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VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

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Quote of the Week

"It's normally our quietest time of year during this period, so we're putting heads in beds when Tampa needs it the most."

— Bill Wickett of the St. Pete Times Forum in Tampa Fla., on the arena's plans to host the Republican National Convention in July 2012.

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Greetings,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Voting for the Women of Influence Awards ends this Friday. Log in to [venuestoday.com](#) and make your voice heard.

Get your votes in by Friday, May 21st!

Congratulations to the 2010 Women of Influence nominees!

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Lynn Carlotto
Liza Cartmell
Wesley Elizabeth Cullen
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Sandie Filipiak
Yajaira Flores
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Cindy Hoye
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[Lowell, Texas Tech,
Cleveland State](#)

DEPARTMENTS
Short Takes

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SHORT TAKES

>> COLUMBUS OPENS THE BATTELLE GRAND

—The SMG-managed Greater Columbus Convention Center has opened a new multi-purpose ballroom that is the largest in Ohio. The \$40-million Battelle Grand ballroom is a 75,000-sq.-ft. space with an LED ceiling lighting system capable of 65,000 different color combinations. The 175,000-attendee Arnold Sports Festival will be the first consumer trade show to book the facility.

Contact: Jennifer B. Davis, (614) 827-2538

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VT NEWS

NEW BUILDINGS

LINCOLN VOTERS APPROVE NEW ARENA PROJECT

Rendering of the new Haymarket Arena, Lincoln, Neb.



allows you to view articles OR charts published in either the magazine or the e-newsletter.

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After a slow 12-month period, a new major collegiate arena has been announced, the first of its kind for this year.

On May 6, voters overwhelmingly approved a \$25-million bond measure to help finance a \$344-million arena in downtown Lincoln, Neb. The University of Nebraska men's and women's basketball teams will be the primary tenants for the 16,000-seat arena, paying annual rents of \$750,000 plus expenses, while sharing in a number of ancillary revenues to give the Cornhuskers a modern arena.

The facility will essentially replace the SMG-managed Pershing Center, said GM Tom Lorenz, who was instrumental in working to pass the referendum.

"We're still not sure what we're going to do with the old facility," he said. "The city is looking at several proposals, and we have contracts through early 2014, which is good because we're not expecting the new arena to be completed until late 2013."

SMG must bid for the management contract for the new facility, which could break ground as early as this summer, but more likely won't start until mid-2011. The architect for the facility is national firm DLR, which designed the Qwest Center in Omaha.

"The plan is to host more concerts at the facility and we're confident we'll be able to route shows, based on the success of the Qwest Center, which is about 60 miles from here," he said. "We're expecting to get concerts that come through on their second leg of a tour, or perhaps they'll play here first and hit Omaha when they come back through."

On Tuesday, voter's approved an initiative to divert 70 percent of a local sales tax to raise \$25 million in bonds for the project. Most of the \$344 million project will be paid by a new two percent tax on restaurants and four percent tax on hotels and rental cars near the Haymarket Center, where the facility is to be built.

"It's actually quite a developed area already, surrounded by bars and restaurants," said Lorenz. Once a bustling warehouse district, site for the trading of commodities like wheat and hay, the downtown area has been transformed in recent years into a highly trafficked retail district known as the Haymarket Center.

The new arena will have 32 suites, a first for the men's and women's basketball teams, and the university and the city are currently finalizing a memorandum of understanding to split money from the suites, naming rights, concessions and merchandise. They'll also be able to tap into some sales tax monies to help pay the rent. The university will be responsible for picking up expenses resulting from game day operations. — Dave Brooks

Interviewed for this article: Tom Lorenz, (402) 441-8744

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BOOKINGS

ST. PETE TIMES FORUM LANDS GOP CONVENTION

St. Pete Times Forum, Tampa, Fla.



University, Dayton, Ohio - Executive Director

Feld Entertainment, Vienna, Va. - Booking Director

Vee Corporation, Minn. -Marketing & Publicity Internship

Georgia Dome, Atlanta -Event Coordinator

New Era Tickets, Exton, Pa. - Director of New Business Development

Royal Agricultural Society of NSW, Australia - Manager of Event Services

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Tampa Bay and the St. Pete Times Forum will host the 2012 Republican National Convention (RNC). The largest non-sporting event ever hosted by the city, the RNC is expected to attract more than 40,000 visitors to the area during the last week of August.

“One of the reasons the RNC picked Tampa is because we have one of the best venues in the country to host a convention like this,” said Ken Jones, co-chairman of the host committee. “The layout and design of the Forum are perfect for this event, and the staff and people that work there are incredibly professional.”

The impact of the 2008 convention in Minneapolis was estimated at nearly \$170 million in new spending, along with approximately 2,800 new jobs that produced \$100 million in wages.

The host committee is projecting a budget of \$49 million, which will be raised from private donations. “We are a not-for-profit organization, so our job is to promote Tampa Bay’s cities and alleviate the financial burden on the city’s government in connection with the event,” Jones said.

Along with this funding, RNC will receive a direct grant from the Federal Election Commission of approximately \$18 million. In addition, because this event has a National Special Security Event (NSSE) designation, the city will receive \$50 million from the federal government for security costs related to the RNC.

Tampa Mayor Pam Iorio and Ken Hagan, chairman of Tampa’s Hillsborough County, were instrumental in winning the bid for the city, said Jones. Tampa Bay was asked to bid on the RNC in both 2004 and 2008, and was a runner up to Minneapolis, which hosted the last convention.

“The RNC requires a venue with at least 18,500 seats and 2,500 seats on the floor,” said Bill Wickett, executive vice president of communications for the St. Pete Times Forum. “The committee also looks at the building’s square footage and suite count for ancillary events. The Forum sets up well for these needs.”

The Forum is situated in Tampa’s Channelside District on the waterfront. It’s within walking distance of the city’s convention center and hotels, which are all located within a three-block area.

“We also have 100,000 sq. ft. of exterior plaza space and five and a half acres of adjacent land that can be utilized for the media, trade show booths and whatever else is needed,” Wickett said.

The RNC will take over the venue for six weeks at the end of July 2012 until the convention’s completion. An extensive build-out, including upgrades and changes, will take place inside the Forum prior to the convention.

Although the biggest challenge will be coordinating the move in and out of the RNC from the facility, the event is scheduled during the venue’s slow period.

“It’s normally our quietest time of year during this period, so we’re putting heads in beds when Tampa needs it the most,” Wickett said.

There were a few pending events scheduled at the Forum during the convention period that Wickett said will now not be pursued.

The RNC is soon expected to move staff members to Tampa and begin working with the city’s organizing committee to put plans together for the

event.

“This is a non-partisan effort, and we’re doing it for the good of Tampa Bay,” Jones said. “We will get to work and raise the money needed to put on the best show of any convention.” – Lisa White

Interviewed for this article: Ken Jones, (813) 226-6101; Bill Wickett, (813) 301-6500

The advertisement features a purple and pink gradient background with a city skyline at night. The text reads: "EVENT & ARENA MARKETING CONFERENCE 30 CHICAGO JUNE 9 - 12, 2010". A yellow circular badge in the top right corner says "BEST PRICED CONFERENCE IN THE INDUSTRY!". At the bottom, it states "\$599/per person" and "Only \$400 each additional person from same venue". The registration website is listed as "eventarenamarketing.com".

CONCESSIONS

SAN FRANCISCO'S AT&T PARK GOES LEED

The city of San Francisco is typically known as a bellwether to eco-consciousness.

But in becoming the first previously existing major league stadium to attain Silver Certification in Leadership in Energy and Environmental Design (LEED), the San Francisco Giants had to address a number of environmental challenges. Existing facilities have to meet separate requirements from new buildings to achieve LEED certification.

“I think it’s infinitely harder for existing ballparks to effectively retrofit their facilities to incorporate current trends and technologies into their existing practices,” said Jorge Costa, Giants senior VP of Ballpark Operations. “And there’s also an awareness that has to be created with the vendors and the public in making them know of the changes.”

Since the first stages of planning LEED certification two years ago, Giants staff and AT&T Park vendors, including Centerplate, Pacific Gas & Electric Company and Linc Facility Services have made a concerted effort in evaluating everything from waste management, recycling programs, lighting, water usage and even products and packaging.

The systemic approach brought a new attitude to AT&T Park, even though it has won Major League Baseball's Green Glove award for recycling the past two years. The seventh-inning stretch, for instance, now includes an announcement from Giants manager Bruce Bochy asking fans for help picking up recyclables. Ushers wearing "Green Team" vests go into the stands, collecting any recyclable items the fans have collected up to that point in the game.

"I think the public awareness and education is pretty key to succeeding, and getting the numbers," Costa said.

The team also installed new compact fluorescent lights throughout the park, and built a solar energy system which it plans to soon deploy. Low flush toilets were installed throughout the park, along with a powerful new Mitsubishi Electric Diamond Vision HD Scoreboard, which is 78 percent more efficient than its predecessor.

The park also dramatically increased its waste diversion numbers, with 67 percent of the ballpark's waste being diverted from going to the landfill through an aggressive recycling and composting program. At a couple points last year, AT&T Park reached as high as 70 percent waste diversion, Costa explained.

"It's a difficult standard to achieve and you couldn't get there without the awareness of the fans and staff and all of the vendors," he added.

Costa noted a particularly strong relationship with Linc Facility Services, which handles the stadium's HVAC and engineering, and Giants hospitality partner, Centerplate.

While he didn't disclose the total expense for the project, Costa said it was costly. While ballparks like Target Field in Minnesota and Nationals Park in Washington were built with LEED certification in mind, Costa believes it was more difficult to achieve the high standard in a 10-year-old stadium.

Though the busy regular season schedule has kept Costa from speaking with many of his counterparts at other stadiums, he said sustainability has been a big initiative in Major League Baseball for several years.

"It's about innovation and technology, good hard work, practices and awareness that are the key if you're really going to try and accomplish this, and to maintain it long term," Costa said. — Matt Gunn and Dave Brooks

Interviewed for this article: Jorge Costa, (415) 972-2496

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 April 27.

DAREDEVIL PASTRANA BRINGS NITRO CIRCUS TO SYDNEY

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
1) Nitro Circus Live Gross Sales: \$2,018,396; Venue:	1) George Lopez Gross Sales: \$572,790; Venue: Save Mart	1) Tyler Perry's "Madea's Big Happy Family"	1) Mary Poppins Gross Sales: \$2,825,330; Venue: Fox Theatre,

AcerArena, Sydney;
Attendance: 27,958;
Ticket Range: \$130.77-
\$60.98; Promoter:
Global Action Sports;
Dates: May 14-15; No.
of Shows: 2

2) **Cirque du Soleil
“Alegría”**
Gross Sales: \$855,442;
Venue: **Sprint Center,
Kansas City, Mo.;**
Attendance: 13,107;
Ticket Range: \$95-\$40;
Promoter: Cirque du
Soleil; Dates: May 12-
16; No. of Shows: 8

3) **Van Morrison**
Gross Sales: \$847,010;
Venue: **Cynthia Woods
Mitchell Pavilion,
Houston;** Attendance:
9,659; Ticket Range:
\$350-\$35; Promoter:
Live Nation, In-house;
Dates: May 1; No. of
Shows: 1

4) **Pearl Jam**
Gross Sales: \$799,097;
Venue: **Nationwide
Arena, Columbus,
Ohio;** Attendance:
12,298; Ticket Range:
\$69-\$49; Promoter:
Live Nation, In-house;
Dates: May 6; No. of
Shows: 1

5) **Pearl Jam**
Gross Sales: \$723,922;
Venue: **Sprint Center,
Kansas City, Mo.;**
Attendance: 11,138;
Ticket Range: \$69-\$49;
Promoter: Live Nation,
Mammoth; Dates: May
3; No. of Shows: 1

**Center at Fresno
(Calif.) State;**
Attendance: 12,636;
Ticket Range: \$55-\$45;
Promoter: AEG Live,
Goldenvoice; Dates:
May 15; No. of Shows: 1

2) **Roberto Carlos**
Gross Sales: \$496,971;
Venue: **Auditorio
Telmex, Guadalajara,
Mexico;** Attendance:
8,218; Ticket Range:
\$96.54-\$20.11;
Promoter: Showtime;
Dates: May 13; No. of
Shows: 1

3) **Carrie Underwood**
Gross Sales: \$331,685;
Venue: **Richmond (Va.)
Coliseum;** Attendance:
6,647; Ticket Range:
\$55-\$35; Promoter: AEG
Live; Dates: April 27;
No. of Shows: 1

4) **John Mayer**
Gross Sales: \$296,472;
Venue: **Vector Arena,
Auckland, New
Zealand;** Attendance:
3,911; Ticket Range:
\$106.82-\$66.91;
Promoter: Chugg
Entertainment; Dates:
April 28; No. of Shows:
1

5) **Pepe Aguilar**
Gross Sales: \$291,766;
Venue: **Auditorio
Telmex, Guadalajara,
Mexico;** Attendance:
8,008; Ticket Range:
\$116.56-\$20.81;
Promoter: Pepe Aguilar
Producciones; Dates:
May 8; No. of Shows: 1

Gross Sales: \$1,674,865;
Venue: **The Liacouras
Center, Philadelphia;**
Attendance: 27,469;
Ticket Range: \$113-
\$48; Promoter:
Entertainment Services,
LLC; Dates: April 28-
May 2; No. of Shows: 7

2) **Chelsea Handler**
Gross Sales: \$1,146,718;
Venue: **Radio City
Music Hall, New York;**
Attendance: 17,953;
Ticket Range: \$79.50-
\$49.50; Promoter: Live
Nation, MSG
Entertainment; Dates:
May 15-16; No. of
Shows: 3

3) **Peter Gabriel**
Gross Sales: \$661,000;
Venue: **Radio City
Music Hall, New York;**
Attendance: 5,855;
Ticket Range: \$199.50-
\$54.50; Promoter: Live
Nation, Radio City
Entertainment; Dates:
May 2; No. of Shows: 1

4) **Ricky Gervais**
Gross Sales: \$571,451;
Venue: **The Theater at
Madison Square
Garden, New York;**
Attendance: 10,093;
Ticket Range: \$60.50-
\$40.50; Promoter: AEG
Live; Dates: May 12-13;
No. of Shows: 2

5) **Walking With
Dinosaurs**
Gross Sales: \$562,598;
Venue: **The Huntington
Center, Toledo, Ohio;**
Attendance: 15,465;
Ticket Range: \$54.50-
\$19.50; Promoter: In-
house; Dates: May 7-9;
No. of Shows: 6

Atlanta; Attendance:
56,569; Ticket Range:
\$127-\$22; Promoter:
Broadway Across
America; Dates: April
29-May 16; No. of
Shows: 22

2) **Tyler Perry’s
“Madea’s Big Happy
Family”**
Gross Sales: \$1,519,867;
Venue: **Fox Theatre,
Detroit;** Attendance:
26,061; Ticket Range:
\$68-\$45; Promoter:
Entertainment Services,
LLC; Dates: May 6-9;
No. of Shows: 6

3) **Van Morrison**
Gross Sales: \$400,270;
Venue: **Bass Concert
Hall, Austin, Texas;**
Attendance: 2,595;
Ticket Range: \$350-
\$85; Promoter: Live
Nation, In-house;
Dates: April 30; No. of
Shows: 1

4) **Mark Knopfler**
Gross Sales: \$325,490;
Venue: **United Palace
Theatre, New York;**
Attendance: 3,291;
Ticket Range: \$160-
\$60; Promoter: Live
Nation; Dates: May 6;
No. of Shows: 1

5) **Craig Ferguson**
Gross Sales: \$296,480;
Venue: **Chicago
Theatre;** Attendance:
6,954; Ticket Range:
\$46.50-\$31.50;
Promoter: Nite Lite
Productions; Dates: May
1; No. of Shows: 2

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

THE BEAT

QUARTERLIES



**Live Nation Entertainment
(NYSE: LVY)**

Tuesday's close: \$13

First quarter activity: Traded as low as \$9.12 on Jan. 4 and as high as \$14.25 on March 8

Market cap: \$2.2 billion

Comments: After completing its merger with Ticketmaster and enjoying an aggressive first quarter of growth, Live Nation Entertainment stock is trading slightly down from its March first quarter peak, and substantially down from its mid-April position at \$16.

During its earnings call on May 11, CEO Michael Rapino

reported that the company has seen concert attendance slip 3 percent over the same period last year. The company reported a loss of \$112 million, or 76 cents per share, compared with \$102.7 million last year. The company has 84 percent more shares outstanding, following its merger with Ticketmaster.

Company revenue increased about 49 percent to \$723 million, mostly by combining the two firms. According to Rapino, concert attendance fell to 6.8 million from 7.1 million a year ago, while total spending per customer increased 2 percent to \$59.71.

"During the first quarter, we moved forward with integrating our operations, streamlining our cost structure and strengthening our balance sheet," Rapino said during the earnings call. "We remain on track in eliminating redundancies and driving a minimum of \$40 million in merger synergies across our operations in 2010. Our core concert and ticketing businesses are entering the busiest time of the year and show count and ticket sales globally remain on track to achieve our plan for 2010."

Contact: Michael Rapino, (310) 867-7127

World Wrestling Entertainment (NYSE: WWE)

Tuesday's close: \$16.98

First quarter activity: Traded as low as \$15.60 on Jan. 4 and as high as \$18.04 on March 10

Market cap: \$1.2 billion

Comments: Revenues totaled \$138.7 million as compared to \$107.8 million in the prior year. Operating income was \$37.3 million as compared to \$16.7 million in the prior year. Net income was \$24.7 million, or \$0.33 per share, as compared to \$10.3 million, or \$0.14 per share in the prior year.

During an investor call on May 6, chairman Vince McMahon said a big part of the company's success was tied to moving the company's marquee Wrestlemania event from April to March, placing it in the first quarter.

"WrestleMania XXVI attracted more than 70,000 fans and contributed profits of over \$13 million for the second consecutive year," he said. "We remain confident that we can achieve our targeted earnings growth and drive greater profits."

WrestleMania XXVI contributed approximately \$28.8 million of revenues this quarter. The results also reflect an infrastructure tax credit, which reduced depreciation and amortization by \$1.6 million. In addition, the first quarter results included approximately \$2.2 million of restructuring related expenses

associated with layoffs that occurred in January 2009. North American revenues increased 28 percent while international revenues were up 33 percent.

Contact: Vince McMahon, (203) 352-8600

Madison Square Garden (NASDAQ: MSG)

Tuesday's close: \$21.89

First quarter activity: Traded as low as \$18.89 on March 11 and as high as \$22 on March 26

Comments: Earlier this year, Madison Square Garden was spun off by former owner Cablevision. Its first quarter 2010 revenues increased 9 percent to \$306.5 million compared to the prior year period, primarily reflecting an increase in revenue from its media division and its touring shows revenues.

First quarter net income was \$19.3 million compared to a loss of \$1.9 million in the prior year period.

"Looking ahead, we are confident in the long term growth potential that our unique assets and integrated approach create for each of our three business segments," CEO Hank Ratner said in a conference call on May 4. "Separately, we are pleased with our progress on the upcoming renovation of Madison Square Garden, which will transform the arena into a state-of-the-art facility and deliver positive returns for our shareholders in the years ahead." – Dave Brooks

Contact: Hank Ratner, (212) 465-5800

DEALS

COMCAST-SPECTACOR DIVISIONS GO TO UNIVERSITY: UMASS-LOWELL, TEXAS TECH, CLEVELAND STATE

Tsongas Center, University of Massachusetts Lowell

Management Company: Global Spectrum

Ticketing: New Era Tickets

Concessions: Aramark

Effective Date: July 1, 2010

Deal: In a five-year deal, Global Spectrum will manage the 6,500-seat arena for UMass Lowell, which bought the \$24 million downtown arena from the city in February for \$1, plus \$800,000 for the adjacent property. Basic parameters, not yet finalized, call for Global Spectrum to be paid a management fee of \$96,000 the first year, with incremental increases annually based on the Consumer Price Index (CPI). In addition, the university will pay Global Spectrum an incentive fee, tentatively 15 percent of the first \$250,000 of improvement and 25 percent of anything in excess of \$250,000 in improvement. The benchmarks are to be determined. New Era Ticketing will replace Ticketmaster in a gradual handover the rest of this year. In a separate deal, Aramark, which has campus dining, will take over arena concessions from Centerplate/Boston Culinary Group on July 1 as well. Aramark and Global Spectrum will be charged with additionally marketing the UMass Lowell Conference Center on campus, a former Doubletree Hotel, which the university has just purchased.

This arena is Global Spectrum's second in the UMass system. The firm already manages the Mullins Center at UMass Amherst, noted Frank Russo, senior VP, business development and client relations for Comcast-Spectacor, parent company to Global Spectrum and New Era Tickets.

Tsongas Center has done good business, averaging \$2 million-\$2.5 million in revenues under SMG management. That number is the moving target in benchmarking and will be impacted by the anticipated loss of an American Hockey League team and by the fact the arena is under the auspices of the university, not the city, for the first full year in fiscal 2011. Russo said it historically does about 90 events, including five or six concerts a year.

Peter Casey, director of athletic business and events and contract administrator for the university, said

UMass Lowell is investing another \$5 million in the venue. Four-hundred-feet of LED by Daktronics is already in and the RFP for a new video board hits the street next week, he said. They are also looking at premium seating and backstage enhancements.

Russo said Global Spectrum also has some money on the table, though it has not yet been accepted or earmarked.

Tsongas Center is not located on campus and was always intended as a public building, not just for university athletics, but part of Global Spectrum's challenge here will be to enhance its identity as home of the university's Division I UMass Lowell River Hawk ice hockey team, Russo said. Casey said the team has averaged 4,500 fans last year, 15th in the division, but there is room for improvement.

"They were ready for a change and they liked our aggressive approach to customer service," Russo said of the successful bid. The charge is to create a niche for that arena in a crowded market.

Casey added that Global Spectrum, Aramark and the university will all collaborate on marketing both the arena and the conference center after July 1. "We'll create a one-stop shop."

The \$24 million, 6,500-seat venue originally opened as Tsongas Arena in January 1998, and was named in honor of the late U.S. Sen. Paul E. Tsongas, a Lowell native.

Contact: Frank Russo, (860) 657-0634; Peter Casey, (978) 934-1966



Rendering of a new private club to be built at United Spirit Arena at Texas Tech University, Lubbock.

United Spirit Arena and Jones AT&T Stadium, Texas Tech University, Lubbock

Concessions: Oventions Food Services

Stadium Club and Premium Services: ClubCorp

Effective Date: July 1

Deal: Both are five-year deals with two five-year options. Oventions Food Services will handle concessions and catering at United Spirit Arena, paying 42 percent of the concessions gross up to \$800,000; 44.5 percent from \$800,000-\$1

million; and 46 percent on amounts greater than \$1 million. On alcohol sales at concerts, Oventions pays 10 percent of amounts up to \$100,000 and 44.5 percent over \$100,000 for concessions; and 10 percent of sales up to \$125,000, 15 percent over that amount, on catering. At the stadium, Oventions will pay 43 percent of the gross food and drink sales up to \$800,000, 44.5 percent, \$800,000-\$1 million, and 46 percent over \$1 million.

ClubCorp will handle catering on game days at the stadium only and will operate a private club restaurant there year round. The firm will pay Texas Tech 20 percent on catering on game days and an additional five percent of the club membership revenues up to \$1 million. Bobby Gleason, deputy athletics director, said membership fees have not yet been finalized, but the general parameters are something like \$25 a month on the low end to \$80-\$90 a month for the high end perks.

The private club concept is not new to the collegiate world, but it is still rare. Gleason said ClubCorp has deals with six other universities to operate a club like this. "It provides a great opportunity for faculty and staff to have a good place to entertain guests," he said. The ClubCorp component of this deal is more about enhanced amenities than revenue, he added.

Oventions Food Services will take over from Sodexo, which has had the concessions contract at Texas Tech since the arena opened in 1999. Gleason said the university's share of revenues from food and drink at the two venues, without a private club, were in the \$1.2 million range.

Russ Bookbinder, vice chancellor, said the decision to go with a private club was a matter of space

utilization versus revenue streams. Ovations brings its “everything’s fresh” concept to concessions at the arena and the stadium, offering more cooking in the stands and thus requiring less kitchen space for preparation, he noted. That frees up kitchen space for ClubCorp at the stadium.

At United Spirit Arena, Ovations will be converting some food court space to a private area for premium seat holders, Bookbinder said. They will also be introducing some new, higher end concessions items. Prices will be comparable to those in other Big 12 schools, he added.

Kent Meredith, arena GM, noted that Texas Tech will be the largest collegiate account for Ovations. Ken Young, Ovations president, concurred and added there is still a contract out which will impact sales volumes - the merchandise contract. Bookbinder said that contract will be let next week.

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Cleveland State University Wolstein Center

Management: Global Spectrum

Food & Drink: Ovations Food Services

Ticketing: New Era Tickets

Effective Date: July 1, 2010

Deal: Global Spectrum will receive a management fee of \$100,000 the first year, adjusted annually by the CPI, for managing the 13,000-seat Bert T. and Iris S. Wolstein Center. An incentive based on gross ticket

sales is to be negotiated for the five-year deal. Ovations has a separate deal with the university and will take over at the same time Global Spectrum does, replacing Savor, a division of SMG, the former management firm. New Era replaces Ticketmaster. Ovations will make an investment in equipment.

This deal reels in contracts for three of the four Comcast Spectacor subsidiaries handling aspects of venue services. An outside firm, Nelligan, was contracted to handle commercial rights.

Close to 20 of Global Spectrum’s accounts are package deals like this, said Frank Russo, senior VP of business development for Comcast Spectacor. Usually, Global Spectrum and Ovations bid a deal and then Global Spectrum requests permission to bid for ticketing and commercial rights, he said.

One of the features of Wolstein Center that makes it unique as a college arena is the 30,000-square-foot Conference Center that is attached. Russo said it is ideal as a VIP room, but will also be marketed for events and meetings. “They want a major drive to enhance bookings as a conference center,” he said.

The main initiative, though, will be to increase attendance at men’s basketball games. The average now is about 2,000 per game and the 12,000-seat venue is curtailed off to 8,000 seats.

Russo said Wolstein Center is hosting 100-120 events annually. It is just blocks from Quicken Loan Arena, home to the Cleveland Cavaliers of the National Basketball Association. Still, it can be a major concert facility because of the number of dates blocked out for NBA at Quicken Loans, he added.

Global Spectrum will endeavor to create a new niche for Wolstein Center, he said. Along with New Era, Global Spectrum will be initiating a major campaign to increase season ticket sales for basketball games, he said.

“We are pleased to bring Ovations’ proprietary Everything’s Fresh™ approach to Cleveland State University,” said Ken Young, Ovations Food Services President. Ovations Food Services plans to feature

freshly grilled half pound 100-percent Black Angus burgers and hot dogs served up fresh with fan
condiment choices. Other proprietary brands that Ovarions will bring to the University include Hot Dog
Nation, Scoops, City BBQ, Overture Café, and Boomer's Bistro. — Linda Deckard

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