

April Parnell

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# VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

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## Quote of the Week

*"There's a limited window of time and yet there's this universal appeal. To bring it to new audiences is appealing. It's rethinking our business for these new venues and new markets."*

– Jonathan Hochwald, executive vice president, Productions, Madison Square Garden Entertainment on the new arena version of the Radio City Christmas Spectacular

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## Greetings April,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Our June issue featuring a tribute to Kenneth Feld, a focus on technology and a close look at all family shows hits the streets next week. That will be a bye-week for VT Pulse. Your next issue of VT Pulse will be June 11. Look for us by mail, e-mail or in person. Dave, April, Rich, Sue and Pauline will be at EAMC in Washington, D.C. Be there.



## Shattering the Glass Ceiling

This year's Women of Influence winners will be showcased in the July issue. These are the impressive women nominated and to be voted for by VT subscribers. Going hand-in-hand in this issue are our annual mid-year Hot Tickets and Top Stops charts, and the IAAM pre-convention information featuring the officers of IAAM.

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 Deadline is June 20.

## VT NEWS

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**DEPARTMENTS**  
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HELP WANTED

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## SHORT TAKES

### >> NO FEAR LAUNCHES TOUR WITH LIVE NATION -

Clothing company No Fear and Live Nation are working hand-in-hand to host a music tour that will feature a number of rock bands this summer. The first stop of the tour will be The Rave in Milwaukee. Future tour dates include HOB, Chicago, July 15; Shrine, Billings, Mont., July 19; and the Wiltern, Los Angeles, July 25.  
*Contact: Liz Morentin, (760) 930-1757*

>> ROSE BOWL U.K. SIGNS WITH AUDIENCEVIEW - AudienceView Ticketing signed on The Rose Bowl, London, utilizing the Toronto ticketing firm's Business Intelligence tool and white label online ticketing interface. The deal also gives the Rose Bowl control over their service charges, branding and customer data.  
*Contact: Jessica Kosmack, (416) 687-2033*

>> WATERLESS CO. LAUNCHES SOY URINAL - Waterless Co. has unveiled a new model urinal made up of 30 percent soybean resin. The soy urinals appear no different than ordinary ones, but each comes with a label certifying that it is partially made of soybean resin.  
*Contact: Robert*

*The Rockettes of the Radio City Christmas Spectacular on a New York bus tour.*



Early group sales for Madison Square Garden Entertainment's (MSG) new arena version of the Radio City Christmas Spectacular look promising, and so does the longevity of the new-to-arenas production.

This marks MSG's first foray into producing a show for arenas outside their family of venues, though they have been breaking records with the theater version of the Spectacular for almost a decade. Producing the 75th anniversary edition of the Radio City Christmas Spectacular in New York and on TV, combined with the success of the theater version, prompted the decision to grow the brand.

"When you know you have a one-of-a-kind spectacle that has the incredible history this one does and at the same time continues to have a universal appeal, it's a natural inclination to say, 'how can we do this in these markets?'" said Jonathan Hochwald, executive vice president, Productions, MSG Entertainment. "There's a limited window of time and yet there's this universal appeal. To bring it to new audiences is appealing. It's rethinking our business for these new venues and new markets."

He would not say more arena productions are in the offing, but did add, "It's a new era here. We have a lot of plans for the future."

But planning now is focused on this arena show, which has scheduled its tech rehearsal for Giant Center, Hershey, Pa., in October, and opens its eight-week run at the Brown County Arena, Green Bay, Wis., Nov. 7-8, and closes at the Toyota Center, Houston, Jan. 2-4. MSGE is sole promoter. For the arenas, it's a rental and, hopefully, another holiday evergreen.

The show will play 18 cities. "Eight weeks limits the tour to a region," Hochwald said. And unlike awaiting the touring whim of a rock act, there is the knowledge Christmas will be annual, so it's likely to continue for years to come.

And it's a big production. The tour's traveling equipment is up to 30 trucks and 22 buses, Hochwald said. It's bigger than most rock shows, and just as heavy. He said the load will be about 130,000 pounds. "Once you put 'Spectacular' in your title, you have to live up to it," Hochwald said.

After pre-rig, load-in should take eight to 10 hours and load-out, six, Hochwald estimated. The Spectacular is not limited in special effects. The LED screen isn't just video, it's part of the show, Hochwald explained. "We do theatrical things with it. We have a life-size, double decker tour bus that the Rockettes are dancing on as it's traveling and it's completely synched to the LED screen, so you get the sense as you watch it that you are on board taking a tour of New York City with the Rockettes. It's about taking things like an LED screen that others could use as a nice affect and turning it into something

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instrumental to the action of the show. It's a unique cross-breeding of touring theatrical and theatrical techniques and rock and roll arena techniques and sound and lights, to create a new art form," Hochwald said.

And arena managers are ready for it. John Siehl, Nutter Center, Dayton, Ohio, got the first call as long as 18 months ago. Hochwald said they have begun preliminary talks about the 2009 tour as well.

There has never been an MSGE event in Dayton, Siehl said. He credits "our reputation and the fact that our name is out there" to scoring a date on the debut tour. "And there are no weight problems here. I say, 'we'll hang your show and the trucks, too'," Siehl said. "We're rated at 375,000 pounds." Dayton will offer up two shows, 4 and 7:30 p.m., on Thanksgiving Eve, which is another experiment but one Siehl thinks will work well for families.

This will give Dayton two strong holiday shows, with Trans-Siberian Orchestra returning but moving their dates to Jan. 4. "We have a great track record with them," he added. TSO traditionally does virtual sellouts with two shows, usually on a Sunday.

The Spectacular will be set up in a three-fourths house configuration. The capacity is 8,455 per show in Dayton. The stage is approximately 70-plus feet wide and 40 feet deep with a lot of backstage room, Siehl said.

John Bolton, who manages the BOK Center, Tulsa, Okla., which opens Sept. 6, for SMG, said group sales were no sooner announced than they had 20 calls waiting. BOK Center is looking at six performances with a capacity in the 9,300-range per show. "We'd love to do 30,000 people," Bolton said. The dates are Dec. 22-24. Ticket prices are \$27, \$51 and \$76. Hochwald said the average is \$50.

Ken Wachter, Brown County Arena, Milwaukee, originally tried to get rehearsal dates for the newer arena in his stable, the Resch Center. Of course, he also wanted a show date. In the end, the early calls paid off - he got the opening date.

"It's a good time of year for us. It's a big deal for this market," Wachter said. He ended up with four shows, two days in the middle of the week. The capacity is 5,500 at Brown County Arena. The on-sale is in September but early group sales solicitations brought in orders for 2,000 tickets immediately, "bigger than any show we've ever had," Wachter said. "I would have expected to do half of that."

Wachter also books TSO annually in the November-January timeframe and they've been selling out two shows in one day at the Resch Center every year for the last three. "People see the same show over and over and love it," he said. "As J. Lee Friedman used to say, this appeals to the whole pie [everybody]," and so will MSGE's Spectacular.

The iconic recognition of the Rockettes, that's huge, Siehl said. "There are not many well-know types of theater business you can transfer to an arena," referring to runs like Lord of the Dance as one that made the leap, along with David Copperfield and Cats.

Hochwald said the show is being produced to truly fill arenas. "We'll bring the show into the house with staging and flying tracks to make it an immersive holiday experience. Our plan is that it will be the biggest thing to ever come into these arenas."

MSGE isn't looking at the touring show business competitively, as in buying product to tour, Hochwald said. "Our interest is in developing our own entertainment creative. We have a show we think will work at a spectacle kind of scale, which very few people



## CONTACT US

To submit news or information, contact:

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

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

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

For advertising information, contact:

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

Pauline Davis  
 Texas  
 (615) 243-7883  
[pauline@venuestoday.com](mailto:pauline@venuestoday.com)

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

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

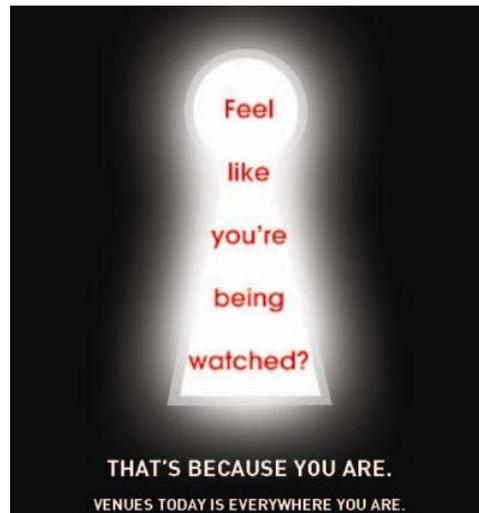
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do. The tumblers and locks clicked into place and it was staring at us. We had to go with it.”

The Radio City Christmas Spectacular is directed and choreographed by Linda Haberman and was specifically designed to play in large venues scaled to capacities ranging from 7,000-12,000. — Linda Deckard

Interviewed for this story: Jonathan Hochwald, (212) 465-5000; John Siehl, (937) 775-4726; Ken Wachter, (920) 405-1239; John Bolton, (918) 596-9025



## FAIRS & FESTS HICCUP IN WINEMAKING CONTESTS BEING ADDRESSED IN CALIFORNIA

As the summer season sets in and fairs gear up for winemaking competitions, the California State Assembly has expedited a bill that will legalize taking homemade wine off the premises so the spirits can lawfully compete with one another.

No one seemed to realize the practice - which has been going on for decades at some fairs - is not sanctioned by the California Department of Alcoholic Beverage Control until an out-of-state party interested in starting a new competition called the ABC, which did some research itself.

Amateur winemakers who mix their spirits from home as well as the fairs and other venues that hold competitions for them were surprised the practice is illegal. “We’ve been doing it for 25 or 30 years,” said Sheila Quince, the exhibit coordinator for the Sonoma County Harvest Fair in Santa Rosa.

Some event planners and winemakers have taken the news in stride and few, if any, disruptions in fair wine competitions are expected, especially as Gov. Arnold Schwarzenegger could sign a bill into law as soon as by the end of this week.

“I didn’t push the panic button,” Quince said. “We’re a well-established competition that’s been doing it for a number of years, and we’ve never had any notification that we’re not in compliance.”

The Sonoma County Harvest Fair’s event does not take place until Sept. 13, prior to the Oct. 3-5 fair where the winners will be displayed. But other competitions will be gearing up sooner, noted Steve Chambers, executive director of the Western Fairs Association. “Our hope is that because the ABC participated in drafting the legislation and they recognize that this is not a public safety issue - this is more of a technical change of law -

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- Director of  
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**Kent (Wash.) Event  
Center/SMG -**  
Director of Sales &  
Marketing

### VIEW THE FULL LISTINGS

they're not going to spend a lot of time on enforcement between now and the time it becomes law, because the fairs that have wine competitions are continuing as scheduled."

About 50 California fairs hold amateur wine competitions, according to Chambers. Responses from members of Cellarmasters, a wine club that holds an annual competition for amateurs, have "run the gamut," said former president Andy Coradeschi.

"Most people have said, 'We're not going to stop what we've been doing for 10, 20, 30 years.' But there were many people who were leery of getting involved, saying, 'I don't want to show up to be a judge if there's a chance I'm going to get arrested.'"

Many industry members believe the law that prohibits home winemakers - those who make 200 gallons or less annually - from taking their wine off the premises is an oversight and not a law that was written on purpose.

"In the mid 80s, some people got some legislation passed in California that allows homemade beer competition," Coradeschi said. "Apparently, us home winemakers were less motivated so we never did that."

When the glitch came to light in April, the office of Sen. Patricia Wiggins, D-Santa Rosa, stepped in and got the legislation in motion. Wiggins, the chair of a select committee of California's wine industry and a representative of much of the state's reputable winemaking, was able to gut the existing bill designated for veterans and replace it with language that allowed home winemakers to take wine off their premises to compete.

"The bill was sort of a placeholder for potential legislation for veterans, and she had several other bills that could accomplish the same thing," said David Miller, a spokesman for Wiggins.

Getting the legislation - Senate Bill 607 - expedited took some phone calls and pushing from interested parties, including fairs, Chambers said. Assemblyman Mark Leno, who represents the 13th district which encompasses a portion of San Francisco, was key in getting the legislation addressed sooner rather than later, Chambers noted.

"We were able to get to him because so many fair members know him," Chambers said. "Otherwise, it might have been after the recess, in September, and that's a bridge too far for us. We want to get this handled, and fortunately, Mr. Leno was understanding that this was a unique situation."

As it stands now, Wiggins' office expects the bill to be out of both the Senate and the Assembly on Thursday and signed by Schwarzenegger no later than Friday. "Because it has an urgency component, as soon as the governor signs it, it takes effect," Miller said. "Normally, it would wait until January."

Insiders do not seem to worry that Schwarzenegger will oppose the bill. "I can't imagine that he would be against anything that would support winemaking in California," Coradeschi said. "I think he understands that this is a silly oversight and that he'll be doing the right thing by signing this into law."

Cellarmasters holds the U.S. Amateur Wine Competition in Los Angeles each fall. Last year's competition had nearly 300 entries from around the country. "For 34 years, we've been breaking the law and none of us knew it," Coradeschi said.

The home winemakers have gotten the support of the Family Winemakers of California, which represents

smaller wineries, since many wine businesses actually started out of the homes of hobbyists. "They are people who enjoy doing it and who want to take it to the next level," said Paul Kronenberg, the association's president. He also noted the hobbyists "buy grapes from our guys."

"It's good to nurture that," Kronenberg said.

According to Coradeschi, 99 percent of the state's boutique winemakers started out at home. "You learn to make wine in the garage and you learn how to make it well," he said. "You enter contests and you get the confidence that you have something that's worthwhile. It's very much the cradle." — Mary Wade Burnside

*Interviewed for this story: Sheila Quince, (707) 545-4203; Steve Chambers, (916) 927-3100; Andy Coradeschi, (818) 609-8310; David Miller, (916) 651-1897; Paul Kronenberg, (916) 498-7500.*

#### CONCESSIONS

#### DALE & THOMAS POPS FOR A BIG AEG SPONSORSHIP DEAL

*Warren Struhl and Richard Demb of Dale and Thomas Popcorn at the 2006 IAAM Convention in San Antonio*



When Warren Struhl and Richard Demb began searching for inspiration for their new, premium popcorn business, they went straight to the source: Popcorn, Ind. There they met Dale Humphrey, a fourth-generation Popcorn resident who told them stories behind the town's name and took them on a short tour that included Popcorn

Road and the Popcorn Church. The idea of this humble, Midwestern farm town became the foundation for a New York City store, appropriately named Popcorn, Ind.

Since then, the company has become Dale and Thomas Popcorn, named after Struhl and Demb's Indiana friend and the National Basketball Association's own "Smiling Assassin," Isiah Thomas—who loved the product so much he became an investor.

Dale and Thomas Popcorn can now add a new fan to their list—AEG. The company recently signed a deal with Dale and Thomas to make it the official popcorn supplier of approximately 30 arenas and other venues owned, managed or affiliated with the organization's AEG Facilities, AEG Sports and AEG Live.

"This deal goes beyond your typical concessions contract because of its sheer size, along with our plans to leverage our brands together," said AEG COO Bob Newman. "We're planning to combine our own facility and team names with Dale and Thomas to create co-branded products and concession locations throughout our arenas worldwide."

Struhl, CEO of Dale and Thomas and a self-described "serial entrepreneur," has had a passion for all things popcorn for as long as he can remember. Popcorn has two things that make it a great snack that other snack foods don't have, according to Struhl. The first being share-ability. "You don't often eat popcorn by yourself," Struhl said. Capitalizing on this idea, Dale and Thomas' slogan is "Share some." The second characteristic is popcorn's unique smell.

Popcorn has been a popular snack for years in all places

of entertainment, including fairs, movie theaters and sports venues. While Orville Redenbacher has a hold on the microwavable market, there hasn't been one nationally recognized brand of ready-to-eat, popped popcorn. Struhl and Demb recognized this, and decided to create a brand that would capture the market for high-end, gourmet popcorn. Struhl said the AEG sports and concert market seemed like a good fit.

"We're really honored to be their partner in this," Struhl said. "Their willingness to innovate is something that excites us."

Dale and Thomas will immediately begin a marketing and product distribution program throughout the venues. The Popcorn, Indiana brand will be available through concession stands, in-seat servers, suites and other POS-locations.

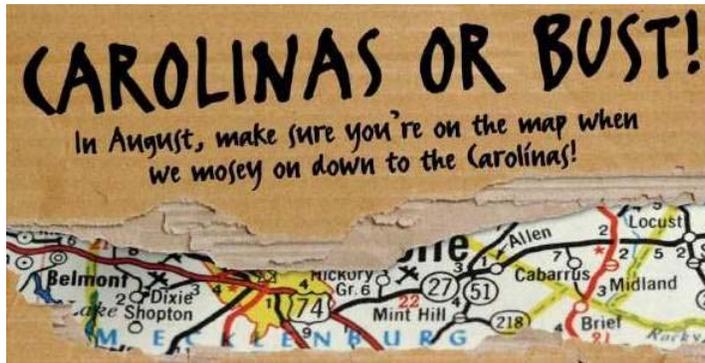
Dale and Thomas cooks its popcorn in kettles in small batches, which Struhl said gives it a better taste than a product that is mass-produced. Struhl explained that the bag should be the right structure and quality, and should allow for the popcorn to taste as if it came right out of the kettle. Dale and Thomas even has a popcorn chef, Ed Doyle, a graduate of the Culinary Institute of America.

Known for kettle corn that is reminiscent of the kind sold at county fairs, Dale and Thomas also offers a wide variety of flavors including the familiar caramel and the less-familiar "Buffalo Dale's" Hot Wing. Some specialty treats will be available in the luxury suites and other premium dining locations in the venues, including popcorn-filled chocolate bars and the newly launched "popsters," individual caramel corn balls coated in different flavors such as milk and dark chocolate, espresso, peanut butter and strawberry cream. Struhl is hoping that this product will be Dale and Thomas' second most popular line after the kettle corn.

In addition to the new deal, AEG and Dale and Thomas are also co-sponsoring a summer internship program in which interns will help the companies look at opportunities to sell and promote products, as well as investigate potential markets for new products within AEG venues.

The new agreement is a landmark in Dale and Thomas' growth. Struhl hopes that through the venues' 30 million visitors, Dale and Thomas popcorn will be more widely known, and their bright red bag will become an iconic symbol of high-quality taste. "We're going to continue to become the de-facto brand in popcorn," Struhl said of the future of Dale and Thomas. "We are going to continue to push the envelope in something that has been a part of American culture for so many years." — Linda Domingo

*Interviewed for this article: Bob Newman, (213) 763-5425; Warren Struhl, (646) 670-8220*



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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 May 6, 2008.

### CHER LIGHTS UP SIN CITY

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p>1) Kanye West Gross Sales: \$1,035,869; Venue: Nissan Pavilion at Stone Ridge, Bristow, Va.; Attendance: 22,245; Ticket Range: \$94.75-\$22.50; Promoter: Live Nation; Dates: May 10; No. of Shows: 1</p>	<p>1) Westlife Gross Sales: \$867,779; Venue: Vector Arena, Auckland, New Zealand; Attendance: 10,411; Ticket Range: \$114.43-\$60.27; Promoter: Pacific Entertainment; Dates: May 10; No. of Shows: 1</p>	<p>1) Roberto Carlos Gross Sales: \$479,760; Venue: The WaMu Theater at Madison Square Garden, New York; Attendance: 5,464; Ticket Range: \$160-\$60; Promoter: Evenpro; Dates: May 23; No. of Shows: 1</p>	<p>1) Cher Gross Sales: \$2,569,083; Venue: Colosseum at Caesars Palace, Las Vegas; Attendance: 16,962; Ticket Range: \$250-\$95; Promoter: AEG Live, Concerts West; Dates: May 13-14, 17-18; No. of Shows: 4</p>
<p>2) Radiohead Gross Sales: \$1,018,860; Venue: Nissan Pavilion at Stone Ridge, Bristow, Va.; Attendance: 23,273; Ticket Range: \$55-\$35; Promoter: Live Nation; Dates: May 11; No. of Shows: 1</p>	<p>2) Rascal Flatts Gross Sales: \$629,829; Venue: Allen County War Memorial Coliseum, Fort Wayne, Ind.; Attendance: 5,682; Ticket Range: \$65-\$49.75; Promoter: Live Nation; Dates: May 9; No. of Shows: 1</p>	<p>2) The Cure Gross Sales: \$327,710; Venue: Agganis Arena, Boston; Attendance: 6,057; Ticket Range: \$62-\$37; Promoter: Live Nation; Dates: May 12; No. of Shows: 1</p>	<p>2) Eddie Izzard Gross Sales: \$600,788; Venue: Chicago Theatre; Attendance: 10,564; Ticket Range: \$72-\$50; Promoter: Westbeth Entertainment; Dates: May 15-17; No. of Shows: 3</p>
<p>3) Radiohead Gross Sales: \$801,095; Venue: Verizon Wireless Amphitheater St. Louis, Maryland Heights, Mo.; Attendance: 20,951; Ticket Range: \$55-\$30;</p>	<p>3) Steve Harvey Gross Sales: \$326,721; Venue: Jacksonville (Fla.) Veterans Memorial Arena; Attendance: 8,323; Ticket Range: \$43-\$35;</p>	<p>3) The Swell Season Gross Sales: \$244,875; Venue: Radio City Music Hall, New York; Attendance: 5,954; Ticket Range: \$43-\$33; Promoter: AEG</p>	<p>3) Go, Diego, Go Live! The Great Jaguar Rescue Gross Sales: \$324,627; Venue: Fox Theatre, Detroit; Attendance: 10,826; Ticket Range: \$40.50-</p>

Promoter: Live Nation; Dates: May 14; No. of Shows: 1	Promoter: Steve Harvey Radio Network; Dates: May 10; No. of Shows: 1	Live, MSG Entertainment; Dates: May 19; No. of Shows: 1	\$18.50; Promoter: Olympia Entertainment; Dates: May 10-11; No. of Shows: 6
<b>4) Kanye West</b> Gross Sales: \$792,443; Venue: <b>American Airlines Arena, Miami;</b> Attendance: 11,252; Ticket Range: \$81-\$46; Promoter: Live Nation, In-house; Dates: May 6; No. of Shows: 1	<b>4) Kid Rock</b> Gross Sales: \$209,904; Venue: <b>Sears Centre, Hoffman Estates, Ill.;</b> Attendance: 4,994; Ticket Range: \$50-\$30; Promoter: Jam Productions; Dates: May 23; No. of Shows: 1	<b>4) Sugarland</b> Gross Sales: \$235,761; Venue: <b>Red Rocks Amphitheatre, Denver;</b> Attendance: 6,017; Ticket Range: \$39.50; Promoter: AEG Live; Dates: May 10; No. of Shows: 1	<b>4) Duran Duran</b> Gross Sales: \$257,754; Venue: <b>Rosemont (Ill.) Theatre;</b> Attendance: 3,101; Ticket Range: \$125-\$49.50; Promoter: Jam Productions; Dates: May 14; No. of Shows: 1
<b>5) Radiohead</b> Gross Sales: \$773,095; Venue: <b>Verizon Wireless Amphitheatre Charlotte (N.C.);</b> Attendance: 18,831; Ticket Range: \$55-\$30; Promoter: Live Nation; Dates: May 9; No. of Shows: 1	<b>5) WWE Smackdown</b> Gross Sales: \$167,935; Venue: <b>Van Andel Arena, Grand Rapids, Mich.;</b> Attendance: 5,682; Ticket Range: \$70-\$40; Promoter: WWE; Dates: May 13; No. of Shows: 1	<b>5) Katt Williams</b> Gross Sales: \$234,319; Venue: <b>Greensboro (N.C.) Special Events Center;</b> Attendance: 5,507; Ticket Range: \$60.50-\$30.50; Promoter: Live Nation, In-house; Dates: May 10; No. of Shows: 1	<b>5) Panic! At The Disco</b> Gross Sales: \$244,720; Venue: <b>Roseland Ballroom, New York;</b> Attendance: 7,036; Ticket Range: \$38; Promoter: Live Nation; Dates: May 7-8; No. of Shows: 2

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

## THE BEAT

### SUMMER FESTS

#### BONNAROO SIGNS WITH FUSE; WAX:ON WAXES OFF

Summer of 2008 might be remembered as the "Year of the Festival" with at least four new major events set to kick-off by August. Summer 2008 is also when Venues Today will launch its seasonal "Summer Fests" beat, covering the news of the festival circuit. Please send any feedback to [dave@venuestoday.com](mailto:dave@venuestoday.com)

Superfly Productions has inked a deal with Fuse TV to televise this year's **Bonnaroo Music and Arts Festival** concert in Manchester, Tenn.

"I think it's a natural fit and continues to extend our brand and our reach," said Superfly Partner Jonathan Mayers, who orchestrated the deal with Fuse. Mayers said his team will produce the television programs with editing facilities just offsite at a nearby hotel.

The three-year deal gives Fuse television exclusive access to the June 12-15 event, which features Pearl Jam, Metallica, Jack Johnson, Kanye West and Alison Krauss & Robert Plant, along with 100 other bands. It's also the first time in the festival's storied seven-year history any content will air on national television, totaling six hours of content, including live on-air spots and on-demand programming.

Fuse will sell the program's commercial slots, and televise additional content throughout the year.

"It further exposes the event and gives people a feel for the event who have heard about the festival, but have never traveled to Tennessee to see the show," Mayers said.

New Orleans-based, Superfly also co-promotes the new **Outside Lands Festival** in San Francisco and the now-defunct **Vegoose Music Festival** in Las Vegas.

The Bonnaroo deal represents one more move toward live programming for Fuse since the network made an internal shift within Cablevision from Rainbow Media to Madison Square Garden Entertainment.

"We are always looking at the calendar of music events to determine how we can become more involved. And, since becoming a part of Madison Square Garden, we have access to the Garden, the Beacon Theatre and the Chicago Theatre, to name a few," said Fuse President Eric Sherman, adding that the network just aired the

first in a series of quarterly specials called Fuse Rocks the Garden. The first episode featured the Foo Fighters.

In other news, the one-day **Wax:On Festival** scheduled for Lotherton Hall in Leeds, U.K. has been cancelled because of financing problems tied to the global credit crunch.

In a statement posted on its website, the festival “fell victim not to poor ticket sales or lack of support and dedication, but to the credit crunch that has the U.K. in the grip of an economic stranglehold.”

The memo continues, “On forming the company there were two streams of investment scheduled in order to ensure the event was viable in year one. This morning we have been informed that due to circumstances in the global financial market place and its knock-on effect, the event has become unsustainable.”

#### **WRAPUP - DETROIT ELECTRONIC MOVEMENT FEST, MAY 24-26**

The *Detroit Free Press* called this year’s electronic music celebration “the highest quality production the fest has yet seen, a seamless presentation marked by top-end staging and positively exquisite sound.”

Attendance was estimated at 53,000 people – up nearly 10,000 attendees from the previous year. Tickets sold at \$25 per day or \$50 for three days, and included sets by Moby, Benny Benassi and Girl Talk.

**NEW EVENTS** - Another Planet Entertainment has announced a new two-day festival for San Francisco’s gateway to the East Bay. The **Treasure Island Festival** runs Sept. 20-21 and will feature the Raconteurs, Justice, TV On The Radio, Goldfrapp, Hot Chip, Antibalas, Tegan & Sara, Vampire Weekend, Spiritualized and Tokyo Police Club.

Organizers will be offering free biodiesel bus transportation from San Francisco. Tickets go on sale May 30 at \$65 for one day, or two days for \$115.

San Francisco promoter Festival Network has also announced a new festival in Jackson Hole, Wyo., adjacent to the Grand Tetons National Park. The Aug. 16-17 **Jackson Hole Music Festival** will feature Wilco, The Black Crowes and Son Volt with tickets priced at \$72.50 for a one-day and \$130 for a two day pass. Tickets go on sale May 30.

**LINEUPS** - **Bonnaroo** adds Widespread Panic, along with Les Claypool, Chali 2na of Jurassic 5, Superdrag, What Made Milwaukee Famous, Adele, Grand Ole Party and The Postelles.

**Americana Music Festival** in Nashville adds Jim White, the Belleville Outfit, James McMurtry, Paul Thorn and The Snake The Cross The Crown.

The **Sunset Strip Music Festival** in Los Angeles adds former Guns N’ Roses guitarist Slash, along with Everclear, Soul Asylum and Camper Van Beethoven. – Dave Brooks

*Interviewed for this story: Jonathan Mayers, (212) 375-9652; Eric Sherman, (212) 619-1360*

#### **TRAVELOG**

#### **TRAVELOG: INTERNATIONAL STADIUM MANAGEMENT CONFERENCE**

#### **SAINT LOUIS, MAY 15-17**



*The Ungerbock team didn't have to travel far to attend IAAM. Pictured (from left) are Stacie Bauer, Romain Montes, Hannah Kelsey and Kara Kuhn, most enthusiastic in their St. Louis Cardinals gear.*

ST LOUIS – When stadium managers get together, they have plenty of news and stories to share. This year’s ISMC was no different with several newsworthy tidbits floating to the surface.

- The biggest news was that Angel

Stadium of Anaheim is going to host Major League Baseball’s 2010 All-Star Game, making it the first time since 1989 that the game has been played in Anaheim. The announcement had been rumored around the conference by several MLB managers, but it wasn’t until Wednesday that the team made an official announcement.

Brian Milner of Angel Stadium's concessionaire Aramark couldn't discuss the All-Star deal, although he did say that the company's capital improvements agreed upon after the concessionaire re-signed for a 10-year contract in 2006 were coming to fruition.

"We've been able to implement a number of environmental initiatives on our kitchen side for a greener overall concessions experience," he said. "We've just purchased a low-emissions convection oven that substantially reduces the amount of power we use for catering. We're also planning to be one of the first baseball stadiums to implement a composting program onsite in conjunction with the Anaheim Convention Center."

- Lambeau Field in Green Bay, Wis., was close to signing a deal to move a Fresno (Calif.) State home game against the University of Wisconsin to Lambeau, only to have the deal fall apart on Friday.

According to Lambeau Operations Director Jennifer Ark, Lambeau officials had announced plans to move the game in exchange for a \$1 million payout to the University and the installation of a new turf field.

"It's another use for Lambeau. We're really interested in booking NCAA football, especially non-division games," Ark said. "There's every indication that this game will sell out."

That was before the deal fell apart, without much explanation from Athletic Director Thomas Boeh.

- There was big news for the Los Angeles Memorial Coliseum. The home of the University of Southern California Spartans is embarking on a substantial overhaul of its field, clearing out the more than 107,000 sq. ft. of turf that comprise the playing surface and surrounding sidelines, according to General Manager Pat Lynch.

"We're going to recycle portions of the turf and donate the rest to several area public schools," Lynch said. "The goal is to divert as much of the waste from the landfill as possible."

The main video board, located at the Coliseum peristyle, has been replaced with an LED display, offering a drastically improved picture on its 44-foot high by 33-foot wide surface.

Interviewed for this article: Brian Milner, (714) 940-2451; Jennifer Ark, (920) 569-7270; Pat Lynch, (213) 765-6357