

April Parnell

From: venuestoday [venuestoday@mail.vresp.com]
Sent: Wednesday, March 12, 2008 6:41 PM
To: april@venuestoday.com
Subject: VT Pulse, March 12, 2008



**Entertainment Evolved.
Now, It's Your Turn.**

Software for the
Business of Entertainment
Visit splyce.com



March 12, 2008
VOL. VII, Number 8
ISSN 1547-4143

In this Issue

THE NEWS

[Live Nation Hires Dallas Arena Staff To Market Its Shed](#)

[Austin Still Breaking Big Acts At South By Southwest](#)

[D.C. Promoter Tries To Put The Brakes On Fillmore Project](#)

HOT TICKETS

[Jonas Brothers Bring Teen Joy to Midwest](#)

THE BEAT

[Faces And Places: Bettinelli Leaves eBay For Live Nation; Painter Returns To Canada; Tadlock Moves To Grand Rapids; And Dederich Is New To Cedar Rapids](#)

[Naming Rights Report](#)

[Cheap Dollar And International Marketing Lure Overseas Guests, Survey Finds](#)

[DEPARTMENTS Short Takes](#)

[HELP WANTED](#)

[CONTACT VT PULSE](#)

[ADVERTISE](#)

Greetings April,

Thanks for your feedback last week on the design of VT Pulse. We've received great suggestions and are considering eliminating the right column, and integrating the content into a two-column format. Would that work better for you? Please send us your thoughts and suggestions to dave@venuestoday.com.

Success Is A People Business
#1 In Executive Search

Turnkey Search is a division of Turnkey Sports & Entertainment
856.685.1450 www.TurnkeySE.com

VT NEWS

DEALS

LIVE NATION HIRES DALLAS ARENA STAFF TO MARKET ITS SHED

Superpages.com Center, Dallas



This time, the concert promoter hired arena management. Live Nation contracted Center Operating Company, which manages the American Airlines Center, Dallas, for the Dallas Mavericks of the National Basketball Association and the Dallas Stars of the National Hockey League, to sell premium seats and sponsorships for the promoter-managed Superpages.com Center at Fair Park, formerly the Smirnoff Center, and Live Nation's House of Blues, both in Dallas.

Quote of the Week

"Every year a team doesn't make the playoffs, [the arena manager wonders] how do I replace \$2 million in revenue?"

— Bob Roux, regional president for Live Nation, on a deal to partner with Center Operating Company to market its Dallas-area venues.

JONAS BROTHERS BRING TEEN JOY TO MIDWEST

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 Feb. 19, 2008.

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

15,001 or More Seats

1) Bruce Springsteen & The E Street Band
Gross Sales: \$1,415,280; Venue: XL Center, Hartford, Conn.; Attendance: 15,409; Ticket Range: \$95-\$65; Promoter: Live Nation; Dates: Feb. 28; No. of Shows: 1

2) Barry Manilow
Gross Sales:



SUBSCRIBE

Do you find VT Pulse interesting and can't wait for more?

Subscribe today and get three great resources!

Each monthly issue of Venues Today will bring you information, news, photos, trends, features and more for the public assembly facility management industry.

The weekly e-newsletter is also full of all original reporting delivered to you in a timely fashion. Keep up with who's who and what's going on as it happens!

Subscribers have online access to our archive database. This feature allows you to view articles OR charts published in either the magazine or the e-newsletter.

[CLICK TO SUBSCRIBE](#)



CONTACT US

The five-year agreement, with outs for both parties, leverages the COC expertise and contacts they have used for seven years to build the season ticketholder and sponsor base at the American Airlines Center, to help build similar sales for Live Nation's amphitheater. Basically, the COC team can now present a package that includes just about every entertainment option in 10,000 or more seats in the Dallas area. The exception would be Pizza Hut Park, which is booked by AEG and gets the occasional concert.

Brad Mayne, president/CEO of Center Operating Company, called this new affiliation a "natural." Live Nation pays COC a fee to do the work and generate the revenues, "enough to make it worth my while," Mayne said, declining to reveal the details.

"We're excited these kinds of relationships can be created, because you take a look at those large companies and where they're going and what they're doing, and sometimes we're all doing the same thing. It makes sense for us to start consolidating and helping one another if possible," Mayne said.

Bob Roux, regional president for Live Nation, started the conversations. The results in Dallas will shed greater light on what might happen in other parts of the country, he said. "I don't know if it's the first time it has ever been done, but we were able to expand on the relationship we already have with the guys at COC and, recognizing the value they bring to American Airlines Center, we were able to expand the relationship into the outdoor facility."

Over time, he has personally witnessed the acumen of the players at COC, having promoted many concerts at the arena. "You just learn more about the other guys' business and it was obvious in that department they were doing a complete bang-up job. I said it would be opportunistic for you and allow me to have the best sales and marketing team in Dallas. It just clicked."

Major arena managers are always looking at the next revenue opportunity. On the concert side, they want content and they want someone else to apply the pressure, Roux noted. On the sales and marketing side, they are quite creative and have to be. "Every year a team doesn't make the playoffs, [the arena manager wonders] how do I replace \$2 million in revenue?" Roux said of the general picture.

Mayne agreed that his strategic plan is to expand revenue opportunities as a hedge against that bad year and an alternative to increasing prices. COC has seen a revenue increase every year of operation, except during the hockey lockout. But the bubble can burst and he wants to be ready with an alternative plan.

Besides the new deal with Live Nation and its Superpages.com Center and House of Blues, Mayne is currently negotiating with Jim Lites of Hicks Sports Marketing Group, owners of the Dallas Stars, about possibly collaborating in management and marketing of two venues they are exploring. The first is an expansion of the Stars' practice facility, the Dr Pepper Star Center in Frisco, Texas, from 2,000 to 7,000 seats. The city is undertaking the expansion to accommodate high school graduations and events. COC may operate that venue for Hicks Sports.

The second is a new 8,000-seat hockey venue being planned for Cedar Park, outside Austin, Texas. It would house the Stars' American Hockey League affiliate. The city has approved the project and agreed to financing, but it's two years away. COC is currently the only potential operator. Hicks Sports would also have development rights to property surrounding the Cedar Park arena. "We've made a proposal to Jim and we're waiting to hear back," Mayne said.

\$902,004; Venue: **BankAtlantic Center**, Sunrise, Fla.; Attendance: 10,121; Ticket Range: \$197.25-\$7.24; Promoter: In-house; Dates: Feb. 23; No. of Shows: 1

3) Iron Maiden
Gross Sales: \$762,087; Venue: **The Forum**, Inglewood, Calif.; Attendance: 14,142; Ticket Range: \$69.50-\$39.50; Promoter: Live Nation; Dates: Feb. 19; No. of Shows: 1

4) Steve Harvey
Gross Sales: \$615,546; Venue: **Philips Arena**, Atlanta; Attendance: 15,428; Ticket Range: \$49.50-\$39.50; Promoter: Nu-Opp. Inc.; Dates: March 1; No. of Shows: 1

5) Jonas Brothers
Gross Sales: \$587,573; Venue: **Allstate Arena**, Rosemont, Ill.; Attendance: 13,496; Ticket Range: \$49.50-\$29.50; Promoter: Live Nation; Dates: Feb. 22; No. of Shows: 1

10,001-15,000
Seats

1) Linkin Park
Gross Sales: \$574,381; Venue: **John Labatt Centre**, London, Ontario; Attendance: 9,730; Ticket Range: \$60.32-\$50.19; Promoter: Live Nation; Dates: Feb. 22; No. of Shows: 1

2) Linkin Park
Gross Sales: \$517,542; Venue: **1st Mariner Arena**, Baltimore; Attendance: 11,304; Ticket Range: \$54-\$38.50; Promoter: Live Nation; Dates: Feb. 19; No. of Shows: 1

3) Jonas Brothers
Gross Sales: \$424,770; Venue: **Sprint Center**, Kansas City, Mo.; Attendance: 9,587;

If you no longer wish to receive these emails, please reply to this

Venues Today
P.O. Box 2540
Huntington Beach, California 92647

[Read the VerticalResponse marketing policy.](#)

To submit news or information, contact:

Linda Deckard
Publisher, Editor-in-chief
(714) 378-5400, ext. 22
linda@venuestoday.com

Dave Brooks
Senior Writer & Assignment Editor
(714) 378-5400, ext. 24
dave@venuestoday.com

Rob Ocampo
Hot Tickets/Top Stops Manager
(714) 378-5400, ext. 21
rob@venuestoday.com

For advertising information, contact:

Sue Nichols
Eastern U.S.
(615) 662-0252
sue@venuestoday.com

Pauline Davis
Texas
(615) 243-7883
pauline@venuestoday.com

Rich DiGiacomo
Mid & Western U.S., International
(310) 429-3678
rich@venuestoday.com

April Parnell
Director of Marketing & Sales
(714) 378-0056
april@venuestoday.com

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

Nazarene Kahn
Resource Guides Coordinator
(714) 378-5400 ext. 25
resourceguides@venuestoday.com

HELP WANTED

VIEW THE FULL LISTINGS

Front Gate Solutions, Austin, TX - Sales Manager
Olympia Entertainment - Talent Buyer/General Manager

Georgia Dome, Atlanta - Security Manager
Turnkey Sports & Entertainment for Madison Sq. Garden, Las Vegas - SVP of Ticket & Luxury Suite Sales

This does not mean COC is going into private management, Mayne stressed. A veteran of the old Ogden Entertainment, once one of the biggest in that field, Mayne knows that it takes a lot of management contracts to make that a worthwhile strategy. "I don't want to get sidetracked doing someone else's work when we have a very expensive note to retire here in Dallas with the American Airlines Center. Unless it is strategic to our ownership, we will not pursue it," he said.

The Live Nation deal is just that, tied to the city of Dallas and the marketplace, he added. "They are good partners of ours." This allows arena sponsors to reach new demographics in the marketplace, he added. He added that all but one of seven years, Live Nation has been the most dominant promoter at American Airlines Center, though there has been and will be no exclusive.

As to personnel, Mayne said the current staff will handle the Live Nation deal. It is not a new division. "If we pick up Cedar Park, we'll hire new people."

On the Live Nation side, no one is being replaced. Roux said every market has a cadre of sellers, and Russell Wallach is in charge of national corporate sponsorships. That does not change. - Linda Deckard

Interviewed for this story: Brad Mayne, (214) 665-4220; Bob Roux, (713) 693-2940

**BOOKINGS
AUSTIN STILL BREAKING BIG ACTS AT SOUTH BY SOUTHWEST**

Will Vampire Weekend (left) grab the same amount of attention as Amy Winehouse did at last year's South by Southwest?



Before last year's South by Southwest (SXSW) in Austin, Texas, Amy Winehouse was just another internet hit without a CD in U.S. stores. But after the festival, she slowly emerged as a recording superstar.

The sultry British singer was one of the most buzzed acts in 2007, drawing a capacity crowd to her Island Records showcase at club Eternal, and creating buzz for parties by *Esquire*, *Fader* and *NME* — in total she gave six performances at SXSW.

Fast-forward one year and despite her legal woes, Winehouse has smashed through the U.S. market, breaking the record for digital downloads and pulling in five Grammy awards.

Last year's South by Southwest was also the U.S. launching post for Brit-pop phenom Lily Allen and the Cold War Kids (who signed on to open for a White Stripes arena tour that later got canceled). While complaints that this year's festival, which runs until Sunday, has gotten too big for some musical purists, the thousands of booking agents, journalists and A&R reps who attend maintain that they still get some work done at the massive conference.

"It's easy to say South by Southwest has gotten so big and a lot of the bands already have agents," but just because it's gotten bigger doesn't mean the festival is worse, said John Pantel from the United Talent Agency. "There's still a lot of stuff I want to check out and get excited about,"

Ticket Range: \$49.50-\$39.50;
Promoter: Live Nation; Dates: Feb. 27; No. of Shows: 1

4) Jonas Brothers
Gross Sales: \$356,526; Venue: **Van Andel Arena**, Grand Rapids, Mich.; Attendance: 7,898; Ticket Range: \$49.50-\$39.50; Promoter: Live Nation, SMG Grand Rapids; Dates: Feb. 21; No. of Shows: 1

5) Chemical Brothers
Gross Sales: \$331,744; Venue: **Vector Arena**, Auckland, New Zealand; Attendance: 4,875; Ticket Range: \$80.98-\$76.97; Promoter: Future Entertainment; Dates: Feb. 28; No. of Shows: 1

5,001-10,000 Seats

1) Intocable
Gross Sales: \$412,036; Venue: **Gibson Amphitheatre at Universal CityWalk**, Universal City, Calif.; Attendance: 8,747; Ticket Range: \$124.75-\$44.75; Promoter: Live Nation; Dates: Feb. 23-24; No. of Shows: 2

2) Foo Fighters
Gross Sales: \$316,598; Venue: **Mid America Recreation & Convention Complex**, Council Bluffs, Iowa; Attendance: 7,858; Ticket Range: \$54.58-\$23; Promoter: Live Nation, Mammoth Live, In-house; Dates: Feb. 28; No. of Shows: 1

3) Interpol
Gross Sales: \$304,965; Venue: **Hordern Pavilion**, Sydney, Australia; Attendance: 5,232; Ticket Range: \$64.22; Promoter: Handsome Tours; Dates: Feb. 21; No. of Shows: 1

Clarín - Salesperson
for College Market

Melbourne
(Australia) Cricket
Club - Club
Functions
Coordinator

Gwinnett Center
(Conv. Ctr & PAC),
Duluth, Ga -
Assistant Box Office
Manager

AristoMedia/Marco
Music Group,
Nashville, TN -
Marco Club
Connection Member

[VIEW THE FULL
LISTINGS](#)



Will booking agents spend the conference looking for the next Amy Winehouse? Probably not, since she's already been discovered (jazz-singer Adele of London) and she's playing a series of secret shows at the conference. The other buzz bands to watch are the Shout Out Louds of Sweden, who've already had some commercial success with their song *The Comeback*. And Vampire Weekend. They're on the cover of this month's *Spin* magazine — and they didn't have an album out when they did their photo-shoot.

Erick Niles of Goldenvoice said he's booked Vampire Weekend to play the El Rey in Los Angeles and Coachella in Indio, Calif. The best concerts are during the day, he said, at the private parties. Last year he caught a rare Winehouse acoustic set at a party hosted by *Fader* magazine.

"We spend our daytimes going to parties and then spend our time at night checking out small bands that we've never heard of," he said.

There's plenty of that at this year's festival — 1,700 acts will be playing in 80 venues, both records for SXSW. More than half of the bands are unsigned, but this year's festival includes no shortage of big-name acts including Ice Cube, Van Morrison, and REM. Dolly Parton was scheduled to play, but cancelled for health reasons. The Black Crowes cancelled too.

This "conference" comes complete with a keynote speaker (Lou Reed), informational panels (like "Rockin' in the Wee World.") and roundtable discussions. Ticketmaster CEO and President Sean Moriarty will be participating in a public Q&A with journalist Ethan Smith from the Wall Street Journal.

While speaking on a panel at SXSW is an indication of status in the music business, real street cred can only be gauged by what parties one gets invited to attend. This year's prize event is the Playboy Party hosted in conjunction with Austin indie-promoter C3, with sets by uberfamous DJ duo Justice and the very cuddly Moby. Other must-attend parties include events by Vice, Filter and Blender.

"The magazines have the best parties," Pantel said. "But everyone throws a party at South by Southwest. The guy who organizes all the parties for the magazines — he's throwing a party. And the people who do his accounting? They're throwing a party, too."

Still unsure of which events to attend at South by Southwest? *Venues Today's* Dave Brooks offers his own recommended list of showcases, parties and panels:

Thursday - Sire Records concert for Body of War, a band including Serj Tarkian of System of a Down, Kimya Dawson of the Moldy Peaches and Tom Morello of Rage Against the Machine (7 p.m.) at Stubb's, 801 Red River St.

Thursday - Concert featuring The Whigs (8:15 p.m.), Yo La Tengo (9:30 p.m.) and My Morning Jacket (11 p.m.) at the Austin Music Hall, 208 Nueces St.

Friday - Quickie Session: The Live Show on touring featuring Pantel, Amy Butterer of the Billions Corporation and Lisa White from the 9:30 Club in Washington, D.C. (11 a.m. to 12:15 p.m.) in room 12AB.

Friday - Q&A with Sean Moriarty, CEO and President of Ticketmaster (12:30-1:45 p.m.) in room 18ABC.

Saturday - Q&A with Ice Cube and DJ Pooh (1:30 P.M -2:45 P.M.) in room 18ABC.

Saturday - Feedback with Rachel Ray party with samples of 30-Minute Meal cuisine and powerful indie rock featuring The Ravonettes, The Cringe, Scissors For Lefty, The Stills, and Holy F&%K. DJ Efrén "Pedro" Ramirez from

4) Jonas Brothers
Gross Sales:
\$294,129; Venue:
**Nokia Theatre at
Grand Prairie**
(Texas);
Attendance: 6,330;
Ticket Range:
\$49.50-\$39.50;
Promoter: Live
Nation; Dates: Feb.
28; No. of Shows: 1

5) Blue Man Group
Gross Sales:
\$268,955; Venue:
**Constant
Convocation
Center**, Norfolk,
Va.; Attendance:
4,883; Ticket Range:
\$75-\$50; Promoter:
Emery
Entertainment;
Dates: March 2; No.
of Shows: 1

5,000 or Fewer
Seats

1) Chris Rock
Gross Sales:
\$522,538; Venue:
Academy Of Music,
Philadelphia;
Attendance: 8,036;
Ticket Range:
\$79.50-\$10;
Promoter: Live
Nation, In-house;
Dates: Feb. 26-28;
No. of Shows: 3

2) Wilco
Gross Sales:
\$425,000; Venue:
Riviera Theatre,
Chicago;
Attendance: 12,500;
Ticket Range: \$34;
Promoter: Jam
Productions; Dates:
Feb. 15-20; No. of
Shows: 5

**3) Jesus Christ
Superstar**
Gross Sales:
\$415,097; Venue:
**Cobb Energy
Performing Arts
Centre**, Atlanta;
Attendance: 9,782;
Ticket Range: \$47-
\$20; Promoter:
Broadway Across
America; Dates:
March 4-9; No. of
Shows: 8

**4) David
Copperfield**
Gross Sales:
\$399,569; Venue:
**Cobb Energy
Performing Arts
Centre**, Atlanta;
Attendance: 7,720;
Ticket Range: \$55-
\$40; Promoter: New

Napoleon Dynamite will be DJ-ing inside.

Interviewed for this story: John Pantel, (310) 273-6700;
Erik Niles, (323) 930-5700

**It's Spring
Cleaning
Time!**



Outdoor entertainment is getting into gear for 2008 and spring is the harbinger of what's about to happen. In April, our third annual Spring Special will reveal what is working and not working for the early fairs, baseball, and the amphitheaters. Nothing will be swept under the rug. Clean up now with an ad in *Venues Today*.
CLICK HERE TO RESERVE ADVERTISING SPACE!

BEHIND THE HEADLINES D.C. PROMOTER TRIES TO PUT THE BRAKES ON FILLMORE PROJECT

Rendering of the proposed Fillmore, Silver Spring, Md.



To hear John Vlautin, vice president of Communications at Live Nation tell it, the story sounds fairly simple.

Representatives from Montgomery County, Md., approached Live Nation late last summer and asked them if they were interested in establishing a brand new Fillmore venue in downtown Silver Spring, Md., just north of Washington, D.C.

The new music venue, Live Nation was told, is to be located in an 18-year-old vacant JCPenney building. It is to be renovated by a county/state venture, putting in \$4 million each. Half of the \$8 million has already been put aside by the entities.

"We have long wanted to expand the music market in Washington, D.C.," Vlautin said.

A letter of intent between Live Nation and Montgomery County was signed Sept. 18. It was announced Sept. 26. Between Sept. 26 and Jan. 18, the county and Live Nation hammered out a lease. The result is a 20-year lease with two, five-year options. Live Nation is to invest at least \$2 million in the building that will have a seating capacity between 1,000 and 2,000.

The lease states Live Nation will address any cost overruns (by utilizing a rent recovery), will pay all utilities, must be financially responsible for any maintenance and pay the county \$90,000 in rent annually, or \$7,500 monthly. This rent is an escalating rent and the building was expected to open sometime in 2010.

So, there, end of story.

Well, not so fast, some county residents said.

Questions from local promoters have arisen. And, at least

Space
Entertainment;
Dates: Feb. 20-22;
No. of Shows: 5

5) **Bill Cosby**
Gross Sales:
\$375,427; Venue:
Fox Theatre,
Atlanta;
Attendance: 7,002;
Ticket Range: \$55-
\$35; Promoter:
Steve Litman
Presents; Dates:
March 8; No. of
Shows: 2

Compiled by Rob
Ocampo
HotTickets@venuestoday.com

SHORT TAKES

>> NOKIA THEATER LANDS EMMYS DEAL

NOKIA Theatre L.A. Live will be the new home of the Primetime Emmy Awards beginning with the 60th national telecast scheduled for Sept. 21. Financial terms of the 10-year agreement were not disclosed, but the multi-faceted agreement between AEG and the Television Academy will additionally place the Academy's 2008 Creative Arts Emmy Show the preceding weekend on Sept. 13, at the 7,100-seat theatre.
Contact: Cara Vanderhook, (213) 742-7273

>> LIVE NATION TAKES THREE IN ASBURY PARK —

Live Nation has reached a long term agreement to exclusively book Asbury Park's three music venues: the 1,600-capacity Paramount Theater, the 3,600-capacity Convention Hall and the 850-capacity Stone Pony. Investors Madison Marquette and Asbury Partners, who are spearheading the \$2 billion Asbury Park City Boardwalk redevelopment,

one, Seth Hurwitz, chairman, I.M.P. Productions, Bethesda, Md., hired lobbyists to raise questions about the deal in front of state lawmakers. Even some members of the Montgomery County Council have been critical. A county council staff report at the PHED (Planning, Housing, and Economic Development) Committee felt the rent, \$7,500 monthly, was too low.

"They (Live Nation) really got a back room sweetheart deal," said Audrey Schaefer, I.M.P. Productions communications.

This story actually begins close to six years ago, according to Patrick Lacefield, Montgomery County spokesperson, who said one really has to go back that far to understand what is going on today. Almost six years ago, Montgomery County representatives approached a local developer, Lee Development Group. The county told the development company it wanted to turn the empty JCPenney building into a music venue.

So, Lee Development, which also owns land behind the old JCPenney building, said they would give the land to the county as a public amenity.

"All developers in Maryland have to provide a public amenity," Lacefield said. "Lee Development said this would be their amenity when they decided to develop the back portion of this property."

Schaefer and her boss, Hurwitz, along with most of the music industry in the area, kept close watch. Hurwitz is the chairman of the 9:30 Club, Washington, D.C., a 1,200-capacity nightclub and concert venue. The club has hosted a variety of acts including Blind Melon, Cobra Starship, Matt Costa, Sia, The Hives and The Pogues.

"We had read in several newspaper articles that the community didn't want a 9:30 Club in that building," Schaefer said. "So, when there was some talk about Live Nation, we felt that wasn't going to happen, either. To most people, Live Nation and the 9:30 Club are like Coke and Pepsi."

But, by the time I.M.P. Productions did raise a hand, it was already over.

Vlautin said the county approached Live Nation late last summer to see if they were interested. Yes, they were. The county and Live Nation signed the 32-page letter of intent on Sept. 18. I.M.P. hand delivered and emailed a letter to the county on Sept. 24 asking for consideration. On Sept. 26, the county made the announcement about the agreement with Live Nation.

"It is the county's responsibility to go out and find the right people and the best deal," Schaefer said. "Who better than someone that was born and bred here?"

I.M.P. hasn't given up on wanting the county to open up this issue. When the county committee recommended the appropriation of the second \$2 million on Feb. 28, the committee also promised more questions would be asked when the issue was before the entire county council on March 4.

"Ah yes," Schaefer said, last week. "What occurred this week was a straw vote to appropriate the money - the budget isn't actually voted on until May."

I.M.P. Chairman Hurwitz said the council has raised some excellent questions during the course of this process, including what the developer is actually getting in exchange for the property.

"The fact is that the lease has the county ultimately responsible for all overruns by allowing the tenant to simply deduct that from the rent," Hurwitz said. "The Council has put all of these questions aside for now, for fear of losing state money. I'd like to believe that our

selected Live Nation to book and promote all live music events at the three venues through 2011.
Contact: John Vlautin, (310) 867-7127

>>LIVE NATION TO BUY FANTASMA –

The promoter giant has signed a letter of intent to purchase the majority of the late Florida concert promoter Jon Stoll's live entertainment assets. The Live Nation deal includes the 3,500-capacity Mizner Park Amphitheater in Boca Raton, Fla., and the 2,900-capacity Pompano Beach (Fla.) Amphitheatre, as well as the Fantasma name and current inventory of shows, and two music festivals produced by Fantasma. For more information, see VT's April issue.
Contact: John Vlautin, (310) 867-7127

>>TENABLE SERVICES ADDS COMMAND K-9

Tenable Protective Services has acquired the Command K-9 company. Nick DiCicco along with his team of professional handlers and canine partners has already joined Tenable's operation staff. The current team is made of certified imported and domestic canines and trained handlers.
Contact: Ryan Fioritto at (877)836-2253

government will not sweep those issues under the rug. We'll see. Apparently they are under intense pressure to pass this through no matter what the deal is. Hopefully, that will not carry over to the remaining opportunities to scrutinize all of this. Our offer stands to build this at our sole expense, with the developer transferring the land directly."

Schaefer said she didn't know what the next step would be for I.M.P. Productions. There was no mention of bringing any legal action, although it does sound like the company is dissecting the agreement process, perhaps looking for a legal loophole.

"We are going to be sitting back and watching as it unfolds," she said. "I hope people start asking the really hard questions."

Lacefield said as far as he is concerned, they are full steam ahead. He doesn't believe there will be any legal action.

"They (I.M.P. Productions) have already spent money on the lobbyists," Lacefield said. "They haven't gotten much for their money."

And, Live Nation is already making plans.

"We plan to promote an eclectic group of local, national and international artists, spanning genres, from folk and rock to country and blues," Vlautin said. "I suspect we will also book comedy and other special events. The venue will also be available to local community groups to host special functions." — Pam Sherborne

Interviewed for this article: John Vlautin, (310) 867-7000; Audrey Schaefer, (301) 947-1133; Patrick Lacefield, (240) 777-6530



THE BEAT

FACES AND PLACES

BETTINELLI LEAVES EBAY FOR LIVE NATION; PAINTER RETURNS TO CANADA; TADLOCK MOVES TO GRAND RAPIDS; AND DEDERICH IS NEW TO CEDAR RAPIDS

Greg Bettinelli



Greg Bettinelli has left his ticketing position at eBay for an executive role at **Live Nation**. Although Bettinelli didn't return phone calls to confirm the move, several sources confirmed the new position including a receptionist at Live Nation's Beverly Hills office, who said that Bettinelli was now working under Nathan Hubbard, of Live Nation's Musictoday platform.

Bettinelli's move was also reflected on his profile for LinkedIn, an online social networking site, which noted his

new position title as executive vice president of Business Development and Strategy - Ticketing at Live Nation.

Bettinelli was a key figure in the state-to-state deregulation of the secondary ticketing market, leading a company lobbying effort to overturn anti-scalping laws in states like Florida and New York.

"I've been at functions and have heard Greg speak and have known him to be a very eloquent advocate for free market and the legitimization of secondary ticketing," said Gary Adler, counsel general of the National Association of Ticket Brokers.

The move to Live Nation comes just two months after the world's biggest promoter laid out plans to compete against Ticketmaster with a ticketing platform licensed by CTS Eventim of Germany. Live Nation officials have indicated they plan to directly compete with Ticketmaster for building contracts and move forward with an aggressive plan to integrate secondary ticketing into its platform.

"It appears that his hiring has something to do with his acumen in the secondary market and further extends the legitimization, as well as the blurring between primary and secondary markets," Adler said.

Kerry Painter is returning to her native Canada and new construction as president and general manager of the planned **Niagara Convention and Civic Centre** in Niagara Falls, Ontario. The \$100 million, 130,000-square-foot center is to open in 2011.

Painter is currently general manager of the Northshore Harbor Center, Slidell, La., which opened just two months before Hurricanes Katrina and Rita devastated the area. She said that city is now exploring its options and is considering private management as well as a new hire.

Having been part of five openings, including Slidell, San Francisco City Hall (a big party space), the Detroit Opera House and the Fox Theatre, Detroit, and now Niagara Falls, Painter seems to have developed a specialty. Except, this is the first time she's had so much lead time. "Each one has been a little sooner," she said of her arrival in town. She assumes her new post April 15, the first on board, and will begin looking at the final design-build bids and, soon thereafter, hiring staff.

The convention center is being built one-third each with private, federal and provincial money. It will have no debt service but the partners, particularly the private stakeholders, do not expect to deal with an operating loss after the first two years, she said. It is a somewhat unique model for a North American convention center, built near the Niagara Fallsview Casino and Resort and benefiting from the casino's support and considerable tourism.

Eddie Tadlock

Eddie Tadlock has a new post within **SMG**, assistant general manager of **DeVos Place**, Grand Rapids, Mich. He makes the move from his current post as general manager of the Lynnwood (Wash.) Convention Center on or near April 1. SMG is exploring potential candidates for his Lynnwood job from within the company first.



Tadlock will answer to Rich MacKeigan at DeVos Place and will be responsible for the convention center and the performing arts center. Van Andel Arena is also part of the complex.

He had been in Lynnwood since April 2004, opening the venue. Prior to that he spent 12 years with the Washington State Convention and Trade Center, Seattle, and before that, six years with the Orlando Centroplex, which included six properties. He's looking forward to helping promote Grand Rapids as a major meeting destination. Like Lynnwood, it's a third tier city, but Lynnwood had 500 events last year, he noted, and the DeVos family has been making noise about an NBA or NHL expansion franchise for Grand Rapids.

In another Midwest town for another private management company, Terry Dederich has been named assistant executive director for the **U.S. Cellular Center**, **Paramount Theatre** and **Cedar Rapids Ice Arena** in Cedar Rapids, Iowa, for **VenuWorks**.

Dederich was most recently president of Super T Events, LLC, of DePere, Wis. His work experience includes serving as president and general manager of the Tri-Cities Coliseum in Kennewick, Wash.; executive director of TMS Motor Sports of Gilbert, Ariz., and Bloomington, Ill.; marketing director and operations/events supervisor at the Show Me Center in Cape Girardeau, Mo.; and operations and concessions assistant at the Brown County Expo Centre in Green Bay, Wis., where he began his career in 1983.

Interviewed for this article: Gary Adler, (202) 216-8307; Kerry Painter, (985) 781-3650; Eddie Tadlock, (425) 640-7614



2008 IAAM District V Conference
April 6-9, 2008
Safety Harbor, Florida

Have You Registered Yet???

For registration, complete program, and travel info, please visit
http://www.iaam.org/2008_meetings/D5/index.htm

Check out the award-winning **Safety Harbor Resort & Spa** at www.safetyharborresort.com

NAMING RIGHTS REPORT



CANDLESTICK PARK, SAN FRANCISCO

Date: June 1

Terms: Free and everlasting

Tenant/Ownership: San Francisco 49ers/City of San Francisco

Comments: When the naming rights deal with Monster Cable expires May 31, the name of the San Francisco 49ers' home stadium will revert to Candlestick Park, the name it was given when it was built in 1960. Candlestick Park is located on Candlestick Point, and takes its name for the long-billed Curlew, better known as the Candlestick, an indigenous bird.

In 2004, locals were unhappy with the naming rights deal that dubbed the park Monster Park, and voted to restrict the name to Candlestick Park once the Monster Cable deal ended.

The team is in negotiations with Monster Cable to become a corporate sponsor of the team, and also with the City of Santa Clara to relocate to a new stadium there, where naming rights are expected to bring in at least \$100 million.

Contact: Lisa Lang, (408) 562-4949

DURHAM PERFORMING ARTS CENTER - MILDRED AND DILLARD TEER STAGE, DURHAM, N.C.

Date Announced: Feb. 4

Terms: \$1.2 million over 10 years.

Buyer: The family of Durham contractor Dillard Teer and his wife, Mildred.

Tenant/Ownership: Broadway tours and other events/Nederlander and Professional Facilities Management (PFM.)

Comments: The deal is one of five naming rights opportunities within the Durham Performing Arts Center, and connects the new \$44 million Durham Performing Arts center with a well-known Durham family.

DPAC is expected to open later this year. Two other deals have been inked, the Blue Cross Blue Shield Atrium, and the Capitol Broadcasting Plaza. Two remain available.

"It makes for a nice mix of corporate and local," said Hill Carrow, CEO of Sports & Properties, Inc., in Raleigh, N.C.

R. Dillard Teer, Sr., was vice president and secretary-treasurer for one of the largest contractors in North Carolina, Nello Teer Co, and served as a county commissioner. His wife, Mildred Roycroft Teer, was a civic leader and served on the Durham City School Board.

Contact: Hill Carrow, (919) 890-6284

TD BANKNORTH GARDEN - AT&T SPORTSDECK AND HEINEKEN BOARDROOM

Date Announced: March 6

Terms: Not disclosed

Buyer: AT&T, Heineken

Tenant/Ownership: Boston Celtics, Boston Bruins/Delaware North Companies



Comments: AT&T and Heineken have entered into multi-year deals as entitlement partners for exclusive, members-only seating areas within the Garden. Both areas are products of the multi-million dollar renovation of the Premium Club's luxury seating areas over the past two years. The signage will go into place this month.

The Heineken Boardroom offers guaranteed access to all Garden events in an all-inclusive upscale setting. It doubled its occupancy last summer and is currently sold out. Memberships start at \$16,500.

The AT&T SportsDeck is a multi-tiered sports bar open for Bruins and Celtics games, geared to small and mid-sized companies and business professionals. It

offers a private bar, mid-level sightlines and inclusive bar food. Membership packages for 10 to 20 games start at \$2,000.

John Wentzell, president of Delaware North Companies*Boston and TD Banknorth Garden, said the deals are multi-year with options to extend, and the sponsors have membership and hospitality access.

For example, along with the branded visibility of the AT&T SportsDeck, AT&T also received preferred retail/leasing rates at the new commuter rail station at the Garden.

“They have a kiosk in that space 365 days a year, regardless of activity at the Garden,” Wentzell said. — Liz Boardman

Contact: Tricia McCorkle, John Wentzell, (617) 624-1854

CONVENTION CENTERS

CHEAP DOLLAR AND INTERNATIONAL MARKETING LURE OVERSEAS GUESTS, SURVEY FINDS

“It’s like Orlando on sale.”

That was a comment from a German journalist to Susan Greer, director of publicity, Orlando/Orange County Convention & Visitors Bureau, during her visit to the International Tourism Bourse in Berlin in early March.

“The value of the pound, euro and so many other currencies versus the dollar makes a business-trip here (Orlando) more attractive, especially when the exchange rates are so good that you can upgrade your room and other aspects of your trip,” Greer said.

And with that, Greer said she expects 2008 to be a very positive year for international travelers to Orlando.

And, while Orlando’s attractiveness benefits from the abundance of family entertainment attractions, other markets in the U.S. are finding their international business increasing as well. A survey conducted by Commercial News USA, the official export promotion publication of the U.S. Department of Commerce, confirms this finding.

The survey was conducted between Dec. 21 and Jan. 26 with more than 4,000 trade show professionals receiving surveys via email. The survey results showed 63.5 percent of the respondents reported international visitors to their 2007 shows increased. Another 61.6 percent reported international visitors comprise a greater proportion of total visitors.

In addition, two-thirds of those taking the survey projected their international attendance will increase in 2008. Another 25 percent projected international attendance will remain about the same. Only 6.3 percent projected it would decline.

“Moreover, the survey results revealed that international visitors/buyers are an increasingly important audience component at U.S. trade shows and the show director and marketers are cultivating them aggressively,” the survey summary states.

Some results include:

- More than half of the respondents stated international visitors are either their highest priority or a very high priority
- Nearly half, 45.6 percent, project their budgets for attracting international visitors will increase in 2008 and 2009
- 42.4 percent reported their international budgets for the next two years will remain the same as in 2007
- Although slightly less than half of the survey respondents invest \$10 or less to attract each international attendee to their show, 25 percent invest \$40 or more per attendee.

This survey was the Commercial News USA’s first survey of trade show professionals. Called “Attracting International Visitors/Buyers to Your Trade Show or Expo,” the goal was to quantify the increase in international attendance to U.S. trade shows since 9/11. In addition, the survey was to help identify strategies trade show directors and marketers are employing to cultivate international visitors.

The survey found traditional print advertising and direct mail marketing are, and will remain, important components of show marketing plans.

“More than one-third of respondents describe those strategies as most effective, particularly ads in print publications,” the survey summary states. “However, email, web-based marketing and other non-traditional strategies are increasingly important. More than one third describe electronic strategies as most effective.”

The marketing approach was reflected in the geographic regions of the world most important to the respondents. About 26 percent stated The Pacific Rim (including China, Japan and Australia) is most important.

“At approximately 25 percent each, North America, Europe and Asia (including India) are identified by respondents as regions on which they will focus their international marketing strategies,” the survey states.

Other results in the marketing approach were:

- Sixty-two percent of respondents reported ads in U.S. trade magazines or related media were most productive in print medium, while 25 percent found ads in foreign-based trade publications/newspapers more productive and the remaining 13 percent found ads in mainstream business media with international distribution most productive. — Pam Sherborne

Interviewed for this story: Susan Greer, (407) 363-5832

(714) 378-5400