

April Parnell

From: venuestoday [venuestoday@mail.vresp.com]
Sent: Wednesday, August 06, 2008 6:47 PM
To: april@venuestoday.com
Subject: VT Pulse, August 6, 2008

VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

August 6, 2008 • VOL. VII, Number 24 • ISSN 1547-4143

Quote of the Week

"I prefer tornadoes."

— Carol Roberts-Spence from the University of Texas, El Paso on a 5.4 earthquake that shook the IAAM conference in Anaheim, Calif.

Greetings April,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." The staff is back after a brief, but busy hiatus at the IAAM Convention in Anaheim. Our Women of Influence Awards reception was a hit and we would like to thank all our sponsors and guests who helped make it spectacular. For photos from the event, see our August issue which should be arriving in mailboxes early next week.

In this Issue

THE NEWS

[IAAM Closes with Celebrity Sightings and Strong Turnout](#)

[Earthquake Jolts IAAM](#)

[Fairs Go Forensic With Live CSI Show](#)

[Small Is Huge In Today's Food Business](#)

HOT TICKETS

[Kenny Chesney Razor Sharp at Gillette](#)

THE BEAT

[Fair Wraps: Delaware State Fair and North Dakota State Fair](#)

DEPARTMENTS

Short Takes

HELP WANTED

CONTACT VT PULSE

SPORT, ENTERTAINMENT & VENUES TOMORROW
 November 5-8, 2008
 Columbia, South Carolina

A dynamic conference focused on uniting students, professors and professionals in the sports and entertainment industry.

University of South Carolina & Venues Today, bringing together the brightest minds in sports, entertainment and academia.

Stay tuned for more information.

VT NEWS

IAAM
IAAM CLOSES WITH CELEBRITY SIGHTINGS AND STRONG TURNOUT

Chris Lamberth of 360 Architecture and Chaeli Walker of Tickets.com were two "survivors" of the 5.4 earthquake that shook the last day of the convention; Spokane (Wash.) Convention Center GM Johnna Boxley and Eddie Tadlock of DeVos Place in Grand

SHORT TAKES

>> RADIANT SELECTED AS POS VENDOR BY

OVATIONS FOR VENUE UPGRADES

— Oventions Food Services announced that it has selected Radiant System, Inc. in an effort to improve its catering and point of sale system. The food and beverage company, which is in charge of over 90 venues, has selected Quest point of service and VenueManager. The technology will allow Oventions to create faster suite-catering, concession stands and in-seat ordering. Radiant has already installed the new technology at Verizon Wireless Amphitheater in Alpharetta, Ga.
Contact: Sara Zavala, (321) 644-2465

>> **NEW LOCATION ANNOUNCED FOR VMA** — The Venue Management Association has announced that the Marriott Resort & Spa, Surfer's Paradise, Gold Coast will be the new location of the annual Public Venue Management School. The school's former site, the Kooralbyn Resort is slated to be liquidated. Students will be continuously updated.
Contact: Maria Lamari, 61 7 3870 4777



CONTACT US

To submit news or information, contact:

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

Rapids, Mich., before the IAAM awards luncheon.



Venues Today's Nazarene Kahn raps with actor Larry Hagman on the last day of the tradeshow; Although she didn't win an award, Women of Influence nominee Christie Castillo (far right) of the Staples Center and L.A. Live in Los Angeles had plenty of AEG supporters at the reception including Jen Hanscom, Danielle Edouarde and Lee Zeidman.



Steve Peters, VenuWorks, engages the audience before the keynote address during one of his last official duties as IAAM President; Stacey Gregg of Petco Park in San Diego and Jill Pepper of TEAM Coalition enjoy a little bubbly-to-go thanks to the crew at Staff Pro.



Seen at the Feld party were Jo-Ann Armstrong of the host Honda Center in Anaheim, Jeff Vetting from Live Nation Motor Sports and Jay Roberts from the Mellon Arena in Pittsburgh; this year's keynote address was delivered by Daniel Pink, author of "A Whole New Mind."



ANAHEIM, Calif. — Orange County isn't quite Hollywood, but celebrity appearances abounded at this year's 83rd annual Conference and Trade Show at the Anaheim Convention Center. From a celebrity impersonation of California Governor Arnold Schwarzenegger during the opening keynote address to an appearance by famed actor Larry Hagman, tidbits of fame were around.

This year's conference had the largest walk-up attendance in IAAM history with about 350 people registering on-site. In total, 1,240 people attended the convention with 300 exhibitors on the trade show floor.

The meeting was the last stop for past President Steve Peters, VenuWorks, who outlined his accomplishments during his year in office during his opening keynote address. Peters said he was proud of how IAAM continued to develop its mission to service facility professionals and had undertaken new steps to build membership.

"As a member-organization, we have a clearer understanding of our mission," Peters said. "It is our duty to facilitate commerce, advocate for others in the industry, conduct research for the betterment of the industry and provide professional education opportunities."

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line

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

[Read the VerticalResponse marketing policy.](#)

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 your
listing in our
Resource Guides,
contact:**

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

**HELP
WANTED**

**VIEW THE FULL
LISTINGS**

The Orlando, Salt
Lake City - Assistant
Box Office Manager

VenuWorks,
Inc./Fairfield (Iowa)
Arts and Convention
Center - Executive
Director

Melbourne
(Australia) Recital
Centre - 4 positions

Blue Cross Arena,
Rochester, NY - Box
Office Manager

QPAC, Brisbane,
Australia - Assistant
Events Manager

Tennis Australia -
Site Operations
Coordinator

At the inaugural luncheon, Peters passed the gavel to Robyn Williams of the Portland (Ore.) Center for the Performing Arts.

"I am very proud of the direction of this association and I plan to continue it on the path of international growth," Williams said. "By engaging our counterparts overseas, we extend the brand of IAAM and develop cross-border understanding that furthers our body of knowledge."

The exchange of power was followed by an emotional awards ceremony where Bill Waldo of Irwin Telescopic Seating presented the Joseph J. Anzivino Distinguished Allied Award to the family of the late Ed Burch. Aramark received the IAAM Foundation Legacy Award, which is presented to a company or individual that has made significant financial or non-financial contributions to the mission of the IAAM Foundation.

The most prestigious award, the Charles A. McElravy Award, was given to Joe Floreano, executive director, Rochester (N.Y.) Riverside Convention Center. — Dave Brooks

Interviewed for this article: Steve Peters, (515) 232-5151; Robyn Williams, (503) 274-6560; Joe Floreano, (585) 546-7435



**IAAM
EARTHQUAKE JOLTS IAAM**



Venues Today intern Calvin Men interviews IAAM's Meredith Craig (left) and Cindy Harper from Texas Tech in Lubbock after a 5.4 magnitude earthquake shook the final day of the conference.

ANAHEIM,
Calif. —

Attendees at this year's IAAM meeting were a bit "shaken" after an earthquake jolted the Anaheim Convention Center and nearby Hilton Hotel on the last day of the July 25-29 conference.

Some attendees remained calm, others stood in doorways and a few ran for their lives after a surprisingly powerful 5.4 earthquake shook Southern California from Los Angeles south to San Diego. The epicenter of the quake was thought to be in Chino Hills, about 22 miles east of the hotel where 300-400 remaining IAAM members were wrapping up their conference. At the time of the quake, many attendees were listening to the closing keynote address by speaker Simon T. Bailey.

Chris Carpenter of the San Mateo (Calif.) County Events Center was at the seminar when the quake hit, describing it as "pretty intense. We felt a lot of rolling and shaking of the building."

He said nobody moved at first, but "eventually their facility-manager instincts kicked in and everyone safely shuffled through one of the emergency exits."

Sandy Webb, a staff member at IAAM said she thought the keynote speech could have been renamed "Simon Says Run," although she noted that only a few attendees were panic-stricken enough to run away.

MSG Entertainment,
New York -
Marketing Director
Touring Productions

WA State
Convention & Trade
Center (WSCCTC),
Seattle - Sales
Manager

Crown Melbourne,
Australia - Show
Sales Manager

Tennis Australia -
Site Operations
Coordinator

VEE Corporation,
Minneapolis -
PR/Marketing

MSG Entertainment,
New York - Vice
President, Executive
Producer

Ticketforce - Sales
Executive

[VIEW THE FULL
LISTINGS](#)

“There’s construction at the Hilton and I thought maybe some type of structural damage had happened and maybe the entire hotel was about to collapse,” she said. “I had seen some work crews jack-hammering earlier in the day and I thought ‘oh, they must have hit the wrong thing.’”

It was Webb’s first earthquake, but not a first for Michael Marion from the Alltel Arena in North Little Rock, Ark., who used to live in Beverly Hills, Calif., and remembers being in several earthquakes.

“I wasn’t panicked, but I did think to myself that this earthquake seemed to last a long time,” he said. “From the length of time the place shook, I knew it was a big one, but thankfully no one was hurt. Some people were completely nonchalant about the whole thing, while others were totally freaked out.”

While many in the “totally-freaked out” column refrained from commenting, Carol Roberts-Spence from the University of Texas, El Paso, said “I prefer tornadoes” and that she “never wanted to go through that again.”

“I’ve never experienced anything like this,” said Will Antonishyn from the Credit Union Centre in Saskatoon, Saskatchewan. “You felt like you were on a Disneyland ride. (I’m) glad no one was hurt and I certainly hope not to experience another,” he said. “(Experiencing an earthquake is) kind of on your to-do list in life.”

George Langdon from the Boise (Idaho) Center said that he experienced earthquakes in his state, but never one of this magnitude.

“The weird sensation is the different senses. You can walk on something that’s moving, but when your eyes see everything moving (is when it gets difficult),” Langdon said, mimicking a duck-footed walk with a hearty laugh.

Attendees of the panel were seen ducking underneath chairs, moving away to the corners of the room to avoid any possible debris – some even running from the room out of fear.

Chris Lamberth from 360 Architecture said he wasn’t freaked out by the earthquake, but he did sense some real panic in the eyes of IAAM Vice President Shura Lindgren as the two left the diversity committee. IAAM staff member Meredith Craig didn’t particularly enjoy the earthquake, but was polite enough to stay on the phone with her mom during the entire episode so that she wouldn’t worry. Jordan Hergott from Spec Seats said he didn’t even feel the earthquake while doing a tour of the Staples Center in downtown Los Angeles – neither did Ticket.com’s Chaeli Walker, who was driving on the 405 freeway for a committee meeting, which was canceled by the time she arrived. — Dave Brooks, Calvin Men

Interviewed for this article: Chris Carpenter, (650) 574-3247; Sandy Webb, (972) 906-7411; Michael Marion, (501) 975-9030; Carol Roberts-Spence, (915) 747-5481; Will Antonishyn, (306) 938-7800; George Langdon, (208) 489-3607; Chris Lamberth, (816) 472-3360; Meredith Craig, (972) 906-7411; Jordan Hergott, (847) 309-8401; Chaeli Walker, (714) 327-5492; Shura Lindgren, (636) 669-3005

BOOKINGS

FAIRS GO FORENSIC WITH LIVE CSI SHOW

Scene from CSI: Live



Cue the theme music. “Who are you? Who, Who?”

No, it’s not another TV spin-off of the CBS hit “CSI: Crime Scene Investigation.” It’s an interactive show created with fairs, amusement parks and arts centers in mind that leverages one of television’s hottest franchises for a family-friendly audience.

Two units are being booked into performing arts center through the Brad Simon Organization. CSI Live kicked off the 2008 PAC season at The Community Theatre, Morristown, N.J., and is booked through April 22, 2009, at the Shubert Theater, New Haven, Conn., and April 24 at Harford Community College, Bel Air, Md.

This summer, the show will appear at a smattering of fairs, including the California, Arizona and South Carolina state fairs, Western Idaho Fair in Boise and Western Fair in London, Ont., but the list could be expanded next year.

“We approached CBS and said, ‘This is what we do; we’re looking for a new show concept,’” said Leonard Lipes, managing director of Montreal-based Mad Science Productions, which creates a variety of hands-on programs and theatrical productions with a scientific bent.

“Forensic science is one of the biggest career choices, so we know there is appeal,” Lipes added. “The synergy is there. It almost happened overnight. We knew that we were going to get the No. 1 show and they were going to get the No. 1 science show.”

The result is “CSI: Live,” which began playing fairs and amusement parks this summer. The audience hears a voiceover that welcomes them to “the amazing illusions of Max Spade,” a magic show that goes awry. When the magician’s assistant ends up unconscious, two crime scene investigators appear and, with the help of the audience, the mystery is solved.

“There’s a giant screen with ‘The Who’ music in the background like the opening of the show,” Lipes said. “This is a cool 30-second opening that goes right into the mobile crime unit on its way to the incident.”

CSI star William Petersen even appears as investigator Gil Grissom in a clip to set the stage for what will happen, Lipes said.

The show lasts 30 to 35 minutes, Lipes said, depending on the amount of audience interaction. “Some of them like to have their 15 minutes in the limelight,” he said. “They want to steal the show, which is fun. It varies. Sometimes we’ve had shows that run 25 minutes.”

So far, the show has yet to play many fairs, but audiences were very appreciative at the Sweetwater County Fair in Rock Springs, Wyo., said executive director Larry Lloyd.

“The general response was very positive,” Lloyd said. “Most people went back twice. They just thought it was

excellent.

“From a staff standpoint, it was a good interactive show that they put together. The public was very, very receptive.”

“CSI: Live” played in an exhibit hall that seats about 250 at the Sweetwater County Fair, Lloyd said. The event was free with the price of admission to the fair, which ran July 24-Aug. 3.

“I talked to a number of people,” Lloyd said. “It attracted a cross-generational audience. I talked to some grandparents who were there with their daughter and her kids, and they said, ‘What a great show. We’re coming back.’ Again, that was the general feeling all along from folks. I did not hear one negative comment.”

Lipes and his team had younger viewers in mind when developing the storyline for the show.

“We came up with a million different ways to approach the show,” he said.

“We had a tall order. It had to be family friendly, so we couldn’t kill anybody. ‘CSI’ is usually about murders and reconstruction. We had a clever idea on repackaging the ‘CSI’ brand without taking the coolness factor out of the ‘CSI’ brand, or our brand, for that matter.”

Norb Bartosik, CEO of the California State Fair, Sacramento, has not seen the “CSI” show yet, but he has worked with Mad Science Productions before, and, in fact, said that Cal Expo actually came up with the “Mad Science” name.

“We said, ‘Sure, it sounds fascinating,’” Bartosik said.

The show will play four times a day during the last six days of the Aug. 15-Sept. 1 state fair on a deck area at the fair’s Expo Center. Seating will be for 500, Bartosik said. It cost the fair \$27,000 to book “CSI: Live,” which is free with the price of admission to fairgoers.

In addition to wanting to provide family-friendly shows for fairgoers that allows them to use their brains, “CSI: Live” also will fit in with this year’s fair theme, “Going Hollywood,” Bartosik noted.

“We’re rolling out the red carpet, and we’ll have a three-quarters scale backlot set on one of our California buildings featuring a Western front and a ‘Jurassic Park’ front,” he said. “There will be a greenscreen that people can stand in front of and get their pictures taken, plus a sound effects stage - lots of neat, fun things.”

For now, the show is playing more amusement parks and arts centers than fairs, but Lipes plans to market “CSI: Live” to more fairs in the future.

“It’s based on routing in terms of where people are,” Lipes said. “We’ll probably go much bigger next year with ‘CSI’ in the fair market.” - Mary Wade Burnside

Interviewed for this article: Leonard Lipes, (514) 344-4181, ext. 120; Larry Lloyd, (307) 352-6789; Norb Bartosik, (916) 263-3061.

CONCESSIONS

SMALL IS HUGE IN TODAY’S FOOD BUSINESS



Gathered around the tech guy prior to the panel discussion are, from left, Michael Pulscak; Kim Bedier, Comcast Arena at Everett (Wash.) Events Center, moderator; C.T. Nice; Gary Pecka, A/V technician for Freeman; and Richard Dobransky. (VT Photo)

ANAHEIM, Calif. — Smaller portions, lighter sauces, all-inclusive buffets, ethnic foods and more beverages are the trends in venue food and drinks identified by a panel of experts at the International Association of Assembly Managers convention here July 25-29.

“Inclusive is in,” said Richard Dobransky, vice president, food and beverage, Delaware North Companies, Buffalo, N.Y., highlighting the continuing trend to include food and drink in the ticket price.

“Salty, spicy and savory” are the key ingredients, added C.T. Nice, vice president, food and beverage, Sports & Entertainment, Aramark, discussing top dessert trends which finds salt, beets, corn and chilis in today’s desserts, like lemon verbena cheesecake and Fuji apple tart with sage.

“Beverages are huge,” Nice added. “The next dessert cart is the cocktail cart.” It’s not just adult beverages either, he added.

Local, seasonal and sustainable are now more than a trend; going green will gain momentum, added Michael Pulscak, executive chef, Rose Garden, Portland, Ore., for Ovations. At the the Rose Garden, Ovations is now recycling the grease used in cooking. “We’re getting 25 cents a gallon,” he said. “Before, it was costing us 50 cents a gallon to dispose of it.”

Dobransky came with a list of ways to increase revenues, including:

- Interactive cooking in the concessions stands as well as catering operations. “We’re putting roller grills on the front of concessions,” he said.
- Electronic ordering capabilities. People are still behind the counters, but just like airlines have done, arena concessionaires are beginning to encourage people to use a machine or kiosk, which also allows for more sponsor and advertising opportunities.
- More non-event catering.
- Group portions. Two facilities are selling food packages for four, Dobransky said.
- More wine. “We’re missing a whole segment of the population.”

Pulscak directed attendees to greenchoices.org as a site that reports the true sustainability of different foods. Montereybayaquarium.org lists sustainable fishes. Ovations has a sustainability coordinator who watches trends and identifies grants, rebates and incentives, he said.

“It’s a three-tiered system: what goes out, what comes in

and what you do with it while it's here," he said. They are looking at bamboo dishware, new kitchen equipment with better energy ratings - which saves money in the long term - and major recycling in Portland, he said.

Ovations has a fresh food product in just about every concession stand, now, but Pulscak also pointed to technology as making food preparation much easier today. Gourmet appetizers that are machine made are not distinguishable from handmade today. "There will be less labor in the future," he said.

"We're getting back to the basics and fundamentals of good cooking techniques," Nice said. Flavor is in. "There is nothing on the plate that doesn't belong there. It used to be bigger and bigger was better. Now, it's simple food done right."

Street food has come indoors, Nice said, pointing to tapas, the bite-size Spanish dishes. Now all foods come on smaller plates, less waste. Nice calls it "menus with attitudes," saying the food must be authentic and showcased. "It's eater-tainment."

Aramark is training culinarians who know the fundamentals, Nice continued. It's not about celebrity chefs and fancy sauces. It's "barely-there" sauces, bye-bye heavy cream, he said.

"We've been slider-ed to death," he added of menu trends. "Let's move on." Now it's salad in a lettuce bowl, bite-sized desserts, and, most important, lots of hospitality. "Service is a monologue; hospitality is a dialogue," he concluded. — Linda Deckard

Interviewed for this story: Michael Pulscak, (503) 797-9897; Richard Dobransky, (716) 858-5970; C.T. Nice, (713) 2598-8404

CORRECTION

In the July 9 edition of VT Pulse, Deborah Daust, manager of KeyArena, said: "The city-owned [KeyArena, Seattle] is not in the position to do any self-promotes or co-promotes." We incorrectly attributed the quote to Kim Bedier. We regret the error.

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 July 8, 2008.

KENNY CHESNEY RAZOR SHARP AT GILLETTE

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
1) Kenny Chesney Gross Sales: \$5,274,364; Venue: Gillette Stadium, Foxboro, Mass.; Attendance: 57,394; Ticket Range: \$104.50-\$49.50; Promoter: AEG Live, New England Country Music Festival, The Messina Group; Dates: July 26; No. of Shows: 1	1) Dave Matthews Band Gross Sales: \$1,102,351; Venue: Louisville (Ky.) Slugger Field; Attendance: 18,301; Ticket Range: \$65-\$55; Promoter: Jam Productions, Outback Concerts; Dates: Aug. 1; No. of Shows: 1 2) Kenny Chesney Gross Sales: \$645,057; Venue: Constellation	1) James Taylor Gross Sales: \$792,080; Venue: Greek Theatre, Los Angeles; Attendance: 10,924; Ticket Range: \$85-\$45; Promoter: Nederlander; Dates: July 29-30; No. of Shows: 2 2) Steely Dan Gross Sales: \$530,820; Venue: Nokia Theatre L.A. Live; Attendance: 6,882; Ticket	1) The Color Purple Gross Sales: \$5,328,923; Venue: Fox Theatre, Atlanta; Attendance: 91,862; Ticket Range: \$125-\$29.50; Promoter: AEG Live, Theater of the Stars; Dates: July 15-Aug. 3; No. of Shows: 24 2) Phantom of the Opera Gross Sales:

\$3,931,995;
Venue: **Ford Field, Detroit**;
Attendance: 46,871; Ticket Range: \$101.50-\$71.50; Promoter: AEG Live, DLI Entertainment, The Messina Group; Dates: Aug. 2; No. of Shows: 1

3) Neil Diamond
Gross Sales: \$2,503,705; Venue: **Xcel Energy Center, Saint Paul, Minn.**;
Attendance: 29,205; Ticket Range: \$120-\$55; Promoter: AEG Live, Concerts West; Dates: July 19-20; No. of Shows: 2

4) Coldplay
Gross Sales: \$2,487,994; Venue: **The Forum, Inglewood, Calif.**;
Attendance: 30,085; Ticket Range: \$97.50-\$49.50; Promoter: Live Nation; Dates: July 14-15; No. of Shows: 2

5) Kid Rock
Gross Sales: \$2,487,428; Venue: **DTE Energy Music Theatre, Clarkston, Mich.**;
Attendance: 63,082; Ticket Range: \$300-\$24.75; Promoter: Live Nation, Palace Sports & Entertainment; Dates: July 19-20,22,25; No. of Shows: 4

Brands/Marvin Sands Performing Arts Center, Canandaigua, N.Y.; Attendance: 12,272; Ticket Range: \$79.50-\$39.50; Promoter: AEG Live, Metropolitan Talent Presents, The Messina Group; Dates: July 22; No. of Shows: 1

3) Neil Diamond
Gross Sales: \$613,649; Venue: **Tyson Events Center, Sioux City, Iowa**;
Attendance: 7,755; Ticket Range: \$120-\$55; Promoter: AEG Live, Concerts West; Dates: July 22; No. of Shows: 1

4) Rockstar Energy Mayhem Festival
Gross Sales: \$453,694; Venue: **Journal Pavilion, Albuquerque, N.M.**;
Attendance: 13,709; Ticket Range: \$53.15-\$26.72; Promoter: Live Nation, TOC, LLC; Dates: July 19; No. of Shows: 1

5) So You Think You Can Dance
Gross Sales: \$419,562; Venue: **Sydney (Australia) Entertainment Centre**;
Attendance: 8,378; Ticket Range: \$65.91-\$53.63; Promoter: Andrew McManus Presents; Dates: July 12; No. of Shows: 2

Range: \$110-\$49.50; Promoter: AEG Live, Goldenvoice; Dates: July 23; No. of Shows: 1

3) Vans Warped Tour
Gross Sales: \$436,281; Venue: **Time Warner Amphitheater at Tower City, Cleveland**;
Attendance: 12,819; Ticket Range: \$37.25-\$21.85; Promoter: Live Nation; Dates: July 17; No. of Shows: 1

4) Dolly Parton
Gross Sales: \$394,960; Venue: **Greek Theatre, Los Angeles**;
Attendance: 4,698; Ticket Range: \$100-\$42.50; Promoter: Nederlander; Dates: Aug. 3; No. of Shows: 1

5) Go Diego Go Live!
Gross Sales: \$388,683; Venue: **Nokia Theatre L.A. Live**;
Attendance: 11,264; Ticket Range: \$71.25-\$20; Promoter: AEG Live, Goldenvoice; Dates: July 19-20; No. of Shows: 4

\$2,476,497; Venue: **San Diego Civic Theatre**;
Attendance: 38,504; Ticket Range: \$127-\$21; Promoter: Nederlander; Dates: July 22-27, July 29-Aug. 3; No. of Shows: 16

3) Chris Rock
Gross Sales: \$358,618; Venue: **Chicago Theatre**;
Attendance: 7,086; Ticket Range: \$62-\$40; Promoter: Live Nation, In-House; Dates: July 19-20; No. of Shows: 2

4) James Taylor
Gross Sales: \$346,725; Venue: **Santa Barbara (Calif.) Bowl**;
Attendance: 4,410; Ticket Range: \$98-\$56; Promoter: Nederlander; Dates: Aug. 1; No. of Shows: 1

5) Jerry Seinfeld
Gross Sales: \$328,770; Venue: **Bob Carr Performing Arts Center, Orlando, Fla.**;
Attendance: 4,763; Ticket Range: \$75-\$45; Promoter: JS Touring; Dates: July 25; No. of Shows: 2

* Event attendance includes parking lot.

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

THE BEAT

FAIRS & FESTIVALS HOT HOT HEAT SLOWS DELAWARE ATTENDANCE

Tony Hawk's Boom Boom Huck Jam at the Delaware State Fair; Overview of the Midway



High heat and humidity put a damper on attendance at the Delaware State Fair, Harrington, with a nearly 12 percent decline over last year.

However, new general manager Bill DiMondi, who took the reins earlier this year for a retiring Dennis Hazzard, said spending was good enough that Spring Hill, Fla.-based Wade Shows grossed more than \$1 million for only the second year in a row, and the grandstand revenues broke an all-time record high exceeding \$2.1 million.

Wade Shows owner Frank Zaitshik said the carnival was down 18.5 percent during the heat wave.

"But the last three days, the weather broke, and we made it all back except 1 percent," Zaitshik said.

Dates: July 17-26

Attendance: 265,610, down from 300,463 last year.

Carnival: Wade Shows placed 52 rides on the midway, Zaitshik said, and the most popular was the new RC-48 roller coaster by Pinfari. A contest to give the coaster a new name just for the Delaware State Fair resulted in the ride being re-dubbed the Cosmic Coaster and garnered a lot of media attention, Zaitshik said.

After the fair, Wade Shows' five-year contract came to an end and the fair renewed for another five years, DiMondi said.

Pay-one-price wristbands cost \$22 at the gate on weekdays and \$16 online plus a \$1 surcharge, and \$25 on weekends - Friday through Sunday - with no discount option.

Grandstand: The 8,200-seat Wilmington Trust Grandstand had two concerts that sold out, a triple bill featuring 3 Doors Down, Staind and Hinder, as well as Carrie Underwood, plus one of two nights of a monster truck show.

Shows that realized 90 percent sales included Brooks & Dunn, Trace Adkins, and skateboard legend Tony Hawk's Boom Boom Huckjam, "which was something new for us," DiMondi said. "He skateboarded and performed and conducted a huge meet and greet that was very popular."

Daughtry and Martina McBride also appeared in the grandstand. Tickets for the top music acts cost \$62, DiMondi said.

Ticketing: Of the 59,000 concert tickets sold, 85 percent were purchased through eTix, the fair's new online ticket vendor that allowed patrons to "click and print" tickets at home and then go through an easy-pass attendance gate lane.

"We've had two different vendors in the last couple of years and we're very happy with eTix," DiMondi said. "They handled gate scanning and ticket sales, as well as venue admissions, which was a godsend for us."

Surcharges for the concerts cost \$4, while the gate admission ticket surcharge cost 25 cents.

Gate admission: Ages 10 and older cost \$6, and prior to the fair, the cost dropped to \$5 plus the 25 cents surcharge.

Sponsorships: While many fairs have complained of flat sponsorship growth or even decreases attributed to the economy, the Delaware State Fair was up 20 percent over last year, setting a record at the event.

"We played host to three big ones - Toyota, Geico and Capri Sun," DiMondi said. "We created a sponsor court adjacent to the main gate that gave sponsors higher visibility and direct contact with the public and the patrons as they entered the gate."

Next year's dates: July 23-Aug. 1. - Mary Wade Burnside

Interviewed for this story: Bill DiMondi, (302) 398-3269, Frank Zaitshik, (813) 477-

6952.

THREAT OF RAIN SLOWS, BUT DOESN'T STALL N.D. STATE FAIR

Scenes from the North Dakota State Fair



Attendance at the North Dakota State Fair, Minot, was down 3.6 percent at 239,449, but spending was up, including on the midway by Tulsa, Okla.-based Murphy Bros. Exposition, which was up 20 percent.

"Given that it was only a 3 percent decline, we were extremely pleased that all the other financial figures appear to be up," said GM Bob Wagoner.

Dates: July 18-26

Attendance: Last year's attendance was 248,501. On the fair's opening Saturday, expected to be one of the strongest days, rain did not fall at the fairgrounds, but there was rain and thunder in areas all around.

"The threat probably kept the crowd down on that day," Wagoner said.

Carnival: Murphy Bros. Exposition placed 43 rides on the midway, said owner Jerry Murphy, noting that it was the 40th year for the show to play the fair.

Wristband prices did go up to \$30 from \$25, Murphy said, which accounted for at least some of the increase in grosses.

Concerts: The line-up at the fair's 14,000-seat grandstand included Joe Nichols, Matchbox 20, Casting Crowns, Clay Walker and Trace Adkins, Jason Aldean and Miranda Lambert and Sugarland.

Sugarland drew the biggest crowd with 12,000. The Jason Aldean/Miranda Lambert double bill drew 11,000, and Clay Walker/Trace Adkins drew 9,000.

Matchbox 20 did well considering they appeared on the day when rain kept attendance lower than expected, Wagoner said, drawing about 7,400.

The budget for the entertainment - including guarantees for the artists plus stage and equipment - was a little over \$1 million, Wagoner said.

Marketing: The fair has a new marketing director, Shannon Pearson, Wagoner said. A new tactic this year was to hit harder into the neighboring Canadian provinces of Saskatchewan and Manitoba.

"The Canadian dollar is on par with the U.S. dollar, so it helps encourage the Canadian folks to come down," Wagoner said.

Fair officials used all media - including TV, newspapers and radio - in the effort to draw the Canadian crowd.

"We even sent a caravan of some marketing people up there and did in-person stuff in shopping centers," Wagoner said.

"We're pretty confident those numbers are up this year even though we don't have an exact percentage," Wagoner said.

The fair's marketing budget is \$232,000, Wagoner said.

Other figures: The fair's overall budget is \$5.2 million year-round, "but our big focus is the fair," Wagoner said.

Gate admission cost \$7 for adults and \$4 for children. In addition to the \$20 season pass for adults, children could attend all nine days of the fair for \$15.

Sponsorships of \$230,000 in cash were on par with 2007, although for a while, it looked as if the economy would take a toll.

"We were down until just toward the end of the campaign," Wagoner said. "Fortunately, we picked up some bigger ones, and that helped the end result. It's

more of a struggle because it takes more to get a sponsorship now that it did years ago."

Next year's dates: July 24-Aug. 1 - Mary Wade Burnside

Interviewed for this article: Bob Wagoner, (701) 857-7620; Jerry Murphy, (918) 712-0011