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Quote of the Week

"We'll be looking for bargain cars all throughout the year to buy, because if you look hard, you can find a bargain if you are just going to crush them."

— Iowa State Fair GM Gary Slater on bargaining for vehicles to participate in the Demolition Derby.

In this Issue

THE NEWS

[Iowans Get Fair Relief After Long, Wet Summer](#)

[Jets Fill Upper Bowl With PSL-Free Seats](#)

[Report Cites Reasons For Pittsburgh Construction Problems](#)

[Two Card Companies Offer Fast Track Security At NFL Stadiums](#)

HOT TICKETS

[Jonas Brothers Join Golden Oldies Groups at Mid-Size Arenas](#)

THE BEAT

[Faces & Places: Scanlon Heads To St. Louis, Eskowitz Leaves Premier Gig; Gallagher Signs On AT L.A. Coliseum](#)

DEPARTMENTS

Short Takes

Greetings April,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Your September issue should be in the mail in the next few days, and please remember that next Wednesday, there will be no VT Pulse. The staff at Venues Today would like to wish you and your family a very care-free Labor Day.



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VT NEWS

FAIRS & FESTIVALS

IOWANS GET FAIR RELIEF AFTER LONG, WET SUMMER

The Iowa State Fair kicked-off its opening day with a record-setting Corndog Chomp. More than 10,000 fairgoers participated in the early morning festivities to set a record for the most people simultaneously eating corndogs.

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SHORT TAKES

>> LIVE NATION TEAMS WITH CIE — Live Nation has formed a five-year exclusive distribution deal with CIE and T4F (Time for Fun), both Latin and South America promotion firms. CIE generated more than \$1 billion in revenues in 2007 with margins approaching 21 percent. It is publically traded on the Mexican stock exchange. T4F, established in 1983, operates in Brazil, Chile and Argentina. *Contact: Jorge Padilla Ezeta, 52 (55) 52019353*

>> A BUS RIDE TO FUN — The Big E, West Springfield, Mass., has partnered with several transportation companies to provide round trip bus service from throughout the region directly to the Sept. 12-28 fair. All packages include a discount Big E ticket and packages range from a deluxe roundtrip excursion for as much as \$49.50 to hourly service from \$5-\$15. *Contact: Catherine Pappas, (413) 205-5041*

>> GWCC FISCAL REPORT RELEASED — The Georgia World Congress Center, Atlanta, released its preliminary 2010 budget which forecasts convention and trade show revenue could be down \$3.5 million. Fiscal 2010 begins July 1, 2009. The report is based on economic concerns which would impact attendance and trade show booth sales. The GWCC



Great weather and an economy that might have prompted people to stay home and spend more money locally contributed to a 10 percent attendance increase at the Iowa State Fair, Des Moines.

Attendance was 1,109,150, up from 1,003,210 last year.

“I hate to give weather all the credit, but I’m sure it had something to do with it,” said GM Gary Slater.

But he also mentioned the down economy that kept people in the area and ready to spend some dollars on fair food and rides.

“I think people stayed closer to home in terms of family vacations and when the fair rolled around, they hadn’t been on a long, driving vacation, and so they spent at least their normal amount of time at the fair if not more. And because the temperatures were very comfortable and people didn’t have to worry about their own comfort, that really helped.”

Slater expects gate and parking revenues to be up from last year’s \$6.2 million, but final figures for the Aug. 7-17 fair haven’t been completely tabulated. Gate admission remained the same at \$10, but the advance price rose \$1 from \$6 to \$7.

“We were looking at the budget and we were needing to go up somewhere, but we were not wanting to make a burden on anyone,” Slater said.

Also, the paid gate was up 6 percent or 7 percent, Slater said.

Def Leppard, with Everclear opening, nearly sold out the 10,600-seat grandstand, Slater said. Other concerts included Michael W. Smith at 5,897; Josh Turner with Craig Morgan at 6,005; Rick Springfield with Patty Smyth at 3,452; Foreigner with Night Ranger at 4,681; Shooter Jennings, the Charlie Daniels Band and .38 Special at 3,652; Vanessa Hudgens and Corbin Bleu at 4,609; Tracy Lawrence and Blake Shelton at 5,528; and Garrison Keillor’s “Prairie Home Companion” with special guest Suzy Bogguss at 5,638.

Tickets ranged from a low of \$25 to a high of \$45, which was for Def Leppard, Slater said.

Other grandstand events included a car race, which drew 2,853; a tractor pull pulling 6,731; and a demolition derby crashing in at 2,842.

Responding to a recent Associated Press report that demolition derbies at fairs have been suffering because of the rising cost of scrap metal, Slater said the fair paid about \$600 per car instead of the usual \$200 to \$300, but he figures officials could have done better if they had spent more time looking and widened their search.

“We didn’t have as many cars as we would have liked,” he said. “We’ll be looking for bargain cars all throughout the year to buy, because if you look hard, you can find a bargain if you are just going to crush

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ended fiscal 2008 with a profit of about \$2.4 million and is expected to break even for FY 2009.

Contact: Dan Graveline, (404) 223-4000

>> STORM DAMAGE IN JACKSONVILLE —

Tropical Storm Fay damaged the exterior of the Jacksonville (Fla.) Veterans Memorial Arena. Damage was isolated to a hole in the eaves, with no interior water damage and no need to cancel events, according to Nan Coyle, director of marketing there for SMG.

Contact: Nan Coyle, (904) 630-4056

>> NEIL YOUNG ANNOUNCES NORTH AMERICAN TOUR —

Neil Young will embark on a North American Tour, with opener Death Cab for Cutie from Oct. 14 to Nov. 5, followed by Wilco filling out the remainder of the tour. Everest is opening the entire tour. GA tickets cost \$75. The tour will begin on Oct. 14 in Xcel Energy Center in St. Paul, Minn., and will end on Dec. 15 at Madison Square Garden in New York.

Contact: John Vlautin, (310) 867-7127



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them.”

Promotions at the fair, which has a year-round budget of \$14.5 million, included an \$8 gate admission price on the second day of the fair, which fell on Aug. 8, or 08-08-08.

“The advance price was still a bargain but the gate price was deducted \$2,” Slater said. “That was received well.”

That was after a record opening day, in which fair officials were able to draw 11,000 people to the fair between the hours of 5 and 8:30 a.m. with free admission. The first 8,400 got corn dogs in an effort to set the record for most corn dogs eaten at one event, which, Slater admitted, was more of a promotional device than a scientific tally. Attendance that day was 101,262.

“We got about 11,000 people into the grandstand, so some didn’t get corn dogs,” Slater said. “We couldn’t physically make more. But it was a tremendous promotion. People stayed around all day long and the vendors were ecstatic. We never had a day that big on opening day.”

Not only that, but after a year that saw flooding, tornadoes and a long, cold, snowy winter in Iowa, residents were ready to cut loose.

“The free admission was a break so they could forget their troubles for the time that they are at the fair and have a feel-good before they get back home and get back to the real life swing of things.”

Tampa-based Mighty Blue Grass Shows placed about 40 rides and 40 games on the midway, Slater said. “The gross was up on the midway, but I don’t know by what,” said owner Jim Murphy.

Pay-one-price wristbands purchased at the fair cost \$25 and only were available during the week and good from 11 a.m.-5 p.m. However, fairgoers could buy a MegaPass in advance for the same amount, good all day any day.

As for viral marketing and the Internet, e-mail blasts were sent to anyone who had bought tickets for a previous grandstand show and the premium books were on-line only for the first time.

The Iowa State Fair’s Blue Ribbon Foundation also had a good year in which two donors pledged a total of \$4.5 million toward the \$20 million, 3,500-capacity agricultural exhibition center, which will be named the Robert O. Jacobson Center after the \$3.5 million donor.

“It was a banner year from our foundation’s standpoint,” Slater said.

Next year’s dates will be Aug. 13-23. - Mary Wade Burnside

Interviewed for this story: Gary Slater, (515) 262-3111; Jim Murphy, (813) 340-3304.

TICKETING

JETS FILL UPPER BOWL WITH PSL-FREE SEATS

Rendering of the new football stadium in East Rutherford, N.J.

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The New York Jets are hoping to score a touchdown with fans following an announcement that season ticketholders do not have to buy personal seat licenses for the team's cheapest seats. The announcement frees up 27,000 seats in the upper bowl of the new stadium the team is building in East Rutherford, N.J., with the Giants.

But there is a caveat — the Jets are hoping to make up for the loss in revenue by charging higher PSL prices in other parts of the stadium. The money will be used to help pay the construction debt of the massive facility, which according to team owner Woody Johnson during a Tuesday press conference carries a pricetag of \$1.6 billion.

“We determined that we had to have seats that had no PSLs,” he said, of the licenses that give the holder the right to purchase season tickets. “As we all know, they are not popular with fans.”

The exemption is a stark contrast to the Super Bowl Champion Giants plan to fill the 82,500 seats in the stadium. That team has announced they will charge between \$1,000-\$5,000 per seat for PSLs in the upper bowl, a plan they hope will generate approximately \$20 million for the team, according to the team's VP of Communications Pat Hanlon.

“Our objective in pricing our PSLs the way we did was twofold. First we wanted to satisfy our financial needs to pay for the construction of the new stadium,” Hanlon said. “Second, we priced the premium seating a little more aggressively than we wanted to, but we wanted a range of price points so we could give people a range of options. Our objective is to give everyone in the old building an opportunity to move into the new building.”

For the 2,113 Elite Seats in the Giants' Coach's Club, right behind the team bench, the Giants are charging \$20,000. The Jets, on the other hand, have said they plan to auction the right to buy those seats on the team's web site.

“Everyone can participate in this auction, even individuals who don't currently own tickets in the Coach's Club at the current Meadowlands Stadium,” said N.Y. Jets' VP of Business Development Matthew Higgins. “We heard concern that the auction might cause the PSLs to skyrocket in price, but it's impossible to predict if more fans will be displaced from an auction versus a fixed-price situation. We're anticipating a wide spectrum of prices, from low to high.”

Higgins wouldn't say how much he expected the auctions to raise but, overall, total PSL sales were expected to generate \$175 million to \$185 million.

Beyond the Coach's Club, the Jets' mezzanine PSLs are selling between \$4,000-\$25,000, while the lower bowl PSLs are priced between \$5,000-\$20,000 with seats in the Great Hall Club selling at \$25,000. The Giants have end-zone mezzanine PSLs for \$4,000, going as high as \$20,000.

According to the teams' sales literature, the tickets for the Jets' inaugural 2010 season at the stadium will cost between \$90 and \$700, with the most expensive tickets

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in the Coach's Club and the Great Hall Club. The Giants price range runs from \$85 to \$700, although only the Giants Coach's Club will have \$700 seats.

"Jets seats also include several value-adds," explained Higgins. "Coach's Club buyers get unlimited food and nonalcoholic beverages. We're allowing fans to finance PSLs over five years and are offering the right to buy reserved parking and the first right of refusal for tickets to non-football events."

Hanlon said the Giants are exploring similar options, and added that the team is allocating seats based on fans' seats at Giants Stadium, with the ability to upgrade or downgrade existing seats. The Jets are selling their seats on a priority basis, tied to seniority of the season ticketholder.

"We'll ask certain fans who have tenure with the team if they want to bid on the auction seats," said Higgins. "If they decline, they can move to other positions in the seating chain. Other fans will be assigned seats. If you don't choose your assigned seat, you lose priority and go to the back of the line. If you want to go upstairs, someone has priority over you." — Dave Brooks

Interviewed for this story: Pat Hanlon, (201) 935-8111; Matthew Higgins, (516) 560-8200

**CONVENTION CENTERS
REPORT CITES REASONS FOR PITTSBURGH
CONSTRUCTION PROBLEMS**

David L. Lawrence Convention Center, Pittsburgh



In order to open for events already scheduled for Pittsburgh's David L. Lawrence Convention Center, contractors rushed to complete the building on an unrealistic budget, contributing to mistakes that led to a February 2007 floor collapse, a report released by Allegheny County Controller Mark Patrick Flaherty said.

The report was released just prior to last week's groundbreaking for the new Penguins Arena, which, like the convention center, also is a Pittsburgh-Allegheny County Sports and Exhibition Authority project. The report found that the convention center project started in the concept phase at an estimated cost of \$217 million, but the uniqueness of the building and other factors increased final costs to \$298 million.

Undue budgetary pressures also drove design changes, and inadequate testing allowed errors in construction and design to go undetected. Some of those errors were costly, such as the Feb. 12, 2002, truss collapse that killed one worker and injured two others; an initially unreported 2005 girder failure; and the Feb. 5, 2007 collapse of a steel beam and its floor slab.

The third accident at the convention center got Controller Flaherty's attention, convincing him that a

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review of the project was needed. "With three occurrences, we knew there was something wrong," Flaherty said.

Completed with the help of consultant Jefferson Wells, the report found that the project timeline was unrealistic, and that the budget variance on the project was excessive. By August 2001, the project was seven weeks behind, leading to summer work being done later in the year, and slower progress on the project.

The report recommends that in the future, specifications for SEA construction projects should clearly state the testing and inspection requirements, since project inspectors never evaluated the expansion joint that failed in the third incident.

The Penguins arena project, for which ground was broken on Thursday, is being handled differently from the convention center. The convention center work was performed with all of the risk being taken by the owner, SEA. The terms of the contract for the new arena requires the construction managers, P.J. Dick of Pittsburgh and Hunt Construction Group of Scottsdale, Ariz., to be responsible for finishing the project on time and within budget.

The Controller's report urges SEA to reassess its practices and focus on strengthening program management, documentation, and accountability. "The SEA should ensure that on future projects, the construction manager is hired at-risk and is tied to a guaranteed maximum price... all budget changes should be approved by the Board," the report states.

SEA executive director Mary Conturo strongly disagrees with the report's premise. "The Authority disputes any suggestion that it was lax in its control of the budget or that it rushed the project to completion," she said.

Conturo said the state is responsible for the terms of the contract with the convention center's construction manager, which was a joint venture of Turner Construction, P.J. Dick and ATS Inc.

"The Commonwealth of Pennsylvania required the Authority to use an agency construction management structure for the project. The Controller suggests that an 'at risk' construction manager would have been better. That may be the case, but the Authority had no option as to the type of construction management it could choose," Conturo said. — Jonathan Barnes

Interviewed for this article: Mark Patrick Flaherty, (412) 350-4652; Mary Conturo, (412) 393-0200

SECURITY **TWO CARD COMPANIES OFFER FAST TRACK SECURITY AT NFL STADIUMS**

Two Card Companies Offer FastTrack Security At NFL Stadiums

A fee-based program which allows airline travelers fast-lane access through security at some 19 U.S. airports will now be offered at some National Football League stadiums.

Two companies, FLO Corp., with the Flocard, and Verified Identity Pass, with their new card program Clear, have courted some NFL teams with success. Now, six NFL stadiums will dedicate a lane or multiple lanes to football fans who have paid for the access cards.

FLO Corp. has signed contracts with the Washington Redskins at the FedEx Field, the Baltimore Ravens at M&T Bank Stadium and the Oakland (Calif.) Raiders at McAfee Coliseum. Clear has signed contracts with the

Denver Broncos at Invesco Field, San Francisco 49ers at Candlestick Park and the Atlanta Falcons at the Georgia Dome.

The football team-branded cards are interoperable with all Registered Traveler verification stations that the U.S. Transportation Security Administration has approved at the 19 airports. Existing card members will also have access to the football stadium access lanes.

Both companies anticipate being able to get football fans into the stadiums in under 10 minutes. The number of lanes will be determined by the number of cardholders. Location is determined by the teams. The cost of the Flocard is \$100 per year per person. The cost of a Clear card is \$128. Luke Thomas, executive vice president and one of the founders of FLO Corp., said extending this program to football stadiums was just a natural added-value for his airline program.

"Just like in the airports, it's about getting in quicker," Thomas said. "Our travel demographics match up very well with the demographics of football ticketholders. We had a kick-off event last week at one of the Redskins' stores. We will launch at the Washington Redskins on Sept. 14 for the first home game."

Thomas stressed that these access cards won't lower security standards. Just like at airports, cardholders will be subjected to the same security searches. The difference is that cardholders have a dedicated lane and access is easy in and easy out.

Both cards also give additional perks. "Our card is bundled with about 75 other goods and services," Thomas said. "Now, a card holder will also receive a 10 percent discount at the Redskins stores and we may include concessions later on."

Thomas expects the Flocard program will launch for the Ravens and Raiders next year. He didn't disclose the contract specifics, but the Redskins, who have a three-year contract with Flocard, will receive a percentage of each card sold to a Redskins fan. That number will be determined geographically, Thomas said.

"In other words, we will look at where the member's permanent residence is when the contract is sold," Thomas said.

Karl Swanson, spokesperson, Washington Redskins, said the Redskins don't normally comment on partnerships. Redskins COO Mitch Gershman said in a statement "I am excited to bring red-carpet treatment to FedEx Field on game day for thousands of loyal Redskins' fans... The bonus for our fans is that by partnering with FLO Corp, the Redskins card also enables members to get through security in just minutes at Reagan, Dulles and 17 other U.S. airports. Over 60,000 Redskins fans took more than 10 domestic trips in the last year and more than 500,000 traveled domestically for business."

Cindy Rosenthal, a spokesperson for Clear, said her company has several partnerships with sports teams already. "All our partnerships are co-marketing partnerships," she said.

Clear also provides an assortment of product services and discounts bundled with its card. Fans receive 15-percent off non-game day purchases at the Broncos team stores. Clear won't be selling in the team stores, however. The company will sign up fans from a kiosk located inside the stadium during home games. Brady Kellogg, director of corporate sponsorships for the Denver Broncos, said they will have one lane at a very prominent area for Clear card members.

"We have a one season contract with Verified," Kellogg said. "They are paying us the rights to have the program here. Clear will know if it is working. If the

program is successful, they will be back.”- Pam Sherborne

Interviewed for this article: Karl Swanson, (703) 726-7135, Luke Thomas, (724) 925-8383; Cindy Rosenthal, (212) 332-6304; Brady Kellogg, (720) 258-3100

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 Aug. 26, 2008.

JONAS BROTHERS JOIN GOLDEN OLDIES GROUPS AT MIDSIZE ARENAS

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p>1) Neil Diamond Gross Sales: \$4,953,275; Venue: Madison Square Garden Arena, New York; Attendance: 54,487; Ticket Range: \$120-\$55; Promoter: AEG Live, Concerts West; Dates: Aug. 12, 14-16; No. of Shows: 4</p>	<p>1) Jethro Tull Gross Sales: \$660,974; Venue: Nikon at Jones Beach Theater, Wantagh, N.Y.; Attendance: 11,861; Ticket Range: \$79.50-\$25; Promoter: Live Nation; Dates: Aug. 9; No. of Shows: 1</p>	<p>1) Feist Gross Sales: \$333,882; Venue: Deer Lake Park, Vancouver, British Columbia; Attendance: 7,236; Ticket Range: \$47.38; Promoter: Live Nation; Dates: Aug. 5; No. of Shows: 1</p>	<p>1) Eddie Vedder Gross Sales: \$556,560; Venue: Auditorium Theatre, Chicago; Attendance: 7,564; Ticket Range: \$75-\$60; Promoter: Live Nation; Dates: Aug. 21-22; No. of Shows: 2</p>
<p>2) Dave Matthews Band Gross Sales: \$2,827,872; Venue: Alpine Valley Music Theatre, East Troy, Wis.; Attendance: 63,766; Ticket Range: \$72-\$37; Promoter: Live Nation; Dates: Aug. 9-10; No. of Shows: 2</p>	<p>2) Jonas Brothers Gross Sales: \$622,590; Venue: Nikon at Jones Beach Theater, Wantagh, N.Y.; Attendance: 13,959; Ticket Range: \$82.50-\$31; Promoter: Live Nation; Dates: Aug. 8; No. of Shows: 1</p>	<p>2) Alejandro Fernandez Gross Sales: \$315,227; Venue: El Paso (Texas) County Coliseum; Attendance: 6,008; Ticket Range: \$125-\$39.50; Promoter: Live Nation, In-House; Dates: Aug. 14; No. of Shows: 1</p>	<p>2) Return to Forever Gross Sales: \$459,526; Venue: United Palace Theatre, New York; Attendance: 5,870; Ticket Range: \$125-\$50; Promoter: Live Nation, In-House; Dates: Aug. 7-8; No. of Shows: 2</p>
<p>3) Andrea Bocelli Gross Sales: \$2,800,620; Venue: Acer Arena, Sydney, Australia; Attendance: 11,498; Ticket Range: \$770-\$119.78; Promoter: Serendipity Entertainment; Dates: Aug. 24; No. of Shows: 1</p>	<p>3) Judas Priest Gross Sales: \$506,499; Venue: Nikon at Jones Beach Theater, Wantagh, N.Y.; Attendance: 9,096; Ticket Range: \$125-\$10; Promoter: Live Nation; Dates: Aug. 10; No. of Shows: 1</p>	<p>3) Poison Gross Sales: \$280,574; Venue: Freedom Hill, Sterling Heights, Mich.; Attendance: 8,135; Ticket Range: \$132-\$20.50; Promoter: Live Nation, In-House; Dates: Aug. 9; No. of Shows: 1</p>	<p>3) Grease is the Word Gross Sales: \$382,403; Venue: Brisbane (Australia) Convention Centre; Attendance: 9,912; Ticket Range: \$51.84-\$34.27; Promoter: John Paul College; Dates: Aug. 14; No. of Shows: 4</p>
<p>4) Kenny Chesney Gross Sales: \$2,599,166; Venue: Reliant Stadium at Reliant Park, Houston; Attendance: 47,669; Ticket Range: \$399.50-\$29.50; Promoter: AEG Live, Lone Star Sports & Entertainment, The Messina</p>	<p>4) The Allman Brothers Band, Bob Weir & Ratdog Gross Sales: \$495,283; Venue: Nikon at Jones Beach Theater, Wantagh, N.Y.; Attendance: 10,194; Ticket Range: \$66-\$10; Promoter: Live Nation; Dates: Aug. 13; No. of Shows: 1</p>	<p>4) Steve Miller Band Gross Sales: \$271,208; Venue: Orleans Arena, Las Vegas; Attendance: 4,965; Ticket Range: \$65-\$45; Promoter: In-House; Dates: Aug. 9; No. of Shows: 1</p>	<p>4) Bob Dylan Gross Sales: \$246,282; Venue: Asbury Park (N.J.) Convention Hall; Attendance: 3,945; Ticket Range: \$77-\$52; Promoter: Live Nation, In-House; Dates: Aug. 13; No. of Shows: 1</p>
	<p>5) Crue Fest Gross Sales: \$479,779; Venue:</p>		<p>5) Sheryl Crow Gross Sales:</p>

Group; Dates: Aug. 16; No. of Shows: 1	Credit Union Centre, Saskatoon, Saskatchewan;	Shows: 1	\$238,850; Venue: Northrop Auditorium, Minneapolis;
5) Jonas Brothers	Attendance: 8,818; Ticket Range: \$71.80- \$33.99; Promoter: Live Nation;	5) Jill Scott	Attendance: 2,866; Ticket Range: \$125-\$35;
Gross Sales: \$2,359,600;	Dates: Aug. 15; No. of Shows: 1	Gross Sales: \$263,545;	Promoter: Jam Productions;
Venue: Madison Square Garden Arena, New York;		Venue: Charter One Pavilion, Chicago;	Dates: Aug. 9; No. of Shows: 1
Attendance: 42,243; Ticket Range: \$79.50- \$39.50; Promoter: Live Nation;		Attendance: 4,771; Ticket Range: \$121-\$31;	
Dates: Aug. 9-11; No. of Shows: 3		Promoter: Live Nation, CD Enterprises;	
		Dates: Aug. 8; No. of Shows: 1	

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

THE BEAT

FACES & PLACES

SCANLON HEADS TO ST. LOUIS, ESKOWITZ LEAVES PREMIER GIG; GALLAGHER SIGNS ON AT L.A. COLISEUM

Mike Scanlon; Bruce Eskowitz



After four years serving as the general manager of the Portland (Ore.) Rose Garden, Mike Scanlon has headed east for the Gateway to the West. Several weeks ago, he accepted a job at St. Louis University to manage the Chaifetz Arena.

Although he's leaving behind a National Basketball Association facility on less-than-great terms, his new job has him managing a Division-1 National Collegiate Athletic Association arena in the competitive Atlantic-10 division with teams like Saint Joseph and Temple in Philadelphia. It's a new building, in a big market and ultimately Scanlon said he's happy to still be with Global Spectrum.

"I've been with Global for 14 years, through five different buildings and this is the company I want to work with for the rest of my career," he said.

The Chaifetz is an 11,000-seat arena that opened in April. The facility has already hosted Barry Manilow and Stevie Nicks and is preparing for a concert for Lil Wayne. The building will compete with the 14-year-old, 20,000-seat Scottrade Center and plans to share routing with the Wells Fargo Arena in Des Moines, another Global Spectrum facility.

"It's a pretty competitive market, and our expectation is to put as many events in the building as possible," he said. Ideally that would be about 90 events, in addition to 60 men's and women's basketball games.

And while he happily made the move east with his wife and their two young children, he can't help feeling a little disappointment that Global Spectrum's contract wasn't renewed by team owner Paul Allen in Portland.

"It was tough. We did a terrific job taking the building out of bankruptcy," he said of the facility, which is now being managed by AEG.

Another industry veteran is on the move, although it's not clear where he'll land next.

Former Live Nation executive Bruce Eskowitz has left his position as CEO of Premier Exhibitions in a mutually agreed upon resignation with company Chairman Arnie Geller, according to company spokesperson Katherine Morgenstern.

Leaving the company with Eskowitz was Brian Wainger, who served as company vice president, chief legal counsel and corporate secretary, as well as board members James S. Yaffe and Jonathan F. Miller.

According to company spokesperson Katherine Morgenstern, the resignations freed up \$1.1 million in salary payments and \$4.1 million in stock options. The news brought an immediate 10 percent drop in the company's stock price on the

NASDAQ, slightly rebounding to close at \$3.88 on Wednesday.

Longtime concessionaire Hugh Gallagher has replaced Harold Zoubul, who retired, as general manager of food and beverage at the Los Angeles Coliseum and Sports Arena. Gallagher started in the business in 1973 as a trainee at Aramark and spent 23 years with that firm.

After leaving Aramark in 2004, he served as director of food and beverage for three years at the Los Angeles County Fair, Pomona, and for the past year has worked as a consultant alongside Zoubul at the coliseum.

The Los Angeles Coliseum grosses about \$10 million from food and beverage annually. Gallagher said he is excited about the changes coming down the road for the venerable old Olympic venue. The University of Southern California has signed a 25-year contract, with a 17 year option, to play at the coliseum. In exchange, the Coliseum Commission is committed to a \$100 million upgrade, much of that in fan amenities. — Dave Brooks

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