

THE NEWS BEHIND THE HEADLINES : SPORTS : MUSIC : FAMILY SHOWS : CONVENTIONS : FAIRS

Venues TODAY

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Welcome to your **Venues Today** weekly e-newsletter, full of the latest live entertainment industry news. Ticketmaster's purchase of Paciolan was big news this week and we have two stories about reaction in the industry. For further information or to subscribe to *Venues Today* visit www.venuestoday.com.

QUOTE OF THE WEEK

"Ticketmaster has been a leader in ticketing from day one. By them buying Paciolan, they are creating an insurance certificate to prevent or be a part of a ticketing future that is uniquely different than the third party model offered today. I don't believe Ticketmaster purchased Paciolan because their software was any more stylish or unique than their own." — *Daren Libonati of the Thomas and Mack Center on Ticketmaster's recent acquisition of Paciolan.*

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VENUE NEWS



Among those representing Ticketmaster and Paciolan at still-separate tables at the INTIX Summer Conference were, left, Ticketmasters' Danielle Gordon, left, and Kim Burgan, right, with Mark Meyerson, AEG; and, at right from left, Paciolan's Shaw Taylor; Jennifer Valdes, San Diego Theatres; Shawn Robertson, Arena Stages, Washington, D.C.; Paciolan's Maureen Andersen; and James Hipp, Denver Center for the Performing Arts. (VT Photos)

TICKETMASTER PURCHASES PACIOLAN

Ticketing giant Ticketmaster has purchased one of its largest competitors, Paciolan, in a deal set to shake up the ticketing industry. The purchase paves the way for Ticketmaster to enter the college-sports market and provide services to the 190 venues Paciolan currently contracts with.

The acquisition also prolongs the dominance of Ticketmaster by removing one of the company's best-known competitors, yet many key players in the deal have expressed optimism it might strengthen both Ticketmaster and Paciolan.

In the short term, Paciolan will continue to operate as an independent company with most of its executives still in place and its headquarters remaining in Irvine, Calif., Ticketmaster announced in a press release. For most Paciolan customers, the acquisition will be a seamless transition with few short-term software changes or personnel shifts. Many of the box office managers contacted for this article said they're anticipating little change.

"Right now, I see nothing changing," said Mike Carpenter of James Madison University, Harrisonburg, Va., which uses a Paciolan system and was notified hours before the announcement by his customer service representatives at Paciolan. "They assured us that everything will be business as usual."

Ticketmaster officials did not respond to questions about the deal by this article's deadline. Officials with Paciolan also would not comment. In a prepared statement, Sean Moriarty, president and CEO of Ticketmaster said: "This transaction is about giving clients full access to the wide spectrum of solutions and services that both companies offer. Dave Butler [Paciolan president] and his team are true professionals who are dedicated to providing the best service possible to their clients."

The acquisition sets up some bigger questions about the future of the bigger players involved in the deal. Comcast-Spectacor was an investor in Paciolan and uses its

system to power New Era Tickets for some venues managed by Global Spectrum, a subsidiary of Comcast, and for outside clients. Like all other investors, Comcast-Spectacor has sold its stake in Paciolan, but the company still plans to operate New Era tickets using a Paciolan-powered platform.

"New Era Tickets will continue to support our business at the highest possible level. We will continue to deliver first-class ticketing technology and support service, and we firmly believe that Ticketmaster's exciting announcement will only result in superior products and performance in the future," said Comcast-Spectacor President Peter Luukko. "With the new acquisition, New Era Tickets can offer our customers additional capabilities from the Ticketmaster family, such as TicketFast online ticket delivery, Ticket Auctions, TicketExchange and VIP packages."

Daren Libonati at the Thomas and Mack Center in Las Vegas said his facility's long-term ticketing contract remains up in the air. Six years ago, the Thomas and Mack Center began working with Paciolan to power UNLVtickets, a system that eventually propelled Paciolan into bigger venues and helped create the technology for some of its larger clients including the Colorado Rockies, the New York Mets and the Ottawa Senators.

"Ticketmaster purchasing Paciolan is really just a huge complement to what we, UNLVtickets, have established over the past five years. The negative comments and the naysayers all said it couldn't be done. In the end, UNLVtickets created a regional ticketing model that was the furthest thing from the typical third-party Ticketmaster model at the time and we tripled our annual earnings," Libonati said.

In recent years, Libonati said, more venues have begun to look at UNLVtickets as an alternative to Ticketmaster and ultimately that led to larger revenue percentages for the venues that eventually signed on to Ticketmaster.

"I believe that every building in the country began to leverage Ticketmaster against UNLVticket's in-house model," he said. "Ticketmaster has been a leader in ticketing from day one. By them buying Paciolan, they are creating an insurance certificate to prevent or be a part of a ticketing future that is uniquely different than the third party model offered today. I don't believe Ticketmaster purchased Paciolan because their software was any more stylish or unique than their own."

Thomas and Mack currently has two years left on its ticketing contract with Paciolan, and then Libonati said his group plans to review its options and possibly move onto a new platform.

"There are at least four other companies that are very capable of supporting a profitable ticketing model," he said.

Several ticketing companies are now vying to fill in the void left by the Paciolan purchase, even though in the short-term at least, the company will still be a player on the market.

"The merger, like many other buyouts in this industry, reduces the number of choices for organizations to choose from," said Jack Rubin of Tessitura Network in an email statement. "We plan to continue to grow with small, medium and large arts organizations and will leave it to the heavyweights to fight it out for the sports market."

Clyde Almy, senior vice president of Business Development for XOS technology, said he

was also cautiously optimistic about the announcement.

"It certainly is narrowing the marketplace and giving venues fewer choices. In theory, this should give XOS a higher presence in the market."

Unlike Paciolan however, XOS develops full-scale facility management software suites with ticketing making up only a fraction of the company's core business.

"If you look at what's out there, only a handful of ticketing companies do exactly what Paciolan does, so any rush to fill their shoes is going to be limited by their own focus."

The options are going to make a big difference for venues like Ohio State University, which has a ticketing contract set to expire at the end of June 2008 and must soon begin putting its own contract out to bid.

"It's a big question right now for us and other venues that are seeing their ticketing contracts expire," said Ticketing Director Bill Jones. "Ticketing contracts usually last five years, so many are wondering if Ticketmaster is going to run out their contracts and then stop signing new deals for Paciolan in five to 10 years after the contract expires. "

Still Jones said, he was optimistic about the acquisition.

"It would be very beneficial to everyone if they operated both systems under a parent umbrella," he said. "It's the perfect opportunity to take the best of both worlds and put them together."

The deal still needs to be approved by the Federal Trade Commission. The anti-trust review is necessary because under law any business transaction that affects consumers and is valued at more than \$60 million requires approval from the agency.

During the review process, the agency can sign off on it in less than 30 days, or let the 30-day period expire, in either case the acquisition would be allowed. In the event there are questions concerning the deal, the agency can request more information, which would extend the 30-day review period. Finally, the agency could sue to block the acquisition. — Dave Brooks

Interviewed for this story: Mike Carpenter, (540) 568-3853; Peter Luukko, (215) 389-9530; Daren Libonati, (702) 895-3727; Clyde Almy, (770) 973-4383; Jack Rubin, (214) 265-1908; Bill Jones, (614) 292-2624



Scenes from the San Diego County Fair, Del Mar, Calif.

\$10 MIL IN FOOD SALES, \$6 MIL IN RIDE TICKETS FROM RECORD CROWD AT DEL MAR

Beautiful weather and perhaps even high gas prices that kept people close to home helped boost attendance at the San Diego County Fair to an all-time high of 1,265,997, a nearly 5 percent increase over last year's 1,205,719, said CEO Tim Fennell. The last record attendance for the Del Mar, Calif.-based fair was approximately 1,250,000 set in 2004, Fennell said.

Additionally, revenues were up, with food and beverage at 11 percent over last year, rides up 10 percent, and gate revenues up 8 percent to 9 percent, Fennell said.

Fennell did not have final revenue figures, but he noted that adult fairgoers apparently did not balk at a gate admission increase of \$1 over last year's \$11, which also helped boost revenues in addition to the increased attendance. "It didn't hurt us at all," Fennell said.

The fair was held from June 8 to July 4, and was closed the first three Mondays and first two Tuesdays, for a total of 22 days open, Fennell said. This year's fair opened a day earlier and closed a day later, but last year's fair was not closed on Tuesdays.

Factors that played into the attendance increase included increased marketing, especially in nearby Tijuana and Mexicali, as well as an all-inclusive theme that saluted heroes, not only those who are serving in war but also teachers, nurses, police officers and firefighters. "We had merchandise that was theme-oriented, as well as exhibits, and the entranceways had themed banners," Fennell said.

Military personnel could get in free every day if they wore their uniforms, and additional themed days allowed people with specific jobs in for free. "We also had people of those professions or groups making presentations," Fennell said. "We had a Medal of Honor winner, challenged athletes, and a fireman who became head fire chief because he was No. 3 in line and the first two were killed around him."

The fair's marketing budget was boosted about 5 percent to \$1.2 million over last year, to account for inflation and to accommodate the push into the Mexican areas, Fennell said.

Seventy-one rides were set up on the independent midway, Fennell said. Donna Ruhm, midway and concessions manager, said 21 owners provided the rides and the top 10 included the Crazy Mouse (owned by S&J Enterprises); Fast Trax (Talley Amusements); Hi Miler, Grand Wheel and Hydroslide (Ray Cammack Shows); Xtreme (Demas Enterprises); Skyride and Dodgem (Ray Cammack Shows); Tango (Bishop Amusements) and Magnum (Wood Entertainment).

So far, on-site and online ticket sales for the rides come to \$5.8 million, and Ruhm estimated that pre-sale figures would put that figure above the \$6 million mark. "We sold carnival wristbands online for the first time this year and consider it a terrific success," Ruhm said.

To boost attendance during the first 10 days, wristbands purchased online could be

used on any day between June 8 and June 17, Ruhm said. This contributed to the fair's highest ever pay-one-price wristband revenues of more than \$1.3 million.

Ticket sales in general were ahead of last year's by 4.22 percent, Ruhm said. Wristbands cost \$30 or \$25 with a coupon from Ralph's.

Food sales also were up 11.85 percent, Ruhm said, with revenues at \$9.77 million, nearly \$1 million over last year's \$8.74 million.

The fair has an overall budget of \$23 million, Fennell said, and an overall entertainment budget of \$1.8 million. Acts that appeared on the fair's Grandstand Stage, an outdoor venue with a seating capacity of 15,000, appeared in a mix of free and ticketed events.

Free acts that drew well included a reggae festival with Steel Pulse, Third World and Boom Shaka, 8,000; Weird Al Yankovic, 8,000; the Wailers, 7,000; Kenny Loggins, 8,000; REO Speedwagon, 8,000, the Third Annual Gospel Festival featuring Fred Hammond, 9,000; the Jonas Brothers, 9,000; El Coyote, 10,000; and Switchfoot, 10,000.

Paid shows included Earth, Wind and Fire, which drew 8,000; the All-American Rejects, 7,500; LeAnn Rimes, 4,500; and the Moody Blues, 8,000.

A free Fourth of July show with fireworks and the U.S. Navy Band, followed by Vince Neil of Motley Crue with Slaughter and Quiet Riot started out with 13,000 and "worked its way down to 8,000 as it got later in the night," Fennell said.

Some concerts also came with dinner, and those tickets cost up to \$100, Fennell said. That plus the mix of free and paid shows "is something I started when I came on board to try and bring bigger and better talent, and the dinner packages to bring a better range of experiences," he said. "Some concerts lend themselves to dinner packages, some don't."

The fair got some media attention for making the grounds accessible to everyone, but Fennell said those efforts have been going on for some time to adhere to the Americans with Disabilities Act. "I think people are just now realizing it," he said. "We have an ADA specialist on staff who has been trained, and we have an event coordinator who has done a tremendous job to address the ADA needs."

Efforts include parking ramps and accessible buildings and seats. Also, groups can request that the fair open early so they can attend without crowds. "We try to go the extra mile, particularly in San Diego, where we have a high military population," Fennell said. "Many of those men and women are coming back from Iraq wounded and need a little extra TLC. We try to provide that."

The fair does not have enough parking, but fairgoers can park at property one and a half miles away and take a free shuttle to the grounds, Fennell said. "Hopefully this time next year, we'll have a train shuttle," he said. "We have train tracks that run through the property and we're looking at a seasonal rail platform. We're working with the city of Del Mar on that."

Next year's dates are up in the air, Fennell said. The fair will end on July 6, because the Fourth of July falls on a Friday. But the U.S. Open golf tournament, will be taking place five miles down the road right around the typical start date. "The issue is traffic and

hotel rooms," Fennell said. – Mary Wade Burnside

Interviewed for this story: Tim Fennell and Donna Ruhm, (858) 755-1161.



At the INTIX Summer Conference July 7-9 in San Diego are Jeffrey Larris, president of INTIX; John Harig, Cincinnati Arts Association; Cliff Thrasher, San Diego Opera; and Teri McPherson, San Diego Theater; One of the tabletop exhibitors, Kirk Strassman, right, Weldon Williams & Lick, shows off the ticket product to Adam Lehe and Mary McGlynn of Fiesta Bowl/Insight Bowl, Scottsdale, Ariz.



Richard Andersen, San Diego Padres, who was attending a board meeting of the Stadium Managers Association in the same hotel, visits with PAFMS grad Michele Shields, Birmingham (Ala.)-Jefferson Convention Complex, and Julie Weidemann, Ramona Pageant, Hemet, Calif.; Showing off their door prizes are Nederlander staffers, from left, Bryan Keneally of Broadway San Diego; Tim Hertman and Steve Trahan. (VT Photos)

CAPTURING SECONDARY TICKET SALES AND PACIOLAN SALE AMONG INTIX TOPICS

SAN DIEGO — The main topic of conversation at the July 7-9 INTIX Summer Conference here was the still-fresh announcement that Ticketmaster was in the process of buying Paciolan (see story above). It sent shockwaves through the industry, mostly because it was unexpected and most of the nearly 175 INTIX attendees made their way to the Paciolan and Ticketmaster tabletop exhibits to discuss the ramifications.

The answer was generally that this is “the quiet period,” as the acquisition faces federal trade scrutiny. It certainly means “less choice,” said Jack Rubin, seen manning his Tessitura booth.

For Paciolan customers, like John Harig, Cincinnati Arts Association, who switched from Ticketmaster to Paciolan close to four years ago “because I saw the advantages to being more hands on with our sales and marketing of tickets,” the merger will have “no effect on our current operation. My agreement with Paciolan ensures that I will be supported by the same software.” Harig is the current chair of INTIX. As an industry spokesman, he added that things like this “prove the value of what we do.” The ticketing industry has changed dramatically and this is another piece of that, he said.

Another of those dramatic changes was addressed during the last session, titled “Secondary Market and the Internet.” The representative from eBay was not able to attend, so it ended up being an idea session among ticketing professionals.

The panel consisted of Robert Brown, San Diego Sports Arena; Darla Bailey, San Diego Civic Theatre; Kim Burgan, Ticketmaster; and Doug Lyons, Paciolan. Ticketmaster is seeking a “safe solution, a fan friendly solution for those who choose to buy another way,” Burgan said. The assumption is now common that the secondary market will continue to thrive and grow and ticket sellers should look for ways to “keep them in your business.”

Lyons asked how many had a conscious strategy for dealing with the secondary market? “It’s much more sophisticated than brokers versus scalpers. What role do you want to play in that?”

Mark Meyerson, AEG, an audience member, polled the crowd to see how many were more concerned about fraud (counterfeit tickets) or lost revenue? The mood seemed to be shifting, with as many as half wanting to participate in the secondary market revenues, though there was a general rumbling that most venue managers might not share that view. Meyerson said AEG has been doing focus groups to figure out the state of ticketing and said one interesting finding, in some demographics, is that “StubHub is a grand experience.” Customer service is the name of the game.

Joe Carter, Center Theatre Group, Los Angeles, tried variable pricing with VIP locations for “Jersey Boys,” with some tickets going for \$175-\$250. “We didn’t price it high enough,” he said. Those tickets were still selling for more in the secondary market. The good news is “we only had four duplicates show up in seven weeks.” Now they are looking at the possibility of auctions. He also advised attendees to make sure they have every possible derivation of their name as a Web address. His three-theater complex has 24 domain names.

Bailey had just “gone through it” with “Wicked” and was expecting a similar slam with

"Jersey Boys" and is advertising the need for customers who want to be treated fairly and securely to "see us, not eBay or Craigs List".

Linda Pfafflin, Sundance Institute, Park City, Utah, said the nonprofit film festival is "in a state where scalping is legal," and being general admission it's very hard to identify counterfeit or repeat tickets. Add the fact that demand exceeds supply and she's simply resorted to "threatening them." Sundance made the news last year by publicizing the fact they are intolerant of resellers. "If you are identified as a reseller, we reserve the right to never serve you again," she said, though admitted there were no banishments.

Educating the customer is still a valid strategy, Lyons said, though now ticket brokers are showing up as sponsors at venues.

Perhaps the most frustrating thing for primary market ticketers is that "the people that are willing to spend the most money, we don't know who they are," Burgan said. Meyerson agreed those high rollers won't use auctions and generally they are "willing to spend more than they should" for tickets which they usually buy from one trusted source, a broker they've used for years. Brokers have some strong relationships with their repeat customers, Carter added.

It's past time to be reactionary. The question today is "how do we want to be in this picture and do the educating," said Maureen Anderson, Paciolan. Right now, it seems to be more of a band-aid approach.

Conversation kept returning to educating the public, to the point one audience member suggested perhaps INTIX should consider providing its "seal of approval" to the primary market ticket industry, turning that into something the buyer could look for? — Linda Deckard

Interviewed for this story: John Harig, (513) 977-4156; Mark Meyerson, (323) 806-4700; Joe Carter, (213) 972-8040; Maureen Andersen, (949) 798-9447; Doug Lyons, (416) 363-6666; Darla Bailey, (619) 615-4197; Jack Rubin, (214) 265-1908; Kim Burgan, (310) 360-3300

WEEKLY RUNDOWN: BOSTON CULINARY INKS 10-YEAR DEAL WITH UCF; ROSEN KEYNOTE AT TICKETSUMMIT; TOLEDO ARENA NEARS WRECKING BALL

CONCESSIONS: The **Boston Culinary Group** has inked a 10-year deal to manage concessions and catering for the sports facilities at the **University of Central Florida**, Orlando.

Boston Culinary will take on two new sports venues at UCF — the 45,000-seat **Bright House Networks Stadium**, which will feature 72 points-of-sale and 22 portable stations, as well as the new **Convocation Center** which will host 21 points-of-sale and 10 portable station. The stadium's 25 luxury suites and the 800 club seats and the Convocations Center's 18 luxury suites, 500 club seats and 64 loge box seats will be served by **Aramark**.

"We're going to be offering an expanded menu that we'll be releasing at the end of this week," said BCG Senior Vice President Sal Ferrulo. "This project is a natural extension of our Florida business

Ferrulo said his Boston Culinary Group will make a capital investment in both facilities, although he wouldn't release the terms of the deal. Representatives from the University of Central Florida did not return phone calls seeking comments.

Helming the project is Boston Culinary's Dan Ybarra, formerly of the University of Mississippi. Ybarra will serve as general manager and work with Regional Manager Keith Lane during the inaugural season.

The first football game at the new stadium is scheduled for Sept. 15 against Texas and has already sold out.

MEETINGS: The old adage "What happens in Vegas, stays in Vegas," certainly doesn't have its place at this year's **TicketSummit**. The Sin City convention organized by **TicketNetwork** from July 17–19 for secondary ticketing providers has recently announced a keynote speaker that has everyone talking: **Fred Rosen**.

That's right, the former CEO of **Ticketmaster** will be speaking to about 500 people at this year's conference, an odd announcement given Ticketmaster's disdain for ticket resellers.

A lot has changed in recent years said Don Vaccaro, CEO of TicketNetwork. The growth of secondary giants like **StubHub** and **RazorGator**, coupled with the announcement that Ticketmaster is launching its own secondary website, has added a certain legitimacy to the industry. This year's second annual conference is expected to draw over 500 participants, including venue managers and representatives from **Live Nation**, **AEG Live** and Ticketmaster.

"I've always admired Fred Rosen for what he did with Ticketmaster and the tremendous stamina he had to implement certain standards that have held up in ticketing," Vaccaro said. "His involvement in so many ticketing contracts easily puts him in the top five when it comes to determining who knows what about ticketing."

Vaccaro said he is not sure exactly what Rosen will speak about, although he is confident Rosen will address the secondary market. Vaccaro said the speech will probably not conclude with a question-and-answer portion.

DEMOLITION: The wrecking ball will demolish the **Toledo (Ohio) Sports Arena** on July 23, despite delays pushing the date back two weeks.

The Toledo landmark will be razed to make way for a new hockey arena. Construction crews are busy preparing for asbestos problems and structural issues that could affect the demolition process.

Mayor Carty Finkbeiner said he understands that many fans will miss the historic venue, but is still excited about the new facility.

"We're looking forward to the new beautiful facility downtown," Finkbeiner said. "But there is a sentimental value here."

Sports Arena fans were given the chance to purchase the bright red seats that filled the arena for \$10 in cash last weekend, grabbing a piece of their favorite seating areas for local sports games.

The new arena is valued at \$85 million and is set to open in 2009. No management team has been announced. HNTB has been selected as the architect on the project. – Dave Brooks

Interviewed for this article: Sal Ferrulo, (305) 614-7575; Don Vaccaro (877) 486-3435; Carty Finkbeiner (419) 936-2020



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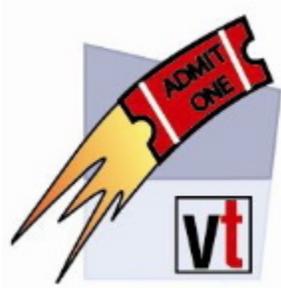
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BOOKINGS



HOTtickets

BUFFETT BRINGS MARGARITAVILLE TO BOARDWALK

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 June 12, 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:* \$3,281,121; *Event:* Kenny Chesney; *Venue:* **Qwest Field, Seattle**; *Attendance:* 45,939; *Ticket Range:* \$91.50-\$51.50; *Promoter:* AEG Live, The Messina Group; *Dates:* July 7; *No. of Shows:* 1
- 2) *Gross Sales:* \$2,360,300; *Event:* Super Lightweight Championship Fight: Ricky Hatton vs. Jose Luis Castillo; *Venue:* **Thomas and Mack Center, Las Vegas**; *Attendance:* 10,442; *Ticket Range:* \$600-\$50; *Promoter:* Banner Promotions, Inc.; *Dates:* June 23; *No. of Shows:* 1
- 3) *Gross Sales:* \$1,891,421; *Event:* Delirium; *Venue:* **Verizon Center, Washington**; *Attendance:* 20,403; *Ticket Range:* \$125-\$39.50; *Promoter:* Live Nation, Cirque du Soleil; *Dates:* June 22-24; *No. of Shows:* 4
- 4) *Gross Sales:* \$1,533,318; *Event:* Kenny Chesney; *Venue:* **Dick's Sporting Goods Park, Denver**; *Attendance:* 21,400; *Ticket Range:* \$85-\$65; *Promoter:* AEG Live, The Messina Group; *Dates:* June 30; *No. of Shows:* 1
- 5) *Gross Sales:* \$1,528,189; *Event:* Roger Waters; *Venue:* **Hollywood Bowl, Los Angeles**; *Attendance:* 17,259; *Ticket Range:* \$260-\$36; *Promoter:* Live Nation, Bill Silva Presents; *Dates:* June 13; *No. of Shows:* 1

10,001-15,000 Seats

- 1) *Gross Sales:* \$2,055,758; *Event:* Jimmy Buffett and The Coral Reefer Band; *Venue:* **Atlantic City (N.J.) Boardwalk Hall**; *Attendance:* 13,405; *Ticket Range:* \$226-\$66; *Promoter:* Live Nation; *Dates:* June 30; *No. of Shows:* 1
- 2) *Gross Sales:* \$1,121,152; *Event:* Roger Waters; *Venue:* **MTS Centre, Winnipeg, Manitoba**; *Attendance:* 9,710; *Ticket Range:* \$142.25-\$65.91; *Promoter:* Live Nation; *Dates:* June 27; *No. of Shows:* 1
- 3) *Gross Sales:* \$591,037; *Event:* Bob Dylan; *Venue:* **Nikon at Jones Beach Theater, Wantagh, N.Y.**; *Attendance:* 9,067; *Ticket Range:* \$79.50-\$35.50; *Promoter:* Live Nation; *Dates:* June 29; *No. of Shows:* 1

4) *Gross Sales:* \$580,485; *Event:* Caged Fury 5: Kimbo Slice vs. Ray Mercer; *Venue:* **Atlantic City (N.J.) Boardwalk Hall**; *Attendance:* 7,286; *Ticket Range:* \$250-\$50; *Promoter:* Amflex LLC; *Dates:* June 23; *No. of Shows:* 1

5) *Gross Sales:* \$453,549; *Event:* Tool; *Venue:* **Sears Centre, Hoffman Estates, Ill.**; *Attendance:* 8,322; *Ticket Range:* \$54.50; *Promoter:* Jam Productions; *Dates:* June 27; *No. of Shows:* 1

5,001-10,000 Seats

1) *Gross Sales:* \$1,250,325; *Event:* Widespread Panic; *Venue:* **Red Rocks Amphitheatre, Denver**; *Attendance:* 28,350; *Ticket Range:* \$45; *Promoter:* Live Nation, Bill Bass Concerts, Inc.; *Dates:* June 22-24; *No. of Shows:* 3

2) *Gross Sales:* \$712,533; *Event:* John Mayer; *Venue:* **Charter One Pavilion, Chicago**; *Attendance:* 14,702; *Ticket Range:* \$51-\$31; *Promoter:* Live Nation; *Dates:* June 28-29; *No. of Shows:* 2

3) *Gross Sales:* \$596,939; *Event:* Celtic Woman; *Venue:* **Red Rocks Amphitheatre, Denver**; *Attendance:* 10,912; *Ticket Range:* \$79-\$39; *Promoter:* Live Nation; *Dates:* June 28-29; *No. of Shows:* 2

4) *Gross Sales:* \$486,801; *Event:* Cyndi Lauper; *Venue:* **Chastain Park Amphitheatre, Atlanta**; *Attendance:* 6,687; *Ticket Range:* \$79-\$39; *Promoter:* Live Nation; *Dates:* June 21; *No. of Shows:* 1

5) *Gross Sales:* \$427,370; *Event:* Harry Connick Jr.; *Venue:* **Chastain Park Amphitheatre, Atlanta**; *Attendance:* 6,639; *Ticket Range:* \$67.50-\$35.50; *Promoter:* Live Nation; *Dates:* June 24; *No. of Shows:* 1

5,000 or Fewer Seats

1) *Gross Sales:* \$695,476; *Event:* Gwen Stefani; *Venue:* **Santa Barbara (Calif.) Bowl**; *Attendance:* 9,597; *Ticket Range:* \$78.50-\$51.50; *Promoter:* Nederlander; *Dates:* June 26-27; *No. of Shows:* 2

2) *Gross Sales:* \$514,143; *Event:* Camelot; *Venue:* **Broward Center For The Performing Arts, Fort Lauderdale, Fla.**; *Attendance:* 10,626; *Ticket Range:* \$65-\$21; *Promoter:* Broadway Across America, In-house; *Dates:* June 12-17; *No. of Shows:* 8

3) *Gross Sales:* \$470,300; *Event:* Go, Diego Go!; *Venue:* Broward Center For The Performing Arts, Fort Lauderdale, Fla.; *Attendance:* 17,343; *Ticket Range:* \$36-\$11; *Promoter:* In-house; *Dates:* June 29-July 1; *No. of Shows:* 8

4) *Gross Sales:* \$340,818; *Event:* Steely Dan; *Venue:* **Auditorium Theatre, Chicago**; *Attendance:* 3,666; *Ticket Range:* \$123-\$43; *Promoter:* Jam Productions; *Dates:* June 27; *No. of Shows:* 1

5) *Gross Sales:* \$331,501; *Event:* Cyndi Lauper; *Venue:* **Bank Of America Pavilion, Boston**; *Attendance:* 4,665; *Ticket Range:* \$76; *Promoter:* Live Nation; *Dates:* June 16; *No. of Shows:* 1

Compiled by Rob Ocampo, HotTickets@venuestoday.com

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MARKETING



Scene from the Cherry Creek Arts Festival

CHERRY CREEK FESTIVAL MARKETS TO THE IPOD CROWD

If many attendees at this past weekend's Cherry Creek Arts Festival seemed to be walking around listening to iPods, that was not a coincidence.

Festival officials used the Apple portable media players as a marketing tool for the July 6-8 Denver-based festival in a variety of ways. Festival attendees could download previews of the musicians who played concerts, see images of work by the visual artists, get directions around the various sites and locations, and even listen to the synchronized music that accompanied the fireworks from any locale they chose.

"We have created a program that really is allowing our guests and potential guests to have a preview experience via the downloadable podcasts," said executive director Terry Adams. The idea came from a brainstorming session in which festival staffers were asked to come up with marketing plans without considering costs or feasibility.

"It was one of the things on the list, and we got it down to two or three and thought this would be reachable," Adams said. "We got a great partner that is launching this and we thought it would be affordable, so we decided to dive in and take advantage of the technology."

That partner was Rob Simon of Denver-based Burst Marketing, which specializes in promotions that include iPods. Burst already had facilitated iPod marketing at Book Expo America in Los Angeles but wanted to branch out into festivals, Simon said.

"I think it's a great thing for events," he said. "What's great about podcasting is that it creates a stage that can last for an entire year, so you have a year-round presence."

Neither Adams nor Simon had numbers on what percentage of the festival's approximately 350,000 to 400,000 attendees own iPods, but Simon noted that Apple just sold the 100-millionth one. "There are a lot of them out there," he said.

The programming was not exclusive to iPods but also could be downloaded to MP3 players or other portable media devices. Attendees also could access much of the content at the festival's Web site, www.cherryarts.com, but the portability of iPods and similar devices allowed for more uses, such as listening to the synchronized music during the fireworks without having to be positioned near the stage where it was playing.

"We make it so people don't have to have an iPod but can watch or listen on the Web site," Simon said. "If they don't have an iPod, no problem. They can still do it right there."

iPod users can sign up and when a new piece of content is created, it is sent to them, Simon noted, "just like a magazine being delivered." The concept takes viral marketing, in which attendees participate in promoting an event by passing content along to friends via emails, one step further.

"Once they are synched up, it's on the iPod until they get rid of it," Simon said. "They

can watch it, share it, send it to a friend by telling them to sign up, so it has a viral component as well."

The festival invested what Adams called a "substantial" amount of money – \$15,000 – to launch the project, but he expects those funds to pay dividends for festivals down the road as well. "It's something we decided was well worth it," he said. "It will be easier in the future now that we have a lot of things in place."

The iPod technology will give festival officials a way to track what was downloaded and how often. "We think that will be valuable to utilize as a sponsorship tool," Adams said.

Not only does that give potential sponsors hard and fast numbers about what interests the festivals' attendees, but, just like a Web site, the podcasts provide one more location to which a sponsor can affix a name brand or logo.

"We think that once we have a year of history, that will give us numbers that we can sell to potential sponsors who might want that exposure," Adams said. — Mary Wade Burnside

Interviewed for this story: Terry Adams, (303) 355-2787; Rob Simon, (303) 641-0946.



CONCESSIONS

Locker Room Chairs like this Clarin Go Seats are auctioned off by Steiner Sports for added team revenues



CHAIRS POSITIONED AS AN ASSET FOR RESALE TO COLLECTORS

Not so long ago, the only way a Major League Baseball collector could score a locker room chair was by going under the radar and striking a deal with maybe a clubhouse attendant.

Today, it's a growing part of the \$35 million memorabilia and marketing business of Steiner Sports, a division of publically traded Omnicom. Steiner started 20 years ago as a marketing company, matching athletes with corporations for appearances, then added memorabilia. Steiner's most recent manifestation is team partnerships, which includes things like auctioning locker room equipment.

Steiner Sports started selling locker room chairs for the New York Yankees in 2004, followed a year later by the New York Mets, both of Major League Baseball. It's starting to take off now, with

the Boston Red Sox about to sign on, and in a few more months, the Los Angeles Dodgers are expected to be on board with the program.

Steiner buys the chairs from the teams, all authenticated as "used by" by Major League Baseball and with their own seal of approval, which is "gold," said Bob Malandro, sales and marketing, Steiner Sports-Team Partnerships.

The teams buy the equipment from the manufacturer. In the case of the four baseball teams, the chairs are part of Clarin's Go Seats program. The souvenir chairs were originally sold to VIP's, sometimes ringside at a World Wrestling Entertainment event, who used the chair themselves, then took it home at the end of the event.

"Part of our Go Seats program is to encourage venues to recognize the value of their seating assets. They are able to leverage those through various outlets to profit through their relationship with Steiner or guests or other avenues of importance to vendors or other partners in their relationship," said Clarin's Bret Berkhof. The chair is more of an asset, less equipment. "I wouldn't say it's a profit center for them, but it's an asset that keeps on giving. That's what our Go Seats program is." Go Seats was branded and launched in December of last year, just before baseball's winter meetings, he said.

Some venues have taken it beyond the team locker room chair concept. At the 2006 All Star Game at Comerica Park, the Detroit Tigers added 2,500 Go Seats in a special section, the Tiger's Den, and billed the price of the chair with the ticket, Berkhof said. "The Tigers shipped these exclusive keepsakes to each ticketholder who purchased a premium ticket."

The next GoSeat program is the DeutscheBank Open Pro-Am golf event later this

summer. Clarin is creating 120 custom chairs for the event's locker area, Berkhof reported.

Steiner has exclusive agreements with baseball teams to get game-used memorabilia direct from the clubhouse and the field itself, Malandro explained. Along with player jerseys, baseballs, and bases on the field, they now offer these authenticated chairs the players use in the locker room when getting dressed and doing interviews. Steiner has similar agreements with major colleges such as Notre Dame and Syracuse University, he said. Those deals include all athletic programs, but on the professional level, it's all baseball at this point.

From Steiner's perspective, the venue is not involved. The first two stadiums are owned by city of New York and he's assuming the city will be involved when they tear those stadium down after the 2008 season. "People want the chairs that are bolted down," he said, adding Steiner gets calls every day about stadium equipment, but has no contract to re-sell it at this point.

For now, though, this niche market is a revenue stream for the team, Malandro said. "The athlete doesn't see money from the chairs. We do separate agreements with athletes for autographs and appearances. Anything owned by the team, like a player's jersey or locker room chair, flows through the team."

Steiner uses its extensive database of collectors and its Web site to market the chairs. They've also been selling the locker room merchandise at stadium stores during games. The in-stadium silent auctions started last year, Malandro added. They take a corner of the team store dedicated to the Steiner product line and are careful not to replicate merchandise that's available in the store. Malandro had attended one June 25 at Shea Stadium.

The top sellers can go for \$3,000-\$4,000, Malandro said. "Chairs are in the middle. A David Wright (Mets) chair sells for \$2,000, a lesser person, \$300-\$400. The newest Locker Room item is the jerseys the Mets wore on Father's Day with blue Father's Day ribbons."

If people can associate an item with a point in time it was used, that helps the visual, Malandro said. For instance, the chair Barry Bonds (San Francisco Giants) used when visiting Shea Stadium in May was a big item. Playoff and World Series chairs always sell well.

Most teams have a small distribution arm through which they market stuff from the field, but "it's not as robust as what we do," Malandro said. "We basically help them clean up their clubhouse. We do it on a much grander scale than anybody else by far."

Malandro said they would only deal with the venue if it owned the equipment and imagines it might happen some day with concert merchandise - the chair a superstar sat in in the dressing room, for instance. It certainly could be a way to maximize revenues.

Steiner did dabble in TV memorabilia, he said, selling photos of the actors from *The Sopranos*' last season. Collectors are collectors, he said and the same one who collects a Derek Jeter signed item might want concert merchandise. — Linda Deckard

Interviewed for this story: Bob Malandro, (914) 307-1074; Brett Berkhof, (847) 295-



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SHORT TAKES

MCELRAVY AWARD-DESIGNEE DUBAY MOVING UP AT THE UNIVERSITY

Lionel J. Dubay, director of the Stephen C. O'Connell Center at the University of Florida, Gainesville, will leave his post tomorrow, July 12, to take over the director of Business Services job at the university. Dubay's new responsibilities will involve overseeing the operation, fiscal, programmatic and administrative activities of seven departments within the Business Services division (e.g., Gator Dining Services, ID Card Services, Mail & Document Services, Transportation & Parking, UF Bookstore, Vending Services and the campus soft drink beverage contract). Dubay has been at the O'Connell Center for 22 years. Prior to coming to the University of Florida, he was director of the Augusta (Maine) Civic Center – a facility he opened in 1972. During the July 21-26 International Association of Assembly Managers 82nd Annual Conference and Trade Show in Salt Lake City, Dubay will be presented with their highest honor, the Charles A. McElravy Award, for his meritorious service and extraordinary contributions to the association and the public assembly facility management profession. Dubay just completed his second term as president of the Florida Facility Managers Association (FFMA).
Contact: Mary Fleming, (352) 392-5500

SUNS' PETERSON PLANNING TO TEACH

After 12 years at the U.S. Airways Center, Phoenix, and with the Phoenix Suns of the NBA, Paige Peterson has decided to pursue his lifelong goal of becoming a high school teacher. Peterson will remain with the company through Aug. 3. Ralph Marchetta has been promoted to general manager of the arena, effective Aug. 6. He joined the organization in March of 1992, before what was then America West Arena opened, as an event manager. He has served as vice president, Entertainment, since 2002.

Contact: Paige Peterson, (602) 379-2047

RICHIE, ROBINSON SET FOR BERMUDA MUSIC FEST

The Bermuda Department of Tourism announced that Lionel Richie along with Smokey Robinson and Natasha Bedingfield will be among the top acts performing at the 12th Annual Bermuda Music Festival, Hamilton, being hosted, once again, by "one of the 'Original Kings of Comedy'" Steve Harvey. The Oct. 3-6 event is going back to its roots and will be held at the National Sports Centre, the site of the first Bermuda Music Festival 12 years ago. The festival is being produced by George Wein and his company, Festival Productions, Inc.

Contact: Kelly Petrone, (212) 246-6515

TICKETS.COM SIGNS TWO BASEBALL DEALS

Tickets.com has signed contracts with two sports complexes in the Grand Canyon State. The company signed a multi-year agreement with the city of Peoria, Ariz., to provide advanced ticketing technology for all events at the Peoria Sports Complex, including the Seattle Mariners' and San Diego Padres' spring training games.

Tickets.com also renewed its contract with Mesa (Aria.) Sports Association for events at Hohokam Stadium, including the Chicago Cubs' spring training games. Tickets.com now provides ticketing technology for the spring training games of five of the 12 Cactus League's Major League Baseball teams.

Contact: Melanie Kuderka, (714) 327-5411

MCGEE TO BE HONORED BY IAAM FOUNDATION

The International Association of Assembly Managers (IAAM) Foundation will present its very first Legacy Award to Mike McGee, CFE, executive vice president of North American Business Operations for Ticketmaster. The presentation will take place July 23 at the IAAM Inaugural Luncheon, part of the 82nd Annual IAAM Conference and Trade Show in Salt Lake City, Utah. Through the Legacy Award, the IAAM Foundation recognizes and celebrates McGee's leadership as a Foundation Trustee from 2001 to 2004, his commitment, faith, and success as chairman of the Tickets to the Future Act II major gifts campaign, his personal and corporate generosity, and his service as a role model to the industry.

Contact: Jill Dotts, (407) 595-1677

409 EXPANDS ON DEAL FOR NEW GEORGIA SHED

409 Management and Consulting Group, Cincinnati, has negotiated a consulting and recruiting agreement with the Atlanta Symphony Orchestra and the 12,000-seat Verizon Wireless Amphitheatre at Encore Park in Alpharetta, Ga. The \$35 million venue is scheduled to open in May 2008. 409 Management and its principal, Patrick Leahy, started project development consulting efforts for the venue in November 2006. Leahy

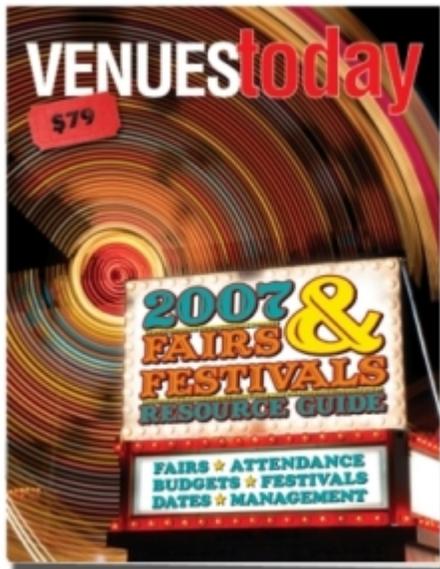
has already successfully orchestrated a deal with Live-360 for the booking and related marketing elements for the venue as well as assisting the ASO in negotiations with Verizon Wireless on naming rights.

Contact: Patrick Leahy, (513) 898-1641

LIVE NATION ISSUING \$200 MIL IN CONVERTIBLE NOTES

Live Nation, Inc. announced that it intends to offer, subject to market conditions and other factors, \$200 million aggregate principal amount of convertible senior notes due 2027. As part of the offering, the company intends to grant the initial purchasers a 13-day option to purchase up to an additional \$20 million aggregate principal amount of the notes to cover over-allotments, if any. The notes will be offered in a private placement in the United States to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933. Live Nation intends to use the net proceeds from the offering to repay debt under its credit facility and for general business purposes.

Contact: John Vlautin, (310) 867-7000



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Melbourne (Australia) Olympic Parks - Merchandise Operations Manager - Melbourne & Olympic Parks is Australia's premier sports and entertainment...

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