

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. From Fred Rosen's new post as chairman of AudienceView to the 49ers ongoing search for a new stadium, we're helping you keep up with the industry. Dave Brooks is just back from the Ticket Summit and we're all headed to IAAM in Salt Lake City this weekend. We'll see some of you there. For further information or to subscribe to *Venues Today* visit www.venuestoday.com.

QUOTE OF THE WEEK

— “Part of the reason you guys exist is that demand far exceeds supply. For the first time, at least in my career, the industry views you as the solution and not the problem.” —
Fred Rosen, newly named chairman of AudienceView, to a room full of ticket brokers at the Ticket Summit

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VENUE NEWS



Fred Rosen, Chairman of AudienceView (VT Photo)

SECONDARY CONFERENCE GETS BIG ANNOUNCEMENT FROM PRIMARY KINGPIN

LAS VEGAS — Fred Rosen is back. Ten years after orchestrating the sale of Ticketmaster to Barry Diller's IAC, Rosen said he is returning to the ticketing industry as the Chairman of AudienceView, a Canadian-based ticketing software company.

Rosen made his announcement at the second annual TicketSummit conference in Las Vegas. This year's event brought in over 500 registrants, including representatives from primary companies like Tickets.com and Ticketmaster, but mostly small U.S. and Canadian brokerage firms.

"When I look at all of the things I expected to do in my life, I never thought for a minute I would be the keynote

speaker at this conference," joked Rosen during his opening remarks and sometimes combative speech which ended with a standing ovation.

Beginning immediately, Rosen announced plans to take over AudienceView Tickets and open an office in the Los Angeles area that will focus primarily on providing white-label primary ticketing software for small and mid-sized venues. According to a statement by the company, AudienceView was founded in 2002 and has more than 80 clients and 120 venues across North America, the UK, and Asia. Like other in-house ticketing systems, AudienceView allows patrons to give customers a fully-branded purchasing

experience which includes setting service charges and capturing data.

"The landscape is absolutely unsettled," Rosen said, arguing that many venues are more and more wanting to control their own ticketing. "It's a very interesting time for the industry and a very interesting time for ticketing."

As for the prospect of competing with his old company, Rosen told Daren Libonati of the Thomas & Mack Center here that he had no illusions about de-fanging the primary giant.

"I don't think that you can destroy anybody," he said. "Ticketmaster will always be there, but I think the odds of them floating back into the white label model is simply not going to happen. For anyone to make it on this platform, it's going to take some imagination and some salesmanship."

As for the fate of the secondary market, Rosen said he expected some consolidation of the hundreds of brokers that currently resell tickets on the market, but a wholesale shift of the marketplace in the coming years seemed unlikely.

"Part of the reason you guys exist is that demand far exceeds supply," he said. "For the first time, at least in my career, the industry views you as the solution and not the problem."

Rosen said he believed that brokers "had the right to do whatever they wanted with tickets" and the secondary market needed to continue to elevate itself through professionalism, honesty and integrity. For the most part, the brokers in the audience seemed to take the advice in good stride.

"I must tell you Mr. Rosen that you are responsible for causing myself, my employees and my family to make a lot of money over the years," said Harris Rosner of VIP Tickets in Los Angeles. "We look forward to seeing how you reinvent yourself."

Rosen responded. "I'm not reinventing myself. I'm continuing something I began 25 years ago. Part of the problem with doing nothing is that you're never finished."

The timing of Rosen's announcement comes on the heels of Ticketmaster's decision to purchase software provider Paciolan (VT e-newsletter, July 11). Whether or not the purchase creates a void in ticketing platforms remains to be seen, said TicketNetwork CEO Don Vaccaro.

"Venues trust Fred Rosen," said Vaccaro. "If anyone is on their side, it's Fred Rosen and I think he's got a lot of relationships built on protecting their interests. I'm confident he could execute something like this and he has the track record to make this happen."

Other attendees said the announcement was less than earth shattering. Libonati said he was happy to see Rosen reenter the business, but wasn't sure what impact this new company would have in the face of several proven white-label ticketing models, including his own UNLVtickets.

"We've already proven this model works, even five or six years ago when people were laughing at us and telling us that we were going to fail," said Libonati.

While Rosen's announcement and mere presence at this year's conference generated a

large amount of buzz, the other hot topic of discussion was the continued deregulation of secondary ticketing with states like New York, Connecticut, Massachusetts and Florida enacting laws to overturn anti-scalping legislation.

"I think it's just proof that regulation doesn't work because ultimately it limits the amount of inventory available on the marketplace," said Greg Bettinelli of eBay which has employed one of the most active lobbying teams in the country for the secondary industry.

Rosen concurred.

"It seems obvious that the government is going to let you do it," he said, "but now they're going to try and tax you for it, too." — Dave Brooks

Interviewed for this article: Fred Rosen, (310) 691-5251; Harris Rosner, (818) 907-1548; Don Vaccaro, (877) 486-3435 x 109; Daren Libonati, (702) 895-3727; Greg Bettinelli, (408) 376-7256

SMG THE RIGHT FIT FOR THE RIGHT-SIZED CENTER IN IRVING, TEXAS

SMG has been selected to manage the planned \$110 million, 50,000 sq. ft. conference and event center which opens in Irving, Texas, in the fall of 2009.

The contract management company will answer to the Irving Convention and Visitors Bureau. The contract term is for five years. According to Maura Allen Gast, executive director of the ICVB, SMG will be paid an annual \$140,000 management fee and up to that much again in incentives, based primarily on room nights generated with a lesser emphasis on customer satisfaction ratings on food and venue.

SMG Catering, dba Savor Irving, catering by SMG, was awarded the food contract. The ICVB had reserved the right to keep that contract separate, but the board decided unanimously to wrap them up together and ready a seamless team to get this center open, Gast said. The food contract gives SMG a six percent commission on gross revenues.

Bob McClintock, vice president of convention centers for SMG, called the venue a "very interesting building" both in terms of purpose and location. Irving is located between two big airports — Dallas-Ft. Worth and Love Field. The city's Las Colinas development is a model business community. Built 30 years ago when DFW opened, Las Colinas is "one of the most vibrant business centers I've seen in my years of traveling around the country," McClintock said.

The team overseeing the new venue is "very forward thinking," McClintock said. "They looked at the project as more than a convention center, but as a complete development, hotel, retail, banking, entertainment. It's not a building dropped off in a field somewhere. It's a well thought out plan, with all the aspects of creating a destination for a convention center."

To that end the venue will have more than one function, which has lead to a bit of a testy situation in naming it. For now, Gast said it is being called the Irving Conference & Event Center, but they are trying to come up with the properly descriptive moniker for a building that serves the community with entertainment and amateur athletics and serves the business community for conferences, training meetings, trade shows and

shareholders gatherings, and yet is concise and different. They do not want to alienate any market.

McClintock said the goal is to book corporate business midweek and entertainment on the weekends. The 50,000 sq. ft. hall can accommodate everything from flat floor exhibit space to tiered seating. He expected the weekend business to include national caliber competitions like cheerleading and gymnastics, "all those activities filling a lot of our centers across the country. We've been very active working with those associations. A fully fleshed-out convention center schedule incorporates these kinds of activities."

The master architect for the project is Hillier Princeton. HOK will build the convention center. There are plans for an entertainment theater, which would be privately developed.

"The next step is fleshing out the final design. Because of the hotel/transportation mix, this is truly a destination in addition to being a building," McClintock said. SMG was also engaged to do pre-opening consulting, commencing immediately. He expected to have staff on the ground in three to six months.

The new building has been years in the planning already. "The CVB actually purchased the land for a convention center in 2001, not exactly a banner time in the industry. We were originally going to build a traditional but relatively small convention center hotel," Gast said. That was put on hold in 2003, though funding, which is through a dedicated two percent hotel tax, for a local total of 13 percent occupancy tax, got underway in January 2000 and is now up to \$18 million-\$20 million with the land already purchased.

"In 2005, the market stabilized again and our board took the opportunity to revisit the project," Gast said.

The decision was made to build a more flexible space, a little bit smaller than originally anticipated, "but 90 percent of what we were trying to accommodate in the first building could be accommodated in this project. That opened up a whole lot of acreage for opportunity. We identified logically some opportunities for entertainment, mixed use, retail, and a developer in those markets came forward, a group called Texas Spirit," Gast said.

Las Colinas is world headquarters for four Fortune 500 companies, including Exxon, and another 200 corporations have a presence of some kind, Gast said. Yet the single largest space in Irving today is 10,000 square feet. Four hotels have 10,000-sq.-ft. ballrooms.

"A big convention for us right now is 350 people. A big dinner is 800 people. Right now, there are shareholders meetings we can't accommodate," Gast said. The new exhibit hall will probably also include a 20,000-sq.-ft. ballroom, so the ICVB will have 70,000 sq. ft. to offer, enough to do a plenary session for 6,000-7,000 people or to accommodate 400 trade show booths instead of 40. "We can't accommodate our own high school graduations yet," she added.

The ICVB selected SMG because of their "understanding of the corporate market and relationships with companies like Microsoft. They really understood we're trying to do something different here, not a variation of everyone else's theme," Gast said. "The corporate community here and the flexibility of the venue and the other pieces developed on the site will drive something different."

She has no doubt it will be hard work to get the business. While Irving is a destination with a built-in client base, that base is used to shopping in Dallas-Ft.Worth, which has a lot to offer. "It's not going to be a given. We have some re-invention and re-awakening to do."

Irving currently has 12,000 hotel rooms, one third of those full service and one third of the rooms are within a two-to-three mile radius. The new venue will have no headquarters hotel at this point, though there is a proposed boutique hotel by a private developer. "We want to work within the environment we have," Gast said, adding there would be room for one or two more traditional full service hotels, but a true headquarters hotel with 600-800 rooms would be overkill for the weekend pieces of business.

The goal has been to "right size" the pieces of the destination puzzle. "We are who we are, a very corporate destination city. We want to capitalize on that reality," Gast said. — Linda Deckard

Interviewed for this story: Bob McClintock, (215) 552-6672; Maura Allen Gast, (972) 252-7476

Proposed 49ers stadium.



49ERS STILL FAVOR SANTA CLARA OVER SAN FRANCISCO

Seeking to leave the oldest stadium in the National Football League, the San Francisco 49ers have turned their sights about 37 miles to the south.

In November, the team announced that a plan to stay in San Francisco at Candlestick Point fell through and it would instead concentrate its efforts on building a 68,000-seat stadium in a city-owned parking lot leased by Great America theme park in Santa Clara. But on June 15, the theme park's parent company expressed concern about the proposed \$850 million stadium and its construction cycle negatively affecting business.

San Francisco quickly pounced, seeing an opportunity to woo the 49ers to stay in the city. On June 18, the team heard a pitch from San Francisco's mayor and city officials about a plan to move the 60-year-old franchise from its current home in Monster Park to the former Naval Shipyard Hunters Point three miles to the north.

"We have a lot of optimism that the plan we put forth is actually a better plan for the 49ers and more finance-able and more improvable" than the Santa Clara site, said Jesse Blout, director of the Mayor's Office of Economic and Workforce Development.

Part of a larger initiative to develop the former base, the city is proposing to make a new 49ers stadium the centerpiece of a mixed-use development that would feature 8,500 residential units, 500,000 square feet of commercial space and more than two million square feet for research and development.

The city isn't throwing in any direct municipal funding, but is urging the team to partner

with the master developer and use proceeds from the development to fund the stadium. The county Board of Supervisors backs the plan and in May voted 9-2 to support a 'Niners move to Hunters Point. Environmental and other studies are already underway.

"The reason for my optimism [of keeping the 49ers in San Francisco] is in the course of six months since the 49ers announced their intent to leave...we have completely revised the plan to eliminate a lot of the core concerns," Blout said.

Hunters Point doesn't carry the need for a parking garage with 10,000 plus parking spaces that Candlestick Park required, but pollution fills the site that lacks the public transportation infrastructure of Santa Clara. And last week, team spokesman Steve Fine said the Silicon Valley city of Santa Clara remains the team's top pick.

"It's really a question of timeline," Fine said. "Our goal is to build this stadium in time for the 2012 season."

To reach that goal the team will need to convince Santa Clara and its 105,400 residents the stadium is worth the roughly \$225 million investment it's asking the city to pitch in when infrastructure upgrades are factored into the cost. In a 1990 referendum, city residents narrowly supported a plan to bring the San Francisco Giants baseball team to the city but a regional vote required to go forward with the move failed by just 3,491 votes.

With the 49ers proposal the Santa Clara City Council is taking a hard look at what it would mean to build a stadium in the middle of its entertainment district, which the city mostly owns and operates.

"We're always interested in looking at business proposals and seeing if they make sense for the city, but this is a significant portion of public dollars they're asking and they're also asking for city-owned land," Santa Clara Deputy City Manager Carol McCarthy said.

Great America pays the city \$5.3 million annually plus a percentage of its gross for the right to use the land as a parking lot. The 'Niners have proposed a parking garage nearby to offset the loss of about 8,100 parking spaces, but Cedar Fair, the park's parent company, wants to know more about the potential effect of a stadium on the doorstep of a family-oriented theme park.

"At this point in time we've received very little information regarding this development," Cedar Fair spokeswoman Stacy Frole said. "It's difficult to say what kind of impact it would have on our business."

To help fill that void Santa Clara has commissioned its own study to look at the effects of a new stadium.

"Even if the 49ers said they would pay 100 percent of the project we would still have a long way to go through the approval process," McCarthy said.

An environmental impact report would be required and the City Council could ask the residents to vote on the concept. If approved, it would radically change an area of the city that hosts the city-owned convention center with the city-owned golf course nearby. A bridge-like structure would connect the stadium to the park on one side and

the Santa Clara Convention Center across the street. Nearby, dozens of local entertainment venues could potentially stand to benefit from an NFL stadium.

A study commissioned by the team found a stadium in Santa Clara would create 920 jobs and generate \$98 million in annual economic activity in the city and \$12.3 million in combined annual tax revenue for the city, county and state.

"We really see this as a great option to enhance an entertainment theme in the Santa Clara entertainment district," Fine said.

The team also sees it as an opportunity to leave Monster Park, a stadium built in 1958 for the Giants and initially called Candlestick Park. Moving to Santa Clara would put the team's stadium in the city that already hosts its headquarters and training facilities and provide an opportunity to compete with modern stadiums that boast enhanced facilities with more concession stands, greater emphasis on technology and additional parking.

"Unfortunately there's been a cycle of deferred maintenance of the [current] facility so there's a significant need to make improvement to meet the needs of our fans," Fine said.

The 49ers proposal follows a trend of NFL teams seeking new stadiums. Last year, the Arizona Cardinals moved to the new University of Phoenix Stadium and in 2002 the New England Patriots moved into Gillette Stadium. In fact, the demand to build new stadiums has been so great it depleted the NFL fund that assisted teams with constructing new homes.

"Fans are accustomed to a world-class experience from the NFL and we need to increase the value of game day entertainment and a new stadium can do that," NFL spokesman Brian McCarthy said.

He said the league is working on creating a new fund to assist teams in constructing new homes and for now is lending its expert advice to the 49ers. NFL officials joined the 49ers on tours of both the site in Santa Clara and San Francisco on what McCarthy termed a fact-finding mission.

"It was just to get more up to speed on the plans and also get a firsthand look at where the stadium possibly could be," he said.

That information will eventually be relayed to NFL franchise owners, three-quarters of whom would need to approve a request from the 49ers to relocate. — Chris Barrett

Interviewed for this story: Jesse Blout, (415) 554-6969; Steve Fine, (408) 562-4932; Stacy Frole, (419) 626-0830; Brian McCarthy, (212) 450-2069; Carol McCarthy, (408) 615-2213



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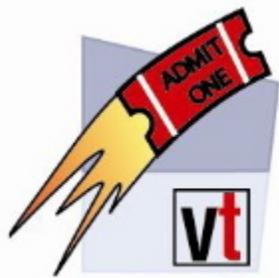
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BOOKINGS



HOTtickets

COUNTRY OUTFRONS THE POLICE THIS WEEK

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 26, 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:* \$3,817,126; *Event:* Kenny Chesney; *Venue:* **Cleveland Browns Stadium**; *Attendance:* 49,130; *Ticket Range:* \$92-\$52; *Promoter:* AEG Live, The Messina Group; *Dates:* July 14; *No. of Shows:* 1

2) *Gross Sales:* \$2,224,384; *Event:* The Police; *Venue:* **St. Pete Times Forum, Tampa, Fla.**; *Attendance:* 19,941; *Ticket Range:* \$227-\$52; *Promoter:* The Next Adventure; *Dates:* July 11; *No. of Shows:* 1

3) *Gross Sales:* \$1,188,949; *Event:* Kenny Chesney; *Venue:* **Verizon Wireless Music Center, Indianapolis**; *Attendance:* 25,141; *Ticket Range:* \$77-\$39; *Promoter:* Live Nation, AEG Live, The Messina Group; *Dates:* July 12; *No. of Shows:* 1

4) *Gross Sales:* \$1,091,829; *Event:* Roger Waters; *Venue:* **Xcel Energy Center, Saint Paul, Minn.**; *Attendance:* 14,326; *Ticket Range:* \$100-\$53; *Promoter:* Live Nation; *Dates:* June 30; *No. of Shows:* 1

5) *Gross Sales:* \$1,035,429; *Event:* Kenny Chesney; *Venue:* **USANA Amphitheatre, Salt Lake City**; *Attendance:* 19,730; *Ticket Range:* \$80-\$42; *Promoter:* AEG Live, The Messina Group, United Concerts; *Dates:* June 28; *No. of Shows:* 1

10,001-15,000 Seats

1) *Gross Sales:* \$834,530; *Event:* Tim McGraw and Faith Hill; *Venue:* **Van Andel Arena, Grand Rapids, Mich.**; *Attendance:* 10,408; *Ticket Range:* \$92-\$32; *Promoter:* Live Nation; *Dates:* July 12; *No. of Shows:* 1

2) *Gross Sales:* \$448,368; *Event:* Tool; *Venue:* **Van Andel Arena, Grand Rapids, Mich.**; *Attendance:* 9,229; *Ticket Range:* \$53-\$40; *Promoter:* Live Nation; *Dates:* July 5; *No. of Shows:* 1

3) *Gross Sales:* \$422,819; *Event:* American Idol; *Venue:* **Jacksonville (Fla.) Veterans Memorial Arena**; *Attendance:* 6,664; *Ticket Range:* \$69-\$39; *Promoter:* Fantasma; *Dates:* July 8; *No. of Shows:* 1

4) *Gross Sales:* \$275,958; *Event:* Martina McBride; *Venue:* **Giant Center, Hershey, Pa.**; *Attendance:* 6,439; *Ticket Range:* \$53-\$33; *Promoter:* Outback Concerts, Police Productions, LLC; *Dates:* June 30; *No. of Shows:* 1

5) *Gross Sales:* \$243,962; *Event:* Martina McBride; *Venue:* **CenturyTel Center, Bossier City, La.**; *Attendance:* 7,021; *Ticket Range:* \$52-\$32; *Promoter:* Police Productions, LLC; *Dates:* July 15; *No. of Shows:* 1

5,001-10,000 Seats

1) *Gross Sales:* \$386,185; *Event:* Stevie Nicks; *Venue:* **Mohegan Sun Arena, Uncasville, Conn.**; *Attendance:* 7,719; *Ticket Range:* \$75-\$55; *Promoter:* Live Nation; *Dates:* July 1; *No. of Shows:* 1

2) *Gross Sales:* \$383,689; *Event:* Chicago; *Venue:* **Greek Theatre, Los Angeles**; *Attendance:* 5,383; *Ticket Range:* \$83-\$38; *Promoter:* Nederlander; *Dates:* July 7; *No. of Shows:* 1

3) *Gross Sales:* \$352,170; *Event:* Manu Chao; *Venue:* **Celebrate Brooklyn (N.Y.)**; *Attendance:* 11,739; *Ticket Range:* \$30; *Promoter:* AEG Live; *Dates:* June 26-27; *No. of Shows:* 2

4) *Gross Sales:* \$312,459; *Event:* Goo Goo Dolls; *Venue:* **Red Rocks Amphitheatre,**

Denver; Attendance: 7,495; Ticket Range: \$90-\$34; Promoter: Live Nation; Dates: June 27; No. of Shows: 1

5) Gross Sales: \$308,193; Event: Chicago; Venue: **Charter One Pavilion, Chicago**; Attendance: 6,247; Ticket Range: \$63-\$35; Promoter: Live Nation; Dates: June 30; No. of Shows: 1

5,000 or Fewer Seats

1) Gross Sales: \$801,833; Event: Lionel Richie; Venue: **The Colosseum at Caesars Palace, Las Vegas**; Attendance: 8,226; Ticket Range: \$175-\$75; Promoter: AEG Live, Concerts West, In-house; Dates: July 5-6; No. of Shows: 2

2) Gross Sales: \$441,240; Event: Incubus; Venue: **The Grove of Anaheim (Calif.)**; Attendance: 11,031; Ticket Range: \$140; Promoter: Nederlander; Dates: July 10-11; No. of Shows: 2

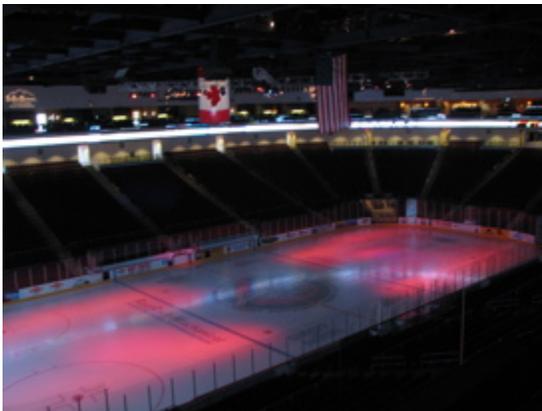
3) Gross Sales: \$360,710; Event: Widespread Panic; Venue: **Chicago Theatre**; Attendance: 10,306; Ticket Range: \$35; Promoter: Jam Productions; Dates: July 13-15; No. of Shows: 3

4) Gross Sales: \$220,028; Event: Lauryn Hill; Venue: **Paramount Theatre, Oakland, Calif.**; Attendance: 2,817; Ticket Range: \$90-\$45; Promoter: Live Nation; Dates: June 27; No. of Shows: 1

5) Gross Sales: \$204,720; Event: Alison Krauss; Venue: **Marymoor Amphitheatre, Redmond, Wash.**; Attendance: 4,865; Ticket Range: \$66-\$36; Promoter: AC Entertainment, Lakeside Group, Outback Concerts; Dates: July 7; No. of Shows: 1

Compiled by Rob Ocampo, HotTickets@venuestoday.com

The Orleans in hockey mode.



UNLV HEADS UP TROPICANA AVENUE FOR GAME AT ORLEANS

Orleans Arena vice president and general manager Steve Stallworth is excited to have his alma mater's basketball team play at his arena. But it seems it's more about the up-and-coming casino-owned venue and its development into a sports arena than school pride.

University of Nevada, Las Vegas officials have announced that a Dec. 8 Runnin' Rebels game against Fresno State will be diverted up Tropicana Avenue from the Thomas and Mack Center to the Orleans Arena.

The Rebels' home court is unavailable due to a multi-year contract with the National Finals Rodeo, which takes place from Dec. 6 to 15 to the Thomas and Mack Center at UNLV.

"It's fantastic that the Orleans can step up and support our UNLV basketball team as

the NFR is contracted here until the year 2014," Thomas and Mack Center general manager Daren Libonati said in a statement.

Last year the team played at St. George, Utah during the rodeo and had previously been on the road because of the rodeo.

Orleans Arena is home to an Arena Football League team, a hockey team and has played host to such family-friendly acts as Disney on Ice and the Mormon Tabernacle Choir, but in a matter of a year it has become a college basketball hot spot.

There was a time when no NCAA game could be played at a casino with a sports book, but as restrictions have gotten more lax and casinos have become known for more than the traditional gambling and partying, the organization has allowed teams to branch out.

"The acceptance of gaming all around the country is growing," Stallworth said. "It's not like Vegas is this big bad place."

But if anyone's concerned about the location, they should rest assured that the arena can be reached via a 150-yard corridor that makes it possible to enter Orleans without ever stepping in the casino.

Last Thanksgiving Orleans Arena, which can hold 8,000 people for basketball games and is owned by Coast Casinos, welcomed University of Kansas and University of Florida – the No. 1 and 3 ranked teams at the time – and two other Division I teams to sold-out crowds and an excited Orleans staff.

"I think in every business you have those little tipping points and the fact we were able to land the Kansas-Florida game just really put us on the map," Stallworth said.

The next month they hosted teams from University of Southern California, University of New Mexico, Kansas State and Wichita State.

The tournaments were a slam dunk for Orleans and that success helped push UNLV basketball to take another look at the arena.

"Over the years they hated the fact ... that when the National Finals Rodeo comes to town they have to go on the road.... Once they saw Kansas and Florida and all that happen, they felt pretty confident [about playing at Orleans]," said Stallworth, who worked at the Thomas and Mack Center for a decade before joining the Orleans Arena six years ago. "If the No. 1 team in the country can do this, they can too."

When Orleans opened in 2003, Stallworth hadn't envisioned hosting basketball at the arena. At the time no college teams were playing at casinos and minor-league ball was a "tough model," Stallworth said. But with the NCAA exempt tournaments and a biennial state high school championship, basketball may become its bread and butter.

"Holy cow, in '08 we could have as many basketball games as hockey games," Stallworth said. "And to have these tournaments with these main teams, and also four other smaller schools like last year" makes it even better.

Despite not technically being a "home" game since it's not part of the season ticket offering, Stallworth expects the Orleans to sell out on Dec. 8. For its Thanksgiving and

December tournaments, it all depends on how well the teams travel.

But the basketball teams and fans aren't the only people the Orleans is attracting. This year was the first Nike basketball clinic Stallworth and his staff hosted, which brought many of the big-time college basketball coaches in the country to the venue.

Stallworth has also been in talks with college conferences to possibly host conference tournaments at the neutral site.

"That wouldn't even happen till '09 at the earliest, but just the fact those schools even talk to us – I just never envisioned that would ever happen," Stallworth said. —
Amanda Pennington

Interviewed for this story: Daren Libonati, (702) 895-1117; Steve Stallworth, (702) 365-7469



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Coming soon to a fair, barbecue event or retail store near you: the Budweiser Genuine Sauces Mobile Grill, a brand new marketing tool created by Anheuser-Busch to promote its line of grilling sauces, as well as its beer product.

The mobile grill – a 1,650-square-foot concession-style trailer with a 60-inch grill and smoking unit – made its debut Memorial Day Weekend at the Great American Barbecue Festival in Kansas City, Kan., and has been making its way, complete with a two-man crew, around the country during a 20-venue tour. The tour visited the Jaycee Cole County Fairgrounds in Jefferson City, Mo. for the Capital City Cook-Off and street fairs and festivals like the New Jersey State BBQ Championship in Wildwood.

“This allows us to take our new Budweiser sauces to sample with our customers and hopefully that generates interest in the product and ultimately allows the consumer to go to retail stores to buy it off the shelf,” Anheuser-Busch branded products group manager Matt Stroble said.

Mobile marketing isn’t new to the company, with the iconic Clydesdales beginning to market Budweiser in 1933, Stroble said.

The company has six mobile units — or 11 if the five Clydesdale hitches are counted — including the Dale Jr. Experience and the Bud Light Lounge. Having mobile marketing units has been valuable for Anheuser-Busch, although Stroble would not release how much of the company budget is spent on these kinds of efforts.

Booking the mobile grill at a fair or other event requires a coordinated effort between Anheuser-Busch wholesaler and the venue. Event coordinators interested in having the Mobile Grill set up for sauce and, if it’s legal in the area, beer tasting, can contact their local wholesaler to see if the preferred date jives with the Mobile Grill’s schedule. Wholesaler also approach Anheuser-Busch to get it set up at an event where they’d like to promote the product.

The Mobile Grill's two workers manage everything at the site, including set-up and tear down. The unit can provide enough food for 100 people per hour, which is provided to the wholesaler at no fee, Stroble said. If that's not enough space or food, more staff can be added for larger events, which could be a cost to the wholesaler. There also may be other costs associated with hosting an event or having grill space that the wholesaler would be responsible for.

The mobile unit has a 10-foot by 16-foot "grilling stage," a serving window, warming oven, sink with hot and cold water, food and beer refrigeration units, overhead awning shades, product display shelves and four Budweiser pub tables. It runs off a generator attached to the tractor, requiring no extra electricity, and is towed by a Ford 650 Crew Cab.

The unit requires a 17-foot clearance free of live wires, street lights and other obstacles and a hard service area clear of debris.

The current tour started mid-March and is scheduled to end this month. The Mobile Grill has traveled from Missouri to New Hampshire to Texas, where it's making an appearance at the Texas Cook 'Em High Steaks in Edinburg at the city's municipal park.

"Barbecuing is just such a big thing in Texas anyway and it's a great way to get our name out and it adds to the Texas Cook 'Em," L&F Distributor owner Val LaMantia Peisen said.

The Budweiser Genuine Sauces Mobile Grill has also appeared at Myrtle Beach Bike Week, the Great American Barbecue at the Woodlands Complex in Kansas City, Kansas and the Rock 'n RibFest at the Anheuser Busch facility in New Hampshire.

At the Capital City Cook-Off, the company gave away samples of the new sauce and entered its products into the cooking contest. The unit was a great fit with the event because it was not open to vendors, said Mike Freeman, manager of the Jefferson City Jaycee Cole County Fair, in an e-mail to Venues Today.

And although the unit essentially gives away its product, Freeman wrote that he would gladly have the unit at its other events, including the county fair. "It is something I would like to see at other events.... Most events at the fairground, they would fit right in," Freeman said.

The only downside to the tasting in Jefferson City, according to Freeman? "I was disappointed to find out [the wing sauce] will not be available to purchase until November of 2007," Freeman wrote. "What a wait for some good wings."

Anheuser-Busch offers an informational sheet with the grill's specs as well as photos so bookers know what they're getting. "They know they're getting a vehicle that has very impressive graphics on it and a staff that is fully trained as ambassadors to our company," Stroble said. "They go in knowing they're not getting anything other than first-rate for their venue."

Next year Stroble said he hopes to have the unit on the road from Thanksgiving through Super Bowl at varied locations and events, including company parties and others.

"Hopefully next year the program will be designed to be balanced between the Mobile

Grill at retail locations while participating in some of these venues on the weekends," Stroble said. "Ideally we would be in a grocery retail location on a Wednesday and maybe on a Thursday and then on Friday we'd pull the unit into the fair in the same city."

Although Anheuser-Busch is most known for its beer products, the wholesalers and the company are looking to provide some family-oriented entertainment with the sauces and the Mobile Grill.— Amanda Pennington

Interviewed for this article: Matt Stroble, (314) 577-9665; Val LaMantia Peisen, (956) 687-7751; Mike Freeman, (573) 291-9716



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SHORT TAKES

YAROS BACK IN THE FELD FOLD

Stephen C. Yaros has re-joined Feld Entertainment as vice president, Event Marketing and Sales for the Northeast Region. He will be responsible for the management, marketing and sales for all Feld Entertainment productions performing in the Northeast, including New York, Pennsylvania and all New England states. Yaros served as the vice president of Marketing for the National Basketball Association's Philadelphia 76ers. In addition to his work with the 76ers, he has held senior management positions with Comcast-Spectator and Clear Channel Entertainment and has run his own sports and entertainment marketing company. His prior work for Feld Entertainment included a variety of brand management, marketing and sales positions.

Contact: Stephen Payne, (703) 749-5505

MONTEGO BAY TO OPEN A CONVENTION CENTER NEXT YEAR

Rose Hall, Montego Bay, Jamaica, will be the site of the new \$51.67 million Montego Bay Convention Center, scheduled to open in December 2008. The venue is a joint venture between the Government of Jamaica and Ex-Im Bank of China, which will be the majority shareholder, financing \$45.4 million. The convention center will be built on 23 acres of land at Rose Hall and will provide approximately 215,278 square feet of rooms for meetings, exhibitions and other events. Project organizers hope conventioners and corporations will enjoy the country's tax-deductible status for people traveling on business.

Contact: Matt Snow, (877) JTB-NEWS

NEW PICKIN' IN THE PANHANDLE ANNOUNCES LINEUP

Pickin' in the Panhandle, a BBQ and bluegrass festival in Martinsburg, W.Va., has booked talent for its inaugural festival Sept. 8: Cadillac Sky, Carrie Hassler and Hard Rain, The Half Bad Bluegrass Band, Lonesome Highway, The Rolling Coyotes, and The Vaughn Family. The festival is being sponsored by the Martinsburg-Berkeley County Convention and Visitor's Bureau.

Contact: Sandy Sponaugle, (304) 876-8321

TORONTO WILL HOST 2008 SIERRA MIST MLS ALL-STAR GAME

Major League Soccer awarded Toronto the right to host the 2008 Sierra Mist All-Star Game next July. The game will be played at BMO Field, the home of Toronto FC. The date of the game, and a world-class international opponent, will be announced in the future. MLS Commissioner Don Garber made the announcement alongside Tom Anselmi, executive vice-president and chief operating officer of Maple Leaf Sports & Entertainment (MLSE), owner of Toronto FC. The news comes on the eve of this year's All-Star game at Dick's Sporting Goods Park, home of Colorado Rapids. The 20,000-

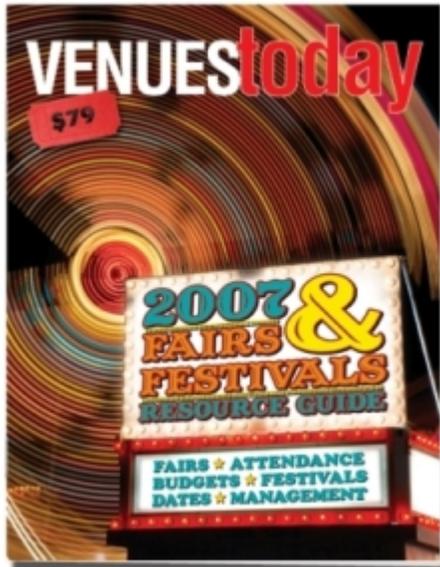
seat BMO Field, located at Exhibition Place in downtown Toronto, is Canada's first soccer-specific stadium. With a capacity of 20,000, BMO (pronounced BEE-mo) Field is home to the Canadian National Soccer Team as well as Toronto FC, Canada's first Major League Soccer team.

Contact: Rajani Kamath (416) 815- 5790

BLUE MAN GROUP ADDS THIRD LEG

The Blue Man Group has added a third U.S. leg to their How To Be A Megastar Tour 2.1 which started last fall. The next leg kicks off Oct. 5 in Houston, Texas at the Toyota Center and ends Dec. 8 at the Cajundome, Lafayette, La. The tour is produced by St. Louis-based Emery Entertainment and Los Angeles-based Pacific Arts Entertainment.

Contact: Phil Lobel, (310) 271-1551 ext. 13



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