Bowl Commissioner Eric Gregg; Former Wing Bowl Champion Joey Chesnut**

## 15-YEAR-OLD WING BOWL HAS TAKEN FRIGHTFUL FLIGHT IN PHILLY

To cook up a Wing Bowl, mix equal parts: Football fanatics, fat men, floats, hot girls, and hot wings.

Shake. Jiggle. Serve.

The Wing Bowl started 15 years ago, when the Philadelphia Eagles stunk, and Philly sports fans had no reason to look forward to the Super Bowl. Philadelphia's sports radio 610 WIP created a reason to care with a unique event at the Wachovia Center.

"The first Wing Bowl was two guys eating wings in a hotel lobby with 200 people watching, and a used hibachi as a prize," said Angelo Cataldi, WIP on-air personality, and one of the original masterminds behind Wing Bowl. "We had no idea it would be a big Philly tradition."

The once-modest event has taken on a life of its own, with a fanatical following that sold out 20,000 seats to next year's Wing Bowl 15, to be held on Feb. 2, in a matter of hours, for an event that starts at 6 a.m.

One of the many unique features of Wing Bowl is that it's wedged into Wachovia Center's schedule between a hockey game the night before, and a basketball game later the next day, after the mess is cleaned up — in a nearly universal dead time for any venue.

"We cover the hockey floor, but keep the staging so there's a natural barrier protecting the competitors from the fans," said John Page, chief operating officer at Comcast-Spectacor. "By 10:30 a.m., we're cleaning, and by 6:30 p.m., we're ready for basketball."

Wing Bowl 15 features 25 competitors, five from the International Federation of Competitive Eaters (IFOCE) which sanctions the event, and 20 others — men and women — who have won the hearts of WIP personalities by performing eating stunts in the studio, and at various try-outs around the listening area.

"A couple of years in, we realized we needed this to be more entertainment than a bunch of fat guys eating wings," said Cataldi. "When in doubt, add attractive women."

The Wingettes, beautiful, scantily-clad young women, also go through a rigorous screening process, doing things like reciting nursery rhymes while jumping on a trampoline in front of the WIP Morning Team.

The girls do serve a semi-useful purpose. During the competition, they signal for fresh plates, to keep the competition moving.

There are two 14-minute heats, narrowing down the eaters. After a final two-minute segment, the final winner is determined and by that time, he — it was a she once — has eaten 130 to 177 wings.

After the eating competition is over, the Wingettes compete for the title "Miss Wingette." This lets the event fill out the 6 a.m. to 10 a.m. morning radio time slot.

The fans are intoxicated—most of them stayed up all night—and tend to swear and throw things to express both positive and negative emotions. It's not an event for the faint of heart, but it captures the essence of Philly.

"In the eighth or ninth year, a contestant decided to come out of a chicken egg," Cataldi said. "His people rolled out an egg shaped float, and out popped a 400-pound man," Cataldi said.

The crowd went insane, and a new tradition started. Contestants took on personalities, like "El Wingador" and "Damaging Doug," and began to arrive as an entourage, with floats and costumes, in processions worthy of pro wrestling.

The crazier it got, the more the sponsors jumped on board. "Wing Bowl pays for itself," said Ike Richman, vice president of public relations for Comcast-Spectacor.

What started out as a used hibachi is now a Suzuki Grand Vitara, a Suzuki SX4 and trips to Cancun. And the live radio remote stunt started receiving major media attention, including television coverage from all the major networks. Wing Bowl, which had always been free, was filling the Wachovia Center to capacity.

"It's not like we knew what we were doing," said Cataldi. "But it worked."

Then came 2005, the year everyone calls "The Perfect Storm."

Wing Bowl marked the return of a retired fan favorite, Bill "El Wingador" Simmons, who was competing against professional competition eaters. Philly fans wanted to see the title back in the hands of a local. And the Philadelphia Eagles made it to the Super Bowl.

"Wing Bowl turned into a giant pep rally for the Eagles," said Richman.

Fans waited all Thursday night to get inside the Wachovia Center for Friday morning's competition; 25,000 pumped up, often intoxicated fans got seats. Close to 30,000 pumped up, intoxicated fans did not, because the Wachovia Center was at capacity.

A minor riot ensued. Windows were broken, police were called, arrests were made.

"By the end of it, we were thankful nobody was dead," said Cataldi.

The Wachovia Center agreed to continue the annual event, but the arena and the organizers agreed to strict rules.

"It had to change," said Page. "We don't want to limit the experience, but we had to make it safe."

In 2006, for the first time, fans paid \$5 for tickets — in the past the event was free. The money is donated to charity. There are 19,600 seats, enough to manage safely.

"Before, we had no way to gauge how many people were going to show up," Page said. Each contestant names a pit crew, and the size of the floats has been limited.

"Everything is checked, in a process similar to a race track," said Page.

"We toned it down, but it's still a crazed, early morning event," said Cataldi. The fans are still intoxicated and in recent years, there's been a contingent of them who believe their private parts should be on display for the edification of the crowd.

They still swear and throw things.

A television deal is rumored. Michael Tollin, director of the movie Radio, is said to be

working on a screenplay about a kid from Philly who dreams of winning the Wing Bowl.

"Which isn't bad," Cataldi said, "considering we still don't know what we're doing." But perhaps Page sums it up best. "This is not family entertainment. But if you're a sports fan, it should be experienced." — Liz Boardman

*Interviewed for this article: Ike Richman, (215)760-2888; Eric Nemeth, (215) 336-3600; Angelo Cataldi, (610) 949-7829; John Page, (215) 336-3600*

---

## MARKETING



***TD Waterhouse is covered up in preparation for Amway Arena's debut.***

### **TEAM OWNER MARRIES BUSINESSES, NAMES THE ARENA AFTER HIS OTHER COMPANY**

Amway Arena, the new name of the Orlando venue that was the T.D. Waterhouse Center, is viewed as interim while the city and county build a new arena to house the Orlando Magic of the National Basketball Association.

With everything in flux, Allen Johnson, director of the arena, didn't even budget the naming rights income, which from the arena perspective is actually greater than they had received during the lapsed deal with T.D. Waterhouse. The Orlando City Council approved the Amway deal Monday, Dec. 11.

The arena will net \$375,000 annually for the next four years, Johnson said. "We do not know what the Magic are getting but it's not greater than the T.D. Waterhouse deal, which was \$1.6 million a year total. Out of that we received 28 percent, \$466,000, and out of that I had to pay some agreed capital expenses of \$135,000 and also another \$28,000 for the maintenance on the sign, so I netted \$303,000."

Rich DeVos, who owns the Magic, also owns half of Amway. The Magic had been seeking a sponsor to replace T.D. Waterhouse for quite awhile, but the climate was not right, apparently. "There were a lot of tire kickers," Johnson said, but time was up and

the fall back position was taken.

The naming rights game has changed considerably since the heydays of the 90s, Johnson believes. A one-team arena isn't going to see the huge dollars it used to for naming rights. The original T.D. Waterhouse naming rights deal was for five years with two rollovers, Johnson said.

The city and team will no doubt keep that in mind when finalizing financing for the new arena, to be built six blocks away and scheduled to open in 2010. Johnson said the city and county are working on an inter-local agreement, which should be complete within a month. Financing details will follow.

In total, Orlando has tentative plans to spend \$1.1 billion on its venues over the next five years. Included are the new 18,500-seat arena downtown, a three-theater performing arts complex, and major renovation of the Citrus Bowl stadium.

Meanwhile, Johnson is looking at ways to invest the unbudgeted windfall from this new naming rights deal. Despite its limited shelf life, renovation goes on at Amway Arena. The Magic added a courtside seating club for \$1 million, selling 200 courtside seats they'd never sold before. The arena opened the Cambria Club, a one-price-inclusive offer, and is spending \$250,000 in the private Canning Club. "You have a chance to recoup the money," Johnson said of the next four years.

"You have to keep the place fixed and running," he added. "Anything that makes you money or saves you money or for customer safety or convenience, you have to do. We're putting new carpet in because it just needs it. We're showing people what the new building will look like, whetting their appetite."

Ironically, Johnson has a special affinity for the arena's new name. "I started my career at the Tupperware Convention Center and now I end up at the Amway Arena. I've covered the multi-level marketing companies from soup to nuts." — Linda Deckard

*Interviewed for this story: Allen Johnson, (407) 849-2012*



***From left, Neal Buchman, Greater Gulf State Fair, Mobile, Ala., Fred Rosen, North American Midway Entertainment; Frank Roach, Department of Sport and Entertainment Management at the University of South Carolina, Columbia; and Charlotte Allison,***

***N.A.M.E.***

## **VIRAL MARKETING IS FINALLY INFECTING FAIRS**

LAS VEGAS — While fairs generally have a reputation for being low tech, they are also in a great position to be high tech, usually equipped with viable e-mail lists of competitors, participants and attendees that would make a marketer swoon. And some have even experimented this past year with viral marketing on MySpace and YouTube, something North American Midway Entertainment is pushing.

"Use your existing fair e-mail lists," said Neal Buchman, Greater Gulf State Fair, Mobile, Ala., one of the panelists on "You Must Reach Your Audience" during the 116th annual International Association of Fairs & Expositions convention here Dec. 4-7. "We had on-line advance sales for tickets for two years prior to using them for marketing purposes." In fact, their lists are interest-specific. New sign-ups are asked to pick the area of the fair they care about.

Other lists can be bought or culled from promotions like North American Midway Entertainment's Marriage on the Midway promotion, Buchman said. "There were 491,000 votes cast on our contest through our Web site," he said of the marriage game. The fair's carnival and groups like the 4-H also have lists one can borrow or buy.

Buchman couldn't stress the value of e-mail blasts enough. "Every time we sent an e-mail, our on-line ticket sales surged," he said. "Online advance sales increased 80 percent this year." The fair's promotion was "Save Time, Buy Online."

His fellow panelists included Fred Rosen and Charlotte Allison of North American Midway Entertainment and Frank Roach of the University of South Carolina. All four stressed the need to market via the Internet, with Rosen and Allison particularly stressing viral marketing through MySpace and YouTube.

"No one's wrong. Get them talking," Rosen said, responding to concerns that the fair cannot totally control the message on social networks like MySpace. "Make it relevant."

Buchman also stressed content. His fair ran videos on its Web site of 4-H kids interviewing celebrities and participants at the fair, backstage stuff that was amateurish but endearing.

Allison noted that the beauty of viral marketing outlets like MySpace is that "people love to share. Viral marketing is where news spreads organically. Eighty-nine percent of people there pass along some sort of message, 25 percent of them almost daily and 75 percent to at least six other people.

"It's an amazing environment" for a marketer, she said. "We are all in front of our computers all the time."

YouTube and MySpace are the front runners for the next generation of the Internet, she said. "Advertisers are flocking there." The buzz about the movie "Borat" started there, she said.

But the value to being there is being relevant. "The key is humor," Allison said. Burger King did a "Chicken My Way" contest, allowing the consumer to input whatever they wanted the chicken to do. The upfront cost to Burger King was \$40,000 and it was one of their best campaigns ever.

The look and feel of a fair's MySpace site should be the same as that of the Web site which people already know and trust, she continued. And before launching a MySpace site, "start a conversation," she said. Once the buzz gets going, "all conversations are good conversations."

Allison showed one great example — The Steer Eye for the City Guy, posted on MySpace by the Calgary (Alberta) Stampede, which ran for two months and was viewed by 22,000 people.

N.A.M.E. has posted five videos with food, rides and games footage that fairs can use to

push marketing out on the web. "The audience is there. They're listening," Allison said, adding, "If it doesn't spread, let it die."

Some audience members feared such new marketing techniques, while appealing to the youngsters, would offend the seniors, who are bread and butter to many fairs. "You have to get the young people to come, too," Rosen responded. "It doesn't mean you don't keep reaching your senior citizens. It's a balance." Fairs are one of the few entertainment events out there that attract the old and the young, where kids bring grandma and vice versa.

Buchman noted that older people also use the Internet. That fair's 4-H videos were a hit with grandparents.

As to the mechanics, Rosen suggested fairs might tap into college and high school classrooms to create content. "Most of this stuff is not professional. Encourage young people to do this," he said.

"I have an 18-year-old son," said the 63-year-old Rosen. "I think a lot of the stuff he and his friends like is beyond stupid. They think it's funny. With the Web, you have to get young kids involved."

Rosen also recommended a healthy lead time. Post information on MySpace three months before the fair, he advised.

"People like the experience. Experience is what you're selling," Rosen added, warning against any passive content on the Web. "You want people to have a smile on their face."

And you want to hear the worst comments as well as the good, added Wayne McCary, Eastern States Exposition, West Springfield, Mass. That third party input will help make all fairs better and more responsive. It's important to survey the people who don't come, not just the loyal attendees, he said.

There are pitfalls in the free-for-all environment of MySpace or YouTube, certainly, Rosen concluded. "The Internet is the ultimate land grab," he said. "They rip off music; they steal content," because the prevalent feeling is that online maybe isn't really stealing. Everything is free.

"Use common sense. The worst that happens is you have to get a cease and desist against someone." — Linda Deckard

*Interviewed for this story: Frank Roach, (803) 777-5214; Fred Rosen, (310) 691-5257; Charlotte Allison, (310) 691-5273; Neal Buchman, (251) 344-4573*

---

## **CONCESSIONS**



***From left, Los Angeles Avengers' Lonnie Ford, Los Angeles Clippers' Paul Davis, Los Angeles County Sheriff's Lee Baca, Fox Sports Net's Michael Eaves, Los Angeles Police Department's Chief William Bratton, Los Angeles Sparks General Manager Penny Toler, Los Angeles Kings' Scott Thornton, Los Angeles Lakers' Smush Parker, and Staples Center General Manager Lee Zeidman pose for a photo during the Good Sport kick-off press conference at the Staples Center.***

#### **TECHNOLOGY, MARKETING USED TO TRACK DESIGNATED DRIVERS**

The Staples Center in Los Angeles is the latest venue in the U.S. to join the Good Sport program — an anti-drunk driving program that encourages fans to safely travel to games with the help of a designated driver.

The program is sponsored by Anheuser-Busch and will be implemented by Staples Center staff along with the help of concessionaire Levy Restaurants. The program has been implemented at several other venues in the U.S. that contract with Anheuser-Busch including the Target Center in Minneapolis and RFK Stadium in Washington, D.C.

The Good Sport program is essentially a new twist on an old concept. Venues have been working for decades to implement designated driver programs and curb DUIs. What distinguishes the Good Sport program is that it uses new Internet marketing tools to monitor designated drivers and offer them incentives to return to the game — often as a repeat designated driver.

Here's how it works: Fans visit their home venues, in this case the Staples Center, and sign up to participate in the program. After filling out a survey with their contact information, including e-mail address, the fan signs a document agreeing not to consume any alcohol during the event. The fan is then given vouchers for a

complimentary non-alcoholic drink and free food item.

"What separates us from other programs is that we can then use their information to track who is attending the games and continually committing to be a designated driver," said Michael Klume, who helps administer the program for Anheuser-Busch. "The Good Sport program then shares this information with the venue, and they can make targeted offerings to fans who regularly act as designated drivers."

Each time a fan agrees to be a designated driver, that information is entered into the computer system, Klume said. Fans can earn rewards by continually signing up to be designated drivers, including free tickets to game suites, team merchandise and meet and greets with players.

"A lot of people ask why we would want to track and reward non-consumers — people who don't buy anything," Klume said. "For starters, there is a clear need for more designated drivers to safely transport fans. Secondly, it allows us to make unique concession offers to a certain segment of fan who might not want to spend money on alcohol, but is interested in other types of consumer goods."

The second component of Good Sport is public awareness. Anheuser-Busch helps design public service announcements, which can be broadcast during games, encouraging fans to drink responsibly. The announcements include video segments broadcast on arena scoreboards, LED segments that interact with advertisements and facility signage.

The other component of the awareness campaign is training employees to help implement alcohol awareness programs and prevent and monitor alcohol related incidents.

"We work with a lot of our concession workers, ushers and security personnel and train them how to look for problems before they happen," said Jeff Rosenthal at Levy Restaurants. "A lot of the work we do is a continued education with our employees to identify signs of intoxication and prevent sales to people who have obviously had too much to drink."

Rosenthal said his managers post warnings of obvious signs of drunkenness in each booth — out of sight of the customers, but in clear view of the vendor's cash device.

"The Staples Center has always tried to ensure that guests attending our events feel that they are in a safe environment and can truly enjoy their experience from beginning to end," said Lee Zeidman, Staples Center general manager. "The Good Sport program allows our staff to team up with our concessions partners to ensure responsible alcohol service and consumption at every event for all our guests."

The Staples Center is the second National Basketball Association arena in the U.S. to implement the program, following the lead of the Target Center.

"We're really happy with the results of the program thus far," said Dan Jackson, head of security at the Target Center. "Alcohol related incidents seem down, although I don't have any data to back this up. I think the PSAs have helped a lot. When you continually remind people to use a designated driver, that resonates with people who are drinking and reminds them to be responsible in general."

Jackson said he has worked with the Target Center's promotions department to design a contest to provide two courtside tickets for up to four games to the fan that signs up the most times to be a designated driver.

"These are the people we want to attract to the game," Jackson said. "They bring people to the game, they fill up the seats and they encourage other people in their group who are consuming alcohol to act responsibly and behave." — Dave Brooks

*Michael Klume, (314) 577-2626; Jeff Rosenthal, (213) 742.7450; Lee Zeidman, (213) 742-7255; Dan Jackson, (612) 673-1319*



***From left, Randy Reichert, Meggers Road Concessions and National Independent Concessionaires Association board member; Tom Hodson, NICA second VP, The Thomas Hodson Co.; Hugh Mitchell, Western Fair, London, Ontario; Robin Haag, Elkhart County Fair, Goshen, Ind.; and Saree Miller, Allegan (Mich.) County Fair.***

### **FINANCIAL AND MARKETING PARTNERSHIPS BETWEEN FAIRS AND CONCESSIONAIRES TOUTED**

LAS VEGAS — Independent food concessionaires have been known to sponsor fairs by purchasing a picnic table or two to increase patron seating capacity and improve the experience. That's just one example of the growth of partnerships between fairs, the permanent place, and concessionaires, those passing through with product to sell.

Improving on that relationship was the topic of a "best practices" forum during the 116th annual International Association of Fairs & Expositions Convention here Dec. 4-7. Saree Miller, assistant fair manager at the Allegan (Mich.) County Fair, and Robin Haag, executive director of the Elkhart County 4-H Fair, Goshen, Ind., were co-moderators. They recruited concessionaires Randy Reichert, Meggers Road, and Tom Hodson, The Thomas Hodson Co., along with fellow fair manager Hugh Mitchell, Western Fair, London, Ontario, to help spur discussion.

Reichert was one who had no problem with buying a couple of picnic tables that were labeled "sponsored by Meggers Road Concessions. Those are wonderful," he said of the opportunity. Miller's fair found sponsors for benches made from milk cartons. "It's something extra for people to look at."

Hodson has even gone so far as to sponsor additions to buildings and likes seeing his name permanently up on a building that he visits once a year. Mitchell also solicits sponsorships, mostly from national food suppliers, and said that amounts to 10 percent of his budget.

Another successful collaboration was the "Taste of Allegan County Fair" promotion, where concessionaires were asked to give away a Dixie cup full of product, their choice, to fairgoers for a two-three hour promotion. "People loved it. It looked like Cedar Point at our fair. People were lined up at everything," Miller said.

"It's great to try something new," Riechert applauded. "It brought a lot of people to the fair who wouldn't have been there otherwise."

Marketing new fair food items is also a big part of the partnership between fairs and concessionaires. For the fair, it's a new buzz to sell the media and the concessionaire is dependent on the fair to get the word out. Miller's fair brought a food tasting editor to the fair and he did a full page on their vendors. Fairgoers for days after would specifically ask for a certain item.

The Iowa State Fair, Des Moines, is working more and more with tour bus operators and has asked the food concessionaires to participate in a coupon program for the groups. A value book for \$5.50 is being sold to groups as well, and 22,000 were sold last year.

The Minnesota State Fair, St. Paul, puts out a Top 10 list of food items at the fair. The media eats it up. What's new in food is the number one question the fair gets from reporters. Of the 525 food stands, 11 products bring in 40 percent of the \$10 million food gross. Those are the icons of the industry.

That type of partnership helps both parties, who are often at odds over other details. Concessionaires are charged rent in a variety of ways. At Western Fair, Mitchell charges a flat fee against a percentage of the gross, whichever is greater. The average is 24 percent and the flat fee is based on \$60-\$90 a front foot. "Included in that price is hydro, water, plumbing, admission tickets, parking and electricity," he said.

"It's a 10-day fair. We're all at risk as far as weather. No one is totally exposed going into the fair," Mitchell said. The fair books in 50 food concessionaires and each provides a daily sales report, based on the honor system.

Tim O'Brien, NICA president and owner of O'Brien Food Services, asked how the flat fee was determined? Mitchell said the fee varies according to location. "Two thirds of our concessionaires kick into percentage," he said, leading him to believe it is a fair and reasonable fee. "If only 10-15 percent reached percentage, I'd fear the flat fee was wrong."

Miller's fair went from charging a percentage to charging a flat fee. The fee was based on the tracking history from the 7-10 years of charging a percentage. The fee is greater for those concessionaires with prime locations, such as in front of the grandstand.

The problem is fairs are all over the board on the percentages, O'Brien said. It ranges from 10-30 or even 35 percent. A survey of those gathered in the room revealed that styles were split 50/50 flat fee or percentage. Methods of monitoring sales also varied.

The Georgia National Fair, Perry, found cash registers slowed sales down, said the fair's Bob Irwin. "We keep a history and look at it daily compared with attendance. If

everyone is up five percent and someone is down 10 percent, we go to the vendor to find out the problem." One time, it was because a fryer was out and the concessionaire could not find anyone to repair it. Local fair management was able to take care of the problem and sales were up again. "Most of our concessionaires go into percentage the second or third day," he said. "The flat fee is like earnest money that they will show up."

Meetings, meetings and more meetings were recommended to keep the communications open between fairs and concessionaires. At the Miami-Dade County Fair and Exposition, the fair committee travels to Tampa for the Florida State Fair, which precedes the Miami fair by a few weeks, to discuss all the new regulations that might impact their business. For instance, Dade County is cracking down hard on new fire codes relating to fire suppression systems, and every concessionaire needs to know the code, said Pat Moroney, concessions director there. Immigration background checks on every employee are another heads up for this early fair that tends to be the first to learn about the new regs. Moroney also sees meeting as networking time, not just business.

Exclusives were another bugaboo, one that along with location protection had the ears of all concessionaires present. Hodson recommended that if a concessionaire brings a unique item to the fair and does a good job with it, risking his own time and money to build a clientele, the fair should give him some respect. If he just adds an item to see what happens, that's a different story.

Mitchell's revelation that his fair rotates concessions stand locations brought a murmur from the crowd. To the fair, it's a matter of a fresh look and new presentation. To the concessionaire, it costs them a repeat customer who knew the location, not the name, of the stand from last year.

Miller confirmed the fairgoer recalls location first. They will ask after "the last stand on the right," not for Meggers Road Concessions, she said.

Concessionaires "build" locations and if they are relocated, people will assume they are not at the fair that year, one concessionaire declared.

That lead the discussion to the earlier topic of the day (Venues Today Dec. 3 e-news) regarding transfer of ownership and what happens to their longtime locations. Concessionaires can sell their equipment, recipes, name and reputation, but the location at the fair and therefore, the loyal repeat customer base, is not theirs to sell. If a concessionaire has worked hard to build up a location for 25 years, he wants to pass that on, one audience member noted.

On the other hand, the fair has a waiting list of concessionaires who might want a good spot but there has been no opening. The only conclusion was that it's a partnership and a relationship. While the land belongs to the fair, the legend was built by the concessionaire. The only equitable way to deal with this ongoing issue is case by case, depending on the buyer's qualifications, the seller's history and the fair's situation. Most issues can be worked out.

The Alaska State Fair, Palmer, has gone so far as to put a policy in writing for equitable lease transfers. - Linda Deckard

*Interviewed for this story: Thomas Hodson, (727) 346-9302; Randy Reichert, (920) 894-4129; Robin Haag, (574) 533-3247; Saree Miller, (269) 673-6501; Hugh Mitchell, (519) 438-7203*

---

## Last Chance to Rock in 2007!



with an ad showcasing your company or venue!

Coming in **JANUARY** is our annual **Focus on Stadiums** and the first quarterly INTIX of the new year.

There's no better way to promote your company to stadiums or show off the stadium itself to the industry.

Don't let this chance slip away.  
**ADVERTISE today!**

**EXTRA! EXTRA!** Advertise in the January issue and you'll get bonus distribution to the IAAM International Stadium Managers Conference in Dallas, and the Stadium Managers Association conference in Key West, Fla.

Reserve your space by Dec. 15th by contacting:

**Eastern Region:** Sue Nichols, (615) 662-0252, [Sue@venuestoday.com](mailto:Sue@venuestoday.com)

**South Central Region:** Pauline Davis, (615) 356-0398, [Pauline@venuestoday.com](mailto:Pauline@venuestoday.com)

**N. Central & Western Region:** Scott Partridge, (615) 758-2887, [Scott@venuestoday.com](mailto:Scott@venuestoday.com)

**California & International:** April Stroud, (714) 378-0056, [April@venuestoday.com](mailto:April@venuestoday.com)

[Click here for our rates/sizes/specs chart!](#)

---

## SHORT TAKES

### FLORIDA TRIBE PURCHASES HARD ROCK CAFÉ

The Seminole Tribe of Florida is buying the Hard Rock Cafe empire, in a \$965 million deal with British casino and hotel company Rank Group PLC. The Hard Rock business includes 124 Hard Rock Cafes restaurants, four Hard Rock Hotels, two Hard Rock Casino Hotels, two Hard Rock Live! concert venues, and stakes in three unbranded hotels. The tribe also acquires what is said to be the world's largest collection of rock memorabilia, some 70,000 pieces.

Contact: James Allen, (800) 683-7800

### ACCIDENT DERAILS HIPHOP TOUR

A tour bus carrying underground hip-hop star Mr. Lif, and supporting acts The Coup, DJ Big Wiz, and Metro flipped over and burst into flames on Monday, about 40 miles outside of San Diego. All involved in the accident survived, but four have been taken to a nearby hospital. All merchandise and equipment on the bus was destroyed in the fire.

The remaining dates on the tour have been cancelled:

12/05 - Fox Theatre & Café, Boulder, Colo.  
12/06 - Quixotes, Denver, Colo.  
12/09 - The Abbey, Chicago, IL  
12/10 - Grog Shop, Cleveland Heights, Ohio  
12/15 - The Paradise, Boston, Mass.  
12/16 - Hammerstein Ballroom, New York, N.Y.  
12/17 - Otto Bar, Baltimore, Md.  
12/18 - Black Cat, Washington, D.C.  
12/19 - First Unitarian Church, Philadelphia, Pa.  
12/31 - Sonoma County Fairgrounds, Santa Rosa, Calif.

Contact: Bob Somen, (510) 444-8893

### **CHURCHILL DOWNS ENTERS INTO AGREEMENT WITH SMG**

Churchill Downs and SMG have negotiated an agreement to pursue concerts and special events to be held at the race track, following the successful performance of the Rolling Stones. SMG Senior VP Mike Evans announced the deal, saying SMG would announce several additional concerts for the famous 147-acre raceway in early 2007

Contact: Alison Rock, (215) 592-6619

### **RUSHMORE PLAZA PLANS PUT ON HOLD**

Financing of a proposed expansion of the Rushmore Plaza Civic Center in Rapid City, S.D. is in jeopardy. The city council has rejected bids after the cost of the project came in about \$7 million dollars over the \$18 million dollar budget. Officials are scheduled to meet Jan. 27 to continue discussions of the expansion plans.

Contact: Jim Shaw, (605) 394-4110

### **TEXAS BANK BUYS NAMING RIGHT TO LUBBOCK COLISEUM**

A Texas bank wants to pay for naming rights for the Lubbock (Texas) Municipal Auditorium and Coliseum. Next week, the Lubbock City Council will consider a contract between the City of Lubbock and City Bank regarding naming rights for the coliseum and the auditorium. Nancy Haney with the City of Lubbock announced it would be a 5-year contract worth \$100,000 annually. The first \$100,000 would go to the Cotton Kings, a minor league hockey team and the building's primary tenant.

Contact: Sara Augusta, (806) 747-7825

### **JOHN BENETT RENEWS CONTRACT WITH VMA**

The Venue Management Association (VMA) Council has appointed John Benett to serve as executive officer for another three-and-a-half year term. Benett has been the head of the VMA administration and development for the past six years. Both the recruitment process and the assessment were approved by all Council members.

Contact: John Benett, (61) 7 3870 4777

### **LOUISVILLE ANNOUNCES THREE FINALIST FOR ARENA**

Three firms are finalists to be the architect for the downtown Louisville arena. They are

HOK and Ellerbe Beckett Inc., both based in Kansas City, Mo., and Rosser International of Atlanta, the Louisville Arena Authority's Chairman Jim Host announced. Representatives of the three firms will be interviewed later this month by the authority's construction committee, headed by Dan Ulmer. The committee will make a recommendation to the full authority when it next meets Jan. 22.

Contact: Jim Host, (270) 672-6781

### **U OF M AMHEARST EXTENDS AGREEMENT WITH TICKETMASTER**

The University of Massachusetts Amherst Athletics and Mullins Center have extended their multi-year ticketing agreement with Ticketmaster. Ticketmaster secured the agreement through a competitive bidding process and will continue to serve as the official ticketing company for all events at Mullins Center including all UMass home games.

Contact: Thorr Bjorn, (413) 577-0232

### **TICKETS.COM NAMED SECONDARY TICKET AGENT TO BUFFALO SABRES**

Tickets.com has announced it is the exclusive, team sanctioned secondary market ticket provider for the National Hockey League's Buffalo Sabres. The 2006-2007 season marks the introduction "My Replay" technology, which allows season ticket holders to post and sell tickets they are unable to use, and allows fans to buy tickets to games that may be sold out. As an added benefit for Buffalo Sabres season ticket holders, the password protected "MySabresTickets" portal provides ticket management of season ticket inventory and also provides Ticket Transfer functionality, which is a way for users to electronically transfer tickets to friends, family and business associates online.

Contact: Robert Pearson, (714) 327-5446

---

## **HELP WANTED**

For more information or to submit listings, e-mail April Stroud, Advertising/Production Manager at: [April@venuestoday.com](mailto:April@venuestoday.com)

### **[CLICK HERE TO VIEW THE FULL EMPLOYMENT LISTINGS BELOW](#)**

**Fox Theater, Spokane, Wash. - General Manager** - Would you like to be part of the equation for ...

**Georgia World Congress Center - National Sales Manager** - The Georgia World Congress Center, one of the premier Convention...

**Georgia Dome, Atlanta - Security Manager** - Are You Ready to Join the Big Leagues? The Georgia...

**Greater Richmond Convention Center- Marketing Manager** - Global Spectrum seeks a skilled, detailed and customer service oriented individual...

**City of Mesa (Ariz.) - Assistant Parks, Recreation and Commercial Facilities Director (\$73,777-\$99,444)** - Plans, organizes & directs effective, efficient, & economic mgmt. of one of...

**Paciolan, Inc., Irvine, Calif. - Customer Service - Applications Specialist** - Come join the dynamic team at Paciolan, the premier leader in...

**www.TIX.com - Support Personnel** - Company: www.TIX.com is a leading provider of online and box office software...

**Everett Events Center - Building Engineer** - Responsible for facility maintenance and operations. Minimum 4 years experience...

[CLICK HERE TO VIEW THE FULL EMPLOYMENT LISTINGS ABOVE](#)

---

To submit news or information to **Venues Today** contact:

**Linda Deckard**, Publisher, Editor-in-chief  
(714) 378-5400, ext. 22  
[linda@venuestoday.com](mailto:linda@venuestoday.com)

**Dave Brooks**, Staff Writer  
(714) 378-5400, ext. 24  
[dave@venuestoday.com](mailto:dave@venuestoday.com)

**Rob Ocampo**, Hot Tickets/Top Stops Manager  
(714) 378-5400, ext. 21  
[rob@venuestoday.com](mailto:rob@venuestoday.com)

For advertising information, contact:

**Sue Nichols**, Eastern Region  
(615) 662-0252  
[sue@venuestoday.com](mailto:sue@venuestoday.com)

**Pauline Davis**, South Central Region  
(615) 356-0398  
[pauline@venuestoday.com](mailto:pauline@venuestoday.com)

**Scott Partridge**, North Central & Western Region  
(615) 500-1780  
[Scott@venuestoday.com](mailto:Scott@venuestoday.com)

**April Stroud**, Director of Sales & Marketing  
(714) 378-0056  
[april@venuestoday.com](mailto:april@venuestoday.com)

---

You are receiving this weekly e-newsletter as part of your annual subscription to **Venues Today**.

Remember that you can also access the **Venues Today** archives as part of this subscription at [www.venuestoday.com](http://www.venuestoday.com). [Unsubscribe](#)



Venues Today  
P.O. Box 2540  
Huntington Beach, CA 92647  
USA



[Read](#) the VerticalResponse marketing policy.