

Rob Ocampo

Subject: FW: January 25, 2007 Venues Today



VENUES**today**

The news behind the headlines

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Welcome to your **Venues Today** weekly e-newsletter, full of the latest live entertainment industry news. We are a day late and a dollar short this week, felled by an office full of flu. If it's happening here it could be happening there, so we wish you good health and productivity. Our February magazine hits the street next week. Our next e-newsletter will be Feb. 7. Some of us will see some of you at INTIX, the Super Bowl and SMA before then. For further information or to subscribe to *Venues Today* visit www.venuestoday.com.

QUOTE OF THE WEEK

"We had five weekends in a row of bad weather, starting before Christmas with snow and blizzard conditions...And we felt it every weekend." — *Marv Witt, vice president of operations at the National Western Show in Denver. Despite bad weather, the show posted its second best year ever for attendance.*

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VENUE NEWS

Duane Richert performs at the National Western Stock Show in Denver.



SNOW COULDN'T KEEP A GOOD NATIONAL WESTERN DOWN

The National Western Stock Show in Denver, had a pretty good year considering the area has been socked with five consecutive winter storms in as many weekends, and news about a potential expansion or move will be announced around the first of February.

"We had a relatively good year," said Marv Witt, vice president of operations, noting that last year was the show's 100th anniversary and broke all records. "We knew we'd have some trouble matching those numbers this year."

And considering that the winter storm that made national headlines a few days before the Christmas weekend pretty much kept repeating itself each weekend, including snow on the show's last day of Jan. 21, Witt was pleased with the second-highest attendance numbers of 649,637, 10.6 percent lower than last year's 726,972.

"We had five weekends in a row of bad weather, starting before Christmas with snow and blizzard conditions," Witt said. "And we felt it every weekend."

And even though Denver experienced snow on the last Saturday and Sunday of the Jan. 6-21 event, attendance on both days actually bested the final two days of last year's record-breaking show.

All together, in all 44 livestock, equestrian, and rodeo performances, the show had 16 sell-outs, which, Witt said, actually is down from closer to 20. Many of the performances took place in the city-owned, 8,235-seat Denver Coliseum, and with plans to be announced in early February for either a facility move or expansion Witt is hoping that the seating capacity will be increased.

"We do need more space," he said. "I'd like to be in an arena with closer to 10,000 seats."

Witt declined to release too many details about the announcement, which will be made with Denver Mayor John W. Hickenlooper, other than to call it a kind of projection as to where the stock show will move in the next 100 years.

Either an expansion or a move would be necessary for the stock show, which currently has about 88 acres, just more than a third of the 240 acres that Witt said is needed. Currently, the combined area of the four buildings that make up the facility offer just more than 1 million square feet of space.

"It will be one of those two, expanding or moving," Witt said, saying that both possibilities are still under consideration. "We'll be looking at programming improvement. We've looked at both scenarios and basically we need to say what we can obtain in private support and governmental support."

Witt did not give a ballpark figure of how much money would be required to fulfill either a move or an expansion. The stock show has a budget of about \$12 million, he said.

As for the recent event, even though the bad weather started well before opening day, Witt believes the first blizzard had a detrimental effect, gauging by how much advanced ticket sales immediately went into a slump. "There was a time before Christmas that our advanced ticket sales were ahead of 2006 when that storm hit the Wednesday before Christmas," Witt said. "It shut down advance ticket sales. It put a real dip in them and we never regained them."

"It almost got to be unreal. There was the first one, then the second, the third one. Every weekend, we were getting some kind of weather." However, he said, the first storm was the only one that rendered city streets unpassable.

Witt did not have exact spending figures but he said he expects them to be on par with 2005 per caps instead of last year's. The 2005 stock show had an attendance of 633,544.

Gate admission prices remained the same as last year at \$9 for adults on weekends and \$7 on weekdays. Performance tickets range from \$10 to \$60, with the \$60 Gold Buckle tickets getting the patron a padded chair in the front row. All tickets also offer grounds admission.

In sponsorships, Toyota was a new exhibitor and brought the new Toyota Tundra pick-up, which will be released in February and which was not on display anywhere else. That was worth about \$200,000 in sponsorship money, for a total of \$2.3 million in-kind and cash support.

In marketing, which has a \$175,000 budget, stock show officials shifted funds to buy more billboards and more advertising in glossy magazines over newspapers.

"We're aiming at the metropolitan audience," said media and public relations manager Kati Anderson. "Seventy-eight percent of our audience comes from the Denver metro area, so in an effort to boost that attendance, we went to local and regional magazines that target those areas, as well as billboards around the area. – Mary Wade Burnside

Interviewed for this article: Marv Witt and Kati Anderson, (303) 297-1166



Mellon Arena

PITTSBURGH COUNTERS OFFER TO KEEP PENGUINS

The Pittsburgh Penguins hockey team has been offered a deal by state and local officials that would allow the team to stay in the aging Mellon Arena for one year after the team's lease expires in June. With the Penguins' seven-year lease expiring at the end of June, political leaders in Pennsylvania, including Gov. Ed Rendell, have taken an aggressive approach to negotiations with the hockey team's ownership. The lease extension deal was proffered in response to a recent offer by Kansas City officials. Kansas City officials offered the team a deal that would give the Penguins free rent at the under-construction \$276 million Sprint Center, which Penguins officials recently visited.

"We fully expected Pittsburgh to make a counter-offer to keep the team in town," said Tim Leiweke of AEG. "This is a city that is very passionate about their sports teams. I'm not surprised that they would return to the table with a new offer."

The proposed Mellon lease extension would enable the Penguins to become master tenants of the arena, replacing SMG's contract management deal to manage the publicly-owned facility for Allegheny County's Sports and Exhibition Authority. Under the terms of the deal, SMG would be paid for the management service by the Penguins. The SEA oversees Mellon Arena, as well as Heinz Field, home of the Pittsburgh Steelers football team; and PNC Park, home of the Pittsburgh Pirates baseball team.

If the Penguins accept the lease extension offer, the team would no longer pay the \$2 million in rent and facilities fees that it currently pays annually to use the Mellon Arena. The team also would get most of the revenues generated by the facility, including parking fees. Those fees could garner about \$20 million annually, according to a statement from the team.

Mellon Arena is the oldest venue in the National Hockey League. The Penguins ownership has long maintained that the arena must be replaced with a new arena in order for the team to be competitive with other NHL teams.

Costs of the deal would include a \$5 million payment to SMG that would be due when the switch is made, in addition to the fees associated with SMG's continued management of the facility. The arena management changes were negotiated as part of the team's 1999 bankruptcy filing, when the soon-to-expire lease also was negotiated.

Mary Conturo, executive director of SEA, said Mellon Arena is leased to SMG, and the Penguins sublease the space from SMG. Under the terms of the SEA lease, it allowed for a five-year extension of the SMG lease. "We approved a one-year renewal of the lease earlier this year," she said, declining to comment further on negotiations to keep the team in Pittsburgh.

The lease extension offer, which the Penguins have not yet accepted, is meant to be a stopgap measure to keep the team in Pittsburgh while a new arena is built. If a deal on a new arena is agreed to by the team soon, construction of the new venue likely would not be completed until 2009.

"After the Penguins' lease expires in June, the lease becomes an issue between the Penguins and SMG," said Kevin Evanto, spokesman for Allegheny County chief executive Dan Onorato. "The chief executive is committed to keeping the Penguins here. Our staff and the SEA staff and the Penguins staff have been meeting the past few weeks to keep the team here."

The team's ownership recently partnered with Isle of Capri Casinos, gambling on the possibility that Isle of Capri would win the sole slots casino license that recently was awarded in Pittsburgh. If awarded the license, Isle of Capri promised to build a \$290 million arena that would be the new home of the Penguins, as well as share development revenues with the team that would be garnered from Isle of Capri's planned redevelopment of Pittsburgh's lower Hill District, where Mellon Arena is located. The casino license recently was awarded to Detroit businessman Don Barden, who plans to build his casino on the North Side of Pittsburgh, near Heinz Field. Barden also has committed to partial funding of a new arena and to a redevelopment of the lower Hill District.

Penguins officials did not return phone calls requesting comment on the lease extension offer. Jay Roberts, general manager of Mellon Arena for SMG, declined to comment on the lease extension offer or negotiations with the team for a new facility.

Interviewed for this article: Tim Leiweke, (213) 763-7700; Kevin Evanto, (412) 350-3171; Jay Roberts, (412) 642-1976; Mary Conturo, (412) 325-3342

Bruce Eskowitz



FACES AND PLACES: LIVE NATION REORGANIZES WITH ESKOWITZ AT THE TOP

Live Nation has announced plans to bring its touring division under a uniform umbrella, combining its concert promotions, music venues, sponsorships and alliances units.

Bruce Eskowitz has been promoted to CEO of North American Music, which will oversee the new division.

"Basically everyone will now be reporting to Bruce, including concert promoters," said John Vlautin, Live Nation's spokesperson.

Eskowitz will also be overseeing management and expansion of the House of Blues club division, as well as the ongoing expansion of the company's venue portfolio into the small and midsized levels. Eskowitz said he will also be overseeing an initiative to expand the company's small and midsized venues portfolio. Eskowitz said he was also overseeing the expansion of the company's Fillmore brand.

"We're really looking to be aggressive with our new venues, whether it be expanding our current properties or acquiring new properties," he said. "We're hoping that 2007 continues to be a solid year of growth for our company."

Eskowitz said the primary goal of the reorganization is to "achieve synergy" among all components of Live Nation. He said he wants the promoters to be openly communicating with the venues and hopes to have everyone thinking of new opportunities in terms of sponsorships and alliance revenues. He added that by uniting the booking divisions with venues and the alliances divisions under the same leadership, he was going to better align agendas across the board at the company.

"I look forward to taking on this increased responsibility and working to build Live Nation into the most successful live music company in the world. While we will continue to have executives dedicated to each of the concert promotion, venue management and alliances businesses within North American Music, operating these businesses together under one division will create a unified strategy and significant synergy," he said.

The reorganization also includes several other promotions, including moving **Jason Garner** to president of North American Concerts where he will oversee concert production activities in the U.S. and Canada. **Russell Wallach** has been named president of Alliances, overseeing all national and local sponsorship activities. **Don Watson** has been promoted to executive vice president of the House of Blues brand, overseeing clubs and expansion. Finally **David Shuman** has been named executive vice president of North American finance.

In other news at the company, Live Nation has named **Neil Jacobsen** president of Live Nation Miami. Jacobsen will oversee all booking and marketing promotions in Florida with a focus on Tampa and Miami.

"This is a pretty big move for us and Florida," said Garner, who will oversee Jacobsen. "Tampa and Miami are two of the biggest touring markets in the U.S. and I think there are few people as equipped to deal with the region like Neil (Jacobsen). He is a class act."

Jason has worked in Live Nation's Philadelphia office since 1995, mostly recently as its executive vice president. Before that, he worked with Live Nation president and Electric Factory Founder Larry Magid, as well as MCA Concerts in the Seattle area."

Interviewed for this article: John Vlautin and Bruce Eskowitz, (310) 867-7127; Jason Garner, (310) 867-7000

Tom Musser, Clark County Fair, Ridgefield, Wash., shares his news with John Needham, Butler Amusements, during WFA



NOTES FROM WFA: AWARD WINNERS AND SOUND ADVICE HIGHLIGHT GATHERING

RENO, Nev. — The Jan. 14-17 Western Fairs Association gathering here culminated with a chance to honor their own. Two longtime members were inducted into the WFA Hall of Fame: **Doug Lofstrom**, Orange County Fair, Costa Mesa, Calif., and **Don Hillman**, Washington County Fair & Rodeo, Hillsboro, Ore.

That same evening, the **Minnesota State Fair**, St. Paul, and the **Big Fresno (Calif.) Fair** received the Merrill Award for innovation and vision in fair management.

On the service side, **Nancy Kobert** and **Gil Reigler**, Kobert Animal Productions, received the Barham Award for outstanding entrepreneurship.

WFA's 84th Annual Convention and Trade Show had 1,208 registered attendees and more than 100 exhibitors. It will be held in San Diego next year.

Tips, tidbits and talks gathered at sessions, the trade show and hospitality suites included:

- Every four seconds in this country someone turns **50**. Fairs are seeking to appeal to youth but should not forget parents and grandparents are one way to reach out to them. **Dr. Joe Goldblatt**, Temple University, Philadelphia, a frequent flyer on the sports and entertainment lecture circuit, revealed a plethora of statistics and tips to reinvigorate events.

"If you create an experience that transforms people, you can charge whatever you want," he said, citing Sea World, where you pay \$60 to see the dolphins versus Discovery Cove at Sea World where you pay \$165 for an experience, to swim with the dolphins. The next phase of economic development, which is in the experience economy, is the "Age of Community," he predicted, where people share life-changing experiences with others.

- Program the fair's **security** phone number into your cellphone the minute you hit that fairgrounds. Most fairs provide vendors with a list of numbers of use, including security, first aid and lost and found. Most importantly, you don't want to be looking for security's number when you need help.

- **Favors** can turn into expectations. Be reasonable with your time commitments. If you are asked to participate in a parade, ask how much time it requires.

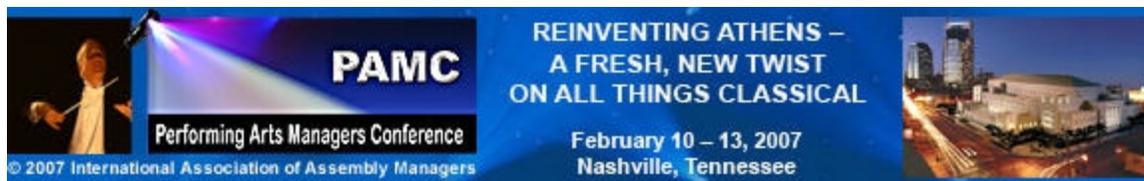
- Goldblatt went on to list the three emerging key issues for Western fairs as: greater awareness of **environmental risk**, saying 36 California fairs use solar energy now; **emergency preparedness**, which goes beyond post 9/11 and post-Katrina awareness to summer heat waves and weather changes; and rebuilding the fairs **infrastructure**. Many are aged and in need of expansion. Elaborating on the first, he noted pre-school

kids are now educated about environmental issues and personal health.

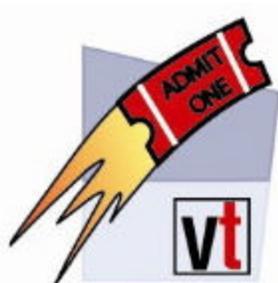
- Global Spectrum's Dean Dennis was looking to bid on management of a new convention center being built in **Irving, Texas**.

- **Justin Kobluk** was promoted to oversee all operations at the reorganized **Clark County Fair**, Ridgefield, Wash., including the amphitheater, year-round use and the fair, reporting to the board. Tom Musser is now manager of the fair. Kobluk's dad, Mike Kobluk, was once manager of the Spokane, Wash., facilities, past president of the International Association of Assembly Managers, and one-time singer with the Chad Mitchell trio. Like father like son. — Linda Deckard

Contacts for this story: WFA, (916) 927-3100; Justin Kobluk, (360) 397-6066; Dr. Joe Goldblatt, (215) 204-9015



BOOKINGS



HOT tickets

SEGER SHOTS THE SILVER BULLET

HOT TICKETS is a weekly summary of the top acts and ticket sales as reported to **Venues Today** e-newsletter. Following are the top concerts and events in each seating capacity category which took place since Jan. 2, 2007. 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:* \$566,220; *Event:* Bob Seger & The Silver Bullet Band; *Venue:* **Amway Arena, Orlando, Fla.**; *Attendance:* 9,159; *Ticket Range:* \$125-\$64; *Promoter:* Live Nation; *Dates:* Jan. 6; *No. of Shows:* 1

2) *Gross Sales:* \$303,660; *Event:* The Cheetah Girls; *Venue:* **Thomas & Mack Center, Las Vegas**; *Attendance:* 9,307; *Ticket Range:* \$39.50-\$29.50; *Promoter:* AEG Live; *Dates:* Jan. 14; *No. of Shows:* 1

3) *Gross Sales:* \$126,487; *Event:* Zelzah Shrine Circus; *Venue:* **Thomas & Mack Center, Las Vegas**; *Attendance:* 20,746; *Ticket Range:* \$25-\$15; *Promoter:* Jody Jordan; *Dates:* Jan. 20-21; *No. of Shows:* 5

4) *Gross Sales:* \$30,485; *Event:* Alex "El Pollo" De Jesus vs. Ivan Hernandez, Henry

"Nitro" Bruseles vs. Wilfredo Negron; Venue: **Coliseo de Puerto Rico, San Juan**; Attendance: 1,075; Ticket Range: \$100-\$20; Promoter: PR Best Boxing Promotions, Inc.; Dates: Jan. 19; No. of Shows: 1

10,001 - 15,000 Seats

1) Gross Sales: \$144,302; Event: Pepsi Gamblers Classic Indoor Midget Auto Racing; Venue: **Atlantic City (N.J.) Boardwalk Hall**; Attendance: 7,539; Ticket Range: \$27-\$10; Promoter: Len Sammons Productions; Dates: Jan. 12-13; No. of Shows: 2

2) Gross Sales: \$132,966; Event: Dierks Bentley; Venue: **John Labatt Centre, London, Ontario**; Attendance: 3,199; Ticket Range: \$96-\$41; Promoter: House of Blues Canada; Dates: Jan. 22; No. of Shows: 1

3) Gross Sales: \$127,183; Event: Lord of the Dance; Venue: **John Labatt Centre, London, Ontario**; Attendance: 2,649; Ticket Range: \$56.41-\$38.36; Promoter: Jeff Parry Promotions; Dates: Jan. 2; No. of Shows: 1

4) Gross Sales: \$121,555; Event: Monster Truck "Nationals & Thrills" Show; Venue: **Sovereign Bank Arena, Trenton, N.J.**; Attendance: 8,562; Ticket Range: \$19.50-\$16.50; Promoter: Checkered Flag, In-house; Dates: Jan. 5-6; No. of Shows: 2

5) Gross Sales: \$108,117; Event: Joel Osteen; Venue: **Bi-Lo Center, Greenville, S.C.**; Attendance: 11,271; Ticket Range: \$10-\$7; Promoter: Joel Osteen; Dates: Jan. 5; No. of Shows: 1

5,001 - 10,000 Seats

1) Gross Sales: \$87,692; Event: Rockstar Supernova; Venue: **Constant Convocation Center, Norfolk, Va.**; Attendance: 1,901; Ticket Range: \$53.50-\$31.50; Promoter: Global Spectrum; Dates: Jan. 19; No. of Shows: 1

2) Gross Sales: \$30,209; Event: Tait; Venue: **Constant Convocation Center, Norfolk, Va.**; Attendance: 3,504; Ticket Range: \$13.50-\$8.50; Promoter: Franklin Graham Festival; Dates: Jan. 21; No. of Shows: 1

5,000 or Fewer Seats

1) Gross Sales: \$682,025; Event: Putnam County Spelling Bee; Venue: **Keller Auditorium, Portland, Ore.**; Attendance: 17,490; Ticket Range: \$75.50-\$27.50; Promoter: Live Nation; Dates: Jan. 2-7; No. of Shows: 8

2) Gross Sales: \$214,152; Event: BB King; Venue: **Kodak Theatre, Hollywood, Calif.**; Attendance: 3,162; Ticket Range: \$120-\$40; Promoter: AEG Live, Goldenvoice, TheatreDreams; Dates: Jan. 6; No. of Shows: 1

3) Gross Sales: \$176,000; Event: Incubus; Venue: **Warfield Theatre, San Francisco**; Attendance: 4,815; Ticket Range: \$40; Promoter: Live Nation; Dates: Jan. 9-10; No. of Shows: 2

4) Gross Sales: \$137,575; Event: Menopause the Musical; Venue: **Winningstad Theatre at Portland (Ore.) PAC**; Attendance: 3,607; Ticket Range: \$51; Promoter: G4 Productions; Dates: Dec. 16, 2006-Jan. 15 2007; No. of Shows: 23

5) Gross Sales: \$109,015; Event: Jackie Mason; Venue: **Lyric Theatre, Stuart, Fla.**; Attendance: 2,377; Ticket Range: \$48-\$35; Promoter: Fantasma, In-house; Dates:

Jan. 2-8; No. of Shows: 7

Compiled by Rob Ocampo, HotTickets@venuestoday.com

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MARKETING

From left, Nets player Vince Carter, Architect Frank Gehry, New York Mayor Michael Bloomberg and Nets co-owner Jay-Z at conference announcing Barclays naming rights deal.



INTERNATIONAL FINANCIAL SERVICES COMPANY PAYS \$400M TO NAME NETS ARENA

The Brits are taking naming rights to a new level.

United Kingdom based Barclays is one of the largest financial services companies in the world, but they are barely known in North America. To change that, they have agreed to pay \$400 million over 20 years to put their name on the yet-to-be-built New Jersey Nets arena in Brooklyn, N.Y.

The deal, announced on Jan. 18, shattered the current naming

rights record for arenas, which was held by Royal Phillips Electronics, which paid \$185 million to name Philips Arena in Atlanta in 1999.

"The Nets did a terrific job of finding a company which needed to make a splash in New York," said T.J. Nelligan, chairman and CEO of Nelligan Sports Marketing. "Barclays was willing to pay a premium for that."

This is the third large naming-rights deal in the New York area in recent months. In November, Citigroup Inc., the biggest U.S. bank, paid as much as \$20 million a year for naming rights to the New York Mets' proposed ballpark, Citifield. In January, the New Jersey Devils, a member of the National Hockey League, inked a \$106 million dollar deal with Prudential Financial, the second-largest life insurer in the U.S., for the naming rights to a new arena in Newark, N.J.

"The Giants and the Jets have to be licking their chops over this," Nelligan said. The Giants and Jets of the National Football League are building a new jointly-owned \$800 million stadium scheduled to open in 2010. Bids for their naming rights are being made.

Despite the high price tag, Barclays was pleased with the deal.

"We are delighted to put our name to a development that will be a visual and economic landmark in the renaissance of Brooklyn," said Robert E. Diamond, Jr., president of Barclays PLC, in a statement. "This opportunity brings economic prosperity for Brooklyn and the chance to participate, in a unique way, in the cultural and sporting life of New York."

The arena, which will be called Barclays Center, will be part of The Atlantic Yards, a \$4 billion, 22-acre compound in Brooklyn that will include 6,400 rental apartments, condominiums, offices and a hotel. Atlantic Yards is being developed by Bruce Ratner, president and CEO of Forest City Ratner Companies, and Chairman of the Nets.

Frank Gehry, an architect known for the curving titanium designs of the Walt Disney Concert Hall in Los Angeles, Calif., and the Experience Music Project in Seattle, Wash., is designing the space. The 850,000 square foot arena is expected to cost \$550 million, and is slated to host its first game in 2009-2010.

As part of the deal, Barclays will also be a community partner, forming the non-profit Nets-Barclays Sports Alliance, to promote athletics, education and personal development to the youth of Brooklyn. The Alliance's first project will be to renovate basketball courts and sports facilities throughout the borough.

In the United Kingdom, Barclays is part of a similar non-profit, Barclays Spaces for Sports. There, they transformed neglected land in the U.K. into skateboard parks and soccer fields. So far, they have opened more than 100 community sports sites across the U.K.

"We believe this partnership marks an important moment in Brooklyn's history and its place on the international stage," Ratner said in a statement. "We are now one step closer to our goal of bringing thousands of jobs, mixed-income housing and a world-class arena and franchise to Brooklyn.

"This is a great deal for the Nets, especially in a venue with a single franchise," said Nelligan. "Whether it will be an efficient investment for Barclays, time will tell." — Liz Boardman

Interviewed for this story: TJ Nelligan, (973) 812-5900; Barry Baum, (201) 635-3316

CONCESSIONS

Iowa Events Center



IOWA EVENTS CENTER HOSTS RECORD WEEKEND

With three events happening simultaneously at the Iowa Events Center in Des Moines on Jan. 20 and Jan. 21, Ovation's found itself with a difficult task as the exclusive food and beverage provider at the Iowa Events Center.

Its mission: cater 10 different banquets with over 7,390 meals in a brief 27-hour span. The assignment had Ovations handling food services for the Pheasant Fest hunting show, the Premier Design interior decorators conference and full food and beverage responsibilities for the Iowa Stars Hockey game. On top of this work load, Ovations had booked a special dinner for corporate clients at the Principal River's Edge Restaurant. The effort would take over 100 employees to feed the combined 31,621 hungry people who had congregated at the Iowa Events Center. In total, the center did over \$250,000 in food sales in two days.

The 7,390 catered meals served at the function represented a variety of palates and tastes and included dishes with boar, duck, bison, pheasant, chicken, fish, beef, turkey and ham. Ovations estimated it served over 730-gallons of water during the two-day run. That much liquid would normally take an average person 1,946 days to consume.

"It was a huge weekend for us, we were really thrilled about it," said General Manager Matt Hoffman. "It was one of busiest times in the history of our building and I think our staff did an excellent job putting it together."

The biggest challenge was staffing said Ovations General Manager Gino Svec, who started hiring for the event about a month-and-a-half in advance. Svec worked with temp agencies to provide the adequate staffing for the banquets "and put the word out on the street" that work would be available. He said he also worked with non-profits to get concessions staffing for the hockey game. Svec said he has an agreement with several area charities to exchange labor for a portion of the evening's profits.

The event center staff also helped, providing a few sales staff members who doubled as front-of-the-house ushers during the banquets, monitoring buffet lines and helping people into their seats. The center even helped spring for an extra chef to insure speedy service times.

The other major hurdle was storing the massive amount of food they had to bring onsite — Svec said he rented two 18-wheeler refrigerator units and had a diesel distributor make regular trips to the vehicles with fuel.

"That was a major necessity," Svec said. "I don't know who has enough room to store food for 1,800 people in one sitting."

Prep and service times went without a glitch. Svec said it took his crew two-and-a-half days to prep all the food to be oven ready. Once the items were ready, he estimated he had everything plated in about an hour and 25 minutes. Service of the food took another 35 minutes he said.

As for the buffets, Svec said he ran 10 double-sided buffets with 20 lines of people for the food. The effort took 38 minutes to get people through.

Hoffman said the entire event went off without any hiccups, save for a faulty freight elevator on the night of one of the banquets.

"We had people teaming together to push the food up ramps to get it onto the banquet floor," he said. "I don't think it's something the client noticed and we were able to get a crew in to fix it before the banquet even started. It was the only real glitch — that kind of thing seems to happen." — Dave Brooks

Interviewed for this article: Matt Hoffman, (515) 564-8010; Gino Svec, (515) 564-8010



Coming soon in Venues Today:

MARCH - is our annual **Spotlight on Texas** and our first **Spotlight on California** .

APRIL - will be packed with information - the second INTIX Quarterly and our first of many **Spring Specials** , our annual **Spotlight on Florida Venues**, and our second **Focus on Europe** .

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SHORT TAKES

GEORGE WEIN TEAMS UP WITH SHORELINE TO FORM FESTIVAL NETWORK

George Wein's Festival Productions has joined with Shoreline Media to form The Festival Network. Headquartered in New York, with offices in Los Angeles, the Festival Network will produce 18 music festivals in 2007 and expand its offerings in 2008 and beyond. The company will also be producing festivals leading up to the 2008, 2010 and 2012 Olympic Games, as well as with other major sporting events.

Contact: Karen Horton, (973) 378-8327

HOME DEPOT PICKS UP SPONSORSHIP WITH NFL

The National Football League and The Home Depot announced they have entered into a multi-year integrated marketing partnership that designates The Home Depot as the official home improvement sponsor of the National Football League. The partnership designates The Home Depot as the presenting sponsor of The NFL Experience, pro football's interactive theme park spanning nearly 850,000 square feet and featuring 50

interactive games and attractions.

Contact: Brian McCarthy, (212) 450-2069

LIVE NATION ANNOUNCES PLANS TO TOUR VAN HALEN

Live Nation has announced plans to sign rock band Van Halen to a 40-city summer tour. The band's lineup will feature David Lee Roth on vocals, Eddie Van Halen on guitar and Alex Van Halen on drums. Eddie Van Halen's 15-year-old son, Wolfgang, will replace longtime bassist Michael Anthony. It would be Roth's first tour as frontman of the band in more than 20 years. The band last toured in 2004 with Sammy Hagar on vocals.

Contact John Vlautin, (310) 867-7127

DELAWARE NORTH ANNOUNCES NINE CHEFS OF DISTINCTION

Nine chefs working for Delaware North Companies recently earned the prestigious distinction of Certified Chef de Cuisine by the American Culinary Federation and Pro Chef II by the Culinary Institute of America. The recipients of the distinguished certifications include Executive Chef Colin Moody of the Asilomar State Beach & Conference Grounds, Pacific Grove, Calif.; Chef Robert Stritzinger of the Wawona Hotel, Yosemite, Calif.; Chef Scott Green of the Deer Creek Resort & Conference Center, Mt. Sterling, Ohio; Chef Shawn Grenier of the Balsams Grand Resort Hotels, Dixville Notch, N.H.; Chef Peter Bailey of the The Ahwahnee, Yosemite; Chef Christopher Packer of the The Lodge & Conference Center at Geneva-on-the-Lake, Geneva Ohio; Executive Chef Gidget Wickham of the Kennedy (Fla.) Space Center Visitor Complex; Chef Chris Matta of the Wheeling Island (W. Va.), Racetrack & Gaming Center, and Chef Scott Pobuda of the Cincinnati Reds.

Contact, Kerry Hassen, (716) 858-5016

MIXED USE DEVELOPMENT ANNOUNCED NEAR GEORGIA CONVENTION CENTER

In conjunction with the city of College Park, Ga., Grove Street Partners will serve as master developer for a \$230 million mixed-use project that will bring approximately 1.1 million square feet of office, retail and hotel space to the Gateway Center adjacent to the Georgia International Convention Center, a 400,000-square-foot facility with 49 acres of landscaped green space.

Contact: Andria Towne, (770) 907-3070

HELP WANTED

For more information or to submit listings, e-mail April Stroud, Director of Sales & Marketing at: April@venuestoday.com

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

TicketsWest, Spokane, Wash. - Box Office Manager, Spokane Public Facilities District - Description: Management of daily box office operations for the Spokane...

Compass Facility Management, Cedar Rapids, IA - Executive Director - Compass Facility Management, Inc. (www.compassmgmt.com), a fast growing firm specializing in...

City of Mesa (Ariz.) - Events Coordinator - \$44,740 - \$60,403. Duties: Coordinates client use of the MesaConvention Center...

Capitol Theatre Management, Sydney, Australia - Building Service Manager - Capitol Theatre Management is seeking an experienced person to undertake...

Cairns (Australia) Convention Centre - Business Development Manager - The Cairns Convention Centre is globally recognised as one of the...

Vector Arena, New Zealand - Multiple Positions - Operations Coordinator - Must have extensive event industry and/or venue ...

Wellington Convention Centre, New Zealand - Business Development Manager - The Wellington Convention Centre is one of New Zealand's leading...

Aussie Stadium & Sydney Cricket Ground, Australia - Events Manager - An opportunity exists for an outstanding candidate to join a...

Spotless Services, New Zealand - Multiple Positions - Spotless Services (NZ) Ltd is the market leader in New Zealand in...

Marlborough Civic Theatre Trust/Marlborough Centre, New Zealand - Operations Manager - The Marlborough Civic Theatre Trust owns and operates The Marlborough...

Hampton (Va.) Coliseum (City of Hampton) - Marketing Manager - Starting Salary: \$31,358/yr. Hampton Coliseum in beautiful Hampton, Virginia, is...

Allentown Symphony Hall – Technical Director - Full-time technical coordinator needed to plan and manage all...

Compass Facility Management - Executive Director - Compass Facility Management, Inc. (www.compassmgmt.com), a fast growing firm...

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

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

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To update your Fair or Festival Listing for the Resource Guide, contact:

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theresa@venuestoday.com

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