

From: Nazarene Kahn <nazarene@venuestoday.com>
Subject:
Date: November 5, 2009 12:42:48 PM PST

NOVEMBER 11-13, 2009
Columbia Metropolitan Convention Center, Columbia, S.C.

SEVT
Sport Entertainment & Venues Tomorrow

www.sevt.org

VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

November 4, 2009 • VOL. VIII, Number 34 • ISSN 1547-4143

Quote of the Week

"When we had good weather, and I mean good, Sunday, shiny Texas weather, the people came out."

– Rusty Fitzgerald from the State Fair of Texas. The fair got hit with 14 days of rain this year.

In this Issue

THE NEWS

[TV Star Brightens Damp Texas Fair](#)

[Garth Brooks Sets New Rules With Vegas Residency](#)

[World Series Marks A Year Of Firsts In NYC](#)

[Venue Scoreboards Become 3-D Movie Screens](#)

HOT TICKETS

[Holy Cow! The Boss Banks \\$22 Mil in Jersey](#)

THE BEAT

[Global Spectrum Plants Flags In Chicago, Middle East; AEG Facilities Enters Slovakia](#)

[Cracking the Vault Of Bill Graham](#)

Greetings,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Sport, Entertainment and Venues Tomorrow starts in one week. Have you registered? Sign up today at www.sevt.org.



International Association of Assembly Managers, Inc. **IAAM**

Academy for Venue Safety & Security

A Path to Professional Excellence in Public Assembly Venue Safety and Security
Prepare, Prevent, Respond & Recover

February 13 – 19, 2010
American Airlines Training & Conference Center
Ft. Worth, Texas

Apply online today at:
<http://www.iaam.org/schools/AVSS/index.htm>



IAAM's nationally recognized Academy for Venue Safety & Security (AVSS) offers the latest training in risk management, emergency planning and communications, severe weather preparedness, and other strategies designed to protect people and property.

AVSS is designed for public-assembly professionals with arenas, convention centers, fairs, festivals, stadiums, performing arts centers, special events, and anywhere people gather.

The all-inclusive AVSS tuition of \$2,480 for this 5-day comprehensive training covers all lodging, meals, and classroom materials.

For more information, contact Harold Hansen, IAAM's Director of Life Safety & Security, at: **773.973.2049**; or e-mail: harold.hansen@iaam.org.

DEPARTMENTS

Short Takes

HELP WANTED

CONTACT VT PULSE

SHORT TAKES

>> **SUBLIME FORCED TO RETHINK REUNION NAME** - The estate of Bradley Nowell has successfully blocked the remaining members of the band Sublime from using the band's name to promote their upcoming tour. U.S. District Court Judge A. Howard Matz granted a preliminary injunction against the group, who had hoped to tour with new singer Rome Ramirez. Nowell died in 1996.

Contact: Eve Samuels, (213) 639-6160

SUBSCRIBE

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 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

VT NEWS

FAIRS & FESTIVALS

TV STAR BRIGHTENS DAMP TEXAS FAIR

Fried Butter was the winner from this year's State Fair of Texas.



Talk show megastar Oprah Winfrey brought some sunshine to an otherwise soggy State Fair of Texas, Dallas, this year.

The 24-day fair which ran Sept. 25-Oct. 18 experienced 14 days of rain, making it the wettest Texas state fair in nearly 25 years.

"When we had good weather, and I mean good, Sunday, shiny Texas weather, the people came out," said Rusty Fitzgerald, the fair's director of operations and special events.

But the rainy days made their dent, and Texas saw its food and ride totals drop nearly 10 percent to \$25.7 million. Fair officials don't release attendance figures, but estimate that 3 million visitors attend each year, making it the largest fair in North America.

Despite the wet weather, Oprah's appearance at the fair provided a PR boost — she spent one day touring the fair and another day taping at the event. The other bump came during the annual AT&T Red River Rivalry game, pitting the University of Oklahoma against the University of Texas for a battle at the Cotton Bowl, located on the fairgrounds. About 92,000 fans were in attendance to watch Texas win 16-13, setting a single-day record for food and ride sales at \$3.4 million.

"We actually thought the game might have made some fairgoers stay home," because they thought the fair would be too crowded by the game, said Sue Gooding, VP of Public Relations.

In some cases, the fair even encouraged patrons to stay home — at least sick ones.

"Like many other fairs, we were dealing with concerns about swine flu, and we held a press conference to help put several fears aside," said Goodman. "We asked people, if they weren't feeling well, to consider

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

Riley Camarillo Hot
Tickets/Top Stops Manager
(714) 378-
5400, riley@venuestoday.com

Rob Ocampo
Resource Guides Manager
(714) 378-5400, ext. 21
rob@venuestoday.com

Vanessa Bentley
Editorial
Assistant vanessa@venuestoday.com

**For advertising information,
contact:**

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

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

Pauline Davis Texas
(615) 243-
7883 pauline@venuestoday.com

Samantha Le
Sales and Marketing Associate
(714) 378-5400 ext. 23
samantha@venuestoday.com

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

HELP WANTED

VIEW THE FULL LISTINGS

**WIN Entertainment
Centre, NSW, Australia**
—Manager of Business
Development & Marketing

**Mondavi Center for the
Performing Arts, Davis,
Calif.**— Ticket Office
Supervisor

attending another day. We even brought in the county medical director who explained that everyone needs to exercise caution and not be out if they experience a fever.”

Thankfully, the flu didn’t keep Winfrey’s team from visiting the fair, and giving out several prizes. During one segment of the show, Winfrey manned a carnival game. The prize for winning the Flip a Chick game: tickets to the 2010 Super Bowl in Miami. She also held a contest for the entrants to the fair’s cooking contests and awarded two lucky chefs a dream kitchen remodel from Lowes.

The other big newsmakers were the winners of the Big Tex Choice awards, a contest held among the food vendors which has generated plenty of national buzz for the deep-fried delicacies. Deep fried butter took the prize for Most Creative and is the creation of Abel Gonzales Jr., who has received previous Big Tex honors for his Texas-fried cookie dough, fried Coke and fried peanut butter, jelly and banana sandwich.

“He essentially wrapped dough with pure whipped butter, deep fried it and then injected it with different flavors,” explained Gooding. “It tasted like a very buttery roll.”

Fair admission prices went up \$1 to \$15 for adults and \$11 for children. Gooding said one of the fair’s most popular promotions was a deal with the grocery chain Kroger and the city’s new light rail system. For an extra buck, fair-goers received a train ticket to and from the fair.

Next year’s dates are Sept. 24-Oct. 17 – Dave Brooks

Interviewed for this article: Sue Gooding and Rusty Fitzgerald, (214) 565-9931

**Congratulations to the 2009
Hall of Headlines Award winners!**

News: Lee Zeidman
(AEG- Staples Center Nokia Theatre, L.A. Live)

Bookings: Marc Geiger (WME Entertainment)
Gregg Perloff (Another Planet Entertainment)
Brad Parsons (ArenaNetwork)

Marketing: Ed Snider (Comcast Spectacor)
Peter Luukko (Comcast Spectacor)

Concessions: Steve Zahn (Dallas Convention Center/Centerplate)

Runners up:

News: Irving Azoff (TM Entertainment)
Mark Leahy
(David L. Lawrence Convention Center)

Bookings: Jerry Goldman (BOK Center)
Carol Pollock (VenuWorks)

Marketing: Mike Kenney (Harlem Globetrotters)
Rich MacKeigan (Van Andel Arena)

Concessions: Rik Kiessling (Aramark)
Mike Landeen (NY Mets)
Clint Westbrook (Aramark)

venues
TODAY

We will be honoring the winners for each category in our

The Peace Center,
Greenville, S.C. — Box
Office Manager

Feld Entertainment,
Vienna, Va. — At-Home
Group Sales Representative

Venues West, Claremont,
Australia — Three Positions

Greater Richmond (Va.)
Convention — Assistant
General Manager

Broward (Fla.) Center for
the Performing Arts — Call
Center Supervisor

Wollongong (Australia)
Sportsground Trust —
Business Development &
Marketing Manager

VenuWorks, Ames, Iowa
— Executive Director

[VIEW THE FULL LISTINGS](#)

We will be honoring the winners for each category in our December issue and will include a special article on the runners up. Thank you all for voting. Show support for your peers and reserve space for a congratulatory ad!

Advertising deadline: Nov. 20, 2009

BOOKINGS

GARTH BROOKS SETS NEW RULES WITH VEGAS RESIDENCY

Just like he did when he smashed virtually every record in the music business during an unprecedented run at the top in the 1990s, Garth Brooks made his own rules again when announcing his upcoming comeback residency at the 1,500-seat Encore Theater at the Wynn Las Vegas last month.

Rabid fans snatched up 30,000 tickets to the first round of weekend-only engagements of a potential five-year run. While Brooks' spokespeople said more than 40,000 people were waiting online at any given time for a chance to get the tickets during the on-sale, one group of eager ticket purchasers was not pleased: ticket brokers.

As the modestly priced tickets (\$125 plus fees for a total of around \$143) went on sale on Oct. 24, Wynn issued a warning to brokers that any tickets sold for more than the face value would be subject to cancellation at the hotel's discretion.

In a statement released just after the announcement of the Brooks dates, National Association of Ticket Brokers General Counsel Gary Adler blasted attempts by resort boss Steve Wynn to block fans from transferring tickets to the shows.

"Wynn has no right to tell these fans 'hey, tough luck - unless you bought them at our box office within two hours of going on sale then you can't go to the show.'"
Adler and Wynn did not return requests for further comment at press time.

In retaliation for blocking brokers from buying tickets, the NATB will no longer use the Wynn hotel to host its annual conference, Adler confirmed.

Las Vegas Events President Pat Christenson gave kudos to Wynn for taking his stand on ticket re-sales for the Brooks shows.

"It always seems like guys like Steve Wynn come up with another way to enhance the brand of Vegas and I would never have thought anyone could bring Garth here," he said. "He's a low-ticket [price] guy, he hadn't toured for ages and it's a real coup for Steve Wynn and a real coup for the city."

As for the brokers who are upset by Wynn, Christenson said he has no sympathy for them and hopes that this is a trend that continues.

At a press conference announcing the shows, Brooks explained that he broke his nearly decade-long self-imposed retirement to sign the deal with Wynn, which will have him playing up to 15 rounds of four-times-a-weekend shows at the theater, a schedule that will allow the country superstar to continue spending time with his three young daughters

during the week. The first round of shows are Dec. 11 to 13, Jan. 1 to 3 and 22 to 24, and Feb. 12 to 14 and 26 to 28.

The multi-million dollar deal for Brooks will have the biggest-selling artist in U.S. history taking the stage unadorned, with just a guitar, a set-up that was owner Steve Wynn's idea. "Steve started talking about this kind of show, just Garth and a guitar, because he said he thought it was something people ought to see," Brooks said at a press conference announcing the series. "I said he couldn't afford me. I was wrong."

The schedule has Brooks playing one show on Friday night, two on Saturday and one on Sunday, with a private jet set aside for Brooks' personal use to shuttle back to Oklahoma during the week. — Gil Kaufman

Contacted for this story: Pat Christenson, (702) 260-8605

Let the countdown begin!

Our December issue will wrap up the year with 2009 Year End Top Stops, Year End Hot Tickets, and SEVT post conference updates.

Reserve ad space today!

venues TODAY

Advertising deadline: Nov. 20, 2009

Sue Nichols, Eastern U.S.
(615) 662-0252
sue@venuestoday.com

Pauline Davis, Texas
(615) 243-7883
pauline@venuestoday.com

Rich DiGiacomo, Western U.S., Northeast, Intl.
(310) 429-3678

rich@venuestoday.com

Samantha Le, Midwest
(714) 378-5400

samantha@venuestoday.com

BASEBALL

WORLD SERIES MARKS A YEAR OF FIRSTS IN NYC

2009 might be remembered as the year of many firsts during the historic run of Major League Baseball's World Series.

The best of seven series, which could conclude tonight if the New York Yankees beat the Philadelphia Phillies, is the first championship game to be held at the New Yankee Stadium, which is enjoying its first season in play. The series has offered up the first ever pre-game concert, courtesy of Jay-Z, and marked the first time that World Series tickets have outperformed both the Super Bowl and the BCS championship.

"We were first on the field," said Charles Johnston, president of Select Artist Associates, which staged the historic Jay-Z performance that fell, ironically, on the second game of the World Series.

"We were originally slated to do the performance for Game 1, but rain delays pushed the game back and the field wasn't ready for staging by the start of Game 1, so we scheduled the concert during Game 2," said Johnston.

About 20 people helped set up the staging and produce the one-song performance, which featured Jay-Z and Alicia Keyes performing their new single "Empire State of Mind," a rap homage to all things Gotham.

Once the performance wrapped, "we had to get 15,000 pounds of staging off the field in 90 seconds," said Johnston, who is responsible for staging concerts for Major League Baseball's All-Star Game, the Super Bowl Halftime Show and all concerts at Chase Field in Phoenix.

For ticketing, tonight's Game 6 battle has the highest ticket resale average for the year at StubHub, with the median price of tickets set near \$984. Bleacher seats were selling as low as \$175 while tickets behind the dugout in the Legends Club were closing at \$10,001.

"If they push it to a Game 7, that will very likely become our number one game of the year," said StubHub spokesperson Joellen Ferrer.

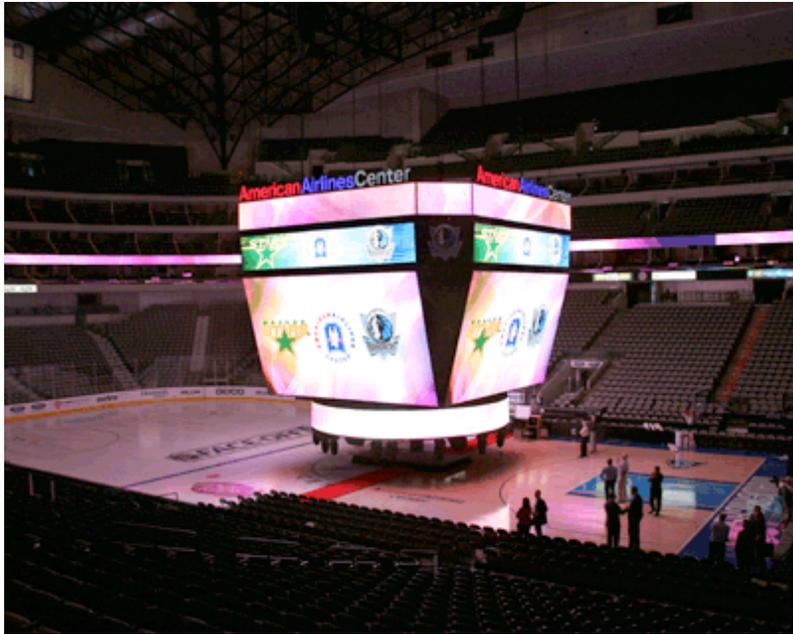
A Game 7 scenario in New York could also push the 2009 BCS championship out of the top five, with four of the five events being World Series games. As it stands, Game 6 is the top event, followed by Game 2 and then Game 1, all of which took place in New York. — Dave Brooks

Interviewed for this article: Charlie Johnston, (480) 994-0471; Joellen Ferrer, (415) 308-8209

TECHNOLOGY

VENUE SCOREBOARDS BECOME 3-D MOVIE SCREENS

The new HD scoreboard at the American Airlines Center in Dallas is capable of screening movies in 3-D.



New state-of-the-art, high definition scoreboards at Dallas' American Airlines Center (AAC) and Indianapolis' Lucas Oil Field will be utilized as 3D movie screens—at least temporarily.

American Airlines is featured prominently in the Paramount Pictures' film, "Up in the Air," from Oscar-nominated director Jason Reitman and starring Oscar winner George Clooney. The film, scheduled to be released in theaters across the country this December, will also premier at AAC, home of the Dallas Mavericks and Stars teams. The arena's new scoreboard allows for movies to be broadcast in 3D.

A date also is being slated to debut a movie about the Indianapolis 500's history on Lucas Oil Field's high definition screens.

Despite these plans, it is unlikely that either stadium will pose a threat to movie theaters in their prospective cities.

"We are not going to pursue movies ourselves, unless it relates to our business," said Brad Mayne, president and CEO of Center Operating Co., which manages the American Airlines Center.

AAC has shown movies on its outdoor high definition video boards during the summer months for the past three years. This is not surprising, considering that Maverick's owner Mark Cuban also co-owns movie distributor Magnolia Pictures.

Yet, these screens' 720p capability doesn't compare to the new \$11 million 1080p, 4mm video and audio system recently created inside the venue.

AAC's four state-of-the-art, center-hung video screens were created by Hong Kong-based Lighthouse Technologies and TS Sports of Grapevine, Texas.

"AAC's video screens are the only 4mm pixel systems in the country," said Doug Peck, TS Sports' CEO. "The pixel density is the difference between an HD television and the old analog systems."

The Lighthouse P4 4mm screens create high definition images, while a new state-of-the-art audio system with special audio effects produces digital concert-quality sound.

The video board also utilizes the latest LED light technology. With the older technology, LED lights protruded from sections of the screen, compromising sight lines. Because the new LED lights are located behind the screen, the viewing angles are improved.

“The quality of the content and controllers are enhanced, and any broadcast device can be used to transmit live video, video clips, video replay, basically any content feed necessary,” Peck said.

The screen replaces the ACC’s eight-year-old 360-degree LED ribbon scoreboard, which will be sold to another venue. Mayne said the impetus for investing in the new system was to enhance fan experience.

“People are becoming more accustomed to the quality of their high definition home systems, so we wanted to duplicate that,” Mayne said. “The new system also can be used like a typical computer monitor. We can break up the screen into smaller pieces, and the quality remains. It gives us more capabilities for game presentation as well as shows.”

The system also opens up possibilities for movie premieres and 3-D experiences.

When the board was first unveiled, AAC ran a 3-D clip from a Disney movie to demonstrate its potential.

“We have been working diligently on getting the board in place for our first pre-season hockey game, so we haven’t thought about its purposes beyond that,” Mayne said. “But movies are definitely a possibility in the future.” – Lisa White

Interviewed for this article: Mike Fox, (317) 262-8600; Brad Mayne, (214) 222-3687; Doug Peck, (817) 284-5677

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 Oct. 6.

HOLY COW! THE BOSS BANKS \$22 MIL IN JERSEY

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Fewer
<p>1) Bruce Springsteen & The E Street Band Gross Sales: \$22,570,336; Venue: Giants Stadium, East Rutherford, N.J.; Attendance: 260,668; Ticket Range: \$98-\$33; Promoter: NJSEA; Dates: Sept. 30-Oct. 9; No. of Shows: 5</p>	<p>1) Liza Minnelli Gross Sales: \$2,757,131; Venue: Brisbane (Australia) Entertainment Centre; Attendance: 3,592; Ticket Range: \$250-\$86.51; Promoter: Chugg Entertainment; Dates: Oct. 30; No. of Shows: 1</p>	<p>1) The Jonas Brothers Gross Sales: \$1,428,058; Venue: Mohegan Sun Arena, Uncasville, Conn.; Attendance: 21,840; Ticket Range: \$92-\$82; Promoter: In-house, Live Nation; Dates: Oct. 9-10; No. of Shows: 3</p>	<p>1) The Lion King Gross Sales: \$3,260,080; Venue: San Diego Civic Theatre; Attendance: 54,304; Ticket Range: \$130-\$15.50; Promoter: Nederlander; Dates: Oct. 12-18, 20-25, 27-Nov. 1; No. of Shows: 24</p>
<p>2) Bruce Springsteen & The E Street Band Gross Sales:</p>	<p>2) Andre Rieu Gross Sales: \$2,697,413; Venue:</p>	<p>2) Andre Rieu Gross Sales: \$873,316; Venue: Newcastle (Australia)</p>	<p>2) Kylie Minogue Gross Sales: \$853,150; Venue: Hammerstein Ballroom, New York;</p>

\$2,656,172; Venue: **Wachovia Complex, Philadelphia**; Attendance: 28,038; Ticket Range: \$101-\$19.67; Promoter: In-house, Live Nation; Dates: Oct. 19-20; No. of Shows: 2

3) Akon
Gross Sales: \$1,243,721; Venue: **AcerArena, Sydney**; Attendance: 13,729; Ticket Range: \$113.60-\$89.97; Promoter: Entourage Management, Paperchase Touring & Entertainment; Dates: Oct. 27; No. of Shows: 1

4) Maxwell
Gross Sales: \$1,148,490; Venue: **Hollywood Bowl, Los Angeles**; Attendance: 13,662; Ticket Range: \$250-\$20; Promoter: Andrew Hewitt, Live Nation; Dates: Oct. 16; No. of Shows: 1

5) Powerhouse with Jay-Z
Gross Sales: \$1,111,465; Venue: **Wachovia Complex, Philadelphia**; Attendance: 15,759; Ticket Range: \$250-\$9.99; Promoter: Live Nation; Dates: Oct. 23; No. of Shows: 1

Brisbane (Australia) Entertainment Centre; Attendance: 16,931; Ticket Range: \$135.81-\$77.66; Promoter: Andre Rieu Productions; Dates: Oct. 21-22; No. of Shows: 2

3) Andre Rieu
Gross Sales: \$2,233,771; Venue: **Vector Arena, Auckland, New Zealand**; Attendance: 19,014; Ticket Range: \$109.32-\$72.15; Promoter: Andre Rieu Productions; Dates: Oct. 24-25; No. of Shows: 2

4) Il Divo
Gross Sales: \$717,735; Venue: **Brisbane Entertainment Centre**; Attendance: 5,249; Ticket Range: \$686.41-\$110.84; Promoter: Dainty Consolidated Entertainment, Live Nation; Dates: Oct. 15; No. of Shows: 1

5) Pearl Jam
Gross Sales: \$642,867; Venue: **Viejas Arena, San Diego**; Attendance: 11,317; Ticket Range: \$61; Promoter: Live Nation; Dates: Oct. 9; No. of Shows: 1

Entertainment Centre; Attendance: 5,762; Ticket Range: \$138.44-\$82.14; Promoter: Andre Rieu Productions; Dates: Oct. 19; No. of Shows: 1

3) Van Morrison
Gross Sales: \$848,180; Venue: **The WaMu Theater at Madison Square Garden, New York**; Attendance: 5,131; Ticket Range: \$345.50-\$85.50; Promoter: MSG Entertainment; Dates: Oct. 25; No. of Shows: 1

4) Cirque du Soleil - Alegria
Gross Sales: \$763,002; Venue: **Sovereign Center, Reading, Pa.**; Attendance: 15,586; Ticket Range: \$95-\$30; Promoter: Cirque du Soleil; Dates: Oct. 20-25; No. of Shows: 8

5) Wilco
Gross Sales: \$512,435; Venue: **UIC Pavilion, Chicago**; Attendance: 13,310; Ticket Range: \$38.50; Promoter: Maj Concerts; Dates: Oct. 18-19; No. of Shows: 2

Attendance: 9,650; Ticket Range: \$135-\$85; Promoter: Bill Silva Presents, Live Nation; Dates: Oct. 11-13; No. of Shows: 3

3) R. Kelly
Gross Sales: \$589,266; Venue: **Fox Theatre, Atlanta**; Attendance: 8,138; Ticket Range: \$77-\$47; Promoter: AEG Live; Dates: Oct. 22-23; No. of Shows: 2

4) Frankie Valli
Gross Sales: \$518,357; Venue: **The Capital One Bank Theatre at Westbury, N.Y.**; Attendance: 8,397; Ticket Range: \$71.50-\$46.50; Promoter: Live Nation; Dates: Oct. 9-11; No. of Shows: 3

5) Bob Dylan
Gross Sales: \$506,153; Venue: **Hollywood Palladium, Los Angeles**; Attendance: 9,705; Ticket Range: \$121.50-\$56.50; Promoter: Live Nation; Dates: Oct. 13-15; No. of Shows: 3

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

THE BEAT

DEALS

GLOBAL SPECTRUM PLANTS FLAGS IN CHICAGO, MIDDLE EAST; AEG FACILITIES ENTERS SLOVAKIA

Sears Centre, Hoffman Estates, Ill.

Management Company: Global Spectrum

Date: Nov. 2, 2009

Deal: Global Spectrum has entered into negotiations to manage the Sears Centre for the Village of Hoffman Estates beginning in 2010.

John Page, COO and SVP, Global Spectrum, said a key to managing the Sears Centre is Comcast's major presence in the marketplace. Comcast has 2.1 million cable subscribers in the Chicago area. Global Spectrum is a division of Comcast-Spectacor.

The 11,800-seat arena is in consent foreclosure, with the Village of Hoffman Estates primed to take on the remaining \$55 million in debt. The venue opened in 2006 and is owned by MadKatStep. There are other lienholders, including Levy, which handles the concessions. All of those details have to be worked out, along with a contract (VT Pulse, Sept. 23).

"We look at it as an opportunity with the types of successes we have had, being a sales and marketing company," Page said. "We felt that though Chicago is very competitive, there is a compelling reason Global Spectrum could get in there and do things, recognizing it will take some time. We're optimistic about working with all the stakeholders in house and reaching out into the region."

The first year is expected to be transitional, with hopes for as many as 120-140 events in 2011, Page said. The goal is to reduce the city's operating deficit. Initially it's a fee-based account, he said.

Contact: John Page, (215) 389-9558

Danube Arena, Bratislava, Slovakia

Management Company: AEG Facilities

Date: Oct. 29, 2009

Deal: AEG Facilities will manage the \$90 million, 12,500-seat arena which will open in 2012 or 2013, marking the firm's first entry into the Slovak Republic.

AEG Facilities signed a letter of intent with the Self Governing Region of Bratislava in which AEG will operate the new 12,500-seat Danube Arena. Brian Kabatznick, vice president, Business Development, AEG Facilities - Europe, said the new arena sits in the middle of the highly developed "twin cities," with a population of 3.1 million people. Vienna is 37 miles from downtown Bratislava, he said. "It's in Central Europe, where we want to be," he added.

An architect will be selected in early 2010, Kabatznick continued. The contract was secured by responding to a proposal process, he said.

The arena will be designed to host ice hockey and basketball events, as well as family shows, live music concerts and other events.

Contact: Brian Kabatznick, 44-208-463-2190

Zayed Stadium, Abu Dhabi, United Arab Emirates

Management Company: Global Spectrum

Deal: Global Spectrum will help prepare the 45,000-seat stadium for the Dec. 9-19 2009 FIFA World Cup and then work to book six-12 events at the national stadium. The venue does not have a home team. The government is interested in raising the profile of Abu Dhabi as an entertainment destination.

Mike Ahearn, Global Spectrum regional VP, said the open air stadium was built in the early 70s and is currently undergoing \$15 million worth of major renovations, including refurbished seats, back of house improvements, redone TV studios and broadcast areas, and additional lighting to bring it up to current FIFA standards. The pitch (field) was also rebuilt.

"We're still putting the business plan together," Ahearn said of future plans, but the mission is to elevate Abu Dhabi and Zayed Stadium on an international level, leveraging Global Spectrum's "image, professionalism and proven service to clients...we as a management company can help them get there a lot quicker and bring them experience, procedures, and policies."

It also means "Global Spectrum has a Middle East flag in the ground," Ahearn said. — Linda Deckard

Contact: Mike Ahearn, (215) 429-7008

Q&A

CRACKING THE VAULT OF BILL GRAHAM



Wolfgang's Vault President Eric Johnson

Wolfgang's Vault is cracking its vault this month with a slow roll out of thousands of live concert downloads from the archives of famed promoter Bill Graham. On Tuesday, about 700 titles were available on the site, representing music recorded at Graham's classic San Francisco venues like The Fillmore and Winterland, along with new content from emerging bands like Bon Iver and Delta Spirit.

Bill Graham's birth name was Grajonca and his nickname was Wolfgang, thus the name Wolfgang's Vault. The company hopes to monetize the deceased promoter's extensive archives, which it purchased from Clear Channel Entertainment (now known as Live Nation) in 2003. Since then, founder Bill Sagan has acquired about a dozen more music collections and media websites, developing a new media firm that will offer downloads, concert merchandise and music editorial. Venues Today caught up with company President Eric Johnson to discuss its "Cracking the Vault" promotion and its plans for the future.

Venues Today: Wolfgang's Vault has practically every poster from every concert that ever played at the Fillmore in San Francisco. How did you acquire such a large inventory?

Eric Johnson: Graham kept everything from his shows. He made these great posters to promote his shows, used artwork on tickets and handbills and had photographers on a work-for-hire basis at all of his shows. In this warehouse at 10th and Howard was this massive archive of all this great vintage memorabilia, along with audio and video recordings. Bill Sagan heard about it through a friend of a friend and was able to spend three days going through the material. It took 26 trucks to ship it over to our offices only a few blocks away, and then Sagan spent an additional six months cataloging, indexing, archiving and eventually digitizing everything for the site. The first iteration of the website was an e-commerce memorabilia site in late 2003. In November 2006, we launched the Concert Vault, which is a streaming music site. We've made about a dozen acquisitions since then.

VT: Do you own the copyrights for these performances?

EJ: We acquire intellectual property, and we've got copyrights to the master recordings for all of these shows. That gives us the ability to stream every recording, and we pay ASCAP, BMI or SESAC. We also own the download rights and we pay both mechanical and performer royalties. Today we have this big launch that we're calling "Cracking The Vault" and are going from about 390 shows to over 700 shows. There are some great names that will be added to the download list.

VT: Are the recordings going to be your lead revenue generator?

EJ: We've got three basic pieces of the revenue side. There's the physical e-commerce site and that's the biggest piece. The second is the music downloads and we think that will grow meaningfully with all these concerts we are adding. The third is advertising on our sites.

VT: What kind of site traffic are you seeing?

EJ: By next week, we'll have as many as 3,000 shows available on the site, which is a growth of about 1,000

percent since we first started. Besides classic rock, we'll have a big archive of country, jazz and blues and a huge collection of indie rock. We also own a site called Daytrotter and have sponsored the Noise Pop festival in San Francisco for several years. We get about 1.2 million visits a month. The content has been our core focus for several years and we've been focused on getting these recordings up and loaded onto the site. It's a massive undertaking with these older recordings.

VT: Besides Daytrotter, you also own the music magazine site Crawdaddy. Are the music content sites money makers for Wolfgang's Vault, or do they simply drive traffic to the merchandise and live recordings?

EJ: There's certainly an element of labor of love in this. Bill Sagan has been a successful entrepreneur his whole life and has had the resources to invest in this and put forth a great editorial site with Crawdaddy. They're independent and can write about whatever they want. Daytrotter is similar and can record any bands they want and both are supported by advertising, which we augment with links back to merchandise.

VT: Does each unit have to be profitable on its own?

EJ: No, we tend to look at it over the entirety of the business and there are certain things that we are very willing to invest in today because we think there is real opportunity for growth in the longer term. A lot of this is focusing on how we take our sites today with a nice audience and great content and expand into the future with a more developed business model.

VT: It's almost as if you've taken every single online music model and brought them together with this company. What are some of the online music businesses that you're influenced by?

EJ: That's very true. Part of our belief is that it's very difficult to make money with just one revenue stream over time. There certainly are companies like Pandora that have built this massive audience and have been able to get amazing streaming rates. But for us, since we own our content, we can take a different tact. We have always thought that we needed several lines of business so that we can support all of them through several different markets. Some of our memorabilia are very high priced, vintage items. That can take a hit in a down market, but we also offer downloads that are \$10 or less, which can keep the business going when something on the higher-end slows down. — Dave Brooks

Interviewed for this article: Eric Johnson, (415) 860-1042

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.

