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

Venues TODAY

Dear April,

August 8, 2007 VOL. VI, Number XXV ISSN 1547-4143

Welcome to your **Venues Today** weekly e-newsletter, full of the latest live entertainment industry news. Ticketing is big news again this week. Read on for the latest innovations and lawsuits. For further information or to subscribe to *Venues Today* visit www.venuestoday.com.

QUOTE OF THE WEEK

"People don't carry cash anymore." — *Charlene Leavitt of Ray Cammack Shows on the company's new FunPass technology, which allows customers to purchase a barcoded ticket for carnival rides and games on the Internet and print their tickets at home.*

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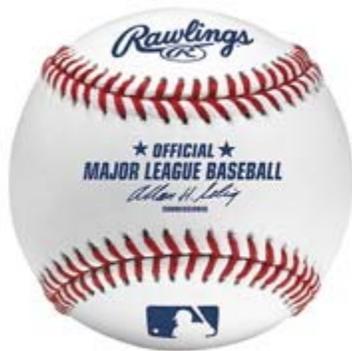
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VENUE NEWS



STUBHUB INKS LEGITIMACY IN MLB DEAL

Online secondary marketplace StubHub has inked its largest sponsorship deal to date, reaching an agreement with Major Baseball that could give the website the legitimacy it has been seeking.

On Aug. 2, StubHub announced it will become the official secondary ticketing provider for Major League Baseball's Advanced Media, the entity that controls all 30 teams' website operations. Under the five-year deal beginning in the 2008 season, StubHub will be the exclusive online

secondary provider of all MLB teams in a revenue-sharing model that includes an

undisclosed sponsorship payment from StubHub, which was purchased earlier this year by eBay.

More importantly, the deal will revolutionize the way teams and primary ticket providers interact with StubHub by requiring primary ticketing providers working with StubHub to transfer tickets electronically. Currently, StubHub can only resell hard tickets. Sean Pate, StubHub public relations director, said the new deal will allow season-ticket holders to transfer tickets to other patrons electronically, which in some cases will mean working with ticketing rivals like Ticketmaster and Tickets.com. (Tickets.com is a subsidiary of MLBAM.)

"The transferability of tickets via email has to be done by the primary ticketer and there has to be a lot of collaboration between the team and ourselves," Pate said. "Ticketmaster is not used to working with us, but we'll all have to work together now. It's going to be very interesting."

The other big component to come out of the deal is StubHub's plans to open ticketing windows at the bulk of the major league ballparks it works with. Pate said he envisioned a StubHub-branded ticketing window near the box office where fans could pick up their tickets.

"I think StubHub needs to make sure that their fulfillment is done accurately so clients who are supposed to pick up tickets know where to go," said Karen Sullivan, VP of ticketing for the Meadowlands Complex in East Rutherford, N.J. She said she thinks StubHub will need some type of onsite representation if the company plans to increase volume.

"It's got to be done. Right now, the box office is in the position to assist these people and we have no information," she said.

Besides legitimacy, the deal links StubHub with its largest ticketing market and drives more traffic to its website. In 2006, StubHub sold over 1.2 million baseball tickets and the number is expected to increase for this season, according to Pate.

The StubHub deal is certainly bad news for Ticketmaster, Paciolan (now owned by Ticketmaster), Tickets.com and any other company that has inked deals to provide secondary services. Most of those contracts are set to soon expire, explained Major League Baseball's Advanced Media spokesperson Matt Gould, and they won't be renewed.

"There are no roadblocks to teams participating in StubHub," Gould said, later adding, "At this point, 2007 is the remaining year of any outstanding contracts."

For Ticketmaster, the StubHub deal will be a test of its secondary TicketExchange program. While teams will no longer be able to promote TicketExchange on their websites, the nine MLB teams that use the service will still be able to link consumers to TicketExchange through the Ticketmaster primary site.

Still, the deal has irked Ticketmaster officials. In a prepared statement issued by spokesperson Bonnie Poindexter, an unnamed company official wrote:

"We think it is intellectually dishonest for StubHub to refuse to honor the resale exclusivity agreements of other ticketing companies and justify their behavior under the guise of 'open and free markets' while pursuing exclusivity in its own contracts that expressly forbid event organizers from providing alternate marketplaces for fans to buy and sell tickets."

MLBAM was created in 2000 with a unanimous vote by baseball owners to centralize the league's web operations including the league's use of streaming audio and video to broadcast games. Under its charter, MLBAM has the sole right to negotiate league-wide online ticketing deals.

Under the StubHub agreement, teams can only make online sponsorship deals with StubHub. Currently 26 teams have some type of secondary marketing deal, "and the teams will still have a choice to partner with StubHub, but if they choose not to, they won't have [an online] secondary option," said Pate. Teams will still be able to ink sponsorship deals with other secondaries and ticket brokers, although those entities will not be allowed to advertise on team websites.

Teams which have created their own secondary markets will likely be required to switch over to the StubHub system. For the Cincinnati Reds, that could mean dismantling its Red Replay system, which it just launched this season, said the team's assistant director of Ticket Operations Ken Ayer.

"It's brand new, but it's been doing well and people are really starting to get a feel for how it works," he said.

One team that doesn't currently have any type of secondary model is the New York Yankees. If the team wants to participate in the secondary service, they would likely have to share part of their revenue with the other teams participating in the secondary model and with the league. Neither side would disclose exact revenue, but StubHub generally charges 25% combined on the front and back end of each sale, so the potential for earnings is substantial.

Los Angeles broker Harris Rosner said he supports the deal.

"I think it's great and it's revolutionary for the industry, the primary and secondary roads have become one marketplace," he said. "The market is no longer about resale. It's about determining the final price of a ticket." — Dave Brooks

Interviewed for this article: Sean Pate, (415) 222-8442; Matt Gould, (212) 485-8959; Ken Ayer, (513) 765-7081; Harris Rosner, (818) 907-1548; Karen Sullivan, (201) 460-4325



Guy Leavitt, Ray Cammack Shows, is visited by Becky Bailey-Findley, manager of the Orange County Fair, Costa Mesa, Calif.; RCS offered a FunPass barcoded ticket for rides and games for the first time this year; guitars were among the game prizes on the RCS midway.

ORANGE COUNTY FAIR BRINGS HOME THE COWS

COSTA MESA, Calif. — Cows on the beach and perfect weather combined to help post a record year at the Orange County Fair, which drew an attendance of 1,090,653, up 18 percent from 2006, according to Becky Bailey-Findley, general manager. Paid attendance, unaudited, was about 861,000.

Ray Cammack Shows, which introduced a new FunPass barcode ticket good for all rides and games and available in advance on the internet, grossed \$5.4 million, up 10.5 percent from 2006. Cash transactions are not included in that number.

The theme of the July 13-Aug. 5 (closed Mondays) fair was "Cowabunga, The Year of Herefords, Surfers and Sand." In keeping with that theme, the fairs staged two cattle drives, one featuring 100 head of cattle at the Huntington Beach Pier, and another which drove 300 head of cattle through the streets of Costa Mesa.

The events garnered lots of publicity, but the fair took the project one step further, turning it into a fundraiser and raising \$275,000 for the fair's year round educational programs, Centennial Farm and the Ranch, which cost about \$750,000 annually to maintain.

The key was getting the necessary permits locally. When the state and county hesitated, the fair went to the cities of Huntington Beach and Costa Mesa and struck a deal. The promotions more than accomplished three purposes — education, fundraising and publicity — and is likely to be a return event next year, Bailey-Findley said. "We'll do at least one more," she said.

Ray Cammack Shows brought 14 new rides to the fair this year. Guy Leavitt, RCS owner with his wife, Charlene, said the carnival's capital investment this year was over \$5 million.

Part of that was in the FunPass technology, which was purchased from Ron Burback, Funtastic Shows. "We've looked at it for three years," Leavitt said. "We liked his barcode system and that you could sell it on the Internet." It has a click-and-print feature, so fairgoers can buy ride/game passes in advance of the fair and bring the home print out to the fair.

"We plan to eliminate the ticket boxes," Leavitt declared of future plans. "People will buy tickets like you do at a train station." There are still ticket boxes this year, 20 of them here, with 40 sellers working two shifts. Overall, RCS has 1,200 staff, 800 of those full time and 300 year round. Personnel is a big cost factor in the carnival business. The ride passes sold in increments of \$10, with 100 tickets costing \$50. The passes are good for any RCS carnival set up at any spot. No one asked for a refund on unused increments, he said.

RCS instituted the Fun Pass at RodeoHouston this year, but they did not include all the games until this fair. The carnival took games in-house for the 2007 season. "We test-drove two games in Houston," Leavitt said. They started the Internet sales with the Pima County Fair, Tucson, Ariz., but not until the second Thursday. They had to convince fair management it was a good idea, that fairgoers would have more money to spend elsewhere if they bought the carnival tickets in advance. They activated the Internet option at 9 p.m. and "at 9:03 we had our first sale. That's without any advertising," Leavitt said.

"People don't carry cash anymore," added Charlene Leavitt.

The fair's headliner talent budget was \$3.5 million, Bailey-Findley said, about the same as last year. The fair spent another \$1 million on production. "The business plan during the fair is to break even on amphitheater shows," she said, adding that is based on selling 70 percent of capacity. Entertainment income, also unaudited, was approximately \$3.8 million. The Pacific Amphitheatre seats 8,000. The fair was able to book three country acts, which is sometimes hard to do on the West Coast in the summertime. Those included Willie Nelson, Martina McBride, and LeAnn Rimes. Taylor Swift opened for Rimes.

Several of the amphitheater shows sold out. The only weak spots were alternative rock and Hispanic entertainment, both markets the fair is striving to attract. The tried and true acts that once played the fair's free stage, like Tears for Fears, Heart and Lynyrd Skynyrd, are the first to sellout, she said. Ticket prices, which included admission to the fair, topped out at \$85-\$45 for Bob Dylan, \$75-\$45 for McBride, and \$65-\$29.50 for Earth Wind and Fire. Psychedelic Furs, The Fixx and The Alarm were scaled \$25 across the board.

The Pacific Amphitheatre has a place in the year-round entertainment scene in Orange County, Bailey-Findley said. To further secure that place, the fair will invest \$4 million in the venue before next year's fair. Work will begin after the fall season of concerts and will include replacing and repairing backstage structures, which will help keep production costs down.

The projection is that in 2008, the Pacific Amphitheatre will host 12 shows following the 21-show fair, compared to four now, Bailey-Findley said. In 2009, they hope to add four to six shows prior to the fair, during May and June, followed by another 12 after. At that pace, it will take five to 10 years to amortize the costs of upgrading the shed, she said, adding that there will be further expenses to bring the amphitheater up to new Americans with Disabilities Act standards, mostly having to do with sightlines.

On the food and drink side, the Orange County Fair undertook a major change this year. A lot of longtime fair vendors were relocated and it took some politicking to make everyone happy. The fair charges a percentage for food and drink sales: 23 percent for fair vendors, 38 percent on beer and 34 percent from Ovations, the master contractor.

Bailey-Findley said fair food and drink sales were expected to be up this year.

Parking was \$5. The parking lots filled up half the time and the fair used shuttles to bring fairgoers in from auxiliary lots at Costa Mesa High School and Orange Coast College. A Orange County Transportation Authority bus strike hit the first few days of the fair but had minimal effect, she said. Only 1,200 rode the bus to the fair last year, though fair management would like to see that number grow.

Next year's fair will run July 11-Aug. 3. Bailey-Findley said they are looking at luring Ferec Cako, the sand animation master, back for the 2008 event, which is themed "Say Cheese." Cako cost \$100,000, including production, and did two shows a night free to the general public. It was a popular attraction, Bailey Findley said, "very well-received."

The year round budget for the Orange County Fair is \$28 million, of which the fair is \$14 million. Bailey-Findley said plans for expanding the off-season fairgrounds include possibly producing another festival or special event with Ray Cammack Shows in the spring.

Other capital improvements will include \$2 million to build a roof structure connecting two exhibit halls. — Linda Deckard

Interviewed for this story: Becky Bailey-Findley, (714) 708-1510; Guy and Charlene Leavitt, (602) 237-3333

Portable devices like the one shown here are used by Flash Seats ticket-takers to scan the I.D. cards of patrons.



CLEVELAND CAVS SUE TICKETMASTER

The Cleveland Cavaliers have filed a lawsuit against Ticketmaster, alleging the ticketing giant is trying to unfairly squash competition. The National Basketball Association team filed their lawsuit in federal court in Ohio on July 30.

Cleveland Cavalier officials allege that Ticketmaster is blocking the team from using its Flash Seats technology, an electronic, paperless ticketing system where patrons buy tickets at home and gain entry into a game with a credit card or driver's license. Flash Seats, implemented to power the team's secondary platform, is owned by Camelot Ventures, a venture capital firm that includes Cavaliers owner Dan Gilbert.

Ticketmaster is arguing that the Cavaliers agreed to use the company for both its secondary and primary ticketing services. The Cavaliers contend that they never gave up their secondary rights and that Ticketmaster has tried to stifle the implementation of a wireless, order-at-home ticketing system.

According to court documents, the lawsuit was filed "to stop Ticketmaster's ongoing campaign to utilize its substantial market power in ticketing services to exclude actual and potential competition." The complaint also alleges that Ticketmaster is "coercively seeking to enforce its primary-ticketing contracts (relating to the direct sale of tickets to the public) with the Cavaliers and other customers" by requiring them to use only Ticketmaster's own secondary-ticketing program (relating to the resale of tickets) or none at all. Ticketmaster does not offer a secondary-ticketing product with the wireless capabilities of Flash Seats' products and services.

Sam Gerace, chief executive officer of Flash Seats, said his company filed the lawsuit because he believed Ticketmaster was forcing teams to agree to use TicketExchange while negotiating their primary ticketing contracts. The tactic, he alleges, prevents companies like Flash Seats from introducing new technology onto the marketplace.

"We're one of the companies they are using their market power against to keep out of the market," he said, later adding, "They're engaged in anti-competitive behavior and using long-term contracts to inhibit competition in marketplace."

In response, Ticketmaster's spokesperson Bonnie Poindexter issued the following statement on behalf of Chief Executive Sean Moriarty.

"The Cavaliers' and Flash Seats' lawsuit aims to deflect attention from the fact that the Cavaliers and Ticketmaster fairly negotiated a contract for Ticketmaster to serve as the team's exclusive primary and secondary ticketing company. However, after accepting a large upfront payment from Ticketmaster for these rights, the Cavaliers breached their

contract by establishing a ticketing arrangement with another ticketing company, Flash Seats, which not coincidentally is owned and controlled by Cavaliers' ownership."

So far, the Cavaliers are the only team to use Flash Seats, which allows season-ticket holders to electronically transfer seats to other patrons without a printed ticket. The move has been cautiously watched by ticket brokers and secondary marketplaces like StubHub, Ticket Liquidator and RazorGator because of the control the team gains in the transferability of tickets.

"Right now, I would say Flash Seats has not had an effect on my business because we still have the same number of tickets available," said broker Mark Kling with Amazing Tickets in Cleveland.

While the new technology hasn't created a dent in brokerage sales, the goal for the Cavaliers is to create a unified purchasing experience for buyer looking at primary and the secondary options.

"The secondary ticket market is very fragmented," said Chad Estis, executive vice president and chief marketing officer for the Cavaliers. "This system allows teams to drive all the buying and selling of tickets to their own website and generate more fees."

Estis said 25 percent of Cavaliers' season ticket holders are currently signed up for the program, and he hopes that number will jump to 80 percent next season. Estis declined to elaborate on the exact number of Cavaliers season ticket holders occupying the 20,500-seat Quicken Loans Arena.

Flash Seats allows customers to resell their unused tickets only on the Flashseats.com website for whatever amount they want. Flash Seats charges the buyer a 20 percent fee for the transaction. Season ticket holders are not charged to put tickets up for sale, and they can also donate their unused tickets to charities through the site.

Tickets can also be transferred to a friend, corporate client or anyone else. A season ticket holder can designate who will get the tickets and that individual will receive an e-mail telling them that tickets have been transferred to them.

"We are huge believers in this, because we think it will change the industry and change the behavior of season ticket holders," Estis said. — Dave Brooks

Interviewed for this story: Sam Gerace, (440) 477-8962; Chad Estis, (216) 420-2140; Mark Kling, (216) 591-1800



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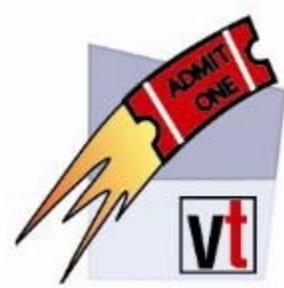
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BOOKINGS



HOTtickets

CHRISTINA SCORES DOWN UNDER

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 10, 2007 and were not previously reported in Venues Today. 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:* \$4,496,363; *Event:* Kenny Chesney; *Venue:* **Gillette Stadium, Foxboro, Mass.**; *Attendance:* 56,926; *Ticket Range:* \$92.50-\$47.50; *Promoter:* AEG Live, New England Country Music Festival, The Messina Group; *Dates:* July 28; *No. of Shows:* 1
- 2) *Gross Sales:* \$2,396,256; *Event:* Christina Aguilera; *Venue:* **Acer Arena, Sydney, Australia**; *Attendance:* 25,450; *Ticket Range:* \$120.02-\$85.16; *Promoter:* The Frontier Touring Company; *Dates:* July 24-25; *No. of Shows:* 2
- 3) *Gross Sales:* \$2,004,067; *Event:* Kenny Chesney; *Venue:* **Walnut Creek Amphitheatre, Raleigh, N.C.**; *Attendance:* 40,067; *Ticket Range:* \$77-\$39; *Promoter:* AEG Live, Live Nation, The Messina Group; *Dates:* Aug. 3-4; *No. of Shows:* 2
- 4) *Gross Sales:* \$1,964,024; *Event:* Gwen Stefani; *Venue:* **Acer Arena, Sydney, Australia**; *Attendance:* 25,468; *Ticket Range:* \$87.35-\$68.49; *Promoter:* Chugg Entertainment; *Dates:* July 30-31; *No. of Shows:* 2
- 5) *Gross Sales:* \$1,436,936; *Event:* Nickelback; *Venue:* **Hershey (Pa.) Park Stadium**; *Attendance:* 29,196; *Ticket Range:* \$59.50-\$39.50; *Promoter:* Live Nation; *Dates:* July 14; *No. of Shows:* 1

10,001-15,000 Seats

- 1) *Gross Sales:* \$1,653,565; *Event:* Cirque du Soleil "Saltimbanco"; *Venue:* **John Labatt Centre, London, Ontario**; *Attendance:* 26,130; *Ticket Range:* \$71.07-\$42.64; *Promoter:* Cirque du Soleil, Live Nation; *Dates:* July 31-Aug. 5; *No. of Shows:* 8
- 2) *Gross Sales:* \$1,376,550; *Event:* Championship Boxing: Arturo Gatti vs. Alfonso Gomez; *Venue:* **Atlantic City (N.J.) Boardwalk Hall**; *Attendance:* 10,147; *Ticket Range:* \$300-\$50; *Promoter:* Caesars Atlantic City & Main Events; *Dates:* July 14; *No. of Shows:* 1

3) *Gross Sales:* \$914,952; *Event:* Josh Groban; *Venue:* **Atlantic City (N.J.) Boardwalk Hall**; *Attendance:* 10,200; *Ticket Range:* \$98-\$75; *Promoter:* Live Nation; *Dates:* July 21; *No. of Shows:* 1

4) *Gross Sales:* \$863,013; *Event:* Gwen Stefani; *Venue:* **Brisbane (Australia) Entertainment Centre**; *Attendance:* 10,348; *Ticket Range:* \$87.33-\$68.48; *Promoter:* Chugg Entertainment; *Dates:* July 28; *No. of Shows:* 1

5) *Gross Sales:* \$643,777; *Event:* Josh Groban; *Venue:* **Verizon Wireless Arena, Manchester, N.H.**; *Attendance:* 7,804; *Ticket Range:* \$95-\$49.50; *Promoter:* Live Nation, In-house; *Dates:* July 27; *No. of Shows:* 1

5,001-10,000 Seats

1) *Gross Sales:* \$699,835; *Event:* Josh Groban; *Venue:* **Mohegan Sun Arena, Uncasville, Conn.**; *Attendance:* 7,469; *Ticket Range:* \$150-\$95; *Promoter:* Live Nation, In-house; *Dates:* July 30; *No. of Shows:* 1

2) *Gross Sales:* \$438,318; *Event:* B.B. King; *Venue:* **Chastain Park Amphitheatre, Atlanta**; *Attendance:* 5,530; *Ticket Range:* \$85.50-\$38.50; *Promoter:* Live Nation; *Dates:* July 26; *No. of Shows:* 1

3) *Gross Sales:* \$422,240; *Event:* Widespread Panic; *Venue:* **Radio City Music Hall, New York**; *Attendance:* 9,538; *Ticket Range:* \$45.50; *Promoter:* Live Nation, Radio City Entertainment; *Dates:* July 20-21; *No. of Shows:* 2

4) *Gross Sales:* \$386,580; *Event:* Incubus; *Venue:* **Red Rocks Amphitheatre, Denver**; *Attendance:* 9,450; *Ticket Range:* \$42.50; *Promoter:* Live Nation, AEG Live; *Dates:* July 18; *No. of Shows:* 1

5) *Gross Sales:* \$367,683; *Event:* Tool; *Venue:* **Sovereign Center, Reading, Pa.**; *Attendance:* 7,098; *Ticket Range:* \$53; *Promoter:* Live Nation; *Dates:* July 16; *No. of Shows:* 1

5,000 or Fewer Seats

1) *Gross Sales:* \$2,659,706; *Event:* Wicked; *Venue:* **Wharton Center For Performing Arts, East Lansing, Mich.**; *Attendance:* 38,637; *Ticket Range:* \$95-\$35; *Promoter:* In-house; *Dates:* July 11-22; *No. of Shows:* 16

2) *Gross Sales:* \$1,949,540; *Event:* Dreamgirls; *Venue:* **Fox Theatre, Atlanta**; *Attendance:* 36,313; *Ticket Range:* \$69-\$20; *Promoter:* Theatre of the Stars; *Dates:* July 18-29; *No. of Shows:* 12

3) *Gross Sales:* \$342,533; *Event:* DJ Tiesto; *Venue:* **Hammerstein Ballroom, New York**; *Attendance:* 6,869; *Ticket Range:* \$50; *Promoter:* Live Nation; *Dates:* July 19-20; *No. of Shows:* 2

4) *Gross Sales:* \$246,337; *Event:* Bob Dylan; *Venue:* **The Plain Dealer Pavilion, Cleveland**; *Attendance:* 4,554; *Ticket Range:* \$67.50-\$45; *Promoter:* Live Nation; *Dates:* July 14; *No. of Shows:* 1

5) *Gross Sales:* \$241,998; *Event:* Moody Blues; *Venue:* **Hummingbird Centre, Toronto, Ontario**; *Attendance:* 3,164; *Ticket Range:* \$85.50-\$22.75; *Promoter:* Live Nation; *Dates:* July 26; *No. of Shows:* 1

Compiled by Rob Ocampo, HotTickets@venuestoday.com



Buster Halterm goes huge in the Big Air skateboarding competition; Travis Pastrana catches air during the Rally Car finals; Kevin Rubins completes a 540 during Big Air BMX

X-GAMES BRING BIG CROWDS AND CRASHES TO L.A. AREA

The X-Games invaded Southern California over the weekend, attracting thousands of X-treme sports fans and the dozens of companies that want to break into the growing consumer market.

This year's contest was again split between two venues: The Home Depot Center in Carson, Calif., and the Staples Center in Los Angeles. The Staples Center hosted the Big Air events for BMX and skateboarding, as well as some dirt bike competitions while the Home Depot Center parking lot was the site of most of the remaining skateboarding and BMX competition, including the Half-Pipe finals which featured Olympic Gold Medalist Shawn White. This year was the second year the X-Games sponsored Rally Car racing, also held at the Home Depot Center.

In total, about 31,000 people attended the two days of events at the Staples Center, while approximately 38,000 people attended the three days of events at the Home Depot Center, said Danny Chi, marketing director for host television network ESPN, which broadcasts the competition on its sports cable channel. Chi wouldn't release any revenue figures for the X-Games; tickets sell between \$15 to \$25 based on seating.

This year, the X-Games had six major sponsors with representation throughout the event, as well as three "X-Center Sponsors" which participated in the televised recap of the competitions, along with in-stadium signage.

The parking lot of the Home Depot Center saw the construction of a giant half-pipe and BMX street course, but the biggest challenge was the setting up the Rally Car race track inside the Home Depot Center, which required about 15 semis of dirt and a tighter course than usual to navigate the soccer stadium.

The Home Depot Center parking lot was also the site of this year's first major sponsorship village — the construction at the Staples Centers for nearby L.A. Live prevented that venue from hosting activities outside the facility.

"Probably the biggest change for us this year was the decision to bring the Big Air Ramp inside the arena," said Staples Center GM Lee Zeidman, who described the X-

Games as the facility's third largest tenant behind the facility's five sports teams and the Grammy music awards.

The Big Air Ramp is a five-story skateboard and BMX ramp that shoots riders 50 feet into the air and lands them in a giant half-pipe. This year's contest saw one of the worst crashes in X-Games history when Australian Jake Brown lost control of his board and fell 40-feet in a painful crash that was replayed continually on the network. Brown was later honored with a standing ovation the following day during an appearance at the Home Depot Center.

"I think the decision to move the ramp indoors was an attempt to make the event more spectacular and control the elements for the athletes — there's essentially no wind indoors," Zeidman said. "We have the ceiling clearance to handle the ramp, and we determined that the seating configuration would give visitors the best visibility of the event."

Setting up the ramp indoors would prove to be more difficult, said Vanessa Anthes, X-Games operations manager.

"We were working in a more confined space and we had to bring in a crane to install the last pieces of the upper ramp. That is difficult because there are weight restrictions for the ice floor, so we had to be very cautious about what type of equipment we could use," she said. "It's also difficult for the crane operator, trying to navigate some of the ceiling rigging. They're not outside swinging their boom wherever they want."

This year's the ramp also required indoor lighting, which presented a new challenge — "we basically had to figure the whole thing out in a day, but I think everyone will agree the ramp looked great," she said. At the mouth of the ramp, the operations team set up the "Huck Tower," a 30 foot-high cylinder shaped LED screen that uses lasers to measure the heights the skateboarders were achieving off the ramp. The screen was seven-feet in diameter and were placed at the mouth of a 24-foot ramp lip.

"One of the interesting things about this Huck Tower was that we also rigged it to measure jump speed," Chi said. "There are a lot of future applications for the device."

The ramp project was split between three companies: contractor Brown United, which brought on 14 people; VPI which brought eight employees to do the final wood work; and Tish Rigging, which had a staff of 10 on site. Ainges said the X-Games Competition Department brought in five semi-trucks for lighting, four semis of lumber, five semis of 60-foot trussing and another eight semis of scaffolding. Construction on the massive ramp was begun on July 24 and completed on July 29. — Dave Brooks

Interviewed for this article: Lee Zeidman, (213) 742-7255; Vanessa Anthes, (213) 276-2581; Danny Chi, (310) 642-1509

MARKETING



Signature Dog contest samples.

TRIED AND TRUE 'FRANK' WINS INDIANS SIGNATURE DOG CONTEST

A promotion to select a signature hot

dog at the Cleveland Indians' Jacob Stadium this summer was a hit on several different levels.

Sugardale Foods, Massillon, Ohio, which supplies hot dogs to the stadium, was able to show off their creative abilities. That company already supplies the stadium with the all-beef hot dog. For the promotion, the company created two additional hot dogs to give fans a choice.

Delaware North Companies was able to get reassurance from their fans that the hot dogs already being served were the fan favorite. There were 769 ballots cast at the stadium and another 1,000 online votes. The company has been working on their online communications and having this many people log onto the site was deemed successful.

The Cleveland Indians were delighted with the success of the promotion and the added value fans received, as well as the added exposure the team received, said Indians spokesperson Curtis Danburg.

Steve Eden, director of marketing and communications, Delaware North Companies, said they wanted to do a promotion like this and decided to approach the Cleveland Indians and Sugardale about it.

"This just turned out to be a great promotion," Eden said.

Sugardale created two additional hot dogs: the Smokey, a Polish-style smoked sausage, and Burnie, a red-hot style dog.

"We created the two additional products after speaking with the chef there and finding out a little more information about the fans' eating habits," said Kristin Clemmer, director of marketing, Sugardale. "The other two hot dogs are not available in any marketplace. We made small sample sizes so fans could sample them with a toothpick."

For fans wanting regular size dogs, all three were available at the concession stand Hounds by the Pounds.

Clemmer said Sugardale already does several promotions throughout the baseball season at Jacobs Field. "We have costumed hot dogs that run a race on the field," Clemmer said. "We also have six promotions throughout the season where we sell hot dogs for \$1. We have a tremendous amount of response from that."

For the Indians Signature Dog, there were five sampling dates running from May 31-July 2. A lot of signage was used at the field, including on the JumboTron. The contest was advertised over the local radio and television stations. It was mentioned during the pre-game radio shows.

The names of everyone who voted were put into a drawing. At the end of the promotion, Sugardale Foods awarded a grand prize of a new deluxe grill and a "Grilling Extravaganza," which was Sugardale meat products.

On July 13, during the Cleveland vs. Kansas City game, the official hot dog winner was announced and it was the Frank, the traditional all-beef hot dog. It is now considered the Signature Dog.

At the end of the game, before the fireworks show, the winner of the drawing was announced.

Then, the next day, July 14, the Indians had a clothing drive and the Signature Dog

was given away to everyone who brought clothing. "We gave away 1,400 full size hot dogs that day," Eden said.

"This is a very good promotion at several levels," Eden said. "It can work well if there is a stadium trying to woo a supplier for a multi-year contract. The next step now is to have fans vote on topping, which we are looking to do next year. We will work on trying to figure out how to do that. There are so many options. We would have to figure a way to limit them." — Pam Sherborne

Interviewed for this story: Steve Eden and Kerry Hassen, (716) 858-5016; Kristen Clemmer, (330) 834-3610; Curtis Danburg, (216) 420-4390



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

Indiana State Fair attendees will be eating healthier fried foods this year.



THE DEBATE HEATS UP AS INDIANA STATE FAIR BANS TRANS FATS

When attendees at the Aug. 8-19 Indiana State Fair in Indianapolis want to celebrate the event with their annual order of elephant ears or corn dogs, they can rest assured that the item has been deep fried in a non-trans fat oil in a mandated switch for the fair's vendors.

While that still would not qualify as health food per se, it will be

healthier food, as the consumption of trans fats has been linked to coronary heart disease and other ailments.

"Because it's been a trend in other places, we had this discussion with our concessionaires, and we found out that 70 percent of our concessionaires were already using this," said fair spokesman Andy Klotz. "This prompted us to do a little digging, and we were trying to figure out why we wouldn't want to do it?"

"Long story short, we don't see a down side to having deep-fried foods cooked in non-trans fat oil."

All of the vendors buy their products from the fair's official purveyors, who have been instructed to sell only non-trans fat oils. While Klotz noted that no vendors complained or left the fair, he did indicate that some expressed that the non-trans fat oils do cost more.

However, Chip Huckaby, head of Barto's Banquet and Catering Co. in Indianapolis, the fair's exclusive catering company, already has made the switch and he said both the non-trans fat oil and the foods cooked with it last longer, so while he pays more up front, in the end, it comes out about the same.

"What it does for me business-wise is we have less clean-up and we get twice the fry

length out of it," he said. "Pricing is now comparative. It's all within a buck of the trans fat oil, so the pricing is right."

The food tastes better and cleaner, he said, and he uses less labor in the washing up process. "You will not see grease drip out of your corn dog or elephant ears," he said. "It's got a much better taste and there is no heavy residue to alter the taste of the product."

Richard Busse, owner of Dr. Vegetable, a Valparaiso, Ind.-based vendor that plays the fair, already has been using non-trans fat oil for 10 years. He echoed Huckaby's sentiments that "it doesn't stick to the equipment and it has a better taste." Busse also noted that more and more customers have been asking about what kind of oil he uses. "I think they appreciate that," he said.

As restaurants and even city officials explore non-trans fat options, some fairs will be following suit. New York and Philadelphia have passed a ban on trans fats, while Chicago officials have been considering such a move. KFC officials announced that trans fat would be removed from their foods after a lawsuit by the Center for Science in the Public Interest, and Walt Disney World has announced that the amusement park will remove trans fat from foods served there by the end of 2007.

Other fairs are also moving in that direction. At the recently concluded Marin County Fair in San Rafael, Calif., 15 of the fair's 30 vendors followed the event's three-year-old Healthy Food Choice Program, which required, among other aspects, the use of non-trans fat oils. In 2008, all vendors will have to follow suit, said GM Jim Farley.

"Healthy food is more than trans-fat free," Farley said. "We're looking at nutritional content. Veggie dogs are part of that, as are dressings used for salads and corn served with a non-butter option. There are a lot of simple things that people can do."

The Healthy Food Choice Program began three fairs ago. With the help of area nutrition experts, food items were evaluated and healthier options were provided as choices in the plan, which Farley would be happy to share with anyone who e-mails him at jfarley@co.marin.ca.us.

"If a vendor met the criteria for healthy food choices, they are part of the program," Farley said. Next year, everyone will be required to cook with non-trans fat oils, offer healthier choices in addition to traditional fare, and use certain biodegradable food containers.

"Our goal is to become the greenest county fair on Earth," Farley said. "When you look at health, all of these things fit together. The health of the planet includes the health of bodies." – Mary Wade Burnside

Interviewed for this story: Chip Huckaby, (317) 926 4936; Richard Busse, (219) 531-1723; Andy Klotz, (317) 927-7500; Jim Farley, (415) 499-6398.



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SHORT TAKES

SMG FINALIZES DEAL TO MANAGE NEW WICHITA ARENA & KANSAS COLISEUM

Sedgwick County commissioners approved hiring SMG to manage the new downtown Wichita, Kan., arena (VT e-newsletter 1/3/07), making public the terms of the deal. SMG will receive the first \$450,000 of net profits from the new arena. The county will receive the next \$450,000 in net profits plus recover capital expenditures over \$250,000. Any remaining profits will be divided 60 percent to the county and 40 percent to SMG. SMG is liable for all net operating losses. SMG will also take over management of the Kansas Coliseum for a flat fee of 5 percent of gross revenues while the county will continue to be responsible for losses. The arena is to open in October 2009. SMG will receive \$200,000 for pre-opening services and will be reimbursed \$1.5 million for estimated opening expenses. If a casino that seats more than 2,500 or another arena that seats more than 5,000 is built in Wichita, SMG's compensation can be renegotiated.

Contact: Ron Holt, (316) 660-9393

RODEO HOUSTON PURSE EXPANDING RAPIDLY

Houston Livestock Show and Rodeo officials announced that the Show and the Professional Rodeo Cowboys Association have agreed to extend the RodeoHouston Super Series format for three more years. The 2007 debut of the revolutionary bracket-style Super Series format featured the PRCA's richest, regular-season purse of \$1.2 million. Show officials have committed to increasing RodeoHouston's purse to \$1,322,898 in 2008; \$1,423,104 in 2009 and \$1,524,420 in 2010. This is an increase in RodeoHouston's added prize money of nearly \$1 million over four years.

Contact: Leroy Shafer, (832) 667-1000

FARM AID LINEUP ANNOUNCED FOR NEW YORK

The Sept. 9 Farm Aid concert at Randall's Island, New York, lead by board members Willie Nelson, Neil Young, John Mellencamp and Dave Matthews, will include Tim Reynolds, who will join Matthews, The Allman Brothers Band, Counting Crows, Matisyahu, Guster, The Derek Trucks Band, Warren Haynes, Supersuckers, The Ditty Bops and Montgomery Gentry. Tickets for Farm Aid are \$52 for general admission, \$102 for reserved seats and \$302 for VIP reserved seats which includes catering and other amenities.

Contact: Brandi Dobbins, (202) 331-4323

SAN DIEGO STREET SCENE MOVING TO COORS AMPHITHEATRE

Street Scene, briefly scheduled to move to the Del Mar (Calif.) Fairgrounds, (VT e-newsletter, 4/11/07), has relocated again to Coors Amphitheatre, Chula Vista, Calif. The festival runs Sept. 22-23, featuring 60 artists including The Killers, Muse and Ozomatli. Live Nation is co-promoting the event with founder Rob Hagey. Last year's Street Scene was held at Qualcomm Stadium.

Contact: Nick Masters, (310) 867-7120

WHEELING'S CAPITAL MUSIC HALL SOLD

A local group has purchased the Capital Music Hall, Wheeling, W.Va., from Live Nation. The facility has been closed since May because of fire code violations. The new owners, who include Wheeling dentist Dr. Manny Velez and Theresa and Jim Childers of Bellaire, announced they want to have the venue open by October.

Contact: John Vlautin, (310) 867-712

EAGLES, DIXIE CHICKS TO OPEN NOKIA THEATRE

The Eagles and the Dixie Chicks have been signed to headline the first concerts Oct. 18 and Oct. 20 respectively at the 7,100-seat Nokia Theatre L.A. Live. The grand opening event is presented by Wachovia. Tickets go on sale Aug. 13. The Eagles and Dixie Chicks have teamed up with iloveallaccess.com to offer VIP ticket packages.

Contact: Cara Vanderhook, (213) 742-7273

HOK TAPPED FOR ORLANDO EVENTS CENTER

HOK Sport has been selected to design the new Events Center in Orlando. The selected design team consisting of HOK Sport, Walter P. Moore, and Smith Seckman Reid will immediately undertake a process to add to the team MWBE and local design consultants to provide a full scope of services for the design of the new Events Center. The venue, which is scheduled to be open in September 2010, will be home to the Orlando Magic of the National Basketball Association. The Magic agreed that the new Events Center will be designed and constructed to meet the certification criteria for a green building development standard.

Contact: Gina Leo, (816) 329-4409

ESTA CELEBRATES 20TH ANNIVERSARY

The Entertainment Services and Technology Association, which began as the Theatrical Dealers Association in Las Vegas, is celebrating 20 years of representing all facets of the entertainment technology industry. Originally founded to assist dealer members with some of the daily problems of running a business, ESTA soon began to address the issues and concerns of the industry as a whole. Among its accomplishments is creation ETCP, the Entertainment Technician Certification Program. ETCP develops rigorous assessments allowing employers to identify technicians with proven knowledge, skills and abilities thereby increasing safety in the workplace. ESTA members also created The ESTA Foundation which is developing the Behind the Scenes and ESET programs.

Contact: Lori Rubinstein, (212) 244-1505

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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Eden Park, New Zealand - Venue Catering Manager - Michael O'Brien Catering, incumbent caterers at New Zealand's premier venue...

Everett (Wash.) Events Center – Guest Services Manager - The Guest Services Manager is responsible for providing excellent guest...

AEG Live, New York - Venue Accountant - Starland, a best-selling concert nightclub in the tri-state area and...

Staples Center, Los Angeles - Administrative Assistant for Event Services & Operations - The primary duty of the administrative assistant is to provide...

Staples Center/ Nokia Theatre, Los Angeles - Communications and Marketing Services Manager - The Communications and Marketing Services Manager will oversee and manage...

Greater Richmond (Va.) Convention Center/Global Spectrum - Box Office/Parking Manager - Reports to: Director of Event Services. Supervises: Assistant Box Office...

Prudential Center (Newark, NJ) - Director of Operations - The Director of Operations will have the opportunity to develop...

Prudential Center (Newark, NJ) - Operations Manager - Prudential Center, a new sports and entertainment arena set to open...

VEE Corporation, Minneapolis - Promotion Manager - Primary Objective: Serve as overall campaign manager for the presentation of...

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

Richmond (Va.) Raceway Complex – Complex Facility Supervisor - Seeks an experienced facility supervisor for the Richmond Raceway Complex...

SCOPE Administration Office, Norfolk, Va. - Box Office Supervisor - (Position #5810)

Location: SCOPE Administration Office, 201 E. Brambleton Avenue.

Hours: 9:00 a.m. to 6:00 p.m...

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

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