

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. We have coverage of events at the IAAM and NAC conventions in Salt Lake City last weekend and lots of news behind the headlines. For further information or to subscribe to *Venues Today* visit www.venuestoday.com.

QUOTE OF THE WEEK

"We want people to opt in rather than us randomly broadcast their addresses to the universe...We just think that's the moral way to handle it." — Alameda County (Calif.) Fair CEO Rick Pickering on the fair's text-message marketing system.

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**Donna Dowless
Barbara Hubbard
Robyn Williams
Kim Bedier
Carol Wallace**

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VENUE NEWS



The first IAAM Foundation Legacy Award winner and family and friends, from left, Mich Sauers, Comcast-Spectacor, presenter; Jayne McGee; Mike McGee, Ticketmaster, recipient; Barbara and Melissa McGee, and Joan LaMahieu, The Parade Co., Detroit, IAAM chair, presenter. At right, Steve Peters, VenuWorks, is sworn in as IAAM president by outgoing prez Larry Perkins, RBC Center, Raleigh, N.C. (VT Photos)



Newly-engaged Cherie Worley and Lionel Dubay, who surprised the crowd by proposing marriage when he accepted the McElravy Award. At right, Arena Town Hall panelists, clockwise from bottom left, Rod Pilbeam; Wim Schipper; Dale Adams; Kim Bedier; and Mike Caddell. (VT Photos)

AWARDS, AWARENESS, AND A LITTLE ANGST AT IAAM CONVENTION

SALT LAKE CITY — The global economy and risk management continued to dominate discussion as venue managers and suppliers gathered for the 82nd annual International Association of Assembly Managers convention here July 20-24. Illustrating the international side of things, the IAAM board approved a new alliance with the Venue Management Association that creates a “District IX” in the Asia-Pacific region, continuing the effort that started last year with “District VIII,” also known as IAAM Europe.

Shura Lindgren, general manager of the St. Charles (Mo.) Convention Center for Global Spectrum, was ratified as the new IAAM second vice president, to succeed Robyn Williams, Portland (Ore.) Performing Arts Center, current IAAM first vice president; and Steve Peters, VenuWorks, current IAAM president, as president in 2009-2010. Larry Perkins, RBC Center, Raleigh, N.C., completed his year as IAAM president, and on the way out helped recognize several who contributed to the industry. His Presidential Citations went to Tom Liegler of San Diego, Calif.; Sporty Jeralds of Charlotte, N.C.; Peggy Daidakis, Baltimore (Md.) Convention Center; Turner Madden, IAAM lobbyist/lawyer; George Cook, allied member; and IAAM’s own Sandy Webb.

The first Legacy Award from the IAAM Foundation went to Ticketmaster’s Mike McGee and the Joe Anzivino Distinguished Allied Member Award to Chris Bigelow, The Bigelow

Companies.

Lionel Dubay, who has just been promoted out of his longtime job as manager of the O'Connell Center, Gainesville, Fla., received the prestigious McElravy Award and also surprised the audience and longtime companion Cherie Worley, executive director of the Florida Facility Managers Association, when he chose this moment in time to propose marriage. She accepted.

Peters announced the theme for his year as president: "Making a World of Difference." He also created a Sustainability Task Force, a first for IAAM.

Perkins outlined IAAM's year, noting for the first time IAAM World Headquarters is fully leased, membership revenue surpassed \$1 million, and new hires include Harold Hansen, director of life safety and security, Meredith Craig, public relations manager beginning Aug. 1, and Wim Schipper, IAAM director of European Services. He said that through the efforts of Cliff Wallace, Hong Kong Convention Centre, IAAM now has its first two members from mainland China.

Attendance this year was a record 2,400. According to Peters, who gave the financial report, the convention revenue topped \$1.7 million, including \$1,003,000 from the trade show. Williams said there were 326 exhibitors.

Dexter King, IAAM executive director, touted adoption of the new best practices with the DMAI (Destination Marketing Association International) as a landmark decision. IAAM now has 3,223 members, 2,188 of those classified Active members.

IAAM also introduced an International Pavilion, sponsored by SMG, where guest speakers presented papers on the venue business internationally throughout the trade show hours. The Arenas Town Hall session also reflected the international nature of this convention, with a diverse group of panelists, including Wim Schipper, Arena Advisory & Partners, Amsterdam, formerly with Ahoy Complex, Rotterdam; Rod Pilbeam, Ogden IFC, Brisbane, Australia; Michael Caddell, Harbour Station, St. John, New Brunswick, Canada; and Dale Adams, AEG, Prudential Center, Newark, N.J., formerly at the Coliseo de Puerto Rico in San Juan for SMG. Kim Bedier, Everett (Wash.) Events Center, chaired the session.

Ticketing was a topic of international concern. Pilbeam pointed out new anti-scalping legislation in Queensland, Australia, has gone into effect and the government is charging, convicting and fining scalpers. "It's gotten attention from eBay," he said. "They have to be more circumspect."

When Pilbeam polled the audience, only half considered ticket scalping a problem. Pilbeam's view is that every ticket scalper stops someone else who wanted a ticket at a fair price from buying one and it's that second someone who probably invested in the building through taxes and bonds in the first place. "The government in our home state agreed it's not appropriate," Pilbeam said. In nine months since the legislation passed, there have been dozens of cases in court and fines up to \$1,500 Australian levied.

The publicity has been great, Pilbeam said. There are warning signs at all ticket agencies. "We're trying to push the market away before StubHub opens a shop," he said.

Adams suggested that everyone in the business cares about ticket scalping, but it has

reached critical mass. "At this point in time, everyone is reselling tickets. It is what it is," Adams said. In fact, StubHub wants to buy \$500,000 worth of advertising in the new Prudential Center. "Are you going to turn down the money?" he asked.

Safety and security was the next topic up and Pilbeam asked about soccer crowds. In Australia, they are looking at the measures taken in Italy following a policeman's death at a soccer game. In Puerto Rico, there was no issue, hooliganism or terrorism, but in Newark, Adams sees a whole new ballgame coming. The new head of security at Prudential Center used to head the FBI in New York and New Jersey. "We're taking extensive precautions," he said.

In Australia, there are requirements now to have video surveillance in all bar areas. All the buildings managed by IFC Ogden have been or are being retrofitted. Adams said they did the same in Puerto Rico, but only 10 of 20 cameras worked the first round. Security ended up costing \$250,000 for 60 cameras and another \$100,000 to wire them.

Several panelists advised there is grant money to help with security and risk management costs. In Puerto Rico, the Coliseo was granted \$50,000. In Newark, AEG is shooting for \$100,000. "The money is out there," Adams said.

One venue manager recalled the grant money was there but it was conditional to purchase of metal detectors which they did not have room to store at his venue. Adams noted the technology is improving rapidly, to the point there are now metal detector wands you can fold up for storage.

Green building and sustainability was the last topic. In Newark, they are just starting to look at options, Adams said. For mature buildings, like Harbour Station, it's a matter of creativity. Caddell said he gave the custodial staff all the recyclables. "The money goes back to them. It's not much, but it works for them."

Pilbeam said the convention center in Kuala Lumpur, Malaysia, has had huge success with waterless urinals. Water shortages are of major concern in Australia as well, he said, so they are looking at retrofitting those buildings. — Linda Deckard

Interviewed for this story: Dale Adams, (973) 854-8751; Rod Pilbeam, (61) 7 3265-5899; Mike Caddell, (506) 632-6103; Wim Schipper, (31) 6532 30457; Larry Perkins, (919) 861-5466; Steve Peters, (515) 232-5151; Dexter King, (972) 906-7441



From horse racing to dog racing, scenes from the 2007 Alameda County Fair, Pleasanton, Calif.

PRE-SALES, TEXT MESSAGING HIGHLIGHT THE ALAMEDA COUNTY FAIR

When the Alameda County Fair in Pleasanton, Calif., held a text message contest at the beginning of a concert by the Jonas Brothers, they not only gave 10 fairgoers the opportunity to sit up front at the concert, but they also captured valuable marketing information in the process.

To be completely up front with the fairgoers, they actually only captured the phone numbers after the contest, allowing them to send an additional message to receive more information. "We want people to opt in rather than us randomly broadcast their addresses to the universe," said CEO Rick Pickering. "We just think that's the moral way to handle it."

Still, the text message contest — in which the first five people who texted "The Jonas Brothers Rock" before the concert and a friend each got to sit up front at the wildly popular shows — was so successful that fair officials decided to test it on an older demographic at a horse race. In that contest, the fairgoers had the chance to win \$500. "It was amazing watching people try to figure out how to text message," Pickering said.

Everybody who sent a text message in that contest received a text message back allowing them a free visit to the fair's satellite wagering facility in the next 30 days.

All in all, the fair captured about 2,000 phone numbers at the concert and an additional 700 at the race track to add to a growing marketing list.

The June 22-July 8 fair was successful in other ways, showing an increase in attendance from last year's 380,000 to 385,000, largely due to what Pickering called perfect weather.

The Jonas Brothers filled the 3,600-seat ANG Amphitheater for two shows. The act prompted many of the 1 million hits the event received on its Web site 30 days prior to the fair, and fans began lining up at the admission gates for the free show at 2 a.m. Fans who taped portions of the show had them up on YouTube almost immediately, all accessible by typing "Alameda County Fair" on the web site.

"We had 100-plus YouTube and MySpace launches from young ladies at the Jonas Brothers concert," Pickering said.

This was the 95th annual fair at the venue, which features the oldest one-mile racetrack in America dating back to 1858, Pickering said. It shattered last year's racing handle record of \$35 million by \$4 million, for a total of \$39 million. The previous all-time record was \$36 million in 2005, Pickering said.

He credited at least some of that to \$42,000 worth of improvements made with the addition of a three-level terrace open-air dining lounge at the racetrack that helped to draw spectators who also wanted to eat. "That just about sold out every day," Pickering said.

Marketing opportunities included allowing more than 50 couples to renew their wedding vows on-site on the magical 07/07/07, with the racetrack chaplain officiating and an official picture available.

A concert was held on each day of the 17-day fair, Pickering said, using a two-show format with the acts free with the price of admission. The entertainment budget is \$400,000. Wilson Events in Petaluma, Calif., booked the shows.

Acts that did well included Boyz II Men, the Village People, ConFunShun and a comedy show called "3 Blonde Moms," made up of women from "The Tonight Show," "The Drew Carey Show" and The Style Network who provided a "funny, yet family-friendly show," Pickering said. "They were very much a bargain purchase for us and they probably filled two-thirds of the amphitheater twice," Pickering said. "It would be a great investment for the other fair managers."

Fairfield, Calif.-based Butler Amusements placed 45 to 48 rides on an adult midway, plus more than 30 rides on a kiddie midway that also featured free activities such as hands-on science activities and a children's karaoke area. "I think (Earl) 'Butch' Butler has been very creative with us," Pickering said. "I don't think many carnival companies would want the fair to bring in free stuff to the carnival area."

In order to lower the risk of a fairgoer encountering E. coli, the fair did away with a traditional petting zoo but instead held contests, sponsored by the Great American Petting Zoo, where unusual animals raced each other, such as a goat and a duck. "I put my money on the goat," Pickering said. "The goats tended to be fast."

Pay-one-price ride wristbands cost \$20 in advance and \$25 at the door, and \$17 during a special pre-sale. Pre-sale ticket sales came to more than \$300,000, the highest in history, Pickering said.

In addition to the text-message marketing ploys, the fair also produced a TV commercial that complemented a previous, award-winning spot that was recognized by both the Western Fairs Association and the International Association of Fairs and Expositions. In the previous ad, the setting was an on-site golf course occupied by a golfer getting ready to make a putt in a quiet field when costumed barnyard animals chirped in with their various sounds. In the new spot, those animals were driving a Cadillac convertible with the license plate EIEIO into a speed trap manned by a police officer. When the officer drives away, the speed trap is revealed to be a large billboard advertising the fair.

Disclosing his fair's marketing budget is tricky, Pickering said, because for every dollar spent, he likes to get a seven-fold documented return, he said. The fair's operating budget is break-even at \$6.8 million. Sponsorships this year were up 10 percent to 15 percent, Pickering said, to about \$550,000 in cash and more than \$1 million in in-kind contributions.

The price of admission was \$9 for ages 13 and up, \$7 for senior citizens and \$6 for ages 7-12, Pickering said, with a 30 percent pre-sale discount. In addition, several promotions and free days were offered, such as the three Fridays that children ages 12 and under got in free.

As for next year's dates, fair officials are waiting to see what happens in the state horse racing industry before making any decisions. If the Bay Meadows Racetrack in San

Mateo, Calif., closes, Pickering hopes that the Alameda racetrack would pick up some of its dates. Currently, racing is only held at Alameda during the fair, but Pickering hopes that would change.

“Right now, there are discussions of a spring, fall and summer meet, and the summer meet would be in conjunction with the fair,” Pickering said. – Mary Wade Burnside

Interviewed for this story: Rick Pickering, (925) 426-7600.



Royal Oak (Mich.) Music Theatre

AEG LIVE REVS UP MOTOR CITY

AEG is again moving into Live Nation territory. Under the guidance of Joel Litvag, AEG Live's senior vice president for the Midwest, the world's second-largest promoter is squeezing into Live Nation's Detroit market, just months after setting up in Denver.

“I have a 12-state region, and was intimately familiar with the secondary markets like St. Louis and Minneapolis, but there were some territories I had never touched, like Ohio and Michigan,” he said.

After studying those markets, he believed in Detroit: the city's musical history goes back generations and spans genres: jazz, gospel, R&B, Motown, rock, techno and rap. Think the Black Bottom neighborhood, the center of jazz and blues from the Depression through the 1950s.

“Detroit is a great concert town,” said Jeff Corey, director of public relations for Palace Sports and Entertainment, which owns DTE Energy Music Theatre, the Palace at Auburn Hills, along with sports teams like the Detroit Pistons NBA franchise. “It's a working class town. While people aren't well off here, they've been going to concerts since they were kids. It's part of their lifestyle.”

Another key to Detroit is the variety of venues. There are four amphitheatres, two major arenas, and two stadiums, along with 18 theatres and any number of nightclubs. In 2005, two Palace Sports and Entertainment venues had among the highest

attendance numbers of any venue in the nation. DTE Energy Music Theatre (formerly Pine Knob) had the highest attendance – for the fifteenth year – and the Palace at Auburn Hills ranked twelfth.

“Detroit is one of the best rock markets in the country and it is dominated by one promoter,” Litvag said. “There was room for someone else,” later adding “Rick Franks [President of Cellar Door, which was purchased by SFX/Clear Channel/Live Nation in the late 1990’s] is very good. But there’s enough to go around.”

Live Nation’s spokesman John Vlautin said they would not comment on the Detroit market.

In moving into Motor City, AEG didn’t look to own a big venue. They had brought - and continue to bring - shows into DTE and the Palace, and Olympia Entertainment’s Joe Louis Arena and Fox Theatre. In looking for a space to own, they went with a couple of mid-sized properties, Royal Oak (Mich.) Music Theatre and the Emerald Theatre in Mt. Clemens, Mich. They retained the venue staff, but added an AEG Live Midwest field office, staffed by Leah McCarthy, who handles business development, Marketing Manager, Laura Zarro, and Senior Talent Buyer Bobby Reynolds.

“We passed on some venues. The time wasn’t right,” Litvag said. “Royal Oak was excellent from all sides.”

The AEG staff at Royal Oaks is primarily focused on growing programming and bookings for that venue.

“Additionally, we do book shows at Emerald Theatre,” said McCarthy. “If we have the opportunity to book a show that fits elsewhere in the Detroit market, we are not opposed to that. We’ve booked the Detroit Opera House, the Palace, and the Joe Louis Arena.

“We’re working with AEG’s main Midwest office,” Corey said, adding this gives Live Nation an edge at the moment. “They’re been here. We know them well and they’re local.”

But Corey is clear that he will continue to work with both of them, and is likely to develop a relationship with the staff at Royal Oak.

And soon, Royal Oak won’t be the big job it currently is. Prior to 2002, Royal Oak had fallen on tough times: a revolving door of owners, controversial shows and crime problems beset the venue. In response, City administration restricted Royal Oak’s dance license and threatened to close the doors. That began to change in 2002, when former Olympia Entertainment executive Greg Young bought the theatre and started turning things around.

“Royal Oak’s reputation had waned a bit, but it was an incredible venue with an incredible location,” Litvag said. “Since 2002, they’ve made incredible strides. The City thinks positively of the management staff, and there haven’t been any incidents.” They are renovating Royal Oak to make the 79-year-old venue into the region’s showplace. Litvag said the extent of those renovations would be unveiled in coming months.

“They will improve the artist and the fan experience,” Litvag said. “Right now, it’s a

very fan-centric venue.”

Analysts have suggested another big key to AEG’s success in Detroit will be Front Line Management’s chief Irving Azoff, a former protégé of David Geffen, who dominated the music industry in the 1980s. Azoff formed Front Line Management in another Midwest city, Champaign, Ill., when he started booking bands as a student at the University of Illinois. He’s the former head of MCA Records, now managing bands like The Eagles, Jimmy Buffet, and Christina Aguilera.

Azoff has been linked to AEG Live since they bought his Concerts West firm in 2000. The parent company of Ticketmaster, InterActiveCorp, recently bought a major stake in Front Line.

“We’re keeping an eye on Azoff,” Corey said. “It’s too early in the game to make any assumptions about how that will work out.”

“[Azoff and AEG] have mutual respect and an ongoing working relationship. We have a great relationship with Irv and his team,” Litvag said. “But there are no connections past that at this point.”

Some fear more shows, increased competition and potential connections like Azoff and AEG will fuel higher ticket prices.

“The marketplace will decide what an act is worth,” Litvag said. “There will only be a bidding war if the players involved turn it into one. We don’t want that, and Rick [Franks] can’t either.”

Litvag said he has no mandate to do a certain number of shows, and if offers bid up too high, at some point, someone would walk away. Or Live Nation and AEG Live will decide to bring in an act together.

“I’m open to that,” he said. “We are a privately held company, with a patient owner who lets us take our time to execute a strategy. It’s not our intention to hurt the competition.”

Corey said he believes having both companies active in Detroit will improve the variety and quality of tours coming in, and more competition could work the other way – keeping prices down. “The more tours coming through, the more competition, the more pressure to keep prices down,” he said.

That’s due in large part to the “one state recession” caused by the lagging automobile industry in Motor City. With jobs being cut on the line and in the offices at Ford, Chrysler and General Motors, Detroit concert-goers will have more events to choose from, but less money to spend.

“As long as we offer reasonable prices, this market will continue buying tickets to shows,” Corey said. “The Police are still commanding \$245 a ticket, with the cheapest tickets at \$50, but not the major tours. We all work hard to keep prices down, and offer \$10 lawn tickets, to make it possible for the average person to attend.” — Liz Boardman

Interviewed for this story: Joe Litvag, (314) 862-4440; Leah McCarthy (586) 864-5121; Jeff Corey, (313) 471-3200



Bob Cavalieri

SMG NEGOTIATING LIBERTY BOWL MANAGEMENT DEAL WITH MEMPHIS

Negotiations are underway between the City of Memphis and SMG for the facility management company, based in Philadelphia, to take over management responsibilities of the city-owned Liberty Bowl.

Bob Cavalieri, senior vice president, business development for SMG, said the timetable for negotiations isn't exact, but with a high school football event set for the end of August and Sept. 1 being the date of the first University of Memphis home

game, time is at hand.

The City of Memphis issued a request for proposals on May 7 and received proposals from two top firms. Reports revealed that Global Spectrum, Philadelphia, was the other firm.

"The Park Services Division, responsible for the management of the Liberty Bowl Memorial Stadium, strives to improve service at all of our venues," said Cindy Buchanan, director of park services. "Research on best practices for stadium management indicated that many successful stadiums are operated and managed by a small group of management firms that specialize in sports and entertainment venues."

Buchanan said a selection committee chose SMG for contract negotiations in June "based on the depth of company experience, strong operational standards, community focus, marketing strengths and very positive references from current stadium owners."

Cavalieri said he felt it was premature to disclose any details from the request for proposals including any financial commitments from SMG. The two entities are negotiating a three-year deal. SMG is very familiar with the Memphis area. The company has managed the Memphis Cook Convention Center for about 15 years and, prior to its re-deployment, managed the Pyramid arena.

Cavalieri said SMG was aware of Memphis Mayor Willie Herenton's desire to replace the Liberty Bowl with a new stadium. "The mayor's concept is to include a new stadium as part of the master plan of the entire fairgrounds. SMG has extensive design development experience." A feasibility study on whether to replace the Liberty Bowl with a new stadium could be out by late August.

The Liberty Bowl is 42 years. In the past few months, the city spent about \$1.5 million on improving restrooms in the building. In 2006, the city spent \$850,000 on new turf.

Then, there are future costs, such as bring the facility up to Americans with Disabilities Acts Standard. A report in Memphis' *Commercial Appeal* earlier in the year quoted some experts as saying that could be as much as \$30 million. But the city's Chief Financial Officer Robert Lipscomb had said that figure was only speculation. He had no estimate and there haven't been any other official estimates on that issue. — Pam Sherborne

Interviewed for this story: Cindy Buchanan, (901) 576-6500; Bob Cavalieri, (215) 592-4100



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BOOKINGS



HOTtickets

HOOTENANNY BRINGS THE HOEDOWN TO SOCAL

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 July 3, 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:* \$966,083; *Event:* Kenny Chesney; *Venue:* **Sleep Train Amphitheatre, Marysville, Calif.**; *Attendance:* 17,384 ; *Ticket Range:* \$77.75-\$39.75; *Promoter:* Live Nation, AEG Live, The Messina Group; *Dates:* July 3; *No. of Shows:* 1
- 2) *Gross Sales:* \$931,546; *Event:* Nickelback; *Venue:* **Saratoga (N.Y.) Performing Arts Center**; *Attendance:* 25,415; *Ticket Range:* \$65-\$35; *Promoter:* Live Nation; *Dates:* July 8; *No. of Shows:* 1
- 3) *Gross Sales:* \$857,070; *Event:* Tool; *Venue:* **Tweeter Center for the Performing Arts, Mansfield, Mass.**; *Attendance:* 19,382; *Ticket Range:* \$50-\$30; *Promoter:* Live Nation; *Dates:* July 12; *No. of Shows:* 1
- 4) *Gross Sales:* \$841,254; *Event:* Kenny Chesney; *Venue:* **Toyota Pavilion, Scranton, Pa.**; *Attendance:* 16,214; *Ticket Range:* \$76.50-\$38.50; *Promoter:* Live Nation, AEG Live, The Messina Group; *Dates:* July 20; *No. of Shows:* 1
- 5) *Gross Sales:* \$702,610; *Event:* Nickelback; *Venue:* **Blossom Music Center, Cuyahoga Falls, Ohio**; *Attendance:* 21,570; *Ticket Range:* \$60-\$26.50; *Promoter:* Live Nation; *Dates:* July 10; *No. of Shows:* 1

10,001-15,000 Seats

- 1) *Gross Sales:* \$1,904,587; *Event:* Christina Aguilera; *Venue:* **Brisbane (Australia) Entertainment Centre**; *Attendance:* 18,383; *Ticket Range:* \$121.02-\$84.97; *Promoter:* The Frontier Touring Company; *Dates:* July 20-21; *No. of Shows:* 2
- 2) *Gross Sales:* \$705,993; *Event:* Soul2Soul – Tim McGraw and Faith Hill; *Venue:* **Jacksonville (Fla.) Veterans Memorial Arena**; *Attendance:* 7,521; *Ticket Range:* \$89.75-\$30; *Promoter:* Live Nation; *Dates:* July 22; *No. of Shows:* 1
- 3) *Gross Sales:* \$448,368; *Event:* Tool; *Venue:* **Van Andel Arena, Grand Rapids, Mich.**; *Attendance:* 9,229; *Ticket Range:* \$52.50-\$40; *Promoter:* Live Nation; *Dates:* July 5; *No. of Shows:* 1

4) *Gross Sales:* \$390,804; *Event:* Hootenanny; *Venue:* **Oak Canyon Ranch, Irvine, Calif.;** *Attendance:* 7,450; *Ticket Range:* \$103-\$48; *Promoter:* AEG Live, Goldenvoice; *Dates:* July 7; *No. of Shows:* 1

5) *Gross Sales:* \$193,249; *Event:* Kid Rock; *Venue:* **Verizon Wireless Music Center, Pelham, Ala.;** *Attendance:* 5,245; *Ticket Range:* \$49; *Promoter:* Live Nation; *Dates:* July 4; *No. of Shows:* 1

5,001-10,000 Seats

1) *Gross Sales:* \$282,620; *Event:* Dancing With The Stars; *Venue:* **Mohegan Sun Arena, Uncasville, Conn.;** *Attendance:* 5,521; *Ticket Range:* \$195-\$55; *Promoter:* Live Nation, In-house; *Dates:* July 8; *No. of Shows:* 1

2) *Gross Sales:* \$205,025; *Event:* Kanye West; *Venue:* **Mohegan Sun Arena, Uncasville, Conn.;** *Attendance:* 6,126; *Ticket Range:* \$66-\$46; *Promoter:* Live Nation, In-house; *Dates:* July 10; *No. of Shows:* 1

3) *Gross Sales:* \$177,555; *Event:* Diana Krall, Chris Botti; *Venue:* **Borgata Resort Spa & Casino, Atlantic City, N.J.;** *Attendance:* 2,270; *Ticket Range:* \$125-\$55; *Promoter:* Live Nation, In-house; *Dates:* July 7; *No. of Shows:* 1

4) *Gross Sales:* \$174,096; *Event:* Deep Purple; *Venue:* **Chastain Park Amphitheatre, Atlanta;** *Attendance:* 3,258; *Ticket Range:* \$58-\$33.50; *Promoter:* Live Nation; *Dates:* July 12; *No. of Shows:* 1

5) *Gross Sales:* \$154,486; *Event:* Built To Spill; *Venue:* **McCarren Park Pool, Brooklyn, N.Y.;** *Attendance:* 5,033; *Ticket Range:* \$32; *Promoter:* Live Nation; *Dates:* July 7; *No. of Shows:* 1

5,000 or Fewer Seats

1) *Gross Sales:* \$1,118,683; *Event:* Monty Python's Spamalot; *Venue:* **Civic Center of Greater Des Moines (Iowa);** *Attendance:* 19,502; *Ticket Range:* \$70-\$25; *Promoter:* In-house; *Dates:* July 17-22; *No. of Shows:* 8

2) *Gross Sales:* \$661,905; *Event:* Dirty Rotten Scoundrels; *Venue:* **Keller Auditorium, Portland, Ore.;** *Attendance:* 15,468; *Ticket Range:* \$67-\$20; *Promoter:* Broadway Across America; *Dates:* July 10-15; *No. of Shows:* 8

3) *Gross Sales:* \$358,390; *Event:* Chris Isaak; *Venue:* **The Mountain Winery, Saratoga, Calif.;** *Attendance:* 5,215; *Ticket Range:* \$80-\$50; *Promoter:* Live Nation; *Dates:* July 6-8; *No. of Shows:* 3

4) *Gross Sales:* \$282,019; *Event:* Johnny Mathis; *Venue:* **North Fork Theatre at Westbury (N.Y.);** *Attendance:* 4,444; *Ticket Range:* \$71.50-\$61.50; *Promoter:* Live Nation; *Dates:* July 8-9; *No. of Shows:* 2

5) *Gross Sales:* \$228,430; *Event:* The Moody Blues; *Venue:* **Chicago Theatre;** *Attendance:* 3,060; *Ticket Range:* \$100-\$45; *Promoter:* Jam Productions; *Dates:* July 18; *No. of Shows:* 1

Compiled by Rob Ocampo, HotTickets@venuestoday.com



The IAAM touring panel included John Branigan, William Morris Agency; Jonathan Levine, Monterey Peninsula Artists; Larry Webman, Little Big Man Agency; and Bob Roux, Live Nation, Houston. (VT PHOTOS)

BOOKING AGENTS SHARE HOT TICKETS AT IAAM

SALT LAKE CITY — Building managers need to stay creative with their incentives and continue to nurture relationships with booking agents to land dates for some of the top tours, said Larry Webman of Little

Big Man Agency during a touring forum at IAAM's 82nd annual conference here July 20-24.

That's especially true for smaller market venues that struggle to compete with larger, newer facilities. To land an A-level act, some venues might even have to give the house away — the payoff being that venues gain a success story and have an example to show other booking agents in the future, he said.

"If you're in a small market, you can't just come up to me and knock \$10,000 off the rent and expect me to deliver," said Webman. "You literally have to come hard and go really strong out of the box."

Publicly-owned facilities might have a difficult time structuring cheap deals, but typically there's leeway when it comes to budgeting or staffing and marketing expenses — anything to deflect the costs associated with touring, observed Webman.

Overall, the touring market looked good with touring revenues only down four percent from this same time last year, said Ray Waddell of *Billboard* magazine, who moderated the event.

"We also found that attendance was down only about one percent, which shows that attendance is beginning to catch up," Waddell said. Four of the five participating panelists gave positive assessments of the market, although booking agent Jonathan Levine said he was skeptical about its sustainability, even though more artists are using touring as a model to generate revenue, especially with albums sales declining.

"I wouldn't characterize things as going great. The dynamic is shifting a lot and I'd say we're in an interesting time with some good tours, but I'm not sure what lies ahead," said Levine.

He said he was optimistic about improvements in seating flexibility, and has noticed more buildings switching to high-tech draping systems that allow for greater flexibility.

"I think the flexible set-ups in the arena are important, especially if we can determine the set-up based on ticket demand," said Webman, who recently completed a successful arena tour of Tool that relied on a variety of stage configurations, sometimes

changed after ticket sales did better than expected.

And as always, booking agents are concerned with market saturation issues, whether it be correctly developing a band through the right venues or diversifying its venue choices in certain markets.

"I'm definitely the type of person who likes to move it around and not always hit the same building," said John Branigan of the William Morris Agency, adding that he's also seeing more bands look at international tours, tertiary markets and lower ticket prices as ways to avoid market saturation.

Most agents agreed that the alternative/indie rock demand is growing, while Levine said the jam band scene is taking a bit of a hit. He blamed part of the problem on the saturation of music festivals that lower the ability of certain bands to successfully tour. If a consumer can see 20 acts at a festival, they might be hesitant to fork over money to catch a touring act, he said.

"The good news about saturation is that it allows some artists to take on endless touring cycles, which can be good if they have the energy," said Scott Pang of International Creative Management. "Hypothetically you could hit the same market over and over and hit different venues every time. It seems there are more places to play than is really viable."

And while bands go on tour, so should building managers, said Webman. "It's important to travel to all your agencies and get some face time with your agents," he said. "Even if you can only see a couple of year, reaching out and developing that relationship is really important."

The other big topic for discussion during the forum was what new tours were currently being booked. Here is a list of some of what the agencies are working on:

Little Big Man: The biggest surprise act right now is **The Fray**, a Denver-outfit that sold out the Greek Theater in Los Angeles on its first tour and have sold out dates in England. Webman said he expected The Fray will be launching an arena-tour by 2008 after they release a new album.

The other large arena act to watch is **Coldplay**, Webman said. The group is looking at about 70 dates in the U.S. near the end of 2007.

Monterey Peninsula Artists: Look for a repeat tour by the **Black Eyed Peas**, said Levine. The group has already finished a successful arena tour last year and is bolstered by the solo tour of lead singer **Fergie**, who is completing her first tour. Although Fergie is already in her own right a mega-star, Levine said Monterey booked her on a club/theater tour since it was her first solo outing.

William Morris Agency: Branigan said a lot excitement at the agency is linked to non-traditional acts. The buzz this year is around **Video Games Live**. This touring event will include a retrospective segment from the beginning of the video game era up to the present and music from a live orchestra. There will also be an interactive segment where selected audience members will play a game live onstage while the orchestra plays the music.

ICM: Pang said he was launching tours for both the **Eagles** and the **Beach Boys**,

whom he said could possibly “tour forever.” He’s also planning to launch a tour for **Neyo**. — Dave Brooks

Interviewed for this article: Ray Waddell, (615) 321-4290; John Branigan, (310) 859-4486; Jonathan Levine, (831) 375-4889; Scott Pang, (310) 550-4000; Larry Webman, (646) 336.8520; Bob Roux, (713) 693-2940

MARKETING



Don Deggeller, Deggeller Attractions, and Carey Harveycutter, manager of the Salem (Va.) Civic Center, during the Salem Fair. (VT PHOTOS)

SALEM FAIR PACKAGES LODGING AND GAS WITH CARNIVAL RIDES

A new marketing partnership implemented at this year’s Salem (Va.) Fair, June 28-July 8, will be continued and extended next year after efforts proved successful.

The fair, which does not charge for admission, partnered with area hotels by offering a package which included one night of lodging and two unlimited ride packages and then the fair threw in a \$20 Kroger gas card.

“We had 50 rooms this year and that was, at least, 100 more people at the fair that maybe wouldn’t have come,” said Fair Manager Carey Harveycutter. “The price of each package varied depending upon the cost of the hotel. We felt that was very successful.”

Debbie Hite, public relations associate with the Salem Civic Center, worked with Harveycutter to implement the new program.

“I think Carey just got this in his head last year when gas prices were getting so high and it seemed many people were just staying closer to home,” Hite said. “We thought about it last year, but were too late in getting it implemented. With this first year, we just sort of did it and looked at what happened.”

Next year, the promotion will be extended and tweaked a little. Hite said next year they plan to require patrons to pick up the package from the fair instead of the hotels. There will also be a required two-day advance reservation.

“That just became difficult during the fair, Hite said. “There was just another person and myself doing this and things happen so quickly during the fair.”

Patrons will come to the fair and pick up their packages next year as long as they have the receipt from the hotel. The packages included a card patrons took to the ticket windows where they would get their wristbands. The package also included the \$20 gas card from Kroger.

The actual worth of the package was different depending on the hotel. The hotels did

give the fair special overnight prices. Then, depending on what day of the fair, the unlimited ride prices had different values because of the variety of ride promotions going on daily. The unlimited ride package promotions on the fairgrounds were varying between \$10 and \$25. But, patrons taking advantage of the overnight packages were not limited to a day when they could come to the fair, with the exception of Saturdays.

Hite said they promoted this package on their Web site and through local radio and television ads. The ads directed people to the Web site. On the Web site, it gave a list of 13 participating hotels, phone numbers, contacts and address, as well as prices.

For instance, at the Baymont Inn, the overnight package was \$99. For that price, fairgoers received their lodging, two unlimited ride passes and a \$20 Kroger gas card. The packages ranged from \$62.95 to \$119.

Harveycutter estimated attendance this year was between 250,000-300,000. Even with rain on the first Friday and part of the first Saturday, revenues increased by eight percent on the midway, provided by Deggeller Attractions. Deggeller, which set up 40 rides and is the only carnival the fair has booked in 20 years, just concluded a three-year contract and moved into the three option years. There was a 9.8 percent increase in agricultural exhibitors. There was a slight increase in commercial exhibits and no significant change in food concessions.

A trend fair officials noticed this year was a shift in demographics. More families with young children were on the fairgrounds this year as opposed to young teens.

No major improvements are planned for next year's event. Harveycutter said they may dig some troughs for underground electrical cables, but because the fairgrounds are landlocked, no other additions are planned.

The fair is located in the heart of the Roanoke Valley on the grounds of the Salem Center Complex, which includes the civic center, a football stadium and a baseball stadium. During the fair, the civic center is used for commercial exhibitors, as well as the free entertainment stage.

The fair doesn't ordinarily use the baseball or football stadium during the fair, but there were four days of baseball played during the fair run this year.

Fair dates for 2008 are July 3-13. — Pam Sherborne

Interviewed for this story: Carey Harveycutter and Debbie Hite, (540) 375-3004



THANK YOU...FROM OUR MOTLEY CREW!

**** Thank you for making July our biggest issue ever ** Thank you for visiting us at IAAM ** And most of all, thank you for your continued support.**

- April, Sue, Dave, Pauline, Rob, Linda and Rich (not pictured)



CONCESSIONS



Past President Larry Etter congratulates Phil Noyes for winning the Mickey Warner Award. (VT PHOTOS)

NAC HONORS NOYES AT ANNUAL LUNCHEON

SALT LAKE CITY — The National Association of Concessionaires held their annual luncheon meeting in Salt Lake City on Monday, honoring one industry professional and appointing another to take over the ranks from Larry Etter.

“This has been an incredible experience that was difficult at times, but worth every moment that I put into it,” said an emotional Etter, who would later hand the

gavel over to Maria Angles of CineMark, who took over as association president.

The big announcement at this year’s NAC luncheon is that the association planned to host its own mini-trade show within the larger International Association of Assembly Managers conference in Anaheim for 2008.

“We want to continue our partnership with IAAM, but we want to house the NAC members together so that participants realize the crucial role that our members provide at the convention,” Etter said. “Members will have an option to participate in the special NAC area, or exhibit separately on the trade show floor.”

Honored at this year’s convention with the Mickey Warner Award was Phil Noyes of Proof of the Pudding. The award is named after the originator of the NAC’s Manager Certification program. Noyes is the founder of MGR Food Services, which provided food and beverage services to the Georgia World Congress Center and the Georgia Dome, both in Atlanta, as well as Olympic Park. He catered the 1992 Democratic National Convention and the 1994 and 2000 Super Bowls. The company was sold to Levy Restaurants in 2006.

He currently operates Proof of the Pudding, the largest caterer in Atlanta and covers the Carter Presidential Center and Georgia Convention Center in Atlanta, the Gwinnett Convention Center in Duluth, Ga.; and the Georgia International Horse Park in Conyers, Ga.

“I’ve been very fortunate to be associated with some of the most phenomenal people,” he said during his acceptance speech. “They are the best facility managers in the world. And there are so many of my peers who are willing to share and participate in our association. Though many of us are competitors and friends, we find a way to work together.”

Following Noyes speech, Etter stepped down from his post as NAC President. The two-year term was then handed over to Angles, who reveled in the spotlight by giving gag gifts to Etter and the staff at the NAC.

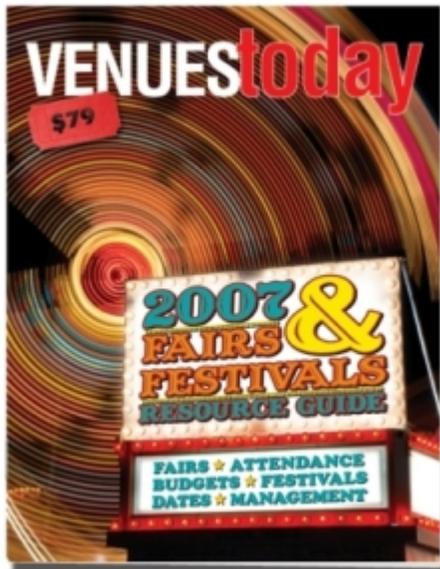
Angles has been in the concessions business since 1986 when she first took a job in Food and Beverage for United Artists Theater Circuit, a movie theater chain that was later bought by Regal. She now works at the director of F&B for CineMark, the third-largest operator of movie theaters in the U.S. She said she spends most her days working with her vendors, which for her company are Coca-Cola, Orville Redenbacher Popcorn, Nestle, Hershey's M&M and Mars.

"I primarily want to continue to grow the membership and further the educational offerings," said Angles, adding that she is committed to growing the relationship between NAC and IAAM. "We've had a slow start but I'm very committed to delivering the NAC message to their members and attracting the food and beverage people."

While the NAC is beginning to develop membership with building operators, it's struggling to bring the facility food and beverage managers on board.

"That's the whole reason that NAC and IAAM are working together," she said. "We want those decision-makers." — Dave Brooks

Interviewed for this story: Larry Etter, (901) 761-3480; Phil Noyes, (404) 892-2359; Maria Angles, (972) 665-1081



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SHORT TAKES

NAMING RIGHTS DEAL FINALLY CONSUMMATED

Two years into the naming rights agreement, i wireless has finally renamed the Mark of

the Quad Cities, Moline, Ill., the i wireless Center. i wireless, a locally based full-service wireless communications company, entered into a sponsorship agreement with the Illinois Quad City Civic Center Authority on June 21, 2005, securing the rights to the facility name. The transition to the i wireless Center will occur over the next several weeks. Scott Mullen, venue executive director, said the facility is coming off its best year ever, having gone from losing \$80,000 to making \$1.2 million. The naming rights deal is for \$4.25 million over 10 years. The i wireless center has been receiving \$425,000 a year through these first two years. With the renaming ceremony, the deal is extended another two years.

Contact: Gary Baron, (515) 258-7808.

GLOBAL ENTERTAINMENT TO BUILD YUMA ARENA

A new \$46 million entertainment facility in Yuma, Ariz., will be the 11th multi-purpose facility for Global Entertainment. The 6,000-seat venue is to open in the fall of 2009. It will have 22 luxury suites, two club suites, restaurants and lounges, and will house a Central Hockey League expansion franchise. Global subsidiary Encore Facility Management will manage the building and Global Entertainment Marketing Systems will handle all marketing and sales. Global's GetTix will provide ticketing services.

Contact: Paul Jensen, (480) 994-0772

XOS SELLS NET BROADCAST DIVISION TO JUMPTV

XOS Technologies has announced plans to sell its Broadband Network broadcast business unit to JumpTV Inc. for \$60.3 million. The technology is used to stream online sports content for 150 universities, conferences and professional sports teams. XOS Technologies will continue to operate Coaching Solutions and Facilities Design & Integration groups and ticketing systems out of its offices in Billerica, Mass. and Sanford, Fla.

Contact: Anna Marie Neri (407) 936-2593

STRATBRIDGE PARTNERS WITH TICKETS.COM

Analytic software company StratBridge has entered into a partnership with Tickets.com to provide integrated data systems to facility managers. Ticket sales information from Tickets.com will feed into StratTix, which displays the data for venue sales teams to review. StratTix delivers a graphical representation of the venue that allows sales teams to gain facility-level and seat-level understandings of ticket sales and track seating and buying patterns.

Contact: Jill Surette: (603) 559-5824

NEW ALL AMERICAN FOOTBALL LEAGUE KICKING ALONG

The new All American Football League will conduct its second national try-out at Legion Field, Birmingham, Ala., tomorrow. The first tryouts were held in Orlando. More than 200 players who have used up their college eligibility, and athletes representing the SEC and other BCS conferences, are scheduled to participate. The League's charter teams will be located in avid college football markets in Florida, Alabama, Tennessee and other hotbeds in the Midwest and elsewhere. Play is scheduled to begin in spring 2008. Cedric W. Dempsey, former NCAA president, is the league board chairman. Players must have earned their Bachelor's degree in addition to exhausting their college football eligibility. Additional try-outs will be conducted next month in Michigan and Texas.

Contact: Don Klosterman, (714) 501-5949

TICKETS.COM SINGAPORE LAUNCHED

Tickets.com launched a business arm in Singapore under Quebec Leisure International Pte Ltd, the event management arm of NTUC Club. The operation in Singapore will be the country's only franchisee of Tickets.com Inc. Quebec is looking to expand its market share by capturing an international audience who is well-heeled enough to trek the globe to Singapore. With the insertion of Tickets.com Singapore, this audience can now buy tickets to a show from any part of the world. Tickets.com Singapore is working with AXS InfoComm Pte Ltd, to expand its physical distribution channels. Tickets will ultimately be available not only from Tickets.com Singapore's 15 physical outlets, but at AXS's 450 kiosks spread islandwide. The intention is to also offer tickets via a non-duplicable SMS code. Ticket-buyers can simply flash the code on-site to gain entry to the shows. Tickets.com Singapore will replace TicketCharge, which Quebec acquired in January last year.

Contact: Melanie Kuderka, (714) 327-5411

OLD DOMINION UNIVERSITY RENEWS GLOBAL SPECTRUM CONTRACT

Old Dominion University renewed the management contract at the Ted Constant Convocation Center with Global Spectrum. Global Spectrum will also have a more active role in the game-day operations and marketing efforts for the Old Dominion University Football program scheduled to begin play in the fall of 2009.

Contact: Mark Fine, (757) 683-6542

MARTY BROOKS APPOINTED GM IN HARTFORD

Bob Newman, chief operating officer, AEG Facilities, and Lawrence R. Gottesdiener, chairman and chief executive officer of Northland Investment Corporation, jointly announced that Marty Brooks has been named general manager for Northland AEG LLC's future operations in Hartford, Conn., which includes management of the Hartford Civic Center and Rentschler Field, as well as business operations of the AHL's Hartford Wolf Pack. Brooks, who will continue to be based in Hartford, brings nearly three decades of entertainment industry experience to his role with Northland AEG. Most recently, Brooks was senior vice president and general manager for Madison Square Garden-CT, overseeing all three of the above-mentioned entities. The joint partnership of Northland AEG LLC began management of the Hartford Civic Center, Rentschler Field and business operations of the AHL's Hartford Wolf Pack on July 1.

Contact: Laura Brubaker, (860) 246-7825 x256

HELP WANTED

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

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Oregon Convention Center, Portland - Director of Operations - Salary Range: \$72,400 - \$108,000 annually. As a member of the Oregon Convention...

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

Linda Deckard, Publisher, Editor-in-chief

(714) 378-5400, ext. 22

linda@venuestoday.com

Dave Brooks, Senior Writer & Assignment Editor

(714) 378-5400, ext. 24

dave@venuestoday.com

Rob Ocampo, Hot Tickets/Top Stops Manager

(714) 378-5400, ext. 21

rob@venuestoday.com

For advertising information, contact:

Sue Nichols, Eastern U.S.

(615) 662-0252

sue@venuestoday.com

Pauline Davis, Texas

(615) 243-7883

pauline@venuestoday.com

Rich DiGiacomo, Mid & Western U.S., International

(310) 429-3678

rich@venuestoday.com

April Parnell, Director of Marketing & Sales

(714) 378-0056

april@venuestoday.com

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

Theresa Zavala, Director of Resource Guides
theresa@venuestoday.com

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