

Subject: VT Pulse, April 15, 2009



VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

April 15, 2009 • VOL. VIII, Number 12 • ISSN 1547-4143

Quote of the Week

"This is not about trying to compete with other venues as much as it is about offering additional content to our patrons in Nashville."

— Rick Whetsel of Nashville-based Great Big Shows, whose company has been acquired by AC Entertainment.

In this Issue

THE NEWS

AC Entertainment Boosts Production Capabilities With Great Big Deal

Miami And Atlanta Arenas First In Long Line Of Facilities

Greetings Riley,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Know a spectacular lady in the industry? Nominate her for our Women of Influence awards. Scroll down the page and check out our ad for more information.

VT NEWS

Taking The 'LEED'

Aramark and Mets Give New Yorkers A Taste Of Their Own City

HOT TICKETS

Lil' Weezy and Young Jeezy Make \$300k Gigs Look Easy

THE BEAT

Rio Rancho Changes Globals; Curry County Seeks Help

Naming Rights Report

Bettinelli Out At Live Nation; Maclvor Steps Up At EnCana

DEPARTMENTS

Short Takes

SHORT TAKES

>> **ICM GROWS ROSTER** — Booking Agency ICM has acquired Robin Taylor's Inland Empire Touring, a N.Y.-based booking agency. The deal brings the Shins, Modest Mouse, Band of Horses, the Hold Steady, !!! and Wolf Parade to the ICM rock

Refine Raw Prospects Into Sweet Leads



Lead Scoring
Lead Scripting
Auto-Appends
Smart-Matching
Graphic Reporting

Fully Integrated
With Ticketing & CRM

Call Haynes Hendrickson
856-685-1450
www.TurnkeySE.com



DEALS

AC ENTERTAINMENT BOOSTS PRODUCTION CAPABILITIES WITH GREAT BIG DEAL



AC Entertainment's Ashley Capps

Bonnaroo-promoter AC Entertainment has acquired Nashville-based promotion company Great Big Shows in a deal that strengthens AC's production abilities in the country music capital of the world.

"They're going to increase our capacity in terms of what we are able to produce in house, whether it's stand alone concerts or other special events," said Ashley Capps, owner of AC Entertainment. "Rather than having us try to hire them out of house, we will provide in house capabilities greater than we have been able to up to this point. We do a lot of work in house, but every once in a while we go out of house with our people and this will enable us not to have to do

lineup. *Contact:*
Steve Levine, (212)
556-5600

>> AEG INKS DEAL WITH ORLANDO —

AEG Live has joined a list of promoters who have signed a deal with the city of Orlando for a series of concerts and events at city-operated facilities. The non-exclusive deal provides a 60-40 revenue-split with the city keeping the larger share, and is similar to agreements the city has with other promoters. *Contact:*
Allen Johnson, (407) 246-2221

SUBSCRIBE

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

Subscribe today and get three great resources!

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

that.”

Capps said he has worked with Great Big Shows owner Rick Whetsel for over 10 years, beginning when Whetsel first approached Capps about booking support for the Live on Penn concert series in Washington, D.C. Capps wouldn't reveal the financial terms of the deal, but said the companies would continue to operate as separate entities in the short term, before Great Big Shows eventually comes under the AC umbrella where Whetsel will likely serve as event manager.

AC Entertainment is one of the largest independent promoters in the south and books the Bonnaroo Festival in Manchester, Tenn., along with the Historic Tennessee Theatre and the Bijou Theater, both in Knoxville. Great Big Shows used to operate the 1,200-capacity City Hall club and continues to book special and corporate events.

With the acquisition, AC picks up Whetsel's contracts with Vanderbilt University and the Nashville Crawfish Boil, which is co-produced with Red Mountain Entertainment. The pair also plan to book an Allman Brothers and Widespread Panic concert at Nashville's Riverfront Park on Oct. 14.

“It's very under utilized and under operated as a venue. We think we could put together a regular season with five concerts,” Whetsel said, adding that he believes that the city-owned park doesn't have a lot of facility amenities and that even the stage must be floated in on a barge. “We really take the whole thing over,” he said.

Since music fans lost Nashville's Starwood Amphitheatre (Live Nation shuttered the facility in 2006), there has been a heightened demand for new events and entertainment experiences, Whetsel said, adding “this is not about trying to compete with other venues as much as it is about offering additional content to our patrons in Nashville.”

Capps said the other growth vehicle for the merged firm will be corporate events and larger special events that go beyond concerts.

“We have a couple projects in the works that are still two-to-three years from completion, and this deal helps move those plans forward.” — Dave Brooks

assembly facility management industry.

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

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

[CLICK TO SUBSCRIBE](#)

CONTACT US

To submit news or information, contact:

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

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

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

Vanessa Bentley

Interviewed for this story: Ashley Capps, (865) 523-2665; Rick Whetsel (615) 456-2023

Nominate a woman of influence

Venues Today is seeking three women for its 2009 Women of Influence awards. We want to hear about the women who are making a difference in the industry.

The nomination deadline is **May 8**.



To submit nominations or for additional information, contact Linda Deckard at linda@venuestoday.com

GREEN

MIAMI AND ATLANTA ARENAS FIRST IN LONG LINE OF FACILITIES TAKING THE 'LEED'



Outside the American Airlines Arena, Miami

Two National Basketball Association arenas have been recognized for environmental initiatives, and about a

dozen additional buildings are in the process of gaining

Intern

intern@venuestoday.com

Bintal Patel

Intern

intern@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 Armbrust

Director of Marketing & Sales

(714) 378-0056

april@venuestoday.com

Kathleen Crain

Sales and Marketing

Associate

(714) 378-5400

x26 kathleen@venuestoday.com

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

HELP WANTED

[VIEW THE FULL LISTINGS](#)

Texas A&M University, Kingsville-

official certification.

On April 7 the American Airlines Arena in Miami and the Philips Arena in Atlanta became LEED (Leadership in Energy and Environmental Design) certified for Existing Buildings: Operations & Maintenance. The accomplishment marked the first time an NBA arena had received the distinction, and for the Miami Heat, marked the end of a one-year effort to gain certification.

“We wanted a way to differentiate ourselves from other buildings,” said Eric Woolworth, president of The Heat Group’s Business Operations.

And while the two facilities are among the first, it doesn’t look like these will be the only major sports league facilities going for certification.

Including the newly certified American Airlines and Philips arenas, there are three major sports facilities which have achieved LEED certification, the first being the Nationals Baseball Stadium in Washington, D.C., “which was the first professional sports arena to certify,” said Marie Coleman, communications coordinator, U.S. Green Building Council. “The Detroit Lions’ headquarters and training facility is LEED certified, but since it’s not the actual football stadium, it doesn’t fall into the same category.

Some of the buildings that have registered with the USGBC, the first step in the process, include:

- The AT&T Center in San Antonio
- The New Meadowlands Stadium in East Rutherford, N.J.
- Candlestick Park in San Francisco
- The New Minnesota Twins stadium, set to open by 2010
- The Florida Marlins, which have moved to Miami and are expected to have a new stadium by 2012.

There are also one football stadium, two baseball parks and two hockey arenas that have registered but have requested to keep their applications confidential.

Philips Arena registered in June of 2008 and obtained the LEED certification in less than a year.

“Our ownership group is focused on sustainability,” said

Associate
Professor/ Full
Professor and Dept
Chair

St. Augustine
Ampitheater, St.
Augustine -
Assistant General
Manager

[VIEW THE FULL
LISTINGS](#)

David Lee, vice president of Business Development at Philips Arena. "It was a natural fit for us. We were really already doing the right things. We just had to document our procedures."

There were no capital expenditures for Philips to gain the certification, but Lee said "going forward, there may be some changes that might require capital funds."

The American Airlines Arena improvements to become LEED certified did lead to some capital expenditures, including \$120,000 on variable frequency drives which were installed on all the air handlers in the building.

"It's now like being able to control all the vents in your house," said Kim Stone, vice president operations and general manager, American Airlines Arena. "It makes our heating and air conditioning system much more efficient. We have figured we would save \$65,000 annually from those improvements alone. We will see a payback in two years."

The Miami arena, which opened in 1999, was constructed without its own chilled water plant. Chilled water plants are used to run a building's air conditioning system, requiring a huge amount of energy. They are also expensive to build. So instead of spending \$30 million to build the plant, they are now paying the city \$1 million annually for chilled water and are saving energy.

In addition, the building has installed low flush toilets, is using drought resistant landscaping and has on-site recycling programs.

Stone said becoming LEED certified is like getting a PhD.

"It is very coveted and very difficult and challenging to achieve," she said. "Especially, in existing buildings." — Pam Sherborne

Interviewed for this article: Eric Woolworth, (305) 448-7536; Kim Stone, (305) 448-7536; David Lee, (404) 878-3000; Marie Coleman, (202) 552-1368

[Advertise in the May issue](#)



Venues Today is featuring Australian and New Zealand venues in our May issue. If you are a venue from Down Under, you do not want to miss an opportunity to be seen by booking agents, vendors and other industry professionals.

Advertising deadline: April 21

For advertising information, contact: Rich DiGiacomo at rich@venuestoday.com

For additional information, contact: Kathleen Crain at kathleen@venuestoday.com

CONCESSIONS

ARAMARK AND METS GIVE NEW YORKERS A TASTE OF THEIR CITY



The Shake Shack is one of Aramark's new offerings as part of its "Taste of the City" program at Citi Field in New York

Aramark and the New York Mets have partnered with

Manhattan cooking giants to create an unprecedented culinary lineup at Citi Field in New York. The stadium boasts concessions on five levels of Citi Field, including

five different club restaurants, a lounge and a high-end food court titled "Taste of the City."

Aramark and the Mets signed a 30-year contract in 2007, which gave Aramark exclusive rights to manage concessions, retail stores, kiosks and luxury suites at the stadium. That led to creation of the Culinary All-Stars, comprised of three different restaurant groups from the Manhattan area, which will provide concessions that are exclusive in New York.

"Really from the outset we wanted to create a dining area on every level of Citi Field," said Dave Pasternack, a native New Yorker and founder of Esca, one of the three groups in the partnership.

Pasternack, who created a popular Italian seafood restaurant in Midtown Manhattan, oversees the Catch of the Day fish shack, a part of "A Taste of the City." Pasternack's shack serves seafood and the menu changes according to the seasons. In addition to the seafood, the "Taste of the City," which is available to all attendees, will have pulled pork sliders, Belgian style fries and tacos.

Danny Meyer, a native New Yorker and founder of Union Square Hospitality Group (USHG), said, "We've got a lot of talent here."

With the food selection at the stadium ranging from lobster (\$17) to burgers (\$7.25) to classic hot dogs from Nathan's (\$4.75), there's little doubt behind what the collaboration means for baseball food service.

"The culinary collaborative really sets a new industry standard," Meyer said. "When the Mets came to me, I was like, 'Food and a baseball stadium?'"

But it worked. The 42,000-seat stadium has managed to construct concessions and restaurants on all levels. Designed and built by HOK Sports, the new \$800 million field boasts more concessions than the original Mets home, Shea Stadium, which only had one club restaurant. The five new clubs have a variety of perks like the Delta Sky360 Club, which allows patrons to observe the batting cages of players from both the visiting and the home team as they warm-up before a game.

USHG will manage a number of concessions in “Taste of the City,” such as burgers with Shake Shack, barbecue through Blue Smoke, and Belgian fries through Box Frites.

“Unlike Shake Shack where the lines are good, my task is to serve everyone in an hour,” said Drew Nieporent, founder of the Myriad Restaurant Group.

Myriad will be in charge of the Acela Club’s seasonal menu. Acela boasts a capacity of 350 seats and has multi-tier viewing decks which allow patrons to watch the game while enjoying their meals.

In a dry run, fries and burgers were made only five deep and thrown away after five minutes of idling, according to the group.

“The one thing we insist on is that quality not be an issue,” said Meyer. “There’s absolutely no reason that New York – which is the food capital of the world – should be less than that in baseball.”

The stadium opened Monday, April 13, with a loss to the San Diego Padres, and Citi Field has held several exhibitions games that have gone well.

“We’re trying to create an ambiance that goes beyond ballpark dining,” Aramark Spokesperson David Freireich said. — Calvin Men

Interviewed for this story: Danny Meyer, (212) 228-3585; Dave Pasternack, (917) 957-9920; Drew Nieporent, (212) 219-9500; David Freireich, (215) 238-4078

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 April 14, 2009.

LIL' WEEZY AND YOUNG JEEZY MAKE \$300K GIGS LOOK EASY

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
1) The Who Gross Sales:	1) Willie Nelson Gross Sales:	1) Paul McCartney & Friends	1) Morrissey Gross Sales:

\$745,255;
Venue: **AcerArena, Sydney, Australia**;
Attendance: 8,404;
Ticket Range: \$137.63-\$68.46;
Promoter: Andrew McManus; Dates: March 31; No. of Shows: 1

2) WWE Raw

Gross Sales: \$408,510;
Venue: **Philips Arena, Atlanta**;
Attendance: 14,573;
Ticket Range: \$74-\$24; Promoter: WWE; Dates: April 13; No. of Shows: 1

3) Lil' Wayne

Gross Sales: \$327,625;
Venue: **Rose Garden Arena, Portland, Ore.**;
Attendance: 5,436;
Ticket Range: \$125.75-\$39.75;
Promoter: Haymon Ent., Live Nation; Dates: April 2; No. of Shows: 1

4) Young Jeezy

Gross Sales: \$318,284;
Venue: **Philips Arena, Atlanta**;
Attendance: 5,428;
Ticket Range: \$150-\$39; Promoter: Smooth Entertainment; Dates: April 5; No.

\$142,728;
Venue: **John Labatt Centre, London, Ontario**;
Attendance: 2,412; Ticket Range: \$62.50-\$55; Promoter: Paul Mercs Concerts; Dates: April 11; No. of Shows: 1

2) Duffy

Gross Sales: \$109,504;
Venue: **Vector Arena, Auckland, New Zealand**;
Attendance: 1,991; Ticket Range: \$69.84-\$58.19;
Promoter: Michael Coppel Presents; Dates: March 31; No. of Shows: 1

3) Harlem Globetrotters

Gross Sales: \$108,635;
Venue: **John Labatt Centre, London, Ontario**;
Attendance: 4,425; Ticket Range: \$93-\$28; Promoter: Harlem Globetrotters; Dates: April 10; No. of Shows: 1

Gross Sales: \$894,930;
Venue: **Radio City Music Hall, New York**;
Attendance: 5,816; Ticket Range: \$500-\$75; Promoter: David Lynch Foundation; Dates: April 4; No. of Shows: 1

2) Hot 97 April Fool's Comedy Festival

Gross Sales: \$306,525;
Venue: **The WaMu Theater at Madison Square Garden, New York**;
Attendance: 5,448; Ticket Range: \$75-\$35; Promoter: Marquee Concerts; Dates: April 1; No. of Shows: 1

3) Fall Out Boy

Gross Sales: \$167,796;
Venue: **Event Center at San Jose (Calif.) State University**;
Attendance: 4,661; Ticket Range: \$36; Promoter: Live Nation; Dates: April 7; No. of Shows: 1

4) Celtic Woman

Gross Sales: \$154,461;
Venue: **Pensacola**

\$729,000;
Venue: **State Theatre, Minneapolis**;
Attendance: 1,944; Ticket Range: \$37.50; Promoter: Jam Productions; Dates: April 6; No. of Shows: 1

2) Riverdance

Gross Sales: \$589,556;
Venue: **Fox Theatre, Detroit**;
Attendance: 11,526; Ticket Range: \$75-\$30; Promoter: Magic Arts & Entertainment, NewSpace Entertainment, Olympia Entertainment; Dates: April 8-12; No. of Shows: 7

3) Happy Days

Gross Sales: \$466,315;
Venue: **Fox Theatre, Atlanta**;
Attendance: 12,307; Ticket Range: \$54-\$18; Promoter: Broadway Across America; Dates: March 31-April 5; No. of Shows: 8

4) Ron White

<p>of Shows: 1</p> <p>5) WWE SmackDown Gross Sales: \$271,000; Venue: Frank Erwin Center, Austin, Texas; Attendance: 10,299; Ticket Range: \$60-\$15; Promoter: WWE; Dates: April 7; No. of Shows: 1</p>	<p>4) The Beach Boys Gross Sales: \$102,698; Venue: i wireless Center, Moline, Ill.; Attendance: 3,952; Ticket Range: \$62-\$32; Promoter: In-house; Dates: April 9; No. of Shows: 1</p> <p>5) Lucha Libre Gross Sales: \$73,190; Venue: San Diego Sports Arena; Attendance: 3,278; Ticket Range: \$54-\$29; Promoter: Marquez Brothers Entertainment; Dates: April 4; No. of Shows: 1</p>	<p>(Fla.) Civic Center; Attendance: 2,855; Ticket Range: \$63-\$43; Promoter: Madstone Productions; Dates: April 3; No. of Shows: 1</p> <p>5) Lamb of God Gross Sales: \$152,287; Venue: Event Center at San Jose (Calif.) State University; Attendance: 4,289; Ticket Range: \$39-\$35; Promoter: Live Nation; Dates: April 4; No. of Shows: 1</p>	<p>Gross Sales: \$291,009; Venue: Majestic Theatre, Dallas; Attendance: 1,704; Ticket Range: \$44.75; Promoter: Tater Touring; Dates: April 10-11; No. of Shows: 4</p> <p>5) Andrew Bird Gross Sales: \$197,907; Venue: Civic Opera House, Chicago; Attendance: 6,714; Ticket Range: \$33-\$25.50; Promoter: Jam Productions; Dates: April 9-10; No. of Shows: 2</p>
--	--	--	---

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

THE BEAT

DEALS

RIO RANCHO CHANGES GLOBALS; CURRY COUNTY SEEKS HELP



Santa Ana Star Center, Rio Rancho, N.M.

The City of Rio Rancho, N.M., hired Global Spectrum as the new manager and operator of the three-

year-old, 6,500 fixed-seat Santa Ana Star Center. It had been managed by Global Entertainment.

Global Spectrum's Frank Russo, senior VP, said the deal is for 10 years. The firm will be paid a flat fee of \$12,000 a month plus an incentive. The incentive is based on improving the annual operating surplus above a benchmark of \$300,000, though that number is subject to revision after Global Spectrum completes its due diligence.

Operating expenses have been about \$2 million annually, Russo said. He's looking at a potential income of \$2.8 million, with increased expenses, and a projected surplus of \$650,000 the first stabilized year. Global Spectrum would receive an incentive of 20 percent on the excess over \$300,000.

A lot will depend on the success Global Spectrum has increasing attendance at the Central Hockey League games of the tenant New Mexico Scorpions, a locally owned team. Global Entertainment owns the league.

Russo said the team is distressed, but Global Spectrum is hoping to boost attendance to 4,000 average per game, considerably more than the team sees now. Front Row Marketing, another Comcast-Spectacor company, as is Global Spectrum, will be brought on board to assist in marketing and sponsor sales. Santa Ana Star Casino is the title sponsor.

New Era Tickets is being considered for ticketing. The venue is currently a Ticketmaster building. Boston Culinary Group is the concessionaire.

Russo said Global Spectrum will invest \$250,000 in the venue. How that will be spent is to be determined.

Gunnar Fox is already on board as general manager for Global Spectrum in Rio Rancho. The firm took over April 1. He moved from the EnCana Events Centre, Dawson Creek, British Columbia. Some existing staff has been retained at the Rio Rancho venue.

Meanwhile, in another New Mexico county, Global Spectrum has accepted a six-month contract to help manage the Clovis Special Events Center for Curry County. That 3,000-seat, dirt floor equestrian center opens April 18 with a centennial celebration for Curry County.

Dean Dennis, regional VP for Global Spectrum, said the contract came about as a result of the fact Global Spectrum manages the Clovis Civic Center for the city. The county has sent out an RFP for a concessionaire for the Special Events Center, which is located on the Curry County Fairgrounds. They received no responses.

They then turned to Global Spectrum to help on the short term. According to state procurement guidelines, the fee could be no more than \$50,000 a year because it did not go out for proposals in its new form. Global Spectrum agreed to a fee of \$8,000 a month to help manage the venue for six months.

Original plans to involve Ovations in that project have been abandoned; it's too small, Dennis said, adding he will be taking the Ovations GM from Isotopes Park in Albuquerque to the grand opening chuckwagon dinner. That event will be followed by a Little Texas concert.

Staff is to be named for the Clovis Special Events Center. The charge is to book the venue. — Linda Deckard

Interviewed for this story: Frank Russo, (860) 657-0634; Dean Dennis, (719) 583-4959

NAMING RIGHTS REPORT

Graphic by Vanessa Bentley



TD Garden, Boston

Date Announced: April 15

Effective date: July 1

Buyer: TD Bank, which has changed its name from TD Banknorth Bank following a merger with Commerce Bancorp.

Terms: Original deal was signed in 2005 and expires in 2025.

Tenant/Ownership: Delaware North Company owns the facility, which is home to the Boston Celtics of the National Basketball Association and the Boston Bruins of the National Hockey League.

Comments: The deal comes as part of a company name change for TD Bank. The company plans to market its new financial products – including TD Ameritrade and TD Waterhouse – under the new TD moniker. The switch out will begin after the season for the Celtics and the Bruins comes to an end.

“It’s a complete switch out and every piece of collateral, signage and graphic will change,” said John Wentzel, president of Delaware North, which owns and manages the arena. Wentzel added that the 2005 contract allows for one bank-originated name change for the facility, which TD Bank must finance. Wentzel wouldn’t release the costs associated with the switchover, only that it would cost “significantly north” of \$1 million.

“This is not your typical affiliation for a naming rights deal. We have a pretty active and dynamic relationship with the bank. We both will continue to work together in the community and will launch several outreach programs tied to the name change,” he said. “They don’t just send us a check and put their name on our facility.”

Contact: John Wentzel, (617) 624-1854

Viejas Arena - San Diego State University

Date Announced: March 16

Effective date: July 1

Buyer: Viejas Band of Kumeyaay Indians

Terms: 10 years, \$6.9 million

Tenant/Ownership: SDSU men’s and women’s basketball

Broker: Premier Partnerships and Integrated Sports Marketing

Comments: San Diego State University has signed the first naming rights deal with an Indian tribe, the Viejas Band of Kumeyaay Indians. The 1,600-acre Viejas Indian Reservation is located approximately 35 miles east of San Diego. As part of the deal, the tribe - which operates an entertainment and production company - will have some booking rights at the student union, according to arena General Manager John Kolek. They will also be a preferred vendor to supply sound and lights for shows booked into the arena.

“They can bid on it first as a preferred vendor,” Kolek said. “But they still have to meet or beat the lowest price.”

The arena's agreement with Cox Communications expires June 30 and all of the existing signage will be changed for July 1. The tribe's name will also be placed in two locations on the basketball floor, eight interior panels in the bowl of the arena, and four spots on the scoreboard.

Use of luxury suites and boxes was not part of the agreement, Kolek said, but the tribe will receive tickets for university football and basketball, as well as performances under the arena's control.

The tribe also owns and operates the Viejas Casino, but Kolek said that was not an issue.

"The president of the university said it best - we did not contract with a casino, but with the tribe, which is an integral part of the community," Kolek said. "There was a concern raised that it would be a problem with the NCAA, but that was not the case."

There is no sports betting at Viejas Casino, he added.

Contact: John Kolek, (619) 594-0234

Perfect Game Field at Veterans Memorial Stadium, Cedar Rapids, Iowa

Date Announced: March 25

Buyer: Perfect Game USA

Terms: Five years, terms not disclosed

Tenant/Ownership: Cedar Rapids Kernels (Midwest League)/City of Cedar Rapids

Comments: The Cedar Rapid Kernels have sold naming rights to the field at their ballpark to Perfect Game USA, a player scouting service located across the street.

"There is great synergy between the two companies," said Kernels General Manager Jack Roeder. "They are in the baseball business and so are we, and we are both focused on developing players and developing fans."

Roeder said the agreement was comprehensive and included use of a luxury suite, tickets, signage and promotions.

Perfect Game USA began as a place for Iowa high school aged ball players to hone their skills and get noticed by college coaches and professional scouts. Now nationwide, the business has 200 former clients playing in the major

leagues. Perfect Game was already a major supporter of the team, sponsoring the annual Kernels Foundation/Perfect Game USA Wood Bat Baseball Tournament.

Roeder said Perfect Game USA's president, Jerry Ford, had told the Kernels he would like to get more involved with the team, and that opportunity presented itself when the team's previous naming rights deal with New Jersey-based Dale and Thomas Popcorn, seller of prepackaged gourmet popcorn, was dissolved on March 12 at that company's request after only one year.

"Jerry's operation is nationwide, and they have media relations and marketing staff that can only help us," Roeder said.

The Kernels are a Midwest League affiliate of the Los Angeles Angels of Anaheim. Veterans Memorial Stadium has a capacity of about 5,300, with 12 luxury suites, a mezzanine terrace in the upper deck behind first base, a pavilion in left field, and a pre-game picnic area.

Contact: Jack Roeder, (319) 896-7560

Comcast Theatre, Hartford, Conn.

Date Announced: April 15

Effective date: April 15

Buyer: Comcast, the nation's largest cable and internet provider.

Terms: The partnership is a seven-year deal, but financial terms were not released.

Tenant/Ownership: The 25,000-person amphitheater is owned and operated by Live Nation.

Comments: This is the third name for the facility, which was once known as the New England Dodge Music Center, and originally as The Meadows Music Theater. Live Nation books about 20 concerts a year at the amphitheater. Comcast also has naming rights for Comcast Center in Mansfield, Mass.; Comcast Arena in Everett, Wash.; Comcast Center at University of Maryland, Baltimore; Comcast Arena Stage at Big E in West Springfield, Mass.

— Liz Boardman & Dave Brooks

FACES & PLACES

BETTINELLI OUT AT LIVE NATION; MACIVOR STEPS UP AT ENCANA CENTRE

Greg Bettinelli has left Live Nation Ticketing, just months after the company's

launch of its ambitious ticketing system, according to a Live Nation spokesperson.

The resignation comes just a few months after Live Nation announced plans to merge with one-time rival Ticketmaster in a closely watched deal that has come under scrutiny from the U.S. Justice Department. Just weeks prior, Ticketmaster CEO Sean Moriarty announced he was resigning from his position, while Ticketmaster spokesperson Albert Lopez quietly left the company earlier this month. Lopez' position has been filled by longtime employee Hannah Kampf, according to an email from Ticketmaster attorney Joe Freeman.

Bettinelli was a fixture in the ticketing community, participating in every Ticket Summit conference held since its inaugural event in Las Vegas during the summer of 2006, when Bettinelli worked for eBay as the company's head of ticketing.

"Greg Bettinelli was probably the most knowledgeable person in the industry on secondary tickets from all angles, first with eBay and StubHub and later with Live Nation," said Don Vacarro, CEO of TicketNetwork, which owns Ticket Summit.

In other news, **Ryan MacIvor** has been promoted to the position of general manager of the **EnCana Events Centre** in Dawson Creek, British Columbia, taking the place of Gunnar Fox who is taking over as GM of the Santa Ana Star Center in Rio Rancho, N.M.

MacIvor has worked for Global Spectrum for a year-and-a-half and helped open the \$57 million, city-owned South Peace Multiplex, which includes the EnCana Events Centre, the Kenn Borek Aquatic Centre and the Lakota Agri-Centre.

"It's a competitive market and it's a rural market, but it's entertainment-starved and Global Spectrum has done a lot to bring a number of different events to the area including concerts, wrestling and family shows," MacIvor said. "Northern Canada is great routing and a natural stopping place if you're going through our venue." — Dave Brooks

Interviewed for this article: Don Vacarro, (860) 870-3400; Ryan MacIvor, (250) 795-3304

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

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

[Read](#) the VerticalResponse marketing policy.



