



Based on concert and event grosses  
June 15 - July 15, 2003,  
as reported to *Venues Today*.

Venue, Location	No. of Seats	Total Gross	Total Attendance	Shows
<b>15,001 or More Seats</b>				
1. First Union Complex, Philadelphia	37,750*	\$7,929,637	114,436	9
2. Tweeter Center for the Performing Arts, Mansfield, Mass.	19,900	\$5,729,170	145,485	9
3. Tweeter Waterfront, Camden, N.J.	25,000	\$4,574,441	117,866	7
4. Verizon Wireless Music Center, Indianapolis	24,000	\$4,499,431	126,093	8
5. Madison Square Garden Arena, New York	20,697	\$4,082,865	62,611	4
<b>10,001-15,000 Seats</b>				
1. Tommy Hilfiger at Jones Beach Theater, Wantagh, N.Y.	14,000	\$2,920,599	59,737	6
2. Oak Mountain Amphitheatre, Birmingham, Ala.	10,500	\$1,056,539	26,426	3
3. Journal Pavilion, Albuquerque, N.M.	12,000	\$803,481	25,948	3
4. The Mark of the Quad Cities, Moline, Ill.	12,000	\$792,821	18,679	3
5. Mann Center for Performing Arts, Philadelphia	14,000	\$583,312	17,142	2
<b>5,001-10,000 Seats</b>				
1. Chastain Park Amphitheatre, Atlanta	6,700	\$1,528,723	28,988	5
2. Meadow Brook, Rochester Hills, Mich.	7,514	\$837,591	35,668	8
3. Tower City Amphitheater, Cleveland	7,000	\$754,767	24,585	8
4. John Labatt Centre, London, Ont.	10,000	\$706,349	15,653	4
5. Greek Theatre, Los Angeles	6,162	\$597,899	11,263	3
<b>5,000 or Fewer Seats</b>				
1. The Mountain Winery, Saratoga, Calif.	1,700	\$1,154,840	23,219	15
2. Tampa Bay (Fla.) Performing Arts Center	2,600	\$1,082,127	34,870	34
3. Temple Hoyne Buell Theatre, Denver	2,858	\$1,058,155	21,646	8
4. FleetBoston (Mass.) Pavilion	5,000	\$918,501	27,158	7
5. Beacon Theatre, New York	2,900	\$814,895	17,999	7

\*Includes First Union Center and First Union Spectrum

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**Midsummer Blues...**

the big shows either went to the sheds or stayed in the major markets this year. They didn't seem to be playing the secondaries." His last two shows were in the reconfigured theater set up. However, Twohig is eagerly anticipating the fourth quarter. "Our hockey team is back strong and family shows we do in the fourth quarter will be pretty good."

"They all seem to blend together," for Daren Libonati, Thomas & Mack Center, Las Vegas. In a "crazy market" like Las Vegas "where guarantees are \$300,000-\$400,000 higher than any other city," events like World Cup, Professional Bull Riding, National Finals Rodeo, and Gladiators Arena Football save the day.

"We had a much busier Jan. 1-July 1 this year than the year before," Libonati said. "It wasn't the concert end. We picked up in other types of events. We put a promoter hat on and sit with radio stations and look at the marketplace and create our own event." Examples include "Petapalooza," which drew 8,000 families and their dogs to a concert and pet show at Sam Boyd Stadium and "Bite of Las Vegas," a food and music event at Thomas & Mack Center. The arena is always busy from mid-September through the New Year because of its annual big events.

Back East, in Trenton, N.J., where abundant competition makes life hard without a tough economy, Mike Scanlon, Sovereign Bank Arena, has already gained some fame with his "condo promoter" program. He has six local businessmen who step up to the plate on occasion, buying one fourth of the risk on various shows so Scanlon can make an offer on events Clear Channel Entertainment isn't going to bring in.

As was true in Spokane, the four-year-old Trenton arena enjoyed its best year ever in 2002. "The first half of this year has been down on major shows," but he's seeing an upturn in the half-house theater shows for 4,500 seats.

"The number of concerts is up; from 14 two years ago to 18 last year to 20 this year, but it's the middle of the road, half house shows. Ticket prices are down. It's not the super stars commanding \$80," Scanlon said. But costs are down too, because production and staffing are less for the theater shows.

He's accomplishing the goal, more people in seats which means more ancillary income. "The bottom line is pretty consistent with the last two years," Scanlon said. VT