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VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

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Quote of the Week

"I think wrestling has gotten away from the classy depiction of women."

— Wrestler Kevin Nash of Total Nonstop Action Wrestling on his promotion to recruit a female fan to escort him in and out of the ring during the championships.

In this Issue

THE NEWS

[Denver Duo Will Manage Broomfield Into New Decade](#)

[TNA Goes After Female Audience With Big Sexy Tour](#)

HOT TICKETS

[George Strait Clears \\$4 Mil with Houston Gig](#)

THE BEAT

[Q&A: Bob Roux, President - South Music For Live Nation](#)

By the Numbers

[Deals: Bemidji \(Minn.\) Regional Events Center](#)

DEPARTMENTS

Short Takes

Greetings,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." There will be no VT Pulse next week as our staff finalizes the September issue. The email newsletter will resume on Sept. 9.

ANNUAL CONVENTION CENTERS ISSUE



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SHORT TAKES

>> CSC AND USC DO A SAFETY DANCE

Contemporary Services Corporation's Los Angeles branch and the Los Angeles Police Department will be participating in a new safety and security program at the University of Southern California campus.

The program is set to launch before students return for the fall semester and will include an additional layer of security in the housing area of campus between midnight and 4 a.m.

Contact: *Meredith Gillotti*, (949) 553-0820

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Ad Deadline: Sept. 22

VT NEWS

PRIVATE MANAGEMENT

DENVER DUO WILL MANAGE BROOMFIELD INTO NEW DECADE

Broomfield (Colo.) Event Center



The duo that had been chosen to run the Broomfield (Colo.) Event Center now has an official name: Peak Entertainment.

The Broomfield City Council approved the deal Tuesday night, hiring the newly formed company that includes AEG Live's Denver office and local facility operator Kroenke Sports and Entertainment to operate the \$45 million, 7,000-seat arena.

Kroenke's executive VP Paul Andrews and AEG Live's Chuck Morris, chief executive for the company's Rocky Mountain division, are heading up the initiative, which will convert the facility into a concert-only venue.

"There won't be any more minor league teams playing at the facility, which will free it up for many more concerts," said Chuck Morris. Former tenant the Colorado 14ers of the NBA D-League have been

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purchased by the Dallas Mavericks, while the Rocky Mountain Rage of the Central Hockey League have announced plans to suspend next season and release its players as free agents.

The initial agreement lasts three years but could be renewed up to 30 years. The city will cover up to \$450,000 in losses to the facility, but will get 25 percent of any profit made in the building's first three years of operation, and take a 10 percent cut after that.

"AEG is going to be the leader in booking the facility, and we'll be a leader in management of the facilities, but our roles are not exclusive," said Andrews, who noted that part of the deal included switching the building's ticketing system from Ticketmaster to TicketHorse, a regional ticketing company owned by Kroenke and powered by Veritix.

According to projections from the council, the facility is expected to lose \$120,000 in its first year, but could turn a profit of approximately \$382,000 the following year.

Morris said Peak will invest about \$1 million into the facility to give the arena "more color," with a checklist of about 30-40 items that include computerized lighting, improved concourses and new sound systems. The city of Broomfield has agreed to cover half the costs, up to \$500,000.

"We also need to create some dressing room spaces," Morris said. "All the space really has right now is locker rooms."

Morris said the arena has "great potential" and helps fill the 6,000-7,000 seat gap for both AEG Live and Kroenke. Kroenke currently owns the 18,500-seat concert-capacity Pepsi Center Arena in downtown Denver, the nearby 2,000-seat Paramount Theater and the 25,000-seat concert-capacity Dick's Sporting Goods Park in Commerce City. AEG Live Rocky Mountains runs Denver's Bluebird Theater and Ogden Theatre.

"We didn't have anything in that mid-level range and we've been interested in that size for three to five years," said Andrews. "It helps us catch bands on their way up or on their way down."

The company also has committed to scheduling 55 events a year at the arena for the first three years. It will host up to 10 community events a year and donate up to 5,000 tickets each year for schools and community organizations.

As part of the deal, executives with Peak Entertainment will sell naming rights to the facility.

"That could take up to a year based on how the market is performing," Morris said. The promoter wants to also create a Colorado Rock and Roll Hall of Fame at the site, celebrating Rocky Mountain musicians like Judy Collins, the String Cheese Incident and contemporary groups like The Fray.

"It's been an idea I've been kicking around for a long time, and this space seems so perfect because it has many so rooms."

The building won't reopen for three or four more months, Morris said. The building had been previously managed by real estate mogul Tim Weins, who had operated the facility since 2006 and booked about 100 events a year in the space. — Dave Brooks

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Performing Arts, Houston -
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Interviewed for this article: Paul Andrews, (303) 405-1100; Chuck
Morris, (720) 931-8711

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MARKETING

TNA GOES AFTER FEMALE AUDIENCE WITH BIG SEXY TOUR



TNA Wrestler Kevin Nash

The traveling Total Nonstop Action Wrestling show is launching a new promotion to attract women viewers. Wrestler Kevin Nash has announced a campaign to seek out a valet, who will walk him into the ring before the circuit's finale Pay-Per-View fight in October at Universal Studios in Orlando.

Dubbed the "Big Sexy World Tour," the contest was announced on July 9, the wrestler's 50th birthday. The seven-foot-tall, 300-pound Nash has been a pro wrestler for over 20 years and has never had a full-time valet. The "Big Sexy World Tour" is essentially a search for the first-

ever female valet to escort Nash into the ring.

The winner of the contest will receive an all-expenses-paid trip for the pay-per-view show "Final Resolution," which is scheduled for Dec. 20. The show travels to 150 markets each year, with upcoming stops at the

San Angelo (Texas) Coliseum on Aug. 28 and the Georgia Mountains Center in Gainesville. The tour heads to Germany for the last week in September, and then Japan for early October before returning to the U.S. for the finals.

The criteria which the contestants will be judged upon may come as a shock to many, but Nash said he is really looking for dignity and class in a valet. "I think wrestling has gotten away from the classy depiction of women," Nash said, adding he is looking for a valet preferably between the ages of 35 and 45. "I'm 50. I don't want a 20-year-old girl... I'm looking for a lady, not a little girl."

With more moms making entertainment purchasing decisions, the promotion is aimed at engaging women and capturing some of their contact information for future marketing initiatives. Over 5,000 women have already applied for the promotion, which requires them to submit a photo and a 50-word essay.

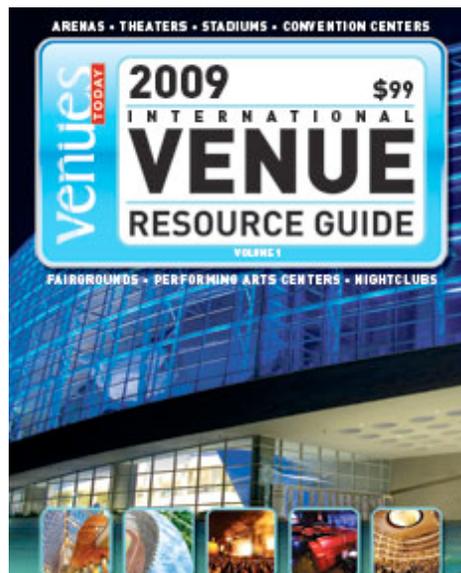
Nash is also traveling as part of the promotion, visiting cities about eight weeks ahead of scheduled tour stops. He was in Los Angeles on Aug. 13-14, promoting his Oct. 18 Bound For Glory stop at the Bren Events Center on the campus of the University of Irvine, Calif.

"It's a great wrestling event for facilities that don't land larger wrestling promotions," said Tom Richter from the VenuWorks-managed Swiftel Center in Brookings, S.D., which hosted TNA in March. "It has a very personable feel. The wrestlers come out after the event and sign autographs and many of the performers are very open to doing radio call-ins and media events leading up to the match."

The winner of the "Big Sexy" contest will only be entitled to one night as valet, but Nash is not opposed to having a full-time valet. "If we find someone that's a diamond in the rough, then it's something that can turn into a full time gig," he said. - Vanessa Bentley & Dave Brooks

Interviewed for this article: Kevin Nash, (847) 542-9350; Tom Richter, (605) 692-7539

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HOTickets

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. 4, 2009.

GEORGE STRAIT CLEARS \$4 MIL WITH HOUSTON GIG

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p>1) Kenny Chesney Gross Sales: \$5,041,001; Venue: Gillette Stadium, Foxboro, Mass.; Attendance: 57,890; Ticket Range: \$99.50-\$44.50; Promoter: AEG Live, Kraft Entertainment, The Messina Group; Dates: Aug. 15; No. of Shows: 1</p> <p>2) George Strait Gross Sales: \$4,231,365; Venue: Reliant Stadium at Reliant Park, Houston; Attendance: 48,054; Ticket Range: \$125-\$22; Promoter: AEG Live, The Messina Group; Dates: Aug. 8; No. of Shows: 1</p> <p>3) Kenny Chesney Gross Sales: \$3,843,639; Venue: Ford Field, Detroit; Attendance: 49,215; Ticket Range: \$197.50-</p>	<p>1) Jimmy Buffett & The Coral Reefer Band Gross Sales: \$1,965,348; Venue: Atlantic City (N.J.) Boardwalk Hall; Attendance: 13,648; Ticket Range: \$226-\$66; Promoter: Live Nation; Dates: Aug. 23; No. of Shows: 1</p> <p>2) American Idols Live Gross Sales: \$551,385; Venue: 1st Mariner Arena, Baltimore; Attendance: 8,765; Ticket Range: \$69.50-\$40.50; Promoter: AEG Live; Dates: Aug. 5; No. of Shows: 1</p> <p>3) Blink 182 Gross Sales: \$531,443; Venue: Nikon at Jones Beach Theater, Wantagh, N.Y.; Attendance: 11,184; Ticket Range: \$61.50-\$5; Promoter: Live Nation; Dates: Aug. 9; No. of Shows: 1</p>	<p>1) No Doubt Gross Sales: \$916,697; Venue: Neal S. Blaisdell Center, Honolulu, Hawaii; Attendance: 14,219; Ticket Range: \$79-\$39.50; Promoter: AEG Live, Goldenvoice; Dates: Aug. 11-12; No. of Shows: 2</p> <p>2) Bob Dylan & His Band Gross Sales: \$595,688; Venue: Dell Diamond, Round Rock, Texas; Attendance: 8,825; Ticket Range: \$67.50; Promoter: Jam Productions; Dates: Aug. 4; No. of Shows: 1</p> <p>3) Bob Dylan & His Band Gross Sales: \$508,608; Venue: Banner Island Ballpark, Stockton, Calif.; Attendance: 7,536; Ticket Range: \$67.50; Promoter: Jam Productions; Dates: Aug. 15; No. of Shows:</p>	<p>1) Bette Midler Gross Sales: \$1,032,628; Venue: The Colosseum at Caesars Palace, Las Vegas; Attendance: 8,689; Ticket Range: \$250-\$95; Promoter: AEG Live, Concerts West; Dates: Aug. 18-19, 22-23; No. of Shows: 4</p> <p>2) Steely Dan Gross Sales: \$884,556; Venue: Beacon Theatre, New York; Attendance: 7,103; Ticket Range: \$244.50-\$78.50; Promoter: Live Nation; Dates: Aug. 10-12; No. of Shows: 3</p> <p>3) Dora The Explorer Live! Gross Sales: \$460,296; Venue: Fox Theatre, Atlanta; Attendance: 19,806; Ticket Range: \$39-\$12; Promoter: Broadway Across America; Dates: Aug. 21-23; No. of Shows: 6</p>

\$31.50; Promoter: AEG Live, DLI Entertainment, The Messina Group; Dates: Aug. 22; No. of Shows: 1

4) Phish
Gross Sales: \$2,147,756; Venue: **The Gorge Amphitheatre, George, Wash.**; Attendance: 43,437; Ticket Range: \$49.50; Promoter: Live Nation; Dates: Aug. 7-8; No. of Shows: 2

5) Pearl Jam
Gross Sales: \$1,943,634; Venue: **United Center, Chicago**; Attendance: 29,449; Ticket Range: \$66; Promoter: Jam Productions; Dates: Aug. 23-24; No. of Shows: 2

4) CrueFest II
Gross Sales: \$421,455; Venue: **Journal Pavilion, Albuquerque, N.M.**; Attendance: 12,132; Ticket Range: \$95-\$10; Promoter: Live Nation; Dates: Aug. 5; No. of Shows: 1

5) Joan Sebastian
Gross Sales: \$407,343; Venue: **Auditorio Telmex, Guadalajara, Mexico**; Attendance: 8,323; Ticket Range: \$108-\$15.46; Promoter: In-house; Dates: Aug. 7; No. of Shows: 1

1

4) Lil' Wayne
Gross Sales: \$428,891; Venue: **Gibson Amphitheatre at Universal CityWalk, Universal City, Calif.**; Attendance: 5,815; Ticket Range: \$175.75-\$54.75; Promoter: Al Haymon, Live Nation; Dates: Aug. 13; No. of Shows: 1

5) Bob Dylan & His Band
Gross Sales: \$371,250; Venue: **Lake Elsinore (Calif.) Diamond**; Attendance: 5,500; Ticket Range: \$67.50; Promoter: Jam Productions; Dates: Aug. 12; No. of Shows: 1

4) Kings of Leon
Gross Sales: \$192,610; Venue: **The Joint, Las Vegas**; Attendance: 4,175; Ticket Range: \$146-\$42; Promoter: AEG Live; Dates: Aug. 19; No. of Shows: 1

5) John Legend
Gross Sales: \$187,060; Venue: **Bank Of America Pavilion, Boston**; Attendance: 3,784; Ticket Range: \$61-\$31; Promoter: Live Nation; Dates: Aug. 7; No. of Shows: 1

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

THE BEAT

Q&A

BOB ROUX, PRESIDENT - SOUTH MUSIC FOR LIVE NATION



Bob Roux at the House of Blues in Dallas.

It's been a big year for Live Nation's Bob Roux. Ticket sales are up over last year, driven by a massive discounting program over the summer months, and his division signed a deal to provide concert consulting for the new Dallas Cowboys Stadium. Venues Today caught up with the long-time promoter during his co-promote of Paul McCartney's concert at the BOK Center in Tulsa, Okla., Aug. 17.

Venues Today: How is your summer going? You have some pretty good acts on the road, but the economy is not doing great.

Bob Roux: Our region includes Texas, Oklahoma, Louisiana, Arkansas and Mississippi. They're all doing phenomenal. We've had a really great summer and we're actually going to have our business be considerably stronger than last year and last year was a record year for us.

VT: How do ticket sales compare to last year?

BR: We're going to be up a little bit in our region. We're fortunate because we've got a lot of good acts and people are responding. We've had a real good year at the amphitheaters in Dallas and Houston.



VT: Your division recently signed a deal with the Dallas Cowboys. Is that an exclusivity contract for the new stadium?

BR: We operate as a consultant for them. We don't have an exclusive on the building, but they come to us on their day-to-day business operations and a variety of options that come up. We've been involved in every show to play there so far.

VT: Does that go beyond concerts to football and game day operations?

BR: Not really football, but we have helped with other special events. They would like to be booked every day if they could be booked that often.

VT: Which you don't always see. Some of the sports teams don't like concerts because they feel that it damages the field conditions for game day operations.

BR: True. Cowboys Stadium was developed with concerts in mind. It was obviously designed for football, but a lot of thought went into allowing flexibility. At Cowboys Stadium, there is a specially-designed, fabricated metal grid, so we can build on a flat deck just like we would at an arena. We've also developed a curtaining system for the upper deck. If we want to set up a show for 35,000 – which is what we're doing with McCartney – then all the upper deck is completely curtained from the first row all the way to the top.

VT: The big discussion point for booking agents and promoters right now is act and artist development. Do you think the industry is doing enough to build new acts?

BR: I was just at the New Orleans House of Blues on Saturday night, and we promoted Honors Society after they opened for the Jonas Brothers at the arena. That's a 1,000 capacity venue, and then they did the House of Blues in Houston and Dallas, both of which are about 1,600 capacity. Both of those buildings do over 200 events a year. Houston also operates a 3,000-capacity theatre, the Verizon Theatre, so you have a nice little jump between House of Blues and our theatre, or the arena or amphitheater. Last fall we booked Maxwell for two days at the Verizon Theater. I think Maxwell is a pretty new artist and now with the new record out he will want to play the Toyota Center this time around.

VT: We are seeing four or five stadium tours a year. Is that pretty much the max number we're going to see for the next five to 10 years?

BR: You know it's unpredictable. There are certainly some acts that could probably make the jump, and a lot of acts might. Look at the summer shows this year – the Jonas Brothers certainly are capable of doing it in Dallas. Their arena shows, which are 360-degree shows, do approximately 17,000-18,000 tickets.

VT: How has Live Nation's "No Service Fee" Wednesdays impacted ticket sales?

BR: The two amphitheaters we operate both have Ticketmaster contracts, so we don't have the luxury of using Live Nation ticketing. Instead, we did a hybrid in those two markets. Various shows on various weeks participated in some of the specials.

VT: How did that work?

BR: We spoke with individual acts and we were able to make an arrangement with Ticketmaster to facilitate the same consumer experience they were getting at LivenNation.com. We had to make an arrangement with Ticketmaster so they could facilitate the same service charge free experience, or with the building in some cases where they had a ticket bundled with food and beverage. Most were more than happy to participate. – Dave Brooks

BY THE NUMBERS

NORTH DAKOTA STATE FAIR, MINOT



Taylor Swift and Bob Wagoner, general manager of the North Dakota State Fair, congratulates 10-year-old Lydia Severson on the success of her lawn mowing business to earn money to buy tickets to the July 25, Taylor Swift concert.

July 24-Aug. 1, 2009

Taylor Swift drove the North Dakota State Fair show pass program, helping sell out the 15,242 packages good



for four country music shows and three motorsports events in the fair grandstand. Show passes cost \$65 each for general admission, \$75 reserved, and did not include the price of admission to the fair, which was either \$20 for a nine-day season pass or \$7 each day for adults. Talent was booked through Bob Romeo, Romeo Entertainment Group.

Bob Wagoner, fair manager, said the grandstand was demolished at the end of the fair and will be replaced with a \$15 million grandstand of the same capacity but featuring much improved infrastructure, including restrooms, concession stands and a pub area. It is being

funded by a state grant. It will feature 7,000 seats under roof, compared to 3,200 now.

Attendance: 296,919 (up from 239,449 in 2008. The record is still 1983 with 300,790 in attendance, but this was close.)

Show Pass Revenue: \$1,030,300, the first time it has topped \$1 million.

Motley Crue concert attendance and gross: 12,297 paying \$45 for a gross of \$553,365.

2010 Dates: July 23-31

Contact: Bob Wagoner, (701) 857-7620

THE ORANGE COUNTY FAIR, COSTA MESA, CALIF.

July 10-Aug. 9, 2009

The preliminary numbers are in for the Orange County Fair, reported on in the Aug. 12 VT Pulse. Final numbers will not be available for at least a month, but the indicators are the extended event was about on par with last year in attendance and revenues.

Turnstile: 1,072,018 (up one percent from 1,062,673 in 2008, a 21-day fair)

Admission Revenue (general admissions only - excludes pre-sale, Super Pass, concert tickets, etc.): \$5,430,010 (compared to \$5,494,108 in 2008)

Parking Revenue: \$1,389,650 (up four percent from \$1,330,700 in 2008)

Food and Beverage Revenue: \$14,550,301 (\$14,666,349 in 2008)

Carnival Ride/Game Revenue: \$8,164,817 (down eight percent from \$8,857,038 in 2008)

Contact: Robin Wachner, (714) 708-1559

MONTANAFAIR, BILLINGS

Aug. 7-15, 2009

Increased competition and five days of bad weather kept attendance down at MontanaFair. The Mighty Thomas Carnival provided the midway. Admission to the fair was priced \$8 for adults, \$5 for kids and seniors. Parking is free.

Concerts included the Gaither Vocal Band, Nat and Alex Wolff, Trace Adkins, Peter Frampton and Kelly Clarkson. Arenacross, bull riding and rodeo rounded out the paid concert events. Shows were packaged at \$67 for eight events or sold singly.

Attendance: 233,015, down from 273,482 in 2008

Paid Gate (not including consignment tickets): \$475,474

Night Show Revenues: \$295,226

Gross Ride Receipts: \$855,184

Independent Concessionaires Food and Drink Gross: \$567,917

Arena Food and Drink (in-house): \$45,505

Overall, the fair was down from a record 2008, reported Sandra Hawke, marketing director. Dates for 2010 will be Aug. 7-15. – Linda Deckard

Contact: Sandra Hawke, (406) 256-2402

DEALS

BEMIDJI (MINN.) REGIONAL EVENTS CENTER

Management Firm: VenuWorks

Terms: Being negotiated, but likely to be for five years with a base fee of just under \$100,000 and variable fees tied to commissions or benchmarks.

The final selection came down to presentation of potential general managers. Both VenuWorks and Global Spectrum, the other finalist, brought in three possible managers. Steve Peters, president of VenuWorks, said he made certain the committee understood the candidates were confidential and the chosen one would not necessarily be among the three interviewed.

John Chattin, Bemidji city manager, said the seven-member committee asked to meet potential GMs because both Global Spectrum and VenuWorks had strong points and neither really overwhelmed the other. “We decided the key person is the GM and if they knew Bemidji, it would work.”

VenuWorks brought in three additional GMs who have worked with the firm from six to 11 years so the committee could gain a stronger impression of the type of relationship they might expect and how VenuWorks GM's interact with their own corporate office. Chattin said that tipped the scales.

The Bemidji Regional Events Center opens in October 2010. The project is \$80 million, of which \$45 million is dedicated to the structure. It is funded with \$23 million from state bonding funds; \$44 million from bonds on a city sales tax extension; and grant money and utility funds, Chattin said.

The arena will seat approximately 4,000 patrons and will host Bemidji State's NCAA Division I men's and women's hockey teams, Peters said. The pro forma calls for 77 events in the arena the first full year, with another 141 meetings, banquets and conference usages in the conference spaces. – Linda Deckard

Interviewed for this story: John Chattin, (218) 759-3565; Steve Peters, (515) 232-5151

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