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FLORIDA SPOTLIGHT

Advertise in our annual Spotlight on FLORIDA venues!

April '08 marks our 5th annual Spotlight on this venue-rich state. We'll look at construction and operation of FLORIDA venues as well as current trends and successful marketing campaigns. This issue will also be our annual Spring Special which will

Greetings April,

Welcome to VT Pulse, your weekly industry e-magazine bringing you the "News Behind the Headlines." Writer Dave Brooks is back from Phoenix and the staff is busy this week putting together the March issue. For further information or to subscribe, visit us at www.venuestoday.com.

VT NEWS

PERFORMING ARTS

THEATER REMAINS RELEVANT IN DISTRACTING TIMES

Mesa (Ariz.) Arts Center's Randy Vogel opens his facility's reception on the second night of the Performing Arts Managers Conference; inside the Tom and Janet Ikeda Theater at the Mesa Arts Center.



In honor of the popular "Inside the Actor's Studio" television series, Matt Mettes (right) of the Herberger Theater Center in Phoenix invited artistic directors David Saar (left) of Childsplay Inc. and David Ira Goldstein from the Arizona Theatre Company to discuss the evolving artist role in performing arts; Jessica Kosmack of AudienceView shares a laugh with Greg Bellamy of the Fox Theatre, Detroit, and Tammy Koolbeck of VenuWorks.



PHOENIX — Facebook and the iTunes may rule the cultural landscape, but there will always be room for the theater, agreed performing arts center managers who converged on Phoenix for IAAM's Performing Arts Managers Conference to discuss the state of affairs in the arts community.

"The theater is thousands of years old and since its inception, it has always been 'dying,'" joked David Ira Goldstein from the Arizona Theatre Company, who said the secret is not to fight evolving tastes, but evolve with them.

Quote of the Week

"The theater is thousands of years old and since its inception, it has always been 'dying.'"

— David Ira Goldstein from the Arizona Theatre Company

DADDY ANTHONY SERENADES SAN JUAN

HOT Tickets

HOT TICKETS is a weekly summary of the top acts and ticket sales as reported to VT PULSE. Following are the top 20 concerts and events, the top 5 in each seating capacity category, which took place since Jan. 29, 2008

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

15,001 or More Seats

1) Van Halen
 Gross Sales: \$1,598,552; Venue: Philips Arena, Atlanta;
 Attendance: 14,983;
 Ticket Range: \$151.50-\$51.50;
 Promoter: Live Nation; Dates: Feb. 10; No. of Shows: 1

2) Marc Anthony
 Gross Sales: \$927,443; Venue: Coliseo de Puerto Rico, San Juan;
 Attendance: 9,771;

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Social networking and popular culture competes for the attention-spans of younger generations, but these applications should be viewed as tools to introduce more patrons to community theater and expand the theater experience beyond the lobby.

"We've been experimenting with putting videos of our performances on YouTube and have even hosted behind-the-scenes footage to give young people an idea of what we're showcasing," said David Saar of Childsplay Inc., which hosts children's theater in the greater Phoenix area.

It's part of what Saar said was a 360-degree theater, engaging customers from the minute they buy their tickets to weeks after they've attended a performance. Matt Mettes of the Herberger Theatre in Phoenix said his facility has begun hosting events in its lobby and on the property's outdoor areas, all in an attempt to make the theater come alive and draw in people who might not be regular theater-goers.

"Being in downtown Phoenix, we're a part of the community and there's a sense that we need to reach out to others and let them know that we offer something unique."

Saar said he also reaches out to bloggers, especially in light of the demise of the newspaper critic, and invites 50 bloggers to a dress rehearsal.

"That generates all types of discussion on the web and really gets people talking as they debate back and forth," Saar said.

Experimenting with programming is the other way to draw in young people, said Madeline Khurma of the Wexner Center for the Arts in Columbus, Ohio. For the past few years, the center has been hosting indie rock events in its concert theater, inviting patrons on to the stage to watch the band. Besides the intimate setting, the location gives visitors a chance to see the back of the house and get a better sense of how the theater operates. — Dave Brooks

Interviewed for this story: David Saar, (480) 350-8101; David Ira Goldstein, (602) 256-6899; Matt Mettes, (602) 254-7399; Madeline Khurma, (614) 292-0330

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UNIVERSITIES

\$300 MILLION HUSKY STADIUM RENOVATION PROPOSAL STILL ALIVE

Husky Stadium, University of Washington, Seattle

Ticket Range: \$125-\$55; Promoter: Gianfi Communications; Dates: Feb. 8; No. of Shows: 1

3) Hilary Duff
Gross Sales: \$509,402; Venue: **AcerArena**, Sydney, Australia; Attendance: 7,897; Ticket Range: \$70.72; Promoter: Andrew McManus Presents; Dates: Feb. 2; No. of Shows: 1

4) Matchbox Twenty
Gross Sales: \$475,494; Venue: **Xcel Energy Center**, Saint Paul, Minn.; Attendance: 8,978; Ticket Range: \$73-\$38; Promoter: Jam Productions; Dates: Feb. 4; No. of Shows: 1

5) Matchbox Twenty
Gross Sales: \$367,565; Venue: **Quicken Loans Arena**, Cleveland; Attendance: 6,974; Ticket Range: \$75-\$35; Promoter: Live Nation, In-house; Dates: Feb. 7; No. of Shows: 1

10,001-15,000 Seats

1) Van Halen
Gross Sales: \$1,182,385; Venue: **Jacksonville (Fla.) Veterans Memorial Arena**; Attendance: 11,674; Ticket Range: \$124-\$48.50; Promoter: Live Nation; Dates: Feb. 16; No. of Shows: 1

2) Keith Urban
Gross Sales: \$985,425; Venue: **Atlantic City (N.J.) Boardwalk Hall**; Attendance: 12,734; Ticket Range: \$125-\$45; Promoter: Live Nation; Dates: Feb. 15; No. of Shows: 1

3) Keith Urban
Gross Sales: \$564,005; Venue: **Roanoke (Va.) Civic Center**; Attendance: 7,898; Ticket Range: \$72.50-\$62.50;

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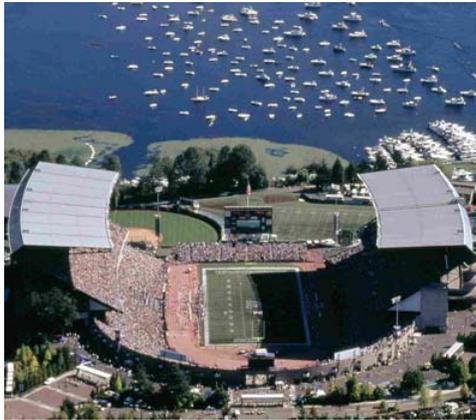
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A little over a week after it was declared dead by the local media, the University of Washington's bid to tap \$150 million in public funds to help renovate its 80-plus-year-old football stadium appears to have been given another chance.

"We were working on the bill quietly, and we didn't even have a bill in when they said it was dead," said former Washington governor Dan Evans, who heads the committee charged by the university with breathing new life into the aged Husky Stadium.

According to Evans, at least eight legislators have sponsored the bill—which, if passed, would allow the university to tap four funding streams in exchange for a guarantee that it will match the funds via a combination of seat license sales and philanthropic donations, bringing the project to a total of \$300 million—with more pledging their support.

One of the bill's supporters is State Sen. Debbie Regala. The Democrat from Tacoma, who sits on the Ways and Means Committee, where the bill currently awaits a vote, argues that Husky Stadium, which was built in 1920, does not meet the Americans with Disabilities Act requirements and suffers from "severe maintenance problems."

While the university's proposal is short on specifics regarding the stadium's shortcoming, it does feature photos of cracked and eroding concrete stairwells, which, in some cases, appear to be tilting. Also, the proposal calls for the construction of new elevators, the replacement of lower bowl seating (which, like the stadium, is more than 80 years old), the addition of seismic reinforcements to the south upper stands, and a new press box.

Athletic Department spokesman Norm Arkans said Husky Stadium was built with grade and concrete on the turf, and "that's it." He adds, "The concrete bowl is eroding away. We think there's been some land shift. Rebar is showing. It's an old stadium that absolutely needs renovating."

The funding pools the university wants to tap are already being used to pay off the debts on Qwest and Safeco Fields. Since those debts will be paid off before their allotted time, the university would like to redirect them to pay for Husky Stadium's renovation, said Arkans.

Arkans is quick to point out that the university is proposing a 50-50 split with taxpayers. Moreover, he said that the burden only falls on King County, because that's where the funding streams originate.

According to Arkans, the university wants \$64.5 million generated by a half-percent tax on restaurant bills; \$15 million from a two percent car rental tax; and \$37

Promoter: Outback
Concerts; Dates:
Feb. 16; No. of
Shows: 1

4) **Steve Harvey**
Gross Sales:
\$207,004; Venue:
Crown Coliseum,
Fayetteville, N.C.;
Attendance: 6,152;
Ticket Range: \$36-
\$29; Promoter:
Steve Harvey Radio
Network; Dates:
Feb. 2; No. of
Shows: 1

5) **AVP Beach**
Volleyball
Gross Sales:
\$131,068; Venue:
Sovereign Bank
Arena, Trenton,
N.J.; Attendance:
602; Ticket Range:
\$67-\$20; Promoter:
AEG Live; Dates:
Jan. 31; No. of
Shows: 1

5,001-10,000 Seats

1) **Jonas Brothers**
Gross Sales:
\$549,557; Venue:
Gibson
Amphitheatre at
Universal CityWalk,
Universal City,
Calif.; Attendance:
11,940; Ticket
Range: \$49.50-
\$39.50; Promoter:
Live Nation; Dates:
Feb. 2-3; No. of
Shows: 2

2) **Raggamuffin**
Gross Sales:
\$463,267; Venue:
Hordern Pavilion,
Sydney, Australia;
Attendance: 4,610;
Ticket Range:
\$106.47; Promoter:
Andrew McManus
Presents; Dates:
Feb. 5; No. of
Shows: 1

3) **Jonas Brothers**
Gross Sales:
\$322,770; Venue:
Comcast Arena at
Everett (Wash.)
Events Center;
Attendance: 7,531;
Ticket Range:
\$47.50-\$27.50;
Promoter: Live
Nation, In-house;
Dates: Feb. 5; No.
of Shows: 1

4) **Foo Fighters**
Gross Sales:
\$279,315; Venue:
Reno (Nev.) Events

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Atlanta - Security
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**Gwinnett Center
(Conv. Ctr & PAC),
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Assistant Box Office
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Nashville, TN -
Marco Club
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million from a two percent hotel/motel tax. The university also wants to defer \$20 million in sales tax that it would eventually have to pay back.

The rest of the \$300 million—which is \$150 million less than an initial estimate drawn up by Kansas City-based architecture firm HOK Sports—will come from private donors, said Arkans.

He adds that the University of Washington's athletic department is a \$60-million-a-year operation, and that 80- to 85-percent of the revenue to maintain it comes from football.

The university wants to begin construction immediately after the 2008 season, in part because the South Transit's light rail line is scheduled for construction right outside of Husky Stadium in 2011, said Arkans. The Huskies football team would play its 2009 season at Qwest Field.

Said Arkans: "We don't think we can do these two construction projects simultaneously." Otherwise, he adds, the university would have to wait until 2016.

All interviewed for this story acknowledged that securing the funding would be an uphill battle.

Nevertheless, Evans is hopeful. "We're working it the way you do it successfully, and that's one legislator at a time." But, he adds, "If it's done successfully, it probably won't be until the end of the session." — Kevin Capp

Interviewed for this story: Dan Evans, (206) 525-9090; Debbie Regala, (360) 786-7652; Norm Arkans, (206) 543-2560.



Center; Attendance: 6,629; Ticket Range: \$45; Promoter: Live Nation; Dates: Feb. 1; No. of Shows: 1

5) Jonas Brothers
Gross Sales: \$276,245; Venue: **The Planet Hollywood Theatre For The Performing Arts**, Las Vegas; Attendance: 6,397; Ticket Range: \$49.50-\$39.50; Promoter: Andrew Hewitt, Live Nation, In-house; Dates: Feb. 1; No. of Shows: 1

5,000 or Fewer Seats

1) Dirty Rotten Scoundrels
Gross Sales: \$980,285; Venue: **Broward Center For The Performing Arts**, Fort Lauderdale, Fla.; Attendance: 18,743; Ticket Range: \$65-\$21; Promoter: Broadway Across America, In-house; Dates: Jan. 29-Feb. 10; No. of Shows: 16

2) Katt Williams
Gross Sales: \$466,760; Venue: **Sacramento (Calif.) Memorial Auditorium**; Attendance: 10,951; Ticket Range: \$55-\$35; Promoter: Live Nation; Dates: Feb. 15, 17; No. of Shows: 3

3) Romeo & Juliet
Gross Sales: \$414,040; Venue: **Fox Theatre**, Atlanta; Attendance: 8,774; Ticket Range: \$85-\$15; Promoter: Atlanta Ballet; Dates: Feb. 7-16; No. of Shows: 9

4) Ron White
Gross Sales: \$279,607; Venue: **Ruth Eckerd Hall**, Clearwater, Fla.; Attendance: 6,391; Ticket Range: \$43.75; Promoter: Live Nation, In-house; Dates: Feb. 14-16; No. of Shows: 3

5) Stomp

THE BEAT

DEALS

OLYMPIA INKS MASONIC TEMPLE IN MOTOR CITY; SMG REUPS ON SOLDIER FIELD WITH C3 AND SIGNS DEAL FOR KENT

Olympia Entertainment has expanded its role at the **Masonic Temple**, Detroit, from concert rights to operator.

Dana Warg, president, Olympia Entertainment, said the deal will take some of the pressure off the 5,000-seat Fox Theatre, which Olympia owns and manages, particularly during the October-December time period when the Fox hosts its annual Christmas show. It also represents a huge boost to Olympia's food service potential as a choice site for weddings and banquets.

The Venue: The Masonic Temple includes a 4,300-seat theater, which actually has a bigger stage for Broadway than the Fox does, and a smaller 1,500-seat Scottish Rite Theatre. It also includes a drill hall, which Olympia has used to rehearse the Rockettes, two large ballrooms and a 14th century style chapel, according to Bill Lee, Olympia VP of sales and marketing. "It hosts 100 weddings a year," he said.

Still, the 14-story venue, built in 1926, was in financial trouble, reportedly owing \$123,455 in delinquent property taxes. With this deal, the Masonic Temple Association of Detroit is free of the day-to-day operations of the venue and of the tax burden.

Events: Olympia has been booking about 10 shows a year into the Masonic

Masonic Temple, Detroit



Temple, Lee said. They have had concert rights for the last 10 years. Now, as operator, the number of events will escalate dramatically.

Warg predicted Olympia will book 100-125 events in the two theaters. Overall, in all of Olympia venues in Detroit, which also include Comerica Park, Joe Louis Arena, Cobo Arena, the Fox and the City Theater at Hockeytown Café (500 seats), Olympic Entertainment is looking at the 520-event range annually, Warg said, booking venues ranging in size from 500 seats to 36,000 seats.

Food: Olympia Entertainment Inc. Food Services, which handles concessions at the other Olympia-run venues, will now take over the food service at the Masonic Temple, Warg said. He estimated the food service is 30-40 percent of overall revenue and will generate about \$1.5 million of the potential \$3 million in revenues anticipated at the Masonic Temple.

Detroit Barometer: "Our business is very strong," Warg said. He attributes that in part to the size of the market, which is now 5 million, at least 3 million of whom are in good economic shape. The rest need the diversion of more nights out, he surmised.

Kent (Wash.) Events Center



SMG has been selected to manage the \$78 million, 6,000-seat **Kent (Wash.) Events Center** which opens in January 2009.

Ben Wolters, the city's economic development director, said the city selected SMG over Global Spectrum and VenuWorks, citing "the strength of their

relationship with event promoters and long track record at a wide variety of venue sizes." He added that other than Boise, Idaho, and Anchorage, Alaska, SMG does not have a strong foothold in the Pacific Northwest that he knew of and seemed desirous of that. They do manage the Linwood (Wash.) Conference Center.

The Deal: The contract is for three years with a two-year option, Wolters said. SMG will be paid a management fee of \$96,000 combined with incentives based on financial performance and customer satisfaction that could total an additional \$96,000.

The pro forma suggests the new venue will book 120 events a year, including the resident team, the Seattle Thunderbirds of the Western Hockey League, which will move to Kent from KeyArena in Seattle. Wolters said the city is projecting operating revenues of \$5 million, including \$1.4 million from concession and novelty sales, \$1 million from rentals and the balance in advertising.

The Thunderbirds have the right to sell naming rights. Concessions and ticketing contracts have not yet been let. Opening is 45 weeks away.

SMG has renewed its contract to manage **Soldier Field**, Chicago, but with a new twist. A portion of the deal is a partnership with **C3 Presents**, Austin, to create stadium events, from festivals to food shows and bull-riding contests, all stadium-sized.

Mike Evans, SMG senior vice president, said the producers of Lollapalooza in Chicago, Austin City Limits and other festivals, will combine forces with SMG to produce those rare events that can fill a stadium.

Soldier Field, Chicago



Possibilities: Ideas tossed around already are a Latino festival, a Professional Bull Riders event such as a U.S. versus Mexico contest, a food and wine festival, and a military show with military bands and a flyover component. The idea is to develop content that could play other stadiums, particularly other SMG-managed stadiums, which total six.

"It's a mini-Gridiron Stadium Network," Evans said, referring to that consortium of National Football League and Major League Soccer stadiums that Jeff Apregan is similarly looking to book with a variety of events. The partnership with C3 is non-exclusive, Evans added. Other promoters are welcome to stage shows at Soldier Field as well.

Gross Sales: \$215,608; Venue: **Paramount Theatre**, Cedar Rapids, Iowa; Attendance: 5,170; Ticket Range: \$44-\$30.60; Promoter: Jam Theatricals; Dates: Feb. 8-9; No. of Shows: 3

Compiled by Rob Ocampo
HotTickets@venuestoday.com

SHORT TAKES

>> ARENA FOOTBALL RETURNS TO GWINNETT

The Arena Football League's Georgia Force will return to the Arena at Gwinnett Center, Duluth, after a three-season run at Philips Arena, Atlanta. The Georgia Force open their season March 1 at the SMG-managed Arena at Gwinnett Center.

Contact: Preston Williams, (770) 813-7510

>> PREMIER TEAMS UP WITH CENTERPLATE

Premier Exhibitions has inked a five-year deal with Centerplate to offer catering and café service at select venues where Premier tours its exhibitions. Premier currently offers three touring products including Titanic and the Bodies Exhibit.

Contact: Katherine Morgenstern, (404) 842-2600

>> LIVE NATION BUYS CONTROLLING STAKE IN DUBAI PROMOTER

Live Nation has entered into a definitive agreement to acquire a 65 percent controlling stake in Mirage Promotions, a Dubai promoter who has booked Pink, Aerosmith and Shakira. The company will

The Deal: The deal was announced Feb. 14. The Chicago Park District owns the lakefront stadium. Supt. Timothy Mitchell has also been reported to have hopes for a National Hockey League game, as happened outdoors in Buffalo, N.Y., last year, perhaps including a college game and community skating as part of a festive weeklong event.

SMG will be paid a base fee plus incentives in a three-year deal with a pair of one-year options. SMG has managed Soldier Field since 1994 and oversaw its renovation in 2003. Mitchell was quoted locally as saying the district made about \$11 million a year under the existing contract, which expires March 1.

There were about 400 events last year at Soldier Field, but most were small gatherings such as meetings at the stadium's Cadillac Club. Some 70 percent of the rent revenue came from the Bears. - Linda Deckard

Interviewed for this story: Dana Warg, (313) 471-3332; Ben Wolters, (253) 856-5703; Bill Lee, (313) 471-3305; Mike Evans, (215) 592-6640

ON THE MENU

NBA ALL STAR GAME, FEB. 17

New Orleans Arena

Centerplate

Attendance: 11,800

Per cap: \$11.50

Menu:

22 oz. beer - \$7

Regular hot dog - \$3

16 oz. soda - \$2

24 oz. soda - \$3

32 oz. soda - \$4

Popcorn - \$5

Nachos - \$5

Bottled water - \$3



The Concourse: Because the event took place in New Orleans, Centerplate developed a regional menu with items like red beans and rice, chicken and sausage gumbo and Andouille sausage PoBoy, each priced \$6.

Chef Lenny Martinsen explained that the chicken fajita wrap was great for fans that still wanted a free hand to cheer. Other items included ultimate nachos, a blackened chicken sandwich, big brats with onions and peppers, shrimp PoBoy and deep-fried crawfish cakes.

New items included the 10-inch vegetable sandwich with pesto mayo, peppers, cucumber, zucchini and Italian dressing, which was also served with a side of fresh grapes. "Less people think that when they come to a sporting event, they are going to find healthy foods," Martinsen said.

A coffee station carried beverages and desserts, and the Audubon Café and Winery bistro carried "grab-and-go" items in addition to a selection of wines at \$11 a glass. The "grab-and-go" items included croissant sandwiches with kettle-style chips, smoked turkey sandwiches on ciabatta bread, shrimp cocktails, fruit and cheese, chocolate-dipped jumbo rice crispy treats all in convenient-to-go containers.

Suite-Level: Centerplate not only had to provide food during the weekend of the event, but also during the week leading up to the event. By Friday, they had already used over 750 pounds of rice, 1,400 pounds of red beans, 1,100 pounds of gumbo and 1,000 pounds of chicken tenders.

Some of the luxury suite requests included fresh sushi, gumbo, crawfish étouffée, red beans, rice, jambalaya, pasta salad, and oriental-style salad. In the dessert reception held for the commissioner, they served high-end desserts, and were also able to use local vendors. The commissioner, who was seated courtside, requested Bananas Foster, and it was made especially for him.

Commemorative items – NBA All-Star Game Bud Lite cup with beer for \$7

Staffing – 50 on the culinary team, but Centerplate also worked with a local culinary school from which 12 students came to work over the weekend.

Final thoughts – Communication and a lot of planning goes into this," Martinsen said, "you have to be ready and you have to plan ahead." Martinsen explained that the day of the event, there's always another unexpected party. However, Martinsen felt that their team was ready with proper planning, and understood that being unable to meet expectations was not an option; they always found a way to make things happen.

continue to be led by Elissa Murtaza, and will re-brand within the next 30 days.

Contact: John Vlautin, (310) 867-7127



As far as food items, the most popular were the chicken tenders. "Everyone likes them," Martinsen said. "I don't care how old you are." The New Orleans culinary fare also did very well.

When asked what could be improved, Martinsen said, "When you look at the whole package, I would say that there was something here for everyone." - Linda Domingo

Interviewed for this story: Lenny Martinsen, (502) 721-0335

NAMING RIGHTS REPORT

CRUZAN AMPHITHEATRE, PALM BEACH COUNTY, FLA.

Date: Jan. 31

Terms: Five-year deal, terms not disclosed.

Buyer: Absolut Spirits Company, parent company of Cruzan Rum

Tenant/Ownership: Live Nation

Notes: The 20,000-seat amphitheater formerly known as Coral Sky, MARS Music and Sound Advice has another new name: Cruzan Amphitheatre. Last May, the Sound Advice name came off the South Florida venue as parent company Tweeter prepared to file bankruptcy protection.

Cruzan was a natural fit, according to Neil Jacobsen, president of Live Nation Florida.

"When people think of Cruzan Rum, they think of happy, good times, and a party atmosphere. That's what our concerts are all about," Jacobsen said. Cruzan already had a relationship with the venue, as sponsor of a tiki bar called Cruzan Chill Zone since 2006. Jacobsen said Cruzan sees South Florida as a growing market for their products and the deal would help them make inroads with their target market.

Signage was unveiled last week, and the Cruzan name will appear on radio, print, web and all other media, Jacobsen said. In addition, they will have access to preferred tickets and seating for the approximately 30 events annually.

Contact: Neil Jacobsen, (954) 626-7881

SUSQUEHANNA BANK CENTER, CAMDEN, N.J.

Date Announced: Feb. 4

Terms: \$10 million over 15 years for naming rights, with initial term of five years with two five-year options.

Buyer: Susquehanna Bancshares, a bank holding company based in Lititz, Pa.

Tenant/Ownership: Live Nation/New Jersey Economic Development Commission

Notes: This deal also comes from the fallout from Tweeter, which held naming rights to the building, known as Tweeter Center on the Waterfront, until last May. The deal helps Susquehanna Bank, which moved its corporate headquarters to Camden last summer, to improve name recognition in the Philadelphia area.

"This facility draws 500,000 people a year from all of the markets we serve," said William Reuter, CEO of Susquehanna Bank, in a statement. "So this seemed like a perfect fit for us."

In the summer, the venue - which opened in 1995 and sits on the banks of the Delaware River - holds 25,000 for outdoor concerts. During the fall and winter, it becomes a 7,000-seat, enclosed theater.

Contact: Justin Dunn, (267) 975-1581

SUPERPAGES.COM CENTER, DALLAS

Date Announced: Jan. 30

Terms: Multi-year, but other terms not disclosed. Live Nation's Emily Kopp said the signage will be changed to reflect the new name, but other particulars, like use of luxury boxes or media partnerships are not being disclosed at this time.

Buyer: Idearc Media Corporation's Superpages.com, a Dallas-based search site.

Tenant/Ownership: Live Nation/City of Dallas

Comments: The 20,000-seat venue opened in 1988 and is part of Dallas' Fair Park complex, which also includes the Cotton Bowl football stadium. It was most recently known as the Smirnoff Music Centre.

"This is a great and strategic opportunity for us locally and nationally," said Robyn Rose, vice president of marketing at Superpages.com. "We are thrilled to be starting this relationship during the venues' 20th anniversary celebration."

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– Liz Boardman

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