

Rob Ocampo

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VENUES**today**

The news behind the headlines

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QUOTE OF THE WEEK

"We come up here, open up, then close it down...It is very unique. It is really neat. It is more of a feather in our cap to have this. We like to be involved with the kids." —
Sportservice concessionaire Tom Booth on working at the Little League World Series.

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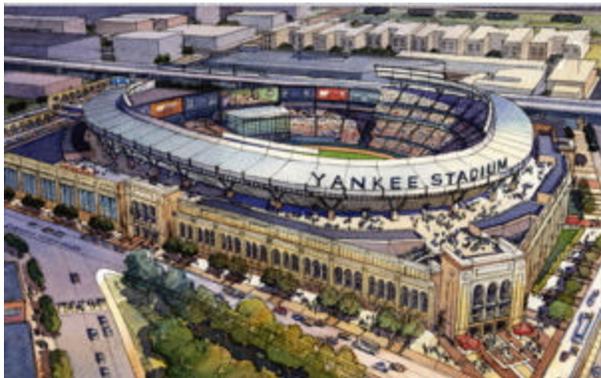
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VENUE NEWS



Artist renderings of the New Yankee Stadium to open in 2009.

NEW STADIUM BRINGS IN REVENUE, PROTEST FOR YANKEES

New York's top political establishment was on hand in the Bronx Aug. 16 for the groundbreaking of a new Yankee Stadium. The deal came after months of political haggling, public financing questions and a lawsuit from neighbors. In the end, team owner George Steinbrenner would prevail, breaking ground on a new 51,000-seat stadium in the Bronx that will replace one of the most famous ballparks in the world.

"There's no doubt that operational costs were high," said Yankees General Manager Brian Cashman of the old Yankee Stadium. "It was an 80-year-old building and with

over 4 million visitors a day.”

Cashman said he hoped the new stadium would alleviate several deficiencies at the old Yankee Stadium, including antiquated press and media areas, and fewer skyboxes and high-end concession areas than most other major league baseball parks sport. Cashman said he wouldn't release a figure on what the continual upgrades cost the organization, but said the costs were “substantial.”

The new stadium will also allow the Yankees to capitalize on a number of revenue streams currently implemented by newer stadiums, including a strong concessions program with a more diverse menu. Cashman said the Yankee's main kitchen was too small to fully service the needs of luxury box suite holders, let alone corporate clients. Cashman said the concessionaire (Centerplate) implemented a cart system for some groups, but he said the new stadium would include expanded amenities in the suites including bar space, in-suite refrigeration, Hibachi-style grill areas and carving stations.

The new stadium will have 51,000 seats, about 5,000 less than the old stadium, to make way for an increased number of luxury suites and premium seating options, although Yankees officials would not release an exact figure on the alignment. The new luxury suites are expected to be a major revenue boost for the Yankees, along with a decrease in operational costs, which should help the organization overcome its current \$50 million operational deficit, according to the *New York Daily News*.

The project is being developed by New York-based Tishman Speyer Properties and designed by HOK Sport. The privately financed project is estimated to cost approximately \$800 million, funded through a series of tax-exempt bonds. The New York Yankees organization plans to be the sole owner and operator of the facility. New York City will kick in an additional \$200 million for public roadway improvements and to build a new subway station to service the ballpark.

According to documents from HOK, the new facility will replicate a number of original Yankee Stadium architectural features including a redesigned entry facade, the traditional frieze over the stadium ceiling, replicated auxiliary scoreboards and the original right-field bullpen. Architects said they plan to preserve the characteristics of the first playing field down to the most-minute details, including its dimensions, directions and short porch.

Fan area Monument Park will be resurrected in center field, anchored with a new restaurant in the black “batter's eye” section of the stands. Architects also reconfigured the seating plan, putting 30,000 in the lower deck and 20,000 seats in the upper deck — a reversal of the stadium's current split. Architects also plan to add a new concourse area with unobstructed views of the playing field and access to concessions and a restroom area. The new stadium will also include a Hall of Fame and Museum, along with a 30,000 square-foot Grand Hall to host restaurants and retail outlets, as well as private event hosting and corporate parties.

Yankee officials hope to have the stadium completed by 2009, barring any further legal problems with the project. Besides cries of protest from baseball purists, the eventual dismantling of the old Yankee Stadium and the construction of the new facility prompted a lawsuit from a group calling itself “Save Our Parks,” which sought to block the ground breaking, charging the new facility would have a severe impact on surrounding neighborhoods.

New York State Supreme Court Justice Herman Cahn threw out the case on Aug. 15, arguing that delays would cause financial disrepair to the organization and jeopardize

the team's planned sale of nearly \$955 million in bonds. The litigation over the bonds had been cited in the borrowing statement as a risk over the financing deal.

"The plaintiffs had raised only the most local of issues in their motion, whereas governmental agencies involved, on the city, state and federal level clearly had an obligation to look at the needs of the city as a whole," Cahn wrote in his decision. — Dave Brooks

Interviewed for this article: Brian Cashman, (212) 307-1212



The new University Center Arena at Nova Southeastern University, Ft. Lauderdale, Fla.

SMG BRINGS LOCAL BANKATLANTIC CENTER TO THE PARTY TO BOOST NEW NSU ARENA

The new 5,000-seat University Center Arena (UCA) at Nova Southeastern University, Ft. Lauderdale, Fla., has already had an impact on the industry, becoming the breeding ground for a new type of partnership and marketing.

SMG has been contracted to manage the university arena. In turn, SMG has forged a partnership with the Florida Panthers National Hockey League franchise and BankAtlantic Center, 10 miles away in Sunrise, that will see Sunrise Sports & Entertainment staff helping market and book the new arena. In turn, SMG has a booking agreement with BankAtlantic Center as well which has been in existence for three or four years.

For SMG, this partnership with BankAtlantic Center localizes their efforts in Ft. Lauderdale. "They are a big player in the marketplace. Given their relationship with advertisers, single and season ticketholders, and sponsors, they bring a lot to the table for a smaller, 5,000 seat arena within the same marketplace," said Brian Kabatznick, SMG's vice president of Business Development. "We felt it was important to include them within our management structure."

Sunrise Sports and Entertainment is "aggressively looking at other opportunities with other facilities and other universities," said Pedro Goncalves, senior vice president for corporate marketing and new business development for Sunrise Sports and Entertainment. In fact, Sunrise Sports & Entertainment has a strategic partnership with AVP Beach Volleyball tour, marketing and selling various dates on the tour. The organization also publishes a regional entertainment magazine.

Nova is "in our backyard" and a natural fit with its 5,000-seat venue and it's high-end

student population, 80 percent of whom are graduate students, Goncalves said. The BankAtlantic Center books events that require 10,000-20,000 seats and has a curtained-down offer, the Sinatra Theatre, which is 3,300 seats.

The new University Center Arena fills in the gap in the market. "We didn't look at it as competitive in nature. It's the second biggest facility in Broward County," Goncalves said. "And it sits in the middle of who we are."

As to SMG and Sunrise, "we provide a lot of resources to each other," Goncalves said. "With SMG and their national footprint, we work with them a lot on national tours and they help us bring events into our facility. This is kind of a reverse situation." Financially, it's more sales and marketing. "We've taken the marketing rights to that facility and are assisting SMG and Nova University, including finding a title sponsor." He expected to have "something done by the end of this calendar year."

The South Florida venue market is among the most crowded in the nation. The newest arena had its soft opening Aug. 23. SMG has tapped Tony Vecchione as general manager of UCA. Vecchione had been assistant athletic director of facilities and operations at the George Washington University, Washington, D.C.

Vecchione said the new arena will host 180 events, including NSU Sharks Men's and Women's Basketball, NSU Women's Volleyball, and 8-10 concerts. The soft opening with Jamie Kennedy tonight (Aug. 23) was part of the University's Welcome Week and was open only to the campus community, Vecchione said. He was expecting 2,000-2,500 attendance.

Down the line, "BankAtlantic Center will send us events appropriate for our small facility, intimate setting, with good sound, great sightlines; it will provide a very neat experience," Vecchione said. He also has a sidestage configuration that seats 2,500.

The arena is part of a multipurpose, \$75 million University Center, which was needed as a gathering place for students and staff and desperately needed for athletics, Vecchione continued. Cannon Design is the architect. Aramark has the food and drink contract.

Sunrise Sports and Entertainment is basically a subcontractor, working on behalf of SMG, Kabatznick said of that relationship. A lot of their role will be in rounding up sponsorships. "Most naming rights deals are sold locally. BankAtlantic has hundreds of sponsorship partners," Kabatznick said. This was a good opportunity to "add partners that add value," he said.

The grand opening is planned for the fall when students return to school, Vecchione said. — Linda Deckard

Interviewed for this story: Brian Katatznick, (215) 592-6624; Tony Vecchione, (954) 835-8359; Pedro Goncalves, (954) 835-7320

GLOBAL SPECTRUM ANNOUNCES DEALS FOR TEXAS AND CALIFORNIA

Global Spectrum is expanding its U.S. presence, moving into new territory in California and Texas, states where the company previously had no footholds.

Global Spectrum just announced that it was taking over management of the 32,000-seat Spartan Stadium at San Jose State, according to Ike Richman, vice president of public relations for Comcast Spectacor, parent company to Global Spectrum. Ovations Food Services, also a subsidiary of Comcast-Spectacor, will become the new provider of food and merchandise sales at Spartan Stadium. The two companies work

independently of each other. Terms of the deal were not publicly released.

As for Texas, Lone Star Sports and Entertainment, the group which manages the Houston Texans NFL team, have also announced a one-year agreement with Global Spectrum to help with the booking of five annual events at Reliant Stadium. In exchange, Lone Star will help book some MLS and International Soccer events at Cardinal Stadium in Phoenix, also a Global Spectrum managed account.

That deal also brings Global Spectrum into the house of SMG, the company's main competitor. SMG has a contract with Harris County to manage Reliant Park, which includes Reliant Stadium, Reliant Arena and Reliant Convention Center as well as the old Reliant Astrodome. Lone Star Director David Brady said the deal would not interfere with the Reliant's current contract with SMG — SMG books over 700 events a year at the Reliant complex — adding that the partnership is simply a way for Lone Star to book the five non-NFL events it has contracted with Reliant.

"They're going to help us talk to promoters and provide their expertise because they deal with those guys every day," Brady said.

He wouldn't release the financial specifics of the deal, adding that the agreement operated on a case-by-case basis and was more about facilitating a dialogue between the two sides rather than a financial agreement.

"There's no tangible partnership, so if we don't book an event with Global Spectrum, we're not going to consider the partnership a failure," he said. Brady said the deal will not interfere with Lone Star's current relationship with SMG, which last year helped produce the Big 12 Championship and the Bayou Classic. "We haven't had any conflict with them in our booking and we're not expecting any," he said.

Brady said he hopes Global Spectrum can help bring more concerts to Houston — a tough market for live music, especially stadium shows. Currently, there are only a handful of big names and country acts that stop at Reliant Stadium, and Brady said he hoped to capture some more lucrative deals.

The partnership could also pave the way for several preseason games with the Philadelphia Flyers playing at Reliant Stadium. Brady said he thinks there's a big demand for hockey in Houston. The city's American Hockey League Team, the Houston Aeros, does strong ticket sales and has helped develop a growing NHL fan-base. And while large-scale concerts are still a difficult feat, Houston residents seem to have a big appetite for big time sporting spectacles.

"Houston is a big event city," Brady said, adding that Houston has been the host to the Barcelona Tour, the MLB All-Star game and the Gold Cup.

In exchange, Brady said his group can help Global Spectrum get some soccer events at the new Cardinal Stadium in Phoenix, where demand for professional events is growing. Brady said his group can help organize some international exhibitions including European teams and the popular Guadalajara Chivas soccer club.

"The motivation was pretty simple," said John Page, Chief Operating Officer for Global Spectrum. "We found ourselves to be two like-minded companies that really shared a lot of the same goals and motivations to do business."

Ideally, Page said, he would like to see the two work in unison to secure a new stadium network to package to promoters and booking agents for larger acts, especially country musicians like George Strait.

“Ultimately the artist is going to play wherever they want to play, based on their own preferences and fan bases, but with this partnership, we can sell ourselves in the marketplace in a way that would appeal to artists looking to be seen in our markets.” Page added that Global Spectrum would also consider leveraging its trade shows and motor-sports events as possible business ventures for Houston. Global Spectrum’s recent deal to manage the San Jose State University Spartan Arena creates a possible Houston—Phoenix—Silicon Valley network that would appeal to promoters trying to break into affluent markets, he said.

“It’s really just a reiteration of our relationship,” Brady said. “Whether or not we have the opportunity to directly work together, we look forward to participating in this new partnership.” — Dave Brooks

Interviewed for this story: David Brady, (832) 667-2109; John Page, (215) 389-9587

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BOOKINGS

HOT tickets

WANTAGH GOO GOO FOR DOLLS, CROWS

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 Aug. 1, 2006. To submit reports, e-mail HotTickets@venuestoday.com or fax to (714) 378-0040.

The **Hot Tickets** this week as reported to **Venues Today**:

15,001 or More Seats

- 1) *Gross Sales:* \$3,409,437; *Event:* Dave Matthews Band; *Venue:* **Randall's Island (N.Y.)**; *Attendance:* 59,078; *Ticket Range:* \$62.50-\$55.50; *Promoter:* Live Nation; *Dates:* Aug. 5-6; *No. of Shows:* 2
- 2) *Gross Sales:* \$1,748,028; *Event:* Kenny Chesney; *Venue:* **Alltel Pavilion, Raleigh, N.C.**; *Attendance:* 39,741; *Ticket Range:* \$70-\$36; *Promoter:* Live Nation, AEG Live, The Messina Group; *Dates:* Aug. 11-12; *No. of Shows:* 2
- 3) *Gross Sales:* \$1,523,160; *Event:* World Heavyweight Championship, Hasim Rahman vs. Oleg Maskacv; *Venue:* **Thomas & Mack Center, Las Vegas**; *Attendance:* 6,068; *Ticket Range:* \$600-\$50; *Promoter:* Top Rank; *Dates:* Aug. 12; *No. of Shows:* 1
- 4) *Gross Sales:* \$1,228,834; *Event:* Ozzfest; *Venue:* **Tweeter Center At the Waterfront, Camden, N.J.**; *Attendance:* 25,021; *Ticket Range:* \$95-\$20; *Promoter:* Live Nation; *Dates:* Aug. 4; *No. of Shows:* 1
- 5) *Gross Sales:* \$1,019,980; *Event:* Marc Anthony; *Venue:* **Madison Square Garden Arena, New York**; *Attendance:* 13,047; *Ticket Range:* \$126-\$46; *Promoter:* Live Nation; *Dates:* Aug. 9; *No. of Shows:* 1

10,001 - 15,000 Seats

- 1) *Gross Sales:* \$1,144,280; *Event:* Counting Crows, Goo Goo Dolls; *Venue:* **Nikon at Jones Beach Theater, Wantagh, N.Y.**; *Attendance:* 27,284; *Ticket Range:* \$49.50-\$29.50; *Promoter:* Live Nation; *Dates:* Aug. 3-4; *No. of Shows:* 2
- 2) *Gross Sales:* \$820,714; *Event:* Van Morrison; *Venue:* **Nikon at Jones Beach Theater, Wantagh, N.Y.**; *Attendance:* 11,257; *Ticket Range:* \$156.50-\$21.50; *Promoter:* Live Nation; *Dates:* Aug. 7; *No. of Shows:* 1
- 3) *Gross Sales:* \$595,813; *Event:* Van Morrison; *Venue:* **Patriot Center, Fairfax, Va.**; *Attendance:* 7,158; *Ticket Range:* \$225-\$45; *Promoter:* Live Nation; *Dates:* Aug. 6; *No. of Shows:* 1
- 4) *Gross Sales:* \$589,005; *Event:* Marc Anthony; *Venue:* **Nikon at Jones Beach Theater, Wantagh, N.Y.**; *Attendance:* 9,076; *Ticket Range:* \$96-\$9.79; *Promoter:* Live Nation; *Dates:* Aug. 5; *No. of Shows:* 1
- 5) *Gross Sales:* \$390,168; *Event:* Tool; *Venue:* **Selland Arena, Fresno, Calif.**; *Attendance:* 8,316; *Ticket Range:* \$55-\$30; *Promoter:* AEG Live, Goldenvoice; *Dates:* Aug. 6; *No. of Shows:* 1

5,001-10,000 Seats

- 1) *Gross Sales:* \$549,224; *Event:* Steely Dan & Michael McDonald; *Venue:* **Chastain Park Amphitheatre, Atlanta**; *Attendance:* 6,686; *Ticket Range:* \$88.50-\$34; *Promoter:* Live Nation; *Dates:* Aug. 7; *No. of Shows:* 1
- 2) *Gross Sales:* \$353,496; *Event:* SugarWater; *Venue:* **Chastain Park Amphitheatre, Atlanta**; *Attendance:* 5,549; *Ticket Range:* \$76-\$39; *Promoter:* Live Nation; *Dates:* Aug. 5; *No. of Shows:* 1
- 3) *Gross Sales:* \$327,644; *Event:* WWE - Raw; *Venue:* **Newcastle (Australia) Entertainment Centre**; *Attendance:* 5,094; *Ticket Range:* \$267.19-\$34.35; *Promoter:* Dainty Consolidated Entertainment; *Dates:* Aug. 3; *No. of Shows:* 1
- 4) *Gross Sales:* \$318,282; *Event:* Juntos En Concierto; *Venue:* **Mohegan Sun Arena, Uncasville, Conn.**; *Attendance:* 4,493; *Ticket Range:* \$126-\$76; *Promoter:* Live Nation; *Dates:* Aug. 8; *No. of Shows:* 1
- 5) *Gross Sales:* \$270,820; *Event:* Ricardo Arjona; *Venue:* **Dodge Arena, Hidalgo, Texas**; *Attendance:* 3,434; *Ticket Range:* \$135-\$55; *Promoter:* Abel Ocanas; *Dates:* Aug. 10; *No. of Shows:* 1

5,000 or Fewer Seats

- 1) *Gross Sales:* \$639,629; *Event:* Santana; *Venue:* **Santa Barbara (Calif.) Bowl**; *Attendance:* 8,263 *Ticket Range:* \$89.50-\$59.50; *Promoter:* Nederlander; *Dates:* Aug. 1-2; *No. of Shows:* 2
- 2) *Gross Sales:* \$595,398; *Event:* Bombay Dreams; *Venue:* **Fox Theatre, Atlanta**; *Attendance:* 15,619; *Ticket Range:* \$59-\$20; *Promoter:* Theater of the Stars; *Dates:* Aug. 8-13; *No. of Shows:* 8
- 3) *Gross Sales:* \$165,669; *Event:* Earth Wind & Fire; *Venue:* **Chevrolet Theatre, Wallingford, Conn.**; *Attendance:* 3,704; *Ticket Range:* \$71-\$51; *Promoter:* Live Nation; *Dates:* Aug. 6; *No. of Shows:* 1
- 4) *Gross Sales:* \$161,450; *Event:* Tom Waits; *Venue:* **Tabernacle, Atlanta**; *Attendance:* 2,602; *Ticket Range:* \$65-\$60; *Promoter:* Live Nation; *Dates:* Aug. 1; *No. of Shows:* 1
- 5) *Gross Sales:* \$149,903; *Event:* B.B. King; *Venue:* **The Mountain Winery, Saratoga, Calif.**; *Attendance:* 1,749; *Ticket Range:* \$95-\$49.50; *Promoter:* Live Nation; *Dates:* Aug. 9; *No. of Shows:* 1

Compiled by Rob Ocampo, HotTickets@venuestoday.com

X Games 12 from above



AEG AND ESPN UP THE ANTE FOR X GAMES

Even with the main site changed, more than 138,000 fans attended

ESPN's X Games 12 at Los Angeles' Staples Center and The Home Depot Center in Carson, Calif., an increase of 13 percent over X Games 11 in 2005, according to ESPN reports.

For the first time this year, the public was able to purchase ticket packages, in addition to individual event tickets. An all-inclusive package, including admission and reserved seating, cost \$85. A Staples Center Vert package for events at that venue were priced at \$45 per person. The Moto X Package, including admission and reserved seating to the Moto X Best Trick at the Staples Center, the Moto X Freestyle and Step Up, the SuperMoto and Moto X Freestyle, was \$35 per person. Individual X Games tickets ranged in price from \$5 to \$20, based on seating.

The X Games, an annual action sports competition featuring more than 150 of the world's top athletes competing in BMX Freestyle, Moto X, skateboard, surfing and rally car racing, was held Aug. 3-6.

A total of 112,772 people attended the competition's outdoor events on Thursday and Friday, while the Staples Center hosted 22,700 attendees in its arena on Saturday and Sunday. The surfing competition at Puerto Escondido was attended by 3,200 fans.

"We were sold out on Sunday and close to selling out on Saturday," said Rod O'Connor, general manager of The Home Depot Center for AEG.

While most events were held at the Staples Center last year, due to the construction of sports and entertainment development L.A. Live overtaking the venue's parking lot, all of the X Games 12's outdoor events took place at The Home Depot Center.

Event organizers attributed the increased attendance to this year's staggered event scheduling, a change from last year's lineup that had competitions being held simultaneously at both venues. "Last year, fans had to pick and choose which events to attend, because they could not be at both. This scheduling was a tremendous idea that allowed fans to attend all of the competitions," said Lee Zeidman, general manager of the Staples Center for AEG.

Although revenue figures were not available, Anthony Dittmann, ESPN's assistant director of operations, said this year's games, from a venue design standpoint, were the best yet. "We created courses that were fantastic. Assuming we have the same sports lineup next year, we are not going to change it too much. It was a success across the board," he said.

As for individual successes, Travis Pastrana was recognized as the Saturn Most Outstanding Athlete of the games for his first-ever double back flip in the Moto X competition and first-place finish in the rally car race.

Debuting at this year's games, rally car racing featured a driver and co-driver racing street legal cars on closed sections of roads called "stages." The goal is to accumulate the lowest elapsed driving time on a prescribed course. The co-driver navigates the course and communicates upcoming road conditions to the driver, so that a high rate of speed can be maintained around and over natural obstacles such as blind crests, jumps, hairpin turns, dips, etc.

The games aired live on ESPN and ABC Sports. On television, 35.6 million people tuned into X Games 12, up 3 percent from 2005, ESPN reported. Online, X Games video clips were viewed nearly 3 million times on ESPN Motion and ESPN360, while ESPN.com, ESPN.com's action sports hub, had its highest overall traffic ever for an X Games. Telecasts of X Games 12 on ESPN were the highest-rated ever among young male

viewers and X games videos were among the most popular on Mobile ESPN, per information published on the ESPN web site.

Tickets to X Fest, the event's action sports and music festival featuring sponsor village, live music, interactive skate and BMX parks, demos and more, were \$5 each.

Food and beverage sales were handled through Staples/HDC, which utilizes Levy Restaurants. ESPN handled merchandise sales for the games through Disney Enterprises.

AEG's five-year contract as presenter of the summer X Games runs through 2009. — Lisa White

Interviewed: Anthony Dittmann, (213) 276-2668; Rod O'Connor, (310) 630-2002; Lee Zeidman, (213) 742-7255.

At MontanaFair, Billings, from left, are John Hanschen of Thomas Carnival, Bill Dutcher, general manager of the MontanaFair & MetraPark and Tom Atkins of Thomas Carnival.



**CARNIVAL
RECORD,
BUSINESSMEN'S
LUNCH PROMO
HIGHLIGHT
MONTANAFAIR**

Attendance was up and the carnival, Thomas Carnival, posted a record midway gross of \$659,150 for the Aug. 11-19 MontanaFair at MetraPark, Billings, under first-year manager but longtime employee Bill Dutcher. MontanaFair attendance

increased from 231,426 last year to 238,076 guests in 2006.

Sandra Hawke, MetraPark marketing director, said the preliminary revenues report includes a total paid gate of \$401,316; food and drink gross of \$488,818 and show, race and rodeo grosses of \$354,398.

The food and beverage gross got a little boost from a new businessman's lunch promotion, Hawke said. MontanaFair offered the lunch promotion from noon to 2 p.m. on weekdays, inviting downtown business people to come out for lunch. They paid \$5 for admission but qualified for a refund if they exited and returned their voucher before 2 p.m. The offer enjoyed mild success and is expected to grow next year, she said.

It wasn't heavily promoted this time, but there were some positive comments. Hawke said there was a direct bus route from downtown to the fair, which made it possible to take advantage of the promotion without having to give up the parking space they'd fought for that morning.

In an effort to avoid conflict with competitive events in the area, MontanaFair switched its rodeo, which traditionally closes the fair, to the opening days and booked concerts for the closing days, Hawke said. That added some staffing costs, because they had to open earlier for the rodeo and they had to remove dirt quickly to accommodate other events. The jury is still out on the success of that venture.

Most of the grandstand shows were booked through TBA/the Romeo Agency. In total, about 23,000 patrons attended eight shows: two nights of amateur rodeo followed by bull riding, and arenacross; JoDee Messina and Josh Turner in concert, Raven Symone, Tesla, and on the closing evening, Staind, Three Days Grace, Crossfade, and Soil in concert.

Buyers at the Junior Livestock luncheon and sale on Aug. 19 paid \$173,635 for the 191 market animals offered by 4H and FFA youth. The price of admission to the fair included: kids 5 and under, free; 6-12 years and 65 and older, \$5; 13-64 years, \$7.

There were several early evening weather problems this year as winds as high as 60 mph and rain or hail or both briefly affected the fair on the opening Aug. 12 and Aug. 17. Winds destroyed an inflatable stage cover. No other significant damage or injury was reported.

No major capital improvements were made this year, Hawke said. "We have deferred maintenance projects of about \$1 million," she said. Longterm plans include buying a curtain to allow for a half house set up in the 10,000-seat arena.

Dates for MontanaFair 2007 are set for Aug. 10-18. — Linda Deckard

Interviewed for this story: Sandra Hawke, (406) 256-2402

MARKETING



The Carnival Center, Miami

VALET PARKING DRIVES SPONSOR DEAL BETWEEN MIAMI PAC AND LEXUS

As part of a sponsorship agreement with the Lexus South Florida Dealers Association, all Lexus drivers will receive free valet parking at Miami's Carnival Center for the Performing Arts, which will open this fall.

According to Suzette Espinosa, spokeswoman for the center, the four-year agreement recognizes Lexus as Carnival Center's official vehicle.

Under the agreement, Lexus owners will receive free valet services worth \$20 at both of the PAC's buildings' entrances. Lexus also will have the naming rights for the valet stations, which will be called "Lexus Valet."

Center officials are currently reviewing requests for qualifications from companies to provide valet services, which will be completed in the next few weeks, Espinosa said.

In addition, there will be a link to the Lexus dealers on the center's Web site, Lexus will be recognized as an official sponsor of 10 performances and it will be one of the official grand-opening sponsors, Espinosa said.

She added that, with this agreement, Lexus dealers will become Corporate Silver members of the center, which will give them access to exclusive dining reservations, admission to the patrons' salon, advance notice of special events and complimentary tickets.

Financial details on the sponsorship were unavailable.

John Laurent, partner of Forge Sponsorship Consulting, an independent event and sports marketing agency in California, said he is seeing a number of similar sponsorship deals such as this in the industry. "The venue does it because it is a new revenue stream. For sponsors, it is genius because it differentiates their brand in the marketplace at a time when people are more aware of who is providing them with benefits," he said. "It is a very smart move for a luxury brand to provide a luxury benefit for people."

A number of other automotive company sponsorships have taken place recently. On July 19, American Honda Motor Co. secured the naming rights deal to Anaheim's

Arrowhead Stadium, which will be renamed Honda Center. This is the first such agreement for Honda and the 13-year-old arena's first name change. (VT e-newsletter, July 19, 2006)

Also, BMW of North America announced that it will more than triple its annual sponsorship budget, thanks to three new deals with PGA Tour stops, including title of the circuit's second-oldest tournament, reports IEG. The luxury car marketer spent approximately \$3 million on sponsorships last year, according to IEG SR estimates. That number will be closer to \$11 million next year when BMW replaces Lilly ICOS LLC's Cialis as title sponsor of the Western Open and takes official vehicle and mobility provider status with the Barclays Classic and The Tour Championship presented by Coca-Cola.

In addition, Lexus parent Toyota Motor Sales, U.S.A. announced its three-year presenting sponsorship agreement with General Racing Ltd. for the Rolex Monterey Historic Automobile Races at Laguna Seca. Toyota's Monterey Historic Automobile Races sponsorship activities, which will range from displays and events in the paddock, expo and garage areas, to fan and competitor hospitality, will be shared with Lexus.

"Everyone is looking for incremental dollars," said Richard Sherwood, president of Philadelphia-based Front Row Marketing. "These sponsorships are common and they work for advertisers."

Construction on the Carnival Center began in 2001 and is scheduled to be completed in October of this year. The \$461 million facility features a 2,400-seat opera house, a 2,200-seat concert hall, a 200-seat studio theater, an education center, an outdoor plaza and a number of spaces that can be rented out for groups of between 60 and 600.

Concessions for the venue will be provided by Restaurant Associates. — Lisa White

Interviewed for this story: Suzette Espinosa, (786) 468-2221; John Laurent, (510) 835-2115; Richard Sherwood, (215) 218-7529

CONCESSIONS

Artist rendering of the concession stand at the Little League World Series



LITTLE LEAGUE APPETITES TEND TOWARD FRENCH FRIES AND SWEETS

More than anything else, it is a feather in the hat of Delaware North Companies Sportservice to be able to provide the food and beverage concessions at the Little League World Series, Williamsport, Pa.

Yet, the fact that this year the company will most likely sell about 50,000 orders of French

fries at \$1.75, traditionally the most popular item at the event being held Aug. 18-27,

is definitely a motivator. The company even built a new concession stand, an octagon-shaped stand called the Short Stop, for the series even though that Williamsport operation is only for 10 days out of the year. Sportservice invested approximately \$100,000 in facilities and equipment upgrades for this year.

"We are busy all day long," said Tom Booth, general manager, Sportservice, on leave from the Great American Ballpark, Cincinnati, for the series. "I love coming up here. It is really unique. There are a lot of kids, a lot of people. It hits the heart in a lot of different ways."

It is taking the game of baseball back to its rawest form, said Judy Lucas, manager of corporate communications and marketing for Delaware North Companies. "We manage [concessions at] eight major league baseball stadiums," she said. "This is so different."

The Little League World Series organization owns the facility where the event is played. The organization built a second stadium in 1999, also building a large concession stand in between the two stadiums. Sportservice took over concessions in 2001. Although most of the concession sales take place from the main concession area, there are kiosks located in various areas. There are a total of 24 points of sale.

Attendance is projected to hit 270,000 before the event ends with the championship playoff between the U.S. team and an international team on Aug. 27. Admission is free to all games.

Booth said French fries served with malt vinegar are by far their most popular item. Last year, they sold 35,000 orders, but he expects that to increase this year. He ordered 900 cases of fries. The company also expects to sell more than 32,000 hot dogs and pizza slices, 40,000 bottles of water and 20,000 hamburgers.

"Our prices are very, very good," he said. "We have a Family Pack that includes four hot dogs, four French fries, four small sodas, all for \$14."

He said hot dogs cost \$1.25; hamburgers, \$2.25; small sodas, \$1; pizza slices, \$2 and pretzels, which are also popular, \$1.25.

New food items this year included chicken tenders, frozen lemonade and a pulled pork sandwich. Booth said he had ordered 100 cases of chicken tenders for the event, then had to reorder another 50 cases on Sunday, after only two days. He has since ordered another 100 cases.

"We also have a homemade cookie from a local bakery called Berried Treasure," he said. "Last year, the owners asked if we would like to try them. They were great, so we decided to sell them here this year. They come with a little tag that gives the name of the bakery."

Dippin' Dots are popular as are ice cream sandwiches and the frozen Snickers bars. The new concession stand Sportservice brought in sits on a hill overlooking the bigger stadium.

"We used to have a tent up there with a grill and tables," Booth said. "The new concession stand is beautiful. A lot of people sit up there."

Booth leaves his job at the Great American Ballpark for about one month to manage the operations in Williamsport, although he is working on plans year-round. He hires some local kids, holding interviews in August.

The series games are pretty much all that happens at the Williamsport facility, except for some regular season games for the kids.

"We come up here, open up, then close it down," Booth said. "It is very unique. It is really neat. It is more of a feather in our cap to have this. We like to be involved with the kids."

Sportservice also gives back to the Williamsport community by having local volunteers from non-profit agencies work some of the concession stands. Sportservice will then pay 10 percent of the stand's proceeds to the groups. In 2005, Sportservice paid out more than \$20,000 to local charities. Booth expects that number to increase to over \$30,000 this year. — Pam Sherborne

Interviewed for this story: Judy Lucas, (716) 858-5215; Tom Booth, (716) 858-5215

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SHORT TAKES

HIP HOP FORCES TEAM UP FOR TOUR

Two of the biggest names in underground hip-hop have joined forces to headline several weeks of American tours this fall. Oakland rapper Lyrics Born has announced plans to team up with DJ Cut Chemist of hip hop troupe Jurassic Five and Ozomotti. The pair will launch a tour beginning Oct. 19 at the El Rey Theatre in Los Angeles, followed by two nights in San Francisco, then a show in Vancouver and a number of other U.S. dates to be announced. The pair will be joined on part of the tour by Pigeon John and Tricky.

Contact: Carter Adams, (773) 489-3500

ORLANDO CONVENTION CENTER COSTS CONTINUE TO RISE

Orange County (Fla.) leaders have approved \$14.2 million in settlements to end a string of legal fights over the recent expansion of its convention center. Lawsuits filed by contractors who helped build the center put the project over budget. In April, commissioners approved \$4.3 million in settlements, and with the new additional legal payoffs, the massive project's cost overrun jumped to roughly \$18 million.

Contact: Tom Ackert, (407) 685-9800

AUGUSTA-RICHMOND SAID NAME FEELS GOOD

The Augusta-Richmond County Coliseum Authority voted Tuesday to rename the venue's 8,500-seat arena the James Brown Arena, in honor of the famous soul singer who grew up in the area. Augusta also has erected a James Brown statue and named a street and music festival in his honor. The name change is pending legal research to verify that the board has the authority to rename the facility.

Contact: J.R. Riles (706) 821-1820

LIVE 360 AND SG TEAM UP FOR FRENCH LICK (IND.) RESORT

Live-360 and S.G. Entertainment announced their signing of an arrangement for booking national live entertainment in the new Windsor Ballroom at the French Lick Resort and Casino in French Lick, Ind. Live-360 will also assist with production and marketing. The French Lick Resort and Casino is scheduled to open in November 2006 with a 1,700 capacity.

Contact: Dyan Welsh, (317) 566-2123

NEW VT WEBSITE COMING IN SEPTEMBER!



Stay tuned in September to see our new, improved website! It will sport an updated look and will be more user friendly. There will also be new exciting features available to users. The help wanted ads that appear in the weekly e-newsletter will also be posted on the new site for anybody to view, you'll be able to submit your box office scores online, and for the first time, the monthly Hot Tickets and Top Stops charts will be available for download to subscribers of *Venues Today*

Keep checking back!

[Click here to visit our current website](#)

HELP WANTED

Venues Today now offers **free help wanted listings** in the e-newsletter. For more information or to submit listings, e-mail April Stroud, Advertising/Production Manager at: April@venuestoday.com

[Click here to view free help wanted listing guidelines](#)

Everett (Wash.) Events Center - Operations and Changeover Supervisor

Coordinate and direct set ups, changeovers and operations tasks in the main arena, ice rink and conference center. 3 years exp in sports/entertainment facility preferred.

[Click here for more information and to apply](#)

Staples Center, Los Angeles - VP, Food & Bev/Corporate Hospitality

STAPLES Center seeks experienced VP for F&B/Corporate Hospitality Department. VP is responsible for daily oversight of all f&b operations. Works with Levy Restaurants to develop menus and pricing structure. Institutes cost control procedures and standards of performance. Analyzes and evaluates food & beverage management, profit and loss statement information to determine alternate courses of action required. Responsible for development, marketing and sale of Corporate VIP events and programs. EOE.

[Click here to apply online: http://AEGworldwide.teamworkonline.com/teamwork/r.cfm?i=9927](http://AEGworldwide.teamworkonline.com/teamwork/r.cfm?i=9927)

L.A. Live, Los Angeles - Technical Director

l.a.live, a new entertainment district in downtown Los Angeles featuring the STAPLES Center, new music club, various retail stores and theatres, seeks a Technical Director, to coordinate/supervise house crew & oversee maintenance, budget & equipment. EOE.

[Click here to apply online.](#)

Fredericksburg (Va.) Expo & Conf. Ctr/Boston Culinary Group - Food & Beverage Director

Seeking energetic professional to manage the catering and concession operations at the new Fredericksburg Expo and Conference Center. The ideal candidate will have 5 + years of progressive Convention, Upscale Catering or Hotel Food & Beverage GM experience. Previous banquet mgt, catering sales exp and knowledge of local market a +! ServSafe and TIPS required. Forward resume to Regional Vice President, Boston Culinary Group at the following: bcgnortheast@aol.com.

Global Spectrum/Nueces Cty Regional Fairgrounds - Director of Sales and Marketing

Global Spectrum seeks an experienced Director of Sales and Marketing for the Nueces

County Regional Fairgrounds, Robstown, Texas. To learn more/apply, please visit www.global-spectrum.com, click on "Careers," the direct link, and "Sales and Marketing." EOE, DFWP

Global Spectrum/Nueces Cty Regional Fairgrounds - Director of Operations

Global Spectrum seeks an experienced Director of Operations for the Nueces County Regional Fairgrounds, Robstown, Texas. To learn more/apply, please visit www.global-spectrum.com, click on "Careers," the direct link, and then "Facility Operations." EOE, DFWP

Global Spectrum/Nueces Cty Regional Fairgrounds - Director of Finance

Global Spectrum seeks an experienced Director of Finance for the Nueces County Regional Fairgrounds, Robstown, Texas. To learn more/apply, please visit www.global-spectrum.com, click on "Careers," the direct link, and then "Finance." EOE, DFWP

Global Spectrum/Nueces Cty Regional Fairgrounds - Marketing Manager

Global Spectrum seeks an experienced Marketing Manager for the Nueces County Regional Fairgrounds, Robstown, Texas. To learn more/apply, please visit www.global-spectrum.com, click on "Careers," the direct link, and then "Sales and Marketing." EOE, DFWP

Global Spectrum/Nueces Cty Regional Fairgrounds - Sales Manager

Global Spectrum seeks an experienced Sales Manager for the Nueces County Regional Fairgrounds, Robstown, Texas. To learn more/apply, please visit www.global-spectrum.com, click on "Careers," the direct link, and then "Sales and Marketing." EOE, DFWP

Global Spectrum/Nueces Cty Regional Fairgrounds - Director of Event Services

Global Spectrum seeks an experienced Director of Event Services for the Nueces County Regional Fairgrounds, Robstown, Texas. To learn more/apply, please visit www.global-spectrum.com, click on "Careers," the direct link, and then "Facility Operations/Security/Event Management." EOE, DFWP

Global Spectrum/Nueces Cty Regional Fairgrounds - Administrative Assistant

Global Spectrum seeks an experienced Administrative Assistant for the Nueces County Regional Fairgrounds, Robstown, Texas. To learn more/apply, please visit www.global-spectrum.com, click on "Careers," the direct link, and then "Administration/General Management." EOE, DFWP

Orleans Arena, Las Vegas - Conversion Coordinator/Ice Technician

Schedule and supervise conversion crew for all event changeovers. This position will also be responsible for installing dasher board, glass, ice, and all other related aspects of ice maintenance. Must be able to operate all equipment related to making and maintaining ice including Jet Ice system, Zamboni, and ice edger. To apply e-mail resume and cover letter to Damian Costa-Event Producer, dcosta@coastcasinos.net

Orleans Arena, Las Vegas - Part-Time Zamboni Driver

Must be able to operate all equipment related to making and maintaining ice including Jet Ice system, Zamboni, and ice edger. To apply e-mail resume and cover letter to Damian Costa-Event Producer, dcosta@coastcasinos.net

Orleans Arena, Las Vegas - Assistant Box Office Supervisor

Assist Box Office Manager with the daily operations of the Arena Box Office in an efficient and productive manner. Full time, hourly position with varying hours. To apply e-mail resume and cover letter to Sue Schwartz-Box Office Manager, sschwartz@coastcasinos.net.

Orleans Arena, Las Vegas - Marketing Coordinator

Full time, salaried position with varying hours. Supports the promotional, publicity, marketing, research, tracking & reporting efforts regarding all aspects of the Arena and its events. Duties also include tracking of competition within the local and surrounding market, and creating, implementation, and follow-up of all promotional activities. To apply e-mail resume and cover letter to Tayra Lagomarsino-Director of Marketing and Ticketing, tlagomarsino@coastcasinos.net.

Orleans Arena, Las Vegas - Technical Coordinator

To work in sound and lighting areas and be head electrician for events. Responsible for installing and operating sound and lighting equipment. Install and monitor power for events. To apply e-mail resume and cover letter to Damian Costa-Event Producer, dcosta@coastcasinos.net.

South Coast Repertory, Costa Mesa, Calif. - Group Sales Manager

Full-time position with a professional theatre. Responsible for sales strategies and marketing plans; identifying prospects; appealing to leaders through special promotions, telephone solicitation and personal meetings; documenting sales; reporting; and general clerical duties. Additionally responsible for coordinating select theatre programs. E-mail liz@scr.org for more information.

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Sacramento (Calif.) Convention Center Complex - Theater and Auditorium Manager

Responsible for the daily operation of the Community Center Theater and historic Memorial Auditorium. For specific application information and requirements, visit www.cityofsacramento.org under "Employment", "Exempt Positions", "Event Services Manager" July 17 – Aug. 25, 2006.

Alberta Bair Theater – Executive Director

FT, salaried position as the chief executive officer of non-profit organization responsible for all theater operations and programming in a 1,400 seat renovated Fox Theater. Responsible for all marketing, fundraising, budget drafting, maintaining financial controls and reporting systems. Candidates should have senior level experience with a college

degree. To apply submit a letter of interest and a resume with references by 8/20 to:
ED Search Committee, ABT, P.O. Box 1556, Billings, MT 59103.

The Lakeland (Fla.) Center - Client Service Manager

Candidate will oversee the organization of facility bookings, manage a part-time FOH staff, coordinate event distribution, review event plans, monitor contract compliance, invoicing, prepare budgets, conduct pre/post event planning mtgs, and assist the sales dept. Knowledge of USI (Ungerboeck Systems International), or other computer based event mgt systems, and Roomviewer is a plus.

[To learn more and apply on-line, click here.](#)

Everett (Wash.) Events Center - Chief Engineer

Min 5 yrs exp in general maint & repair of HVAC, ice refrigeration, building systems in a multi purpose complex. Specialized training in bldg mgmt systems req.

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Everett (Wash.) Events Center - Technical Services Manager

Responsible for IT, telecommunications, A/V. Degree in computer science or related field; supervisory and public venue exp. Preferred.

[Click here for more information or to apply](#)

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