

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

Venues TODAY

Dear Subscriber,

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Welcome to your *Venues Today* weekly e-newsletter, full of the latest live entertainment industry news. This week, we report on the monumental news a 20,000-seat arena is almost underway in Vegas and other movement and trends. For further information or to subscribe to *Venues Today* visit www.venuestoday.com.

QUOTE OF THE WEEK

"At that time of year, it's about 19 degrees in Vegas, but we're going to tell people to come in their bikinis and swimsuits...We're going to crank the heat way up and create a large coat check at the door. It's going to be a beach party inside." — *Daren Davis of the Orleans Arena on the Association of Volleyball Professional's Winter Tour. Orleans Arena is hosting the tour championship.*

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VENUE NEWS



Rendering of AEG's Las Vegas Arena, opening in 2010.

LAS VEGAS ARENA PROSPECTS TURN GOLDEN WITH AEG

Announcement of a \$425 million, 20,000-seat, privately-financed arena to open in Las Vegas in 2010 adds even more clout to AEG's commitment to be the largest owner/operator of arenas in the world.

Tim Leiweke, AEG president and CEO, said that with the new arena, which is being built in partnership with Harrah's Entertainment Inc. just one block off the Las Vegas Strip, "we'll finish the year with 20 arenas under our belt" either in ownership, development or operations.

"We're committed to being the largest owner and operator of arenas in the world. We're going to continue to grow the company. We think we best protect arenas with our content, our selling ability, buying ability and operating ability. We think we have a unique model and I believe in the next two years we will double the number of arenas we have," Leiweke said.

Mark Prows, vice president, MGM Grand Garden Arena, who has been in the Las Vegas arena business for 14 years as of this Dec. 6, called AEG's Aug. 22 announcement "monumental."

"It's going to happen," Prows said. "Tim has my ultimate respect. He called me this morning to tell me what they were going to say [at the press conference]. I think they have a great plan in place, great partners."

Pat Christenson, Las Vegas Events, concurred. "I get up every morning and someone else wants to build an arena in Las Vegas," he joked, somewhat truthfully. His reaction to AEG's announcement was a heartfelt "Wow."

Christenson has been part of the city's arena task force and the study they

commissioned 18 months ago indicated it would cost \$410 million to build the kind of arena the town requires. Without a professional sports franchise, it would probably host 150 event days a year. Given that scenario, the study, which is available at www.lasvegasevents.com, concluded the arena would incur an operating loss of \$11 million a year, Christenson said.

Daren Libonati, manager at the Thomas & Mack Center, was totally on board with the prevailing euphoria that AEG and Harrah's bring credibility and a can-do track record to the long arena debate in Las Vegas. "You hear so much and see so little," he said of the scenario up till now.

Thomas & Mack Center, currently the only neutral site arena in town, with the others owned by casinos, stands to lose the most business, but Libonati was not concerned, nor was Christenson, a former manager of that UNLV venue. The Thomas & Mack Center is 25 years old and lacks the amenities for big league sports, but it is well maintained and well used, they said.

Location is the other "wow" factor with the AEG/Harrah's arena proposal.

The site of the new arena will be one block east of the Las Vegas Strip on approximately 10 acres of land that is part of the current Harrah's land holdings. Leiweke said AEG is acquiring the land from Harrahs.

Harrah's is a partner in the project, but the deal is structured in such a way that if/when the Las Vegas Arena gets a major sports anchor, either a National Basketball Association or National Hockey League team, that team will have the option of "owning part or most of the arena," Leiweke said.

The economic model of the deal leans heavily on the huge naming rights and sponsorship deals a venue of this magnitude in Las Vegas warrants. "You have 40 million people [visitors], thousands of rooms on that Strip and we're right smack in the middle, and you have world-class, televised events that will emanate from that building. It will be the best naming rights opportunity for an arena out there," Leiweke said. AEG is marketing that in-house. "This will be among the largest naming rights ever."

Christenson said that there are 135,000 hotel rooms on the Strip now, a number that will grow to 170,000 when the arena opens in 2010 and 200,000 by 2018.

Construction will begin in summer 2008. Leiweke said announcement of an architect and food and beverage provider will be made in September, though one can assume the Icon Group will be project manager, a role they play in most AEG projects.

In Vegas, AEG projects also include two indoor venues, 4,000 seats and 1,500 seats, at the Echelon, which AEG will operate and program. AEG also operates the Colosseum at Caesar's Palace and the Joint at the Hard Rock Hotel and Casop, so there will be five AEG venues in Vegas. They operate or are developing a similar number in Los Angeles, including the Nokia Theatre LA Live, Club Nokia, Staples Center, Home Depot Center and the El Rey.

Of current arena projects undertaken by AEG, the Las Vegas Arena is the most expensive at \$425 million-\$450 million. By comparison, Staples Center cost \$300 million for the arena; Sprint Center, Kansas City, Mo., \$286 million; London's O2 Arena,

\$350 million; and O2 World, Berlin, which opens September 2008, \$250 million, Leiweke said. "The O2 in London will be the largest grossing musical venue in the world this year on a half year," he added.

"We have some very, very special surprises coming with the Sprint Center," Leiweke said. "Right now all our projects are going well. It gives us confidence."

AEG is focusing on the top 50 markets and while Live Nation press releases claim it to be the largest operator of live entertainment facilities, Leiweke countered that "certainly in EBITDA [Earnings before Interest, Taxes, Depreciation and Amortization], I can guarantee AEG is a bigger company than Live Nation or SMG."

AEG will not get into gaming, which leaves the MGM Grand Garden free to do what it does best, use the arena to further the brand and draw crowds to the casino.

Prows said the Grand Garden does 25-30 concerts a year, most promoted by AEG or Live Nation, with a few independent events.

"That's the past. I'm more focused on where they're going and how many sports franchises they have," Prows said.

"We've known this was coming for quite some time," Prows concluded. "I've often said it was not about if the baby is going to be born, but when. There's never been a question in my mind, Vegas is too much of an icon internationally and nationally to not have these types of developments surface. By the time 2010 comes around, Vegas will have evolved into even more than it is now." — Linda Deckard

Interviewed for this story: Tim Leiweke, (213) 741-7101; Mark Prows, (702) 891-7824; Pat Christenson, (702) 260-8605; Daren Libonati, (702) 895-3727



A scene from the Butterfly release at Edmonton's Capital Ex

RE-BRANDING EFFORTS CLICK FOR EDMONTON'S CAPITAL EX

After experiencing a large attendance dip last year, the first in which Klondike Days was re-branded as Edmonton's Capital EX, the event rebounded this year with attendance of 772,692, 12 percent up from last year's 688,369.

That still does not reach the 2005 mark of 810,502, but Paul Lucas, manager of the event in the Canadian province of Alberta, noted, "We're very happy campers" about the July 19-28 fair.

"That Klondike theme, while part of our history, we felt it was no longer relevant to the community," Lucas said. "We were getting a lot of bad press, 'What does Klondike Days have to do with us, we're an oil city?' So we undertook a study about three years ago and did some focus groups and decided it was time to re-brand."

Lucas believes programming helped bring attendance back up, and the diverse, multi-cultural offerings also prompted the name change from the designation that the event has had since 1962 and which honored the Gold Rush days.

Exhibits included an original arts and crafts show and a food and beverage show "that really attracted, I would say, the boomer and double income, no kids demographic that really embraced what we're doing."

That does not mean that children did not have any exhibits to attend. The Capital EX also offered the opportunity for attendees to see 10,000 butterflies fluttering around a netted area of the Sportex building in "Explore Butterflies," which showed not only full-grown butterflies but also featured an area where attendees could see them hatching as well.

That exhibit was an additional ticket, as was "Walking with Dinosaurs: The Live Experience," which drew 51,000 people to see life-size, animatronic dinosaurs.

"I believe it was more relevant to the community," he said. "We represent our community. We're very multicultural and we had a "Global Connections" trade show.

We really resonated well with the community this year."

Los Angeles-based North American Midway Entertainment placed 50 rides on the midway and reported the gross was up 14 percent over last year, Lucas said. Two new rides were the Drop of Doom and the Sky Coaster, the latter of which goes up into the air and swings out vertically.

In marketing, officials utilized newspaper, radio and billboards, but also made sure to drive customers to the EX's Web site, which featured "teaser" stories on topics such as how to make a corn dog. "That went over quite well," Lucas said. "That's was probably something that drove people to the Web site."

Lucas did not disclose any budgets for the fair. Gate admission cost \$7.44 in advance and \$9.28 in advance. Both of those prices (\$10 and \$8 Canadian) were increased \$1 Canadian over last year, Lucas said. An all-day ride pass cost \$35, and the fair introduced a family pack that offered four admissions and 80 credits to ride the NAME's carnival attractions via the electronic ticketing system.

As for the electronic ticketing system, Lucas said, "It's working good. North American seems to have gotten that down pat."

Gas prices cost \$1 Canadian per liter, Lucas said, which he converted to be about \$4 a gallon U.S. However, that did not deter attendance at all, and not just because fairgoers can utilize Edmonton's light-rail system, he said. Parking revenues were up this year and the \$3.71 parking charge is the same as last year.

The EX's concert series, Ed Fest, charged admission last year but was free this year, Lucas said. The outdoor concert venue with a large stage and a beer garden accommodates 8,000 attendees. Lucas estimated that close to 70,000 concert-goers took advantage of the free entertainment.

Artists included Tom Cochrane w/ Red Rider, Chantal Kreviazuk, Emerson Drive and "Weird Al" Yankovic, the latter of which drew a very diverse crowd. "He does a phenomenal job," Lucas said. "He drew young families and young kids and older people. It was a great show."

The 2008 fair runs July 17-26, – Mary Wade Burnside

Interviewed for this story: Paul Lucas, (780) 471-7210

YUMA MAY HOST GLOBAL ENTERTAINMENT'S 11TH ARENA

Larry Nelson, mayor of Yuma, Ariz., puts the odds a new \$46 million, 6,000-seat arena will be built there by 2009 at 60/40. Steve Bielewicz, president of Global Properties, a division of Global Entertainment, says 50/50 "but I'll take his 60/40."

Projects have a sequence, Bielewicz said. This one is in the early stages, though it has been in the making for years. Global Entertainment originally looked at Yuma three years ago, when Westcor brought them in to look at building an arena in conjunction with its Yuma Palms Development.

That partnership didn't happen. Westcor built the mammoth shopping center and then sold it. It is adjacent to the district the city is now considering for the new arena and

other commercial development, land that Global Properties has an option to acquire.

"They came to us. We are a rapidly growing community," Nelson said of Global. He said there is a population of 100,000 in Yuma, two million within a 100-mile radius, two military bases nearby and another distinct and growing market south of the border. Mexicali, a nearby border town, drew 10,000 to the desert to see Pavarotti, charging \$1,000 a ticket, Nelson said.

The city already has Desert Sun Stadium, which houses San Diego Padres spring training and a minor league baseball team; Yuma Theater and Arts Center, a restored and historic venue which the city invested \$18 million in; and the Yuma Civic Center, which is in great need of renovation, Nelson said.

"We had been looking at other things to use the Civic Center for. We are in the process of reevaluating where it sits," Nelson said. "It needs some significant work."

The Yuma City Council set aside \$180,000 to review and evaluate the arena plan Global Entertainment presents. Economic Research Associates out of L.A. will be the independent, professional eye on the deal. The window of opportunity is 60 days, which puts it at early October. "Then we will negotiate if we decide to move it forward," Nelson said.

"We would consider an event center district, that would be the taxing venue," Nelson surmised. "I don't think the people of Yuma would stand for taking it out of general funds. I wouldn't want to do it."

The market is underserved from a sports and entertainment standpoint, Bielewicz said. "There is no competing facility in the market. It's halfway between Southern California and Phoenix, on Interstate 8. Our promoters tell us most of the entertainment is driving by Yuma. And there's quite a bit of potential business from south of the border.

"We know from our experience in South Texas that the Hispanic community will come across the border for entertainment and sports. They love ice," he said. Global Entertainment has seen that happen at Dodge Arena, Hidalgo, Texas. "The impact of customers coming across the border is 35-40 percent to the upside," he said.

Global Entertainment does not invest in construction, but does guarantee "at least one sports anchor, the operational integrity of the facility and the development costs," Bielewicz said. Their buildings are based on a prototype that works for smaller markets and for Central Hockey League tenants. The outside of the building reflects a sense of place.

As with most Global Entertainment projects, the firm brings its subsidiaries, including CHL; Encore Facility Management, which manages the buildings; Global Entertainment Marketing Systems, which handles licensing and advertising; and GetTix, which provides exclusive ticketing services.

"Yuma is one of the strongest markets we've ever looked at," Bielewicz said. "There are 700,000 Mexican citizens that aren't in our demographics. From our prior experience in Hidalgo, we know they will support events.

"Independence, Yuma and Allen will open very, very strong," he predicted, referencing two other Global Entertainment projects that are in the works in Missouri and Texas. —

Linda Deckard

Interviewed for this story: Larry Nelson, (928) 373-5002; Steve Bielewicz, (480) 994-0772

Wade Shows charged one price to ride all day at the Delaware State Fair in Harrington.



P-O-P CARNIVAL TOPS \$1 MIL FOR DELAWARE STATE FAIR

The Delaware State Fair, Harrington, experienced a nearly three percent increase in attendance, to more than 300,452, due to "just absolutely picture-perfect weather," said General Manager Dennis Hazzard. Soon after the fair, the heat wave hit the East Coast, but Harrington had happened. Attendance was 292,450 in 2006.

Not only that, but an all-pay-one-price-wristband fair in conjunction with Frank Zaitshik's Spring Hill, Fla.-based Wade Shows prompted a 34.4 percent increase on the midway, Hazzard said.

"It was the best midway ever," Hazzard said, noting that the carnival grossed \$1.2 million. "We never hit a million before. We've come close."

The idea to switch to the wristbands even on weekends instead of using them to drive attendance on the slower weekdays actually came from Zaitshik, Hazzard said. "It was unbelievably successful," he noted.

Fair officials still used the wristbands to drive attendance during slower days by implementing a discount of \$16 in advance or \$22 at the gate for weekday wristbands, as opposed to the weekend price of \$25.

"The suggestion came from him when we were meeting in Las Vegas at the last IAFE convention," Hazzard said. "It's an idea he had been experimenting with and he asked, would I be inclined to along with it? I brought it to the entertainment committee and they said, sure, let's give it a shot."

The fair also set another record with concert ticket sales, exceeding \$2 million in grosses. "It was only a couple of years ago that we hit \$1 million," Hazzard said.

Selling out the 8,100-seat grandstand were Carrie Underwood, Toby Keith, Daughtry and Brad Paisley with Kellie Pickler. Sugarland "did somewhere in the vicinity of 95 percent," Hazzard said.

Comedian Bill Cosby and a demolition derby did not sell out. Tickets ranged from \$55 down to \$30, and they do not include admission.

The fair adheres closely to a country line-up, but Hazzard said officials also tried to get

a show from The Disney Channel's "High School Musical," but it would not route in. He also noted that three "American Idol" artists played the fair, which hits a younger crowd. "Carrie Underwood's audience was predominantly female, 18-30," Hazzard said. "That's a great demographic."

Officials promoted the concerts at 16 area Wal-Mart locations, with banners, special racks filled with music of the artists that would appear at the fair and ticket promotions. "I think it was a tremendous help," Hazzard said. "They get quite a crowd at Wal-Mart. Statistics show that they get 6,000 people per hour on a typical Saturday, adding that number of people that are exposed to the Delaware State Fair logo. It was a phenomenal opportunity."

Gate admission cost \$6 for ages 10 and up, and the advance price was \$5. Hazzard declined to give the fair's overall budget, but did note that sponsorships were up 26 percent over last year, with more national sponsors such as Toyota and Geico.

"We had a new marketing and sponsorship person who did an incredibly good job," he said.

Next year's dates are July 17-26. – Mary Wade Burnside

Interviewed for this story: Dennis Hazzard, (302) 398-3269

Mike O'Donnell.



FACES AND PLACES: ANAHIEM MOURNS LOSS OF O'DONNELL; NEW HIRES ANNOUNCED AT MULLINS CENTER AND THE FORUM; BISMARCK GM RETIRES

Mike O'Donnell, general manager of Honda Center in Anaheim, Calif. succumbed to cancer Sunday after a three-year battle with illness. He was

46.

O'Donnell worked at the Honda Center since its opening in 1993, serving as the building's first operations manager and hiring the facility's first employees. He guided the building through three name changes and a Stanley Cup victory for its tenant Anaheim Ducks of the National Hockey League earlier this year. Prior to the opening of the arena, he was hired as the point person for the final phases of design and construction. Before coming to the arena, he worked at the Great Western Forum in Inglewood, Calif., former home to the Los Angeles Lakers and the Los Angeles Kings.

Bob Wagner, Honda Center's senior marketing officer, said his arena team was saddened by the news.

"We're a family and it's a pretty tight knit group over here. There was a sense of relief because of everything Mike had gone through, but there's also a lot of sadness and heartache."

Just weeks before he passed away, Wagner said the management team at the Honda Center, including president and CEO **Tim Ryan**, decided to pay a visit to O'Donnell's home in Yorba Linda, Calif.

"We had just won the Stanley Cup, so we decided to throw the Cup in the van and drive

over to Mike's house so he could enjoy the victory," Wagner said. "That was a real special experience for him."

O'Donnell worked an estimated 2,000 events at Honda Center, and was named general manager in 2005 amid his struggle with cancer. He was also an accomplished musician and was formerly lead singer in a band called "707."

"Mike was one of the greatest people I've ever been associated with in my lifetime. To have an individual of his caliber in our industry was a real treasure. I consider myself very fortunate to have known Mike O'Donnell," wrote Brad Mayne, president and CEO of the American Airlines Center, Dallas, in an e-mail statement. "I knew the first time I met Mike that he had a passion for life, incredible values, and the ability to make a difference."

In management news, **Global Spectrum** and **SMG** have announced new promotions. **Ben Weiss** has been named the new general manager of the 10,000-seat **Mullins Center** arena in Amherst. Weiss formerly was assistant general manager of Global Spectrum-managed Sovereign Bank Arena in Trenton, NJ.

Weiss joined Global Spectrum's parent company Comcast-Spectacor in February 2001, working with the Philadelphia Charge of the Women's United Soccer Association and Philadelphia KIXX of the Major Indoor Soccer League before joining the Wachovia Complex Group Sales department in January 2002. He was named sports manager for the Philadelphia Flyers and 76ers in 2004. He became event manager at Sovereign Bank Arena in 2004, and was named the facility's assistant general manager in 2005.

On the West Coast, **Tina Suca** has been named general manager of **The Forum** in Los Angeles. Suca is replacing former manager **Gene Felling**.

Suca has seventeen years of music industry experience, focusing primarily on working with live entertainment. Prior to joining SMG, she worked with Live Nation as the general manager of The Wiltern and for Jack Utsick Presents as vice president of booking and event management. Suca has also been an artist relations manager at the House of Blues Sunset Strip location where she booked local talent and handled venue operations.

Finally, **Bismarck (N.D.) Civic Center** Manager **Dick Petersen** has announced his retirement. A receptionist at his office said Petersen's retirement is officially scheduled for Oct. 31, but he has accumulated enough vacation to leave the facility immediately. Petersen had managed the facility for 15 years. — Dave Brooks

Interviewed for this article: Bob Wagner, (714) 704-2400; Brad Mayne, (214) 665-4220



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BOOKINGS



HOTtickets

DINOSAURS ROAR INTO PHILLY

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 31, 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:* \$4,112,541; *Event:* Kenny Chesney; *Venue:* **Ford Field, Detroit**; *Attendance:* 47,470; *Ticket Range:* \$91.50-\$51.50; *Promoter:* AEG Live, DLI Entertainment, The Messina Group; *Dates:* Aug. 18; *No. of Shows:* 1

2) *Gross Sales:* \$2,381,843; *Event:* Dave Matthews Band; *Venue:* **Tweeter Center at the Waterfront, Camden, N.J.**; *Attendance:* 49,894; *Ticket Range:* \$65-\$40; *Promoter:* Live Nation; *Dates:* Aug. 7-8; *No. of Shows:* 2

3) *Gross Sales:* \$2,026,074; *Event:* Dave Matthews Band; *Venue:* **New England Dodge Music Center, Hartford, Conn.**; *Attendance:* 48,190; *Ticket Range:* \$60.50-\$36; *Promoter:* Live Nation; *Dates:* Aug. 4-5; *No. of Shows:* 2

4) *Gross Sales:* \$1,944,600; *Event:* Walking with Dinosaurs; *Venue:* **Wachovia Complex, Philadelphia**; *Attendance:* 40,826; *Ticket Range:* \$85-\$40; *Promoter:*

ArenaNetwork; *Dates:* Aug. 16-19; *No. of Shows:* 7

5) *Gross Sales:* \$1,437,350; *Event:* Ricky Martin; *Venue:* **Coliseo De Puerto Rico, San Juan**; *Attendance:* 17,355; *Ticket Range:* \$200-\$30; *Promoter:* Tony Mojena Entertainment; *Dates:* Aug. 10-11; *No. of Shows:* 2

10,001-15,000 Seats

1) *Gross Sales:* \$725,043; *Event:* Michael Buble; *Venue:* **Mann Center for Performing Arts, Philadelphia**; *Attendance:* 9,106; *Ticket Range:* \$103.50-\$55; *Promoter:* Live Nation; *Dates:* Aug. 7-8; *No. of Shows:* 2

2) *Gross Sales:* \$481,470; *Event:* Josh Groban; *Venue:* **Resch Center, Green Bay, Wis.**; *Attendance:* 6,188; *Ticket Range:* \$90-\$70; *Promoter:* Live Nation, In-house; *Dates:* Aug. 8; *No. of Shows:* 1

3) *Gross Sales:* \$407,405; *Event:* Incubus; *Venue:* **Nikon at Jones Beach Theater, Wantagh, N.Y.**; *Attendance:* 11,205; *Ticket Range:* \$40-\$25; *Promoter:* Live Nation; *Dates:* Aug. 9; *No. of Shows:* 1

4) *Gross Sales:* \$356,429; *Event:* O.A.R.; *Venue:* **Nikon at Jones Beach Theater, Wantagh, N.Y.**; *Attendance:* 9,870; *Ticket Range:* \$38.50-\$29.50; *Promoter:* Live Nation; *Dates:* Aug. 3; *No. of Shows:* 1

5) *Gross Sales:* \$343,846; *Event:* Brad Paisley; *Venue:* **Jacksonville (Fla.) Veterans Memorial Arena**; *Attendance:* 8,711; *Ticket Range:* \$41.75-\$28.75; *Promoter:* Live Nation; *Dates:* Aug. 10; *No. of Shows:* 1

5,001-10,000 Seats

1) *Gross Sales:* \$959,494; *Event:* The Fray; *Venue:* **Red Rocks Amphitheatre, Denver**; *Attendance:* 28,350; *Ticket Range:* \$35.50; *Promoter:* AEG Live, Live Nation; *Dates:* Aug. 4-6; *No. of Shows:* 3

2) *Gross Sales:* \$528,360; *Event:* Incubus; *Venue:* **Festival Pier at Penn's Landing, Philadelphia**; *Attendance:* 13,179; *Ticket Range:* \$42.50; *Promoter:* Live Nation; *Dates:* Aug. 6-8; *No. of Shows:* 2

3) *Gross Sales:* \$431,862; *Event:* Ana Gabriel; *Venue:* **Gibson Amphitheatre at Universal CityWalk, Universal City, Calif.**; *Attendance:* 5,449; *Ticket Range:* \$106-\$61; *Promoter:* Live Nation; *Dates:* Aug. 4; *No. of Shows:* 1

4) *Gross Sales:* \$407,520; *Event:* Tony Bennett; *Venue:* **Greek Theatre, Los Angeles**; *Attendance:* 4,706; *Ticket Range:* \$155-\$35; *Promoter:* Nederlander; *Dates:* Aug. 16; *No. of Shows:* 1

5) *Gross Sales:* \$393,869; *Event:* The Moody Blues; *Venue:* **Radio City Music Hall, New York**; *Attendance:* 5,955; *Ticket Range:* \$85-\$35; *Promoter:* Live Nation, In-house; *Dates:* Aug. 9; *No. of Shows:* 1

5,000 or Fewer Seats

1) *Gross Sales:* \$937,957; *Event:* The Wizard of Oz; *Venue:* **Fox Theatre, Atlanta**;

Attendance: 19,177; Ticket Range: \$64-\$20; Promoter: Theater of the Stars; Dates: Aug. 4-11; No. of Shows: 10

2) *Gross Sales: \$750,776; Event: Michael Buble; Venue: **Fox Theatre, Atlanta**; Attendance: 8,804; Ticket Range: \$99.50-\$64.50; Promoter: Beaver Productions; Dates: Aug. 13-14; No. of Shows: 2*

3) *Gross Sales: \$493,805; Event: The Allman Brothers Band; Venue: **Bank Of America Pavilion, Boston**; Attendance: 10,251; Ticket Range: \$50-\$35; Promoter: Live Nation; Dates: Aug. 7-8; No. of Shows: 2*

4) *Gross Sales: \$451,795; Event: Kathy Griffin; Venue: **Fox Theatre, Atlanta**; Attendance: 9,131; Ticket Range: \$57-\$37; Promoter: Fantasma; Dates: Aug. 17; No. of Shows: 2*

5) *Gross Sales: \$336,780; Event: Crowded House; Venue: **Beacon Theatre, New York**; Attendance: 5,543; Ticket Range: \$88-\$46; Promoter: Live Nation; Dates: Aug. 8-9; No. of Shows: 2*

Compiled by Rob Ocampo, HotTickets@venuestoday.com

MARKETING



Fans pay homage to volleyball legend Karch Kiraly during the AVP's Huntington Beach open. Promoters plan to use a similar configuration for the winter tour; AVP athlete Elaine Youngs dives for the ball.

AVP BRINGS THE BEACH PARTY INDOORS

A popular beach volleyball tournament is taking its show on the road, transforming some of the country's coldest arenas into bikini-clad Southern California beach parties.

The Association of Volleyball Professionals is launching a two-month indoor tour this winter in association with AEG, creating a summer atmosphere with beach cabanas, tiki

bars and 200 tons of sand in America's snow-clad cities. Dubbed the AVP Hot Winter Nights tour because of its January and February dates, the show will hit 17 venues in cold-weather arenas like the Scottrade Center in St. Louis and the Nationwide Arena in Columbus, Ohio. Other major markets include Norfolk, Va.; Milwaukee and Albany, N.Y. The tour ends with a championship event at the Orleans Arena in Las Vegas.

"At that time of year, it's about 19 degrees in Vegas, but we're going to tell people to come in their bikinis and swimsuits," said Darren Davis, senior director of booking and events at Orleans Arena. "We're going to crank the heat way up and create a large coat check at the door. It's going to be a beach party inside."

The tour will feature athletes from the popular AVP summer tour, although officials with AEG couldn't confirm any specific athletes by press time. AVP athletes include Olympic gold-medalists Misty May and Keri Walsh, as well as celebrity announcer Chris McGee. Prize money for the tour has not yet been determined.

Josh Furlow of AEG's new Events and Media division is promoting the tour with division president Eric Stevens — the pair also work on AEG's Champions on Ice Tour and the newly created Toughest Cowboy rodeo. Furlow said AEG has partnered with AVP on some of its Southern California beach volleyball tournaments in cities like Huntington Beach, Hermosa Beach and Manhattan Beach.

The challenge of the winter tour will be introducing beach volleyball to cities like Omaha, Neb. and Bloomington, Ill., that are thousands of miles from a beach. Furlow said his team plans to tap into the Midwest's indoor volleyball communities to promote the event.

"We're going to be targeting the junior, high school and collegiate levels and offering clinics on the day of the event to help drive interest to the tour," Furlow said.

The soon-to-be opened Sprint Center in Kansas City is only one of two AEG facilities to host the event — the Target Center in Minneapolis is the other. Shani Tate-Ross, director of communications for the Sprint Center, said tickets for the Jan. 12 event already went on sale and have been selling steadily.

"We're planning to work with the K.C. women's inter-sport network to raise awareness about the sport," she said.

So far, shoemaker Crocs has signed on as a title sponsor — the Boulder, Colo., company also sponsors the summer tour. Furlow said he plans to bring additional partners, including local companies, to take part in the tented sponsorship village that is the signature of the summer tour.

"It's a very sexy sport to market," said Kim Bedier, general manager of the Everett (Wash.) Events Center, which hosts the AVP on Feb. 14. "It's filled with finely-toned athletes in tightly fit spandex, and that's really appealing to marketers."

Bedier said her facility is co-promoting the event with AEG and plans to split the proceeds, although she wouldn't release the deal structure. The facility will also have to find and truck in its own sand.

"We access it locally and we're going to talk with some golf course suppliers," she said. "The AVP has very high standards regarding what we can and cannot use. The sand

must be specially filtered.”

Inside the arena, Bedier said her team plans to set up about a dozen sand-suite party cabanas on the floor, adjacent to the main playing court. The facilities’ “Ice Bar” will be renamed the “Sand Box” and bartenders plan to serve Pina Coladas and Margaritas. Tickets to the event will run from \$20 to \$67 for courtside — most will average \$30.

Davis said his Las Vegas arena had similar plans, hoping to create sand cabanas with a South Beach feel and an upscale nightclub vibe.

“We’re expecting it to do great in Vegas because there’s already a lot of familiarity with the sport. Caesar’s Palace hosts the outdoor event in September and it always does really well,” he said. “We plan to really draw from Southern California. Since there is no California date, our goal is going to be” to pull in that market.

Television plans are still up in the air, given the winter sport season’s crowded schedule. Each event will be streamed live on AVP.com, while broadcast of the Las Vegas finals are still up for grabs. — Dave Brooks

Interviewed for this story: Josh Furlow, (213) 458-9302; Darren Davis, (702) 365-7469; Kim Bedier, (425) 322-2611; Shani Tate Ross, (816) 283-7310



Coming Soon - Year End Deadlines!

December will be here before you know it so take a moment to add the following to your "to do" list:

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CONCESSIONS

Richard Young during his green appliances presentation at the Western Foodservice and Hospitality Expo



GREEN STUFF IN THE KITCHEN IS A GOOD THING

LOS ANGELES — It's one of the most overlooked areas of any facility's efforts to go green. Ironically, it's also one of the most energy-intensive spaces.

It's the kitchen, and it's often the area most responsible for high-energy bills other than the HVAC system. With its assortment of appliances and water systems, kitchens use five-times as many kilowatts per square foot as offices or retail operations, said Richard Young of the Food Service Technology Center during the Western Foodservice and Hospitality Expo at the Los Angeles Convention Center on Aug. 19.

While green building councils often focus on design materials, airflow and environmental impact, the big energy savings on most facilities are going to come from the kitchen appliances, Young said. His agency is funded by the California Public Utilities Commission and charged with testing the environmental efficiency of high-volume kitchen appliances at its lab in San Ramon, Calif. The lab has reportedly developed over 30 different methods for testing restaurant equipment.

"The first thing I always tell people is that we promote energy efficiency and performance," he said. "I have found that when you do have high efficiency appliances, it typically leads to better performance. We don't want anyone freezing in the dark."

Ultimately it's an effort to reduce fossil fuel emissions and protect the food supply, as well as improve air quality and slow global climate change, but his close interaction with California energy companies is also economically driven.

"We started this effort in part because we realized it was cheaper to conserve the energy we already had than to try and build new power plants to meet demands," he said.

And with that, the Food Service Technology Center's main task is linking up food operations with energy efficient appliances including those that use the Energy Star program. Energy Star appliances are approved by the Environmental Protection Agency and the U.S. Department of Energy as having high energy efficiency. In many states, including California, local energy companies and the state government will give restaurant owners partial rebates for switching over to Energy Star appliances.

The Food Service Technology Center web site (www.fishnick.com) includes a

comprehensive list of available rebates, as well as a calculator that can estimate energy bill savings over time. The website also has an application called the Energy Efficient kitchen which models a food service operation and suggests replacement components that use less electricity.

"If you're really running a good business, these are the types of things you're going to want to do anyway," Young said.

According to a rebate document Young displayed, restaurant owners can receive as much as a \$1,000 rebate for combination ovens, \$200 to \$500 for fryers, \$300 to \$500 for new ice machines and up to \$2,000 for efficient rack ovens.

Switching to an energy-efficient program can also assist in green building certification, including the popular Leadership in Energy and Environmental Design, or LEED program. LEED certification is based on a point system, with allocations for renewable materials, recycled water and even bike racks all factoring into a building's score. Young said a building will automatically get two LEED points for installing Energy Star appliances. Restaurants will earn an additional point for a 20 percent reduction in energy over the mean average, and two points for a 30 percent reduction. Young estimated that a restaurant the size of a stand-alone McDonalds typically requires 26 points for basic LEED certification.

Of course, achieving LEED certification for a restaurant is still very difficult. According to Young, only four stand-alone restaurants in the United States: a ski lodge and a high-end restaurant in the Lake Tahoe, Nev., area; a McDonalds in Savannah, Ga. and a Starbucks in Seattle, have reach LEED certification.

Part of the problem, Young said, is that it's very difficult to build a LEED building from the ground-up. New buildings often require expensive computer modeling that goes beyond the budgets of most restaurant designers — it's actually much easier to redesign an existing building for LEED certification because the requirements are far less stringent.

"And if you can't achieve LEED certification, there are other green initiatives you can undertake," he said. "Many municipalities have their own green certification programs and are more than willing to work with local businesses." — Dave Brooks

Interviewed for this story: Richard Young, (925) 866-5616



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SHORT TAKES

CENTERPLATE LANDS LOUISVILLE ARENA

The Louisville (Ky.) Arena Authority have awarded Centerplate the concessions contract for the city's new \$252 million downtown arena. Centerplate currently has four contracts in Louisville: the Kentucky Exposition Center, the University of Louisville, the Kentucky International Convention Center and the Louisville Bats. The new arena is expected to attract more than 100 events annually when it opens in 2010. Besides concessions, Centerplate will prep gourmet items for the 72 luxury suites, the sports bar and restaurant, four premium seat lounges and four alumni rooms.

Contact: Jamie Estes: (502) 721-0335

FEMME ROCKERS WHIP UP GIRL FRENZY

Live Nation has created the first annual Girl Frenzy Festival in partnership with indie promoter Right Arm Entertainment. Sheryl Crow, Avril Lavigne and Fiona Apple are among the artists who will perform Oct. 27 at the Verizon Wireless Amphitheatre in Irvine, Calif., at the first annual day-long concert festival of female musicians, including Colbie Caillat, Sara Bareilles, and Antigone Rising. The festival is the brainchild of Right Arm Entertainment, who also produced the sold-out Rock On The Range Festival at Crew Stadium in Columbus, Ohio. A portion of the show's proceeds will go to The Breast Cancer Research Foundation and St. Jude Children's Research Hospital.

Contact: Shazila Mohammed, (818) 380-0400

AMERICAN MUSIC AWARDS MOVE TO NOKIA THEATRE

Dick Clark Productions and AEG announced that the 2007 American Music Awards will be broadcast live on ABC from the Nokia Theatre LA Live Nov. 18. It will be the first awards show or broadcast event from the new 7,100-seat theater which opens in October in Los Angeles, across from the Staples Center. The American Music Awards

had been held at the Shrine Auditorium, Los Angeles.
Contact: Michael Roth, (213) 742-7155

NEW FMG FIRM TO MARKET MINOR LEAGUE HOCKEY

Focus Management Group (FMG), formed this year by David Skinner, announced an exclusive marketing agreement with the Mid-Atlantic Hockey League (MAHL). FMG will coordinate all marketing of the new professional hockey league which has five teams for its inaugural year. Teams will play in Wooster, Ohio; Indiana, Pa.; Jamestown, N.Y.; Mon Valley-Pittsburgh, Pa.; and Valley Forge-Philadelphia. The season begins Nov. 2.
Contact: David Skinner, (877) 885-3494

CARNS MOVING TO HOLLYWOOD FOR TICKETMASTER

Ticketmaster, the world's leading ticketing company, has appointed Geoff Carns as senior general manager for the Southern California region for Ticketmaster. He has been with the company for 10 years after working for Feld Entertainment as a regional marketing director. Previously, he had been based in Seattle.
Contact: Bonnie Poindexter, (310) 360-2321

OVATIONS TAPPED FOR ORTIZ INTERNATIONAL CENTER

The Port of Corpus Christi (Texas) Authority selected Oventions Food Services to provide management and catering services at the Congressman Solomon P. Ortiz International Center. The Ortiz Center is located just inside the Inner Harbor of the Corpus Christi Ship Channel under the Corpus Christi Harbor Bridge. The Ortiz Center features multiple rooms of varying sizes and an additional 50,000-sq. ft. of outdoor hospitality space.
Contact: Ike Richman (215) 389-9552

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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Perth (Australia) Concert Hall - Stage Manager/Assistant Technical Manager - Perth Concert Hall is acknowledged as one of Australia's premier...

Queensland Performing Arts Centre/qtix, Brisbane, Australia - Ticketing Coordinator - The Queensland Performing Arts Centre, located in Brisbane, is a...

Prudential Center, Newark, NJ - Manager, Marketing - Prudential Center, downtown Newark's newest landmark, seeks a Marketing Manager ...

Sydney (Australia) Cricket & Sports Ground Trust - Manager - Venue Operations - The Sydney Cricket & Sports Ground Trust has the responsibility of...

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