

April Parnell

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**Sent:** Wednesday, April 16, 2008 7:25 PM  
**To:** april@venuestoday.com  
**Subject:** VT Pulse, April 16, 2008



# VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

April 16, 2008 • VOL. VII, Number 12 • ISSN 1547-4143

## Quote of the Week

*"This is really about us sitting down together and developing an overall strategy... that has television, live entertainment, location-based entertainment, all upfront as he goes to a network and we develop an integrated business."*

— Eric Stevens of AEG  
 Live on its partnership with Mark Burnett Productions.

## In this Issue

### THE NEWS

[Green Festival Gets Headly With Enviro Initiatives](#)

[Reality Will Hit The Road More Often In New AEG/Mark Burnett Partnership](#)

[Norovirus Puts Damper On Gaylord Opening](#)

[HOT TICKETS Jay-Z Takes Heart of the City To Boston](#)

[THE BEAT Higgins Joins SMG In Kent; O'Connor Upped At AEG](#)

[Naming Rights Report](#)

[DEPARTMENTS Short Takes](#)

[HELP WANTED](#)

[CONTACT VT PULSE](#)

Greetings April,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Earth Day is Sunday and we remind everyone to be their greenest. For more information about Venues Today, or to subscribe, visit [venuestoday.com](http://venuestoday.com)

## VT NEWS



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### GREEN GREEN FESTIVAL GETS HEADY WITH ENVIRO INITIATIVES

The JJ Ranch in Rothbury, Mich., is host to the first annual Rothbury Festival



Rothbury is more than an outdoor music festival to AEG's Don Strasburg — it's an environmental summit.

Set in a rural Michigan town of the same name, Rothbury

## SHORT TAKES

>> **LIVE NATION BUYS T IN THE PARK** — Live Nation, in partnership with Gaiety Investments, has bought controlling interest (67 percent) of Dance Factory, which produces T in the Park. The festival, held in Balado, Scotland, runs July 11-13 with headliners to include Verve, Rage Against the Machine and REM.

Contact: John Vlautin, (310) 867-2167

>> **NO FURTHER INFORMATION ON NEW SANDS CENTER** — Following an announcement to shareholders that the Las Vegas Sands Corp., the owner of the Venetian and Palazzo resorts, is planning to build a \$680 million hotel and convention center across from the existing Sands Expo and Convention Center, further details are on hold. The projected opening date is 2010. The existing convention center opened in 1990.

Contact: Mindy Eras, (702) 414-4334

>> **ISLANDERS OUTFIT NASSAU WITH HI-DEF FLAT SCREENS** — The New York Islanders hockey team upgraded the video system throughout their home arena, the Nassau Veterans Memorial Coliseum, Uniondale, with Sharp's AQUOS LCD TVs. The team installed 258 televisions, ranging from 15 to 64-inch monitors. Peerless Industries developed a custom-mount for the displays.

Contact: Melissa Non, (646) 502-3503

not only includes performances by Dave Matthews Band, Widespread Panic and John Mayer but also an environmental think tank featuring a team of scientists, environmentalists and social activists. The experts will be facilitating on-going discussions on global warming and composting to the backdrop of a three-day, 40,000-capacity outdoor music festival.

Strasburg, who helms AEG's year-old Denver office with Chuck Morris, is pegging the event as the next generation of enviro-friendly concerts with large-scale waste diversion efforts and a charitable initiative to donate a solar-powered generator to a school in Rothbury.

Green initiatives are popping up at most of the big festivals in the U.S. this summer. Amtrak has struck a deal with Coachella organizers to transport fans from downtown Los Angeles to the concert site in Indio, Calif. Chicago's Lollapalooza is banning paper promotional items — even iTunes free download cards will be biodegradable. Bonnaroo is setting up a car-pool exchange to get people out to Manchester, Tenn., while Bumbershoot in Seattle is recycling its signage from past years into handbags and wallets.

So, what's driving this greening of U.S. festivals? Often it's the artists, explained consultant Brian Allenby of Reverb, a Portland, Maine, firm that assists artists seeking to go on environmentally friendly treks.

Take recycling, for example. Singer/songwriter Jack Johnson has language in his summer tour rider that requires promoters to meet recycling standards for both back and front-of-house operations — Johnson's upcoming summer tour includes stops at Coachella, Bonnaroo, Virgin Mobile Festival in Baltimore and All Points West at Liberty State Park, N.J.

"(The Jack Johnson tour has) a pretty extensive rider and their booking agent worked really hard to make sure things wouldn't be ignored," Allenby said. "The hope is that if enough artists request these changes, they'll become standard operating procedures and venues will look at putting in full-time recycling centers."

In an ideal world, that would mean a zero-waste event at Rothbury, said Sarah Haynes of the Spitfire Agency, which is providing environmental consulting for the event. Her firm was able to achieve zero-waste for last year's Virgin Mobile Festival, but the camping aspect of Rothbury makes it a whole different animal.

"You can't control if someone brings in a Styrofoam cooler that gets left behind," she said. "We're not in complete control of what's happening, which leaves us to do a lot more education and have a lot of people on site to divert as much as possible."

And much of the recycling is a loss leader, said Haynes, who estimated that the event would lose some concessions revenue because it was encouraging visitors to bring in reusable bottles for free water. Most of the recyclable plastic is worthless at resale, while aluminum in Michigan has a 10-cent per-can deposit and "the kids usually bring those back themselves."

The other source that's seeing a lot of traction is carbon offsets, Haynes said. Almost 20 percent of ticket buyers to Rothbury have elected to pay an additional \$7 per person (on top of the \$245 face value) in carbon credits to offset travel to and from the festival. Most festivals usually only get a two-to-three percent donation rate, Haynes said.

"Part of it is the transparency, part of it's the authenticity," said Haynes. "We're probably attracting a really conscious consumer based on the imaging of the festival."

It also helps that the money doesn't go to a national carbon credit agency, but instead gets donated to a local

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>> **DULUTH EXPANSION FUNDING APPROVED** — Minnesota Gov. Tim Pawlenty approved a bonding bill that would give \$38 million for a Duluth Entertainment Convention Center renovation project. The money would help build a new arena for the University of Minnesota Duluth hockey teams, as well as producing a larger venue for high school hockey. The cost of the entire upgrade is \$78 million.  
**Contact:** Kirby Hunter, (218) 722-5573



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project to build solar panels at a nearby school.

"They're not the wide-scale projects that will be happening with or without the concert's support," said Reverb's Allenby. "These are projects that literally need the financial support from the sale of the carbon offsets to move forward with construction of the project."

Next on the horizon? Allenby said he'd like to see more venues and festivals tackle carpooling as a means to reduce the number of vehicles traveling to and from events. Artists like Johnson and events like Bonnaroo already host message boards and web applications that help carpoolers link up over the Internet.

That could mean a loss of parking revenue for some facilities, but Allenby said he hopes venues create incentives for carpooling with preferred parking and V.I.P. spots.

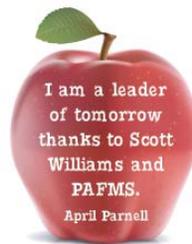
"If you look at the environmental footprint of a lot of these concerts, many are 20-30 miles outside of main metro area and everyone is driving in," he said. "That's a lot of carbon going into the air." — Dave Brooks

*Interviewed for this story: Don Strasburg, (720) 931-8704; Brian Allenby, (207) 221-6553; Sarah Haynes, (415) 381-3700; Kirby Hutto, (434) 245-4910*

## PAFMS ISSUE

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## BOOKINGS

### REALITY WILL HIT THE ROAD MORE OFTEN IN NEW AEG/MARK BURNETT PARTNERSHIP

Two non-scripted aspects of entertainment, live shows and reality television, are now collaborating to bring more content to both channels.



in either the magazine or the e-newsletter.

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

Mark Burnett Productions (MBP) and AEG have strategically partnered to develop and produce live entertainment, events, tours and other related programming for venues, based on Burnett-owned reality television and game show properties and to produce reality television shows based on AEG-owned properties. Additionally, the two organizations will collaborate on developing new original content that can be leveraged across all media, including television. The multi-year agreement basically gives each party first right of refusal on new projects.

Eric Stevens, president, AEG Events & Media, summarized the new deal as “changing the paradigm a little bit. Instead of a show coming on the air and everyone going, ‘Oh my god, we have to do something with them,’ we’re going upstream and thinking like business partners early on, where we all are on the same side of the table versus saying we want to grab the rights.”

The partnership has not yet produced tours or shows, though Stevens said there will be some announcements within the next two to three weeks. The relationship started when Burnett brought his “The Contenders” boxing reality show to Staples Center in Los Angeles, Stevens said.

Burnett productions also include Survivor, The Apprentice, Are You Smarter Than a 5th Grader?, Rock Star, Martha (Stewart), and, partnered with AOL, the interactive adventure/game show Gold Rush. Mark Burnett Productions handles production, post-production, distribution and merchandising worldwide for its own productions and acts as the worldwide distributor for other content producers as well. Additionally, Mark Burnett has active production companies in Europe and Asia.

AEG Live promotes national tours and special events, which currently include the American Idol and Dancing with the Stars tours, both reality TV-based though they are not Burnett productions. AEG also has content potential in the form of teams, Major League Soccer’s L.A. Galaxy with David Beckham and the Los Angeles Kings of the National Hockey League, as well as venues of all sizes, from arenas like Staples Center to theaters like Nokia Theatre at L.A. Live. In addition, both firms are global in reach.

The “what ifs” that lead to formalizing the partnership but are not projects in planning include other types of music competition tours like Burnett’s Rock Star; bringing The Apprentice experience, which has become a powerful brand, to people in a different way; or creating reality TV from one of AEG’s teams, Stevens said. The discussion finally reached a point where the partnership was struck, giving AEG first rights to produce the live event from Burnett’s non-scripted product and Burnett first rights to create reality TV from AEG brands. Each individual project will be negotiated separately and both organizations are flexible, Stevens said.

“‘Are You Smarter than a Fifth Grader?’ is the top prime time game show on TV. Is there an opportunity to reinvent that from a touring capacity or a sit-down capacity at a certain destination?” Stevens said. “It doesn’t have to go into arenas. It can go into theaters, theme parks. And, also, that type of show plays in 100 countries, with our global expanding reach, we could end up doing different versions of productions in different parts of the world.”

As Burnett develops new content, “this is really about us sitting down together and developing an overall strategy, a full business plan, that has television, live entertainment, touring, location-based entertainment, all upfront as he goes to a network and we develop an integrated business. We will be working hand-in-hand creatively on new ideas,” Stevens said.

Music tours are different; AEG doesn’t have rights to them, “but because we have such strong relationships with talent, we might say to them there may be an opportunity

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## HELP WANTED

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to promote this tour through a TV special or a reality program or behind the scenes shows," Stevens said.

What does this mean to other venue operators? "Hopefully that we, over time, will be bringing them new product based on some of the biggest media brands he's producing and has produced over the years and his new concepts. Part of our job is to redefine entertainment and what that live experience is and what kind of content it can be," Stevens added.

No one is ignoring the sponsor opportunities either. Reality TV is just part of the DNA right now in the broadcast world, but so is TiVo and other means of customizing personal TV viewing, so commercials aren't as effective as they used to be. "In the reality shows, advertising is a little more organic. A lot of those [advertisers] are partners of ours in our tours already, in opportunities to touch the consumer," Stevens said. He sees this deal as partially driven by sponsor opportunities in both mediums, though ticket sales are also a key to success. "If we can figure out how to manifest the live experience on a show that gets 10-20 million people a week watching it, hopefully ticket sales will follow," Stevens said. — Linda Deckard

*Interviewed for this story: Eric Stevens, (213) 763-5440*

## CONVENTION CENTERS NOROVIRUS PUTS DAMPER ON GAYLORD OPENING

*Gaylord Resort and Convention Center*

The opening week of Washington, D.C.'s Gaylord National Resort and Convention Center was marred by an outbreak of the much-publicized Norovirus and reports of field mice in the hotel.



According to Amie Gorrell, public relations director at the venue, on April 3, 12 attendees of a medical conference showed signs of the Norovirus illness, which included severe vomiting and diarrhea. The Prince George's County Health Department was immediately summoned and confirmed the virus outbreak. Others reported similar symptoms after the illness was publicized.

More than 300 people attended the medical conference, and the virus was limited to this group. "We had several other conventions in house and more than 1,000 employees on site at that time, so it was very contained to that one group," Gorrell said. Although all 12 people were treated at the hospital for dehydration, no one was admitted.

The Norovirus has been well-publicized as a menace on cruise ships. The easily-spread virus displays similar symptoms to the stomach flu and is contracted person to person, rather than by food or other means of exposure. "After conducting its tests, the health department determined that the virus did not originate at our facilities. All of our services were tested and our kitchens were never exposed," Gorrell said.

The resort remained open during the outbreak, while the health department conducted extensive cleaning of all public guest areas, including escalators, hand rails and elevator buttons. To try to determine where the illness originated, Princeton County officials inspected the building and spoke in detail with the hotel's staff.

Gorrell said the resort also took steps to inform all guests about the proper procedures to limit the spread of the virus, including vigilant hand washing before eating and

after bathroom use. A powerful bleach solution was used by health department personnel to clean all surfaces that may have been in contact with the virus.

In the days following the outbreak, Gaylord personnel instituted another thorough cleaning of the resort to make sure the virus was completely eradicated, Gorrell said. Since the April 3 outbreak, no new incidences of exposure have been reported.

In addition to the Gaylord outbreak, three other Norovirus cases were reported throughout Washington, D.C., during this same time period. Last year, both the city's Dulles Hilton and the Crystal City Hyatt confirmed substantial outbreaks of the Norovirus.

The week following the virus outbreak, hotel guests reported seeing field mice in the Gaylord Hotel's rooms and hallways. According to a statement by the company, a team of experts from the public health department was brought in to work around the clock to resolve the issue, which was attributed to the building not being properly sealed during construction.

The \$865 million facility, which opened on April 1, is the largest combined hotel and convention center on the Eastern Seaboard. Along with 2,000 guest rooms, the venue features 470,000 square feet of meeting, convention and exhibit space. The Gaylord Resort is the cornerstone of the new National Harbor development, a 300-acre waterfront development that includes dining, retail and entertainment venues.

The venue will celebrate its official grand opening on April 25.— Lisa White

*Interviewed for this story: Amie Gorrell, (301) 965-2111.*



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## **HOTTickets**

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 March 25, 2008.

**JAY-Z TAKES HEART OF THE CITY TO BOSTON**

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p>1) Bruce Springsteen Gross Sales: \$1,357,190; Venue: Key Arena, Seattle; Attendance: 15,095; Ticket Range: \$95-\$65; Promoter: Live Nation; Dates: March 29; No. of Shows: 1</p>	<p>1) Keith Urban Gross Sales: \$620,683; Venue: Charleston (W. Va.) Civic Center Coliseum; Attendance: 9,161; Ticket Range: \$59.50; Promoter: Outback Concerts; Dates: April 11; No. of Shows: 1</p>	<p>1) Machel Montano and Friends Gross Sales: \$535,904; Venue: The WaMu Theater at Madison Square Garden, New York; Attendance: 8,253; Ticket Range: \$145.50-\$50.50; Promoter: Dahved Levy Devonish Promotions; Dates: March 28; No. of Shows: 2</p>	<p>1) Atlanta Ballet's "Big" Gross Sales: \$543,717; Venue: Fox Theatre, Atlanta; Attendance: 10,155; Ticket Range: \$125-\$25; Promoter: Atlanta Ballet; Dates: April 10-13; No. of Shows: 6</p>
<p>2) Bruce Springsteen Gross Sales: \$1,208,955; Venue: Rose Quarter, Portland, Ore.; Attendance: 13,503; Ticket Range: \$95-\$65; Promoter: Live Nation; Dates: March 28; No. of Shows: 1</p>	<p>2) Def Leppard Gross Sales: \$479,732; Venue: Bi-Lo Center, Greenville, S.C.; Attendance: 8,198; Ticket Range: \$76-\$36; Promoter: In-House, Live Nation; Dates: April 1; No. of Shows: 1</p>	<p>2) Lil Wayne Gross Sales: \$458,618; Venue: The Liacouras Center, Philadelphia; Attendance: 7,052; Ticket Range: \$127.50-\$57.50; Promoter: Two Shades Productions; Dates: March 28; No. of Shows: 1</p>	<p>2) Riverdance Gross Sales: \$536,315; Venue: Wharton Center For Performing Arts, East Lansing, Mich.; Attendance: 10,541; Ticket Range: \$60-\$25; Promoter: In-House; Dates: April 4-6; No. of Shows: 5</p>
<p>3) Jay-Z, Mary J. Blige Gross Sales: \$1,199,576; Venue: TD Banknorth Garden, Boston; Attendance: 12,847; Ticket Range: \$300-\$49.75; Promoter: Live Nation, AL Haymon; Dates: April 3; No. of Shows: 1</p>	<p>3) Foo Fighters Gross Sales: \$476,852; Venue: MTS Centre, Winnipeg, Manitoba; Attendance: 9,068; Ticket Range: \$58.31-\$48.56; Promoter: Live Nation; Dates: March 25; No. of Shows: 1</p>	<p>3) Def Leppard Gross Sales: \$433,757; Venue: Sovereign Center, Reading, Pa.; Attendance: 6,808; Ticket Range: \$75-\$45; Promoter: Live Nation; Dates: April 3; No. of Shows: 1</p>	<p>3) 25th Annual Putnam County Spelling Bee Gross Sales: \$407,525; Venue: Civic Center of Greater Des Moines (Iowa); Attendance: 9,652; Ticket Range: \$55-\$20; Promoter: In-House; Dates: April 8-13; No. of Shows: 8</p>
<p>4) Rascal Flatts Gross Sales: \$726,843; Venue: Rose Quarter, Portland, Ore.; Attendance: 11,452; Ticket Range: \$65-\$49.75; Promoter: Live Nation; Dates: April 4; No. of Shows: 1</p>	<p>4) Maroon 5 Gross Sales: \$475,505; Venue: Brisbane (Australia) Entertainment Centre; Attendance: 5,890; Ticket Range: \$80.73; Promoter: The Frontier Touring Company; Dates: April 2; No. of Shows: 1</p>	<p>4) Keith Urban Gross Sales: \$428,615; Venue: Hordern Pavillion, Sydney, Australia; Attendance: 5,281; Ticket Range: \$88.38; Promoter: Chugg Entertainment; Dates: March 26; No. of Shows: 1</p>	<p>4) Widespread Panic Gross Sales: \$403,163; Venue: Auditorium Theatre, Chicago; Attendance: 10,751; Ticket Range: \$37.50; Promoter: Jam Productions; Dates: April 11-13; No. of Shows: 3</p>
<p>5) Foo Fighters Gross Sales: \$689,133; Venue: Rexall Place, Edmonton, Alberta; Attendance: 13,628; Ticket Range: \$58.37-\$48.56; Promoter: Live Nation; Dates: March 28; No. of Shows: 1</p>	<p>5) Duran Duran Gross Sales: \$455,599; Venue: Vector Arena, Auckland, Australia; Attendance: 4,466; Ticket Range: \$111.10-\$92.55; Promoter: Michael Coppel Presents; Dates: March 26; No. of Shows: 1</p>	<p>5) Def Leppard Gross Sales: \$415,189; Venue: Germain Arena, Estero, Fla.; Attendance: 5,690; Ticket Range: \$125-\$47.50; Promoter: Live Nation; Dates: March 30; No. of Shows: 1</p>	<p>5) Chris Rock Gross Sales: \$258,453; Venue: San Antonio (Texas) Municipal Auditorium; Attendance: 4,441; Ticket Range: \$75.50-\$45.50; Promoter: Live Nation; Dates: March 26; No. of Shows: 1</p>

Compiled by Rob Ocampo and Josh Huckabee. To submit reports, e-mail [HotTickets@venuestoday.com](mailto:HotTickets@venuestoday.com) or fax to (714) 378-0040.

## THE BEAT

### FACES & PLACES

#### HIGGINS JOINS SMG IN KENT; O'CONNOR UPPED AT AEG

Tim Higgins has been named general manager for the Kent (Wash.) Events Center for SMG. Higgins returns to SMG after a stint with Global Spectrum, most recently as general manager of Spartan Stadium at San Jose State University. Higgins starts his new post on April 23.

"He worked for us for nine years," noted Steve Tadlock, regional GM for SMG based in Fresno, Calif., at the SaveMart Center. "He has extensive arena experience, he's a hockey guy and he's been through openings of several arenas. He's a good fit."

The 6,025-seat, \$80 million Kent Events Center opens in January 2009. It will house the Western Hockey League's Seattle Thunderbirds, currently playing at the KeyArena. The team has signed a 30-year lease agreement.

Ben Wolters, Kent's economic development director, said the original contract with SMG (VT Pulse, Feb. 20, 2008) was amended only slightly. Instead of a \$98,000 base fee, SMG will receive a \$134,400 base fee and be eligible for another \$57,600 in incentives. The total of fee plus incentives remains the same.

The city will send out RFP's for a concessionaire at the end of June, Wolters said. SMG has indicated it will bid on that contract for its catering division.

In addition, Wolters said the venue has sold 10 of its 20 suites for amounts ranging from \$30,000 to \$50,000 annually. That amount includes tickets to Thunderbirds games and most ticketed events. The Thunderbirds receive a fee for marketing the suites and 30 percent of the revenue. The city retains the other 70 percent.

With the continuing expansion of AEG Facilities, Rod O'Connor will assume the newly-created position of senior vice president, Operations AEG Facilities.

In the last year, AEG Facilities has created partnerships with over two dozen venues worldwide.

Prior to joining AEG and The Home Depot Center, Carson, Calif., O'Connor was the president of the X Prize Foundation, a Santa Monica-based non-profit that creates and manages multi-million dollar prize competitions for charity.

*Interviewed for this story: Steve Tadlock, (559) 347-3410; Ben Wolters, (253) 856-5703; Michael Roth, (213) 742-7155*

### NAMING RIGHTS REPORT

#### TD BANKNORTH GARDEN, BOSTON

**Date Announced:** March 19

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

**Comments:** "Our naming rights partner TD Banknorth announced a major merger with Commerce Bank for a new combined brand that will be known as TD Commerce Bank," said John Wentzell, president of the TD Banknorth Garden and DNC-Boston. "This change will eventually lead to the renaming of our building. While there has been no decision relative to the new name, our shared sentiment with the bank is that the 'Garden' name will continue. An official time line has not been set for the transition."

The venue was built next door to the old Boston Garden in 1995. The original name, the Shawmut Center, didn't last until opening day. It was then FleetCenter, after Shawmut was acquired by Fleet. In 2004, after Bank of America bought Fleet and gave up naming rights, TD Banknorth offered to pay \$6 million a year — reportedly three times the rate Fleet had paid.

Under the terms of the contract, TD Banknorth can change the arena's name once without paying a penalty. Analysts have estimated it may cost more than a \$1 million to change the signs and graphics on the inside and outside of the venue.

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

#### TIME WARNER CABLE ARENA, CHARLOTTE, N.C.

**Date:** April 10

**Terms:** Terms not disclosed

**Tenant/Ownership:** Charlotte Bobcats and Charlotte Checkers minor-league hockey/City of Charlotte

**Comments:** This is the first naming rights deal for the arena, which opened in 2005. The deal took 15 months to ink, and includes moving televised coverage of Bobcats basketball games to Fox Sports Net South.

"This is a watershed moment for our organization, and a symbol of our commitment to continually improve every facet of this business," said Fred Whitfield, president and chief operating officer for Bobcats Sports & Entertainment (BSE) in a statement. "For more than a year we worked closely with Time Warner Cable on ways to enhance our relationship and bring FSN South into the fold as a key media partner, and I'm extremely proud of the passion, integrity, hard work and teamwork displayed by all parties that went into making this agreement a reality."

The Time Warner Cable name will be branded on interior and exterior signage and with logos on playing surfaces. There will also be a dedicated concourse gallery showcasing TWC programming and products.

*Contact: Cindy Carrasquilla, (704) 688-8815*

#### **CRICKET WIRELESS AMPHITHEATRE, CHULA VISTA, CALIF.**

**Date:** April 5

**Terms:** Not released

**Buyer:** Cricket Communications

**Tenant/Ownership:** Live Nation

**Comments:** Coors has been the title sponsor for the 19,442-seat venue since it opened in 1998, withdrawing earlier this year to focus on its core business. Cricket Communications, a provider of wireless services, already has naming rights to the Cricket Wireless Pavilion in Phoenix, Ariz.

In a press release, Cricket officials said they expect to use the venue to support its philanthropic partnerships, including The New Children's Museum in San Diego and Make-A-Wish Foundation of San Diego.

As part of the deal, the amphitheatre is getting a new logo and new signage. Other special promotions with the sponsor are planned, too.

The new name was rolled out as part of the launch of the amphitheater's 10th season, which includes Def Leppard, The Police, and Kenny Chesney.

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#### **GLENS FALLS (N.Y.) CIVIC CENTER**

**Date:** April 15

**Terms:** 5-year management deal

**Tenant/Ownership:** Global Spectrum/City of Glens Falls

**Comments:** The City of Glens Falls has hired Global Spectrum to a five-year contract to manage the 4,800-seat venue, and is negotiating a separate contract with Front Row Marketing - also a Comcast Spectacor company - to sell naming rights and sponsorships for the venue. Last year, the Glens Falls Civic Center Foundation identified six companies interested in sponsorship deals.

Until 1999, the venue was home to the Adirondack Red Wings, and in its earlier years hosted concerts by Rod Stewart and the Beach Boys. But it has faced increased competition from venues in Albany, like the Times Union Center. — Liz Boardman

*Contact: Ike Richman, (215) 389-9552*