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VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

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Quote of the Week

"The shortfall is so large, these property sales wouldn't dent the deficit."

— Pat Lynch, GM of the Los Angeles Coliseum on proposals to sell state-owned venues to plug budget deficits.

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Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Voting has commenced for the 2009 Venues Today Women of Influence. Ballots are in the mail and on line. Please vote by May 29. And submit your box office grosses by May 22 for our Mid-Year reports in July.



In alphabetical order:

- Sandie Aaron, regional VP for SMG, Pensacola, Fla.
- Maureen Andersen, former president of INTIX
- Debbie Burda, former facilities booking director, Ky. Exposition Center, Louisville
- Christy Castillo Butcher, VP, Events & Booking, Staples Center & L.A. Live
- Lynn Carlotto, executive director, Arena at Harbor Yard, Bridgeport, Conn., for Centerplate
- Liza Cartmell, group president, Aramark Sports & Leisure, Philadelphia • Kim Damron, of Client Partners, Paciolan (Ticketmaster Irvine) • Denise Gaffney, VP, Design and Construction, Levy, Chicago • Maura Gibson, VP of Internal

[Global Spectrum Grows Northern Reach With Abbotsford](#)

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Short Takes

HELP WANTED

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SHORT TAKES

>> **GROUND BREAKING SET** – The Smith Center for the Performing Arts, Las Vegas, is a go, with groundbreaking scheduled for May 26 and opening in 2012. The \$245 million, 2,050-seat PAC will house the Las Vegas Philharmonic and the Nevada Ballet Theater.

Contact: *Bill Arent*, (702) 229-6551

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Operations for Live Nation Ticketing in Hollywood, Calif.

• **Nicole Feld**, executive vice president and producer, Feld Entertainment, Inc.

• **Martha Fuller**, executive VP, Vulcan Inc., Seattle (Seattle Seahawks and Portland Trail Blazers)

• **Judith Herbst**, GM, Keswick Theatre, Glenside, Pa.

• **Lisa Hinton**, executive

secretary, Fla. Federation of Fairs • **Susette Hunter**, director of sales & marketing, Birmingham (Ala.) Jefferson Convention Complex • **Sue Lavoie**, vice president, Eastern States Exposition, W. Springfield, Mass. • **Joan LaMahieu**, GM, The Mountain Winery, Saratoga, Calif., for Global Spectrum • **Tracy Noll**, director of sales & development, Penn State University, University Park, and chair of INTIX • **Paola Palazzo**, senior director of Talent, Nederlander Concerts • **Linda Pantell**, senior director of Security and Facility Management for Major League Baseball • **Kerry Parsons**, VP of Sales & Marketing for the Freeman Company • **Karen Sullivan**, VP ticketing, Meadowlands Sports Complex, E. Rutherford, N.J. • **Patti-Anne Tarlton**, VP of Live Entertainment for Maple Leaf Sports & Entertainment Ltd., Toronto

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VT NEWS

TRAVELOG

MAYOR KICKS OFF POLITICAL FOOTBALL TO OPEN VMA CONFERENCE



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HELP WANTED



VMA President Steve Romer of the Sydney Convention and Exhibition Centre with AEG Ogden Executive Director Rod Pilbeam.

GOLD COAST, QUEENSLAND, AUSTRALIA – Venue managers from Australia, New Zealand and Southeast Asia have just wrapped a two-day industry meeting in beautiful Surfer's Paradise on Australia's Gold Coast. The ceremony opened with controversial comments about the Gold Coast's new stadium project from the city's mayor, but that didn't put a damper on the upbeat educational and networking event.

Over 250 members were in attendance for the International Association of Assembly Managers-affiliated event, which included U.S. representatives such as IAAM President Robyn Williams of the Portland (Ore.) Center for the Performing Arts and IAAM VP Shura Lindgren Garnett of the St. Charles (Mo.) Convention Center, as well as Frank Roach from the University of South Carolina, who brought 11 students to attend.

VMA Executive Officer John Benett said Australian venues are facing similar issues to their American counterparts as the economy begins to contract.

"The domestic spend is up big time. Ticket sales are going through the roof. What that means is, similar to the United States, the average [person] has got disposable income, they've got tax breaks, they've got hand outs from the government," all of which can be spent on tickets and entertainment. "What's gone down hill are commercial things like suites, advertising, sponsorship with big companies. That blankets everyone unfortunately," Benett said.

And while many in attendance tried to remain upbeat on economic issues, financial concerns permeated many of the panel sessions.

"We're totally tied to the U.S. dollar, that is the whole crux of the event business in Australia," said Lee Kessler, the VMA VP and events manager at the Sydney Entertainment Center. "If the Australian dollar is strong and there's money to be made, we'll get touring acts and people over here. If it's not a good rate, it will kill our business and we won't be able to get anyone."

Currently, the U.S. dollar is equivalent to about \$1.28 Australian, which is really hurting the nation's ability to book talent, Kessler said.

"We have to rely on what's in the country, whether it be a religious event, an Asian concert, but we can't get groups from Europe and the U.S. if the dollar is down," Kessler said. "Corporate spending is also really down. If a company decides to take 2,000 people to the grand finals for Australian Football, then that ends up on the front page of the newspaper and their shareholders are appalled that they're spending money like that in a market like this."

For the first several years, the VMA picked up a title sponsor for their conference – firm ATMAAC International, which provides security and risk management solutions for medium-and-large sized firms. CEO Brian Kelly said the firm is very interested in breaking into the venues market and

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Harlem Globetrotters
International - Marketing
Director

Georgia Dome, Atlanta
-Engineering Services
Manager

Georgia Dome, Atlanta
-Assistant Security
Manager

Greater Richmond (Va.)
Convention Center
-Event Manager

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plans to renew their sponsorship for next year.

“Times are tough for all associations. We personally contribute to about 10 associations and I can tell you now that next year, that will be cut to under 5,” he said.

The conference did take on a political tinge after the mayor of host Gold Coast, former Olympian Ron Clarke, threw his hat into the political fray by openly criticizing the redesign of the Gold Coast Stadium. Clarke said the \$130 million stadium, which involves large investments from provincial and federal governments, is being designed too narrowly and should be expanded to include more corporate events and concerts.

“This association should make noise about how the government makes huge investments into stadiums and then doesn’t go all the way” in making them functional for more types of events, he said. “It’s one of the most expensive capital improvements ever, yet we’re only slated to use the stadium 13 times a year,” he said.

Benett said he understood the Mayor’s sentiments, but added that many private operators are equally frustrated with the rigidity of design in new facilities. While Australian football stadiums rarely host more than football, he said there are national examples like the Brisbane Convention Centre that can host meetings, concerts and even basketball.

“Private enterprise companies like AEG Ogden are making an operating profit and doing what they have to do to manage a facility to make the gains that they have,” Benett said. “They’re interested in going into the wider market and doing other things, but they’re hamstrung because of the physical [design] of their facilities.” – Dave Brooks

Interviewed for this article: John Benett, +61 07 3870 4777; Lee Kessler, +61 02 9320 4204; Brian Kelly, +61 02 8762 0900

ECONOMY

HISTORIC VENUES FACE THREAT OF SALE AS STATES SEEK FUNDS



Historic LA Coliseum

In an effort to solve California’s budget problems, Gov. Arnold Schwarzenegger proposed selling the California Exposition and State Fair (Cal Expo) in Sacramento, along with the Los Angeles Coliseum, Cow Palace in Daly City, the Del Mar Fairgrounds, the Orange County Fairgrounds, the Ventura County Fairgrounds and San Quentin State Prison.

These sales would be expected to raise an estimated \$600 million to \$1 billion within two years. California’s current budget deficit is projected to be as much as \$21.3 billion over the next year.

“The shortfall is so large, these property sales wouldn’t dent the deficit,” said Pat Lynch, general manager of the Coliseum.

It is unclear what effect the sale would have on Cal Expo and the National

Basketball Association plans to redevelop the site, which includes adding retail, hotels and residences, along with an arena. The current plan has the state retaining ownership of the land and leasing property to private parties. Taxes from the site's new businesses would fund a new arena for the Sacramento Kings as well as additional fair facilities.

"Once given a full examination, we are certain that the Governor and other leaders will realize that all five properties, and particularly Cal Expo, are far too valuable [to sell] in their current state," said Norb Bartosik, Cal Expo manager. "We respect the Governor's interest in seeking creative ways to resolve our state's fiscal crisis and stand ready to provide additional information on this particular proposal whenever it is requested."

On May 13, representatives of the properties involved took part in a conference call with Schwarzenegger's administration to discuss the proposal. Until a final determination is made, those involved were told it would remain business as usual. The administration spokesman said when there is a process to unveil, everyone would be given plenty of notice and partnered in.

"If this sale moves forward, there will be buyout provisions," Bartosik said. "But at this point, it's premature to discuss this."

"Although we respect that the Governor is in a tough spot, we believe that these properties are valuable and shouldn't be sold," said Stephen Chambers, executive director of the Western Fairs Association, based in Sacramento.

He said there are a number of factors in selling these properties, including location, appearance and how each is zoned.

For example, because the Ventura County Fair was donated by a private party, there are deed restrictions. It is the same case with the Orange County Fairgrounds, which was donated by the U.S. military. In addition, the Del Mar Fairgrounds are located on the coast, which presents other development issues.

The L.A. Coliseum has a lease on its land through 2054 as well as a lease with the University of Southern California for the same time period.

"We think the proposal is a political tactic," said Lynch.

He adds that potential buyers of the Coliseum would not only have to honor its current leases, but would need to invest huge sums of money to upgrade the building since it is on the historic register.

"The value they are assessing the venue at, between \$250 and \$400 million, is not realistic," Lynch said.

"From our perspective, once the Governor's team takes a closer look at the proposal, they will see that it's not a good idea," Chambers said.

Despite the decree to conduct business as usual, some said the proposal has resulted in booking challenges at the proposed sites.

"What do I do when a promoter is looking for a five-year contract for a home and garden show?" Chambers asked rhetorically.

Steven Beazley, president and CEO of the Orange County Fair & Event Center in Costa Mesa said the proposal has not affected long term contracts so far.

“We spoke with state officials and they assured us that, if the sale went through, it would take years. There would not be a quick assessment, and it would be a careful, thoughtful process,” Beazley said.

In addition, California’s state legislature has yet to weigh in on the proposal.

In the meantime, Beazley said the fair will honor all current contracts with promoters, regardless of the sale status.

Still, states divesting from fairs has become more probable, due to the state of the economy. Recently, Detroit’s Michigan State Fairgrounds & Exposition Center was told the state would no longer run the fair or provide funding for its grounds as of Sept. 30 of this year.

Private groups and politicians are currently looking for ways to keep the fair, which dates back to pre-Civil War days, running. It is currently experiencing shortfalls of between \$300,000 and \$400,000. Approximately 85 percent of its revenues are accrued from the annual fair.

“The state was looking to develop industry on the fairgrounds site, but there’s nothing in place,” said Robert G. Porter, general manager of the Michigan State Fairgrounds & Exposition Center. “In the meantime, we’re still booking the building whenever we can.” Porter said. — Lisa White

Interviewed for this story: Norb Bartosik, (916) 263-3247; Steven Beazley, (714) 708-1500; Steve Chambers, (916) 927-3100; Pat Lynch, (213) 765-6374; Robert G. Porter, (313) 369-8250

CONVENTION CENTERS

NATIONAL BADGE PROGRAM WILL HELP CONVENTION INDUSTRY SECURITY

The Exhibition Services & Contractors Assn. (ESCA) will launch its new Worker Identification System (WIS) badge program July 1, beginning with the fourth largest convention center in the United States, the Georgia World Congress Center (GWCC). The center will essentially serve as a test site for the program, which would give badge-holders universal building access to participating venues throughout the country.

Executive Director for ESCA, Larry Arnaudet, said he is also in conversations with the George R. Brown Convention Center in Houston about implementing the program later this year and is looking toward the Dallas Convention Center as a future site as well. The WIS badge has been approved by the Las Vegas World Market and meetings with the Las Vegas Convention Center indicate that the badge also meets their criteria for access, he said.

As the GWCC is the first venue to utilize the system, ESCA will be working closely with the center’s management to determine what policies and procedures work best in implementing the system, putting ESCA in a better position to advise future sites that are planning to utilize the program.

Mark Zimmerman, general manager of the GWCC and an ESCA board member, said the program was started as a way to improve the security and better monitor access.

“This industry needs to have more accountability for who’s going in and out of the buildings,” he said. “It (the WIS program) just makes everyone more accountable.”

Discussion about a national badge system for contract workers in the

convention industry has been ongoing for years, Zimmerman added. There has been no industry standard. It would impact groups like decorators, shippers and audio-visual suppliers, most of whom work shows on a national basis. It would help minimize that age-old problem of anyone who looks official, with a radio or clipboard, gaining access to the convention floor. There would be a national protocol, thus improved security.

Arnaudet said that prior to the development of the WIS system, only a few venues in the country had established worker identification policies and guidelines and these policies differed from venue to venue.

“It was felt that one national system would relieve the necessity for individual facilities to institute their own systems,” he said, adding that ESCA can offer this system to all venues with absolutely no cost to the venue.

All costs for implementing the badge program are covered by the fee for the badge itself: \$8 for full-time ESCA member employees and \$10 for part-time employees and non-members. The badges are valid for three years from issue date. ESCA will be responsible for maintaining and updating the WIS database daily, although secure access will be granted to approved venue and contractor administrators.

Arnaudet said ESCA’s WIS would eliminate the need to have multiple badges for multiple venues as one universal badge would be used at all facilities participating in the program.

“What we have found is if you are a veteran in this industry, it’s not uncommon that you have to be registered in multiple venues,” he said. “We would hope that our badge would replace a lot of others.”

As the program launch date at GWCC draws closer, ESCA has already produced and delivered close to 900 badges for 22 different employers. Every employer in the system will also receive a certain number of temporary access badges and the employer will be accountable for those badges.

GWCC has an existing badge identification system for its full-time employees, but felt the need to be able to identify outside employees and was looking for a badge design that included photos on the badge itself.

Zimmerman said that implementation of the WIS program at GWCC is going as planned and, prior to the July 1 rollout date, the center will be working with a committee of local contractors and vendors to develop a universal plan of how to access the building once the badge system is implemented. The committee will determine entry points and methods of tracking entries into the buildings. Venue management will also meet with its staff before July 1 to answer any questions and train personnel on the new system’s guidelines and policies. — Lindsay Sandham

Interviewed for this story: Larry Arnaudet, (469) 574-0690; Mark Zimmerman, (404) 886-8322

The ball's in your court.



The Harlem Globetrotters just wrapped a record North American leg of the 2009 "Spinning The Globe" tour. The June issue of Venues Today will document this record tour as well as the incredible journey that has made the Globetrotters the phenomena they are today!

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June Bonus Distribution: Event & Arena Marketing Conference, the Association of Luxury Suite Directors and the combined IAAM/NAC Conference.

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 28, 2009.

BIG GOOD-BYE WEEK FOR THE WACHOVIA SPECTRUM

15,001 or More Seats	10,001-15,000 Seats	5,001 -10,000 Seats	5,000 or Less Seats
1) Bruce Springsteen & The E Street Band Gross Sales: \$3,389,857; Venue: Wachovia Complex, Philadelphia; Attendance: 35,165; Ticket Range: \$95-\$65;	1) The Pussycat Dolls Gross Sales: \$908,381; Venue: Brisbane (Australia) Entertainment Centre; Attendance: 9,090; Ticket Range: \$106.03-\$74.93; Promoter:	1) Britney Spears Gross Sales: \$2,176,590; Venue: Mohegan Sun Arena, Uncasville, Conn.; Attendance: 18,610; Ticket Range: \$750-\$98; Promoter: Live Nation, In-house;	1) Cher Gross Sales: \$1,781,525; Venue: The Colosseum at Caesars Palace, Las Vegas ; Attendance: 12,716; Ticket Range: \$250-\$95; Promoter: AEG Live, Concerts

<p>Promoter: Live Nation; Dates: April 28-29; No. of Shows: 2</p> <p>2) The Dead Gross Sales: \$3,148,660; Venue: Wachovia Complex, Philadelphia; Attendance: 33,644; Ticket Range: \$95-\$65; Promoter: Live Nation; Dates: May 1-2; No. of Shows: 2</p> <p>3) The Dead Gross Sales: \$1,984,589; Venue: Izod Center, East Rutherford, N.J.; Attendance: 22,263; Ticket Range: \$98-\$53; Promoter: Live Nation; Dates: April 28-29; No. of Shows: 2</p> <p>4) Bruce Springsteen & The E Street Band Gross Sales: \$1,870,670; Venue: United Center, Chicago; Attendance: 19,828; Ticket Range: \$95-\$65; Promoter: Jam Productions; Dates: May 12; No. of Shows: 1</p> <p>5) Bruce Springsteen and The E Street Band Gross Sales: \$1,725,920; Venue: Air Canada Centre, Toronto, Ontario; Attendance: 18,103; Ticket Range: \$99.51-\$58.40; Promoter: Live Nation; Dates: May 7; No. of Shows: 1</p>	<p>Michael Coppel Presents; Dates: May 19; No. of Shows: 1</p> <p>2) Appreciation Tour with Maze Gross Sales: \$829,945; Venue: Atlantic City (N.J.) Boardwalk Hall; Attendance: 12,450; Ticket Range: \$95-\$40; Promoter: Platinum Productions; Dates: May 9; No. of Shows: 1</p> <p>3) The Pussycat Dolls Gross Sales: \$701,911; Venue: Vector Arena, Auckland, New Zealand; Attendance: 11,556; Ticket Range: \$83.02-\$58.75; Promoter: Michael Coppel Presents; Dates: May 16; No. of Shows: 1</p> <p>4) Cirque du Soleil - Saltimbanco Gross Sales: \$628,251; Venue: Stephen C. O'Connell Center, Gainesville, Fla.; Attendance: 11,700; Ticket Range: \$81-\$31; Promoter: Cirque du Soleil; Dates: May 7-10; No. of Shows: 6</p> <p>5) Kenny Chesney Gross Sales: \$600,967; Venue: CenturyTel Center, Bossier City, La.; Attendance: 11,394; Ticket Range: \$91.25-\$21.75; Promoter: AEG Live, The Messina Group; Dates: May 15; No. of Shows: 1</p>	<p>Dates: May 2-3; No. of Shows: 2</p> <p>2) Il Divo Gross Sales: \$496,075; Venue: Agganis Arena, Boston; Attendance: 5,599; Ticket Range: \$126.50-\$56.50; Promoter: Live Nation; Dates: May 14; No. of Shows: 1</p> <p>3) Kings of Leon Gross Sales: \$227,295; Venue: Bojangles Coliseum, Charlotte, N.C.; Attendance: 5,390; Ticket Range: \$45; Promoter: Live Nation; Dates: April 30; No. of Shows: 1</p> <p>4) Kings of Leon Gross Sales: \$212,445; Venue: Koka Booth Amphitheatre at Regency Park, Cary, N.C.; Attendance: 4,721; Ticket Range: \$45; Promoter: AC Entertainment, Live Nation, Outback Concerts; Dates: April 28; No. of Shows: 1</p> <p>5) Seal Gross Sales: \$206,338; Venue: Nokia Theatre L.A. Live; Attendance: 4,647; Ticket Range: \$89.50-\$39.50; Promoter: AEG Live, Goldenvoice; Dates: May 6; No. of Shows: 1</p>	<p>West; Dates: May 5-6, 9-10; No. of Shows: 4</p> <p>2) Fiddler on the Roof Gross Sales: \$1,234,667; Venue: Tampa Bay (Fla.) Performing Arts Center; Attendance: 19,743; Ticket Range: \$72.50-\$20; Promoter: In-house; Dates: April 28-May 3; No. of Shows: 8</p> <p>3) Tyler Perry's The Marriage Counselor Gross Sales: \$565,114; Venue: Beacon Theatre, New York; Attendance: 11,637; Ticket Range: \$65-\$29.50; Promoter: Peachez, Inc.; Dates: April 28-May 3; No. of Shows: 8</p> <p>4) Leonard Cohen Gross Sales: \$465,248; Venue: Fox Theatre, Detroit; Attendance: 4,573; Ticket Range: \$253-\$65.50; Promoter: AEG Live, Concerts West; Dates: May 9; No. of Shows: 1</p> <p>5) Waistwatchers Gross Sales: \$415,085; Venue: Tampa Bay (Fla.) Performing Arts Center; Attendance: 15,378; Ticket Range: \$31.50; Promoter: In-house; Dates: Feb. 2-May 10; No. of Shows: 109</p>
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Compiled by Rob Ocampo and Riley Camarillo. To submit reports, e-mail HotTickets@venuestoday.com or fax to (714) 378-0040.

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THE BEAT

TOURING

WOODSTOCK 40TH SPAWNS TOUR, SHOW AT ORIGINAL VENUE



Heroes poster

Forty years after the original hippie nation gathered in a muddy field in upstate New York for the three-day Woodstock concert, the most enduring name in rock festivals will celebrate its milestone anniversary with a series of events from coast-to-coast.

While two of the landmark festival's original promoters, Michael Lang and Joel Rosenman, have so far been unable to overcome their personal animus to put on what both men had hoped would be a massive, free event marking the birthday of the hippie gathering, others have stepped in to mark the occasion with tours, one-off shows and competing events.

One of the largest such undertakings is the "Heroes of Woodstock" tour, a production of Gen-X Entertainment, a Minnesota-based booking agency that specializes in classic rock acts of the 1960s and 1970s. Principal Tim Murphy (who works with Big Brother & the Holding Company) has partnered with

Michael Gaiman (manager of Jefferson Starship) and Skip Taylor (manager of Canned Heat and booker for Ten Years After) for the cross-country tour, which they plan to take to 30-40 markets by summer's end.

Murphy did not have a handle on the tour's estimated grosses, but he was expecting to have sell-out or close to sell-out business at each of the 30-40 stops at the 3,000-5,000 capacity venues. "I absolutely think it will be profitable," he said. A website for the event will go live this week at theheroesofwoodstock.com and a publicist is expected to come on board by the end of May, two weeks before the first show, a June 12 date in San Diego.

"Michael, Skip and I did a 'Summer of Love' 40th anniversary tour two years ago and that did well, so we thought after taking a year off that this would be a nice follow up to that," said Murphy, who is co-producing the tour along with Taylor and Gaiman. "A lot of these bands can't play these size venues on their own, but under the guise of Woodstock and what that means, and as a collective group, they can play them."

Among the acts on the tour are Starship, Canned Heat, Ten Years After, Big Brother and Country Joe McDonald. Murphy said he was not at liberty to discuss how much it cost his venture to license the Woodstock name from the owners, but with the squabbling between the principals – which also includes Artie Kornfeld, the original producer of Woodstock, who is helping to promote an independent, free Woodstock celebration in San Francisco on Oct. 25 - Murphy said his event is “the closest thing” to a realistic, large scale anniversary tour out there.

One of the key components Murphy is counting on to lure a younger audience is a free download of the entire show to every person who buys a ticket to his events, as well as a promise from the acts to hype the shows on their Facebook, Twitter and MySpace accounts and official websites.

“These bands are all about working and if they can play to a bigger crowd in bigger venues than they typically do and take a year off from the normal venues they play to give those markets a rest and go into new markets, that’s even better,” he said. Murphy said another key was making the show as affordable as possible, with standard general admission ticket prices ranging from \$19.69 to a top price of \$69 at most venues. Costs for the event, which will feature a cast and crew of around 35 people, are also being kept down by making use of one rider for all the acts, as well as a shared backline and a pre-produced, generic set of print, TV and radio spots.

The tour has also worked out a deal with Warner Home Video to promote its Blu-Ray release of the Director’s Cut of the “Woodstock” movie. The discs will be sold at every show, footage from the film will be played at the events and the Warner Home Video logo will appear on the fliers and posters, as well as in TV and radio spots for the show. Murphy said the deal, similar to one cut with Rhino Records to promote the 4-disc reissue of the “Woodstock” soundtrack, will allow his group to sell the items at the show and receive free copies to distribute in contest give-aways.

The biggest stop on the tour will be an Aug. 15 date at the Bethel Woods Center in Bethel, New York, the original site of the 1969 concert, where organizers hope to sell-out the Center’s 15,000-capacity amphitheater.

“Our original plan was to bring a lot of the performers from 1969 to participate in this day, but when we found out about the tour we took that and added some acts to it, like Mountain and [The Band’s] Levon Helm, and some other Woodstock performers,” said Bruce Weinstein, executive producer of the Bethel event.

Bethel Woods Marketing Director Matt McNeil said he’s focusing on the “core” Bethel market in his marketing plan, which he described as a 75-mile radius from the town that reaches into Manhattan. As with Bethel’s regular season, he expects the majority of the attendees to come from surrounding Orange County, but he’s had inquiries from as far away as Egypt and he will lean heavily on traditional radio, TV, NPR as well as an attempt to replicate the 1960s grassroots movement that led to the massive 1969 turnout with street teams across the country handing out fliers and posters. – Gil Kaufman

Contacted for this story: Bruce Weinstein/Matt McNeil, (866) 781-2922; Tim Murphy, (763) 413-9611

GRAND OPENING

GLOBAL SPECTRUM GROWS NORTHERN REACH WITH ABBOTSFORD





Abbotsford (B.C.) Entertainment and Sports Centre

Global Spectrum is spreading its Canadian reach far west with the opening of the \$65 million Abbotsford (B.C.) Entertainment and Sports Centre May 7.

The 7,100-seat hockey and concert arena had 10,000 visitors over the weekend for a gala, open house and community church service, along with 5,200-person concert for Christian band Third Day. Although building manager Trey Bell couldn't release the gross for the concert, he said per caps were \$2.71.

"I read in the paper today that Abbotsford is the buckle of the Bible belt in Canada," said Bell, who comes to the facility from Comcast Arena in Everett, Wash. While there is an obvious market for Christian rock, Bell said his building plans to book all types of arena shows that typically play in Vancouver, the nearest and biggest city in British Columbia.

For 2010, the facility will have an operating budget of \$3.2 million, total projected revenues of \$10.3 million and a break even position. Under Global Spectrum's contract with the city, the firm must deliver 107 event nights for the building including 40 hockey games for the recently announced Calgary Flames affiliate in the American Hockey League. The team played in Quad Cities, Ill., last year but suffered from poor attendance and ranked as the 28th of 29 teams in the league for ticket sales.

"There's a huge demand for hockey in this market and we feel confident that we will sell out all 40 games with season tickets," said Bell. The new team has yet to be named, although the AHL's website indicates tickets will cost between \$12-\$36.

As for concerts, Bell said that Global Spectrum will do some co-promotes on the facility and could route buildings from Everett to Oshawa, Ontario, where it manages the General Motors Centre. Global Spectrum also manages the EnCana Events Center in Dawson Creek, B.C., the John Labatt Centre in London, Ontario, the WFCU Center in Windsor, Ontario and the South Okanagan Event Centre in Penticton, B.C.

Bell said his building also works with Live Nation Canada, Paul Mercs Concerts and Jeff Parry Promotions.— Dave Brooks

Interviewed for this article: Trey Bell, (604) 746-7462

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