

From: Nazarene Kahn <nazarene@venuestoday.com>
Subject:
Date: August 12, 2010 11:56:22 AM PDT

venues <small>TODAY</small> September Spotlight	COLORADO & KSE <i>Kroenke Sports Enterprises</i> ADVERTISE TODAY! Ad Deadline: Aug. 20, 2010
---	--

VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

August 11, 2010 • VOL. IX, Number 25 • ISSN 1547-4143

Quote of the Week

"Keep in mind that the Palace and Joe Louis compete against each other for concerts, so Ilitch is probably going to look to consolidate to one arena."

— Consultant Tony Tavares on Mike Ilitch's attempt to purchase the Detroit Pistons.

In this Issue

THE NEWS

[Lollapalooza Gets Green with Gaga](#)

[Ilitch Goes for Hat Trick with Pistons Acquisitions Attempt](#)

HOT TICKETS

[Montreal's Bell Centre Carries 15k+ Category](#)

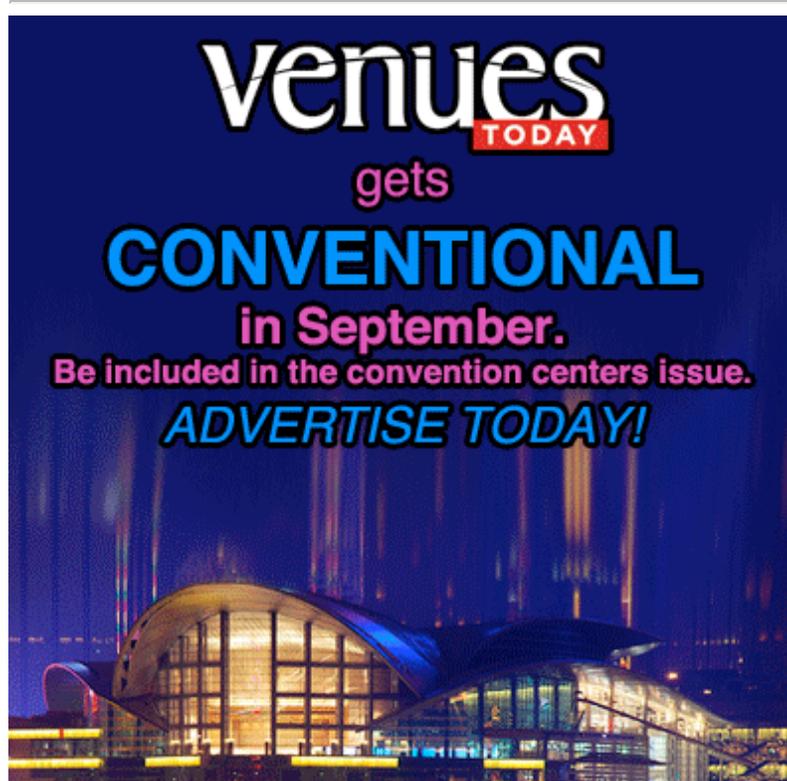
THE BEAT

[Delaware Enjoys 'Fair Weather' Run](#)

[Faces & Places: Cogen and Henry Team Up to Run Nashville Properties](#)

Greetings,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Have you listened to the latest episode of the *Venues Today* podcast? Search "Venues Today" at Apple's iTunes store for a free download, or [click here and listen on your computer.](#)



venues
TODAY
gets
CONVENTIONAL
in September.
Be included in the convention centers issue.
ADVERTISE TODAY!

[Naming Rights Report](#)

DEPARTMENTS
Short Takes

HELP WANTED

CONTACT VT PULSE

SHORT TAKES

>> **NEW LIVE NATION GUARANTEE** – Live Nation has created a fans right system called the Live Nation Fan Guarantee. Tickets for events at participating venues are now fully refundable for 72 hours after purchase, up to one week before an event.

Contact: *Liz Morentin,*
(310) 598-4061

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](#)



John Benett, Australasia
+61 418 734 303
john@venuestoday.com

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

Jim McNeil, Eastern U.S.
(207) 699-3343
jim@venuestoday.com

Samantha Le, Texas, Intl.
(714) 378-5400
samantha@venuestoday.com

VT NEWS

BOOKINGS

LOLLAPALOOZA GETS GREEN WITH GAGA



The entrance to Lollapalooza at Grant Park in Chicago

REPORTING FROM CHICAGO – With one of the most musically diverse festival lineups of the summer, Lollapalooza took over Grant Park in Chicago for the sixth year in a row on Aug. 6, 7, and 8. With 115 acres, 35 more than last year, Lollapalooza attracted 80,000 attendees per day. By adding acreage, the festival was said to have increased its selling capacity by 10 to 15 percent.

CONTACT US

To submit news or information, contact:

Linda Deckard
Publisher, Editor-in-chief
(714) 378-5400, ext. 22
linda@venuestoday.com

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

Josh Huckabee
Hot Tickets/Top Stops
Manager
(714) 378-5400, ext. 21
josh@venuestoday.com

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

Vanessa Bentley
Editorial Assistant
(714) 378-5400, ext. 28
vanessa@venuestoday.com

For advertising information, contact:

John Benett
Australasia
+61 418 734 303
john@venuestoday.com

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

Jim McNeil
Eastern U.S.
(207) 699-3343
jim@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:

The 152-artist weekend included the likes of soul singer Raphael Saadiq, Eighties throwback DEVO, Austin indie darlings Spoon along with The xx, Metric, Kaskade, MGMT, Nneka, Erykah Badu and Cypress Hill. Headliners played simultaneously on the Budweiser and Parkways Foundation stages, which were at opposite ends of the park. Over a mile separated the two stages, so attendees were faced with tough decisions each night. Friday headliners were rockers The Strokes and dance-pop queen Lady Gaga; Saturday's were the upbeat French group Phoenix and veteran punk band Green Day, and Sunday's were the orchestral indie Canadians Arcade Fire versus 90s grunge band Soundgarden.

Festival sponsor F.Y.E. hosted an autograph tent on the northern end of the park, and organized autograph signings for fans with 49 of the weekend's artists. F.Y.E. was brought on as a sponsor in 2007 when the local Virgin Megastore closed and now handles all CD and DVD sales for all bands in addition to doing the autograph sessions.

"Our lineup for signings has been incredible this year. Sales-wise, this is our best year so far," said Shaun Smith, events supervisor at Trans World Entertainment, which operates F.Y.E. stores. Smith noted that the most popular meet and greet session was MGMT. Other favorites included The National, Phoenix and Spoon, who each attracted over 300 people.

Other festival sponsors included Sony, which set up the Bloggie Borrow Bar, where attendees could rent an HD camera for free and upload their videos online. H2O was Lollapalooza's official water sponsor, chosen because of their product's sustainable packaging. Rather than petroleum-based plastic bottles, h2O uses paper from managed forests and water-based ink in its packaging.

Chicago Chef Graham Elliot Bowles, owner of the local restaurant Graham Elliot, was culinary director for Chow Town, Lollapalooza's two-street food court. Food vendors included local restaurants such as Big Star, The Southern, and Kuma's Corner. Big Star offered elote (corn-on-the-cob) for \$5, tostada de panza (\$7), and coctel de frutas (\$5). The Southern offered hush puppies with buttermilk ranch (\$6), sweet potato fries with spicy ketchup (\$6), and shrimp cocktail with peach sauce (\$8); and Kuma's Corner offered the Kuma Burger (bacon, cheddar, and a fried egg), Judas Priest burger (bacon, bleu cheese dressing with apples, walnuts and dried cranberries), and Iron Maiden burger (avocado, cherry peppers, pepper jack, and chipotle mayo), for \$10 each. The most popular of the food booths at Lollapalooza, Kuma's, cooked over 2,000 pounds of bacon within the three-day period. While many vendors had to undergo an application process, Kuma's was personally invited by Graham Elliot and selected from an online reader's poll of favorite Chicago restaurants.

"I think there was a benefit in terms of being exposed to a wide variety of people that haven't heard of us or haven't been able to make it out to the restaurant," said Executive Chef Luke Tobias. "We were busy from noon to close, all three days. We sold a lot of burgers."

Festival organizer C3 Presents implemented a number of environmental initiatives throughout the park. In addition to having h2O as a sponsor, there were eight water refill stations at Lollapalooza where attendees could refill any container with cold, fresh water. The stations were provided by Event Water Solutions, and cost \$2,000 per unit, per day.

Emily Stengel, the Green Street production manager working for C3 Presents, explained that the refill stations were a last-minute addition to the festival, but were ultimately very effective.

"It was a huge step for greening Lollapalooza, even though it was added late

rob@venuestoday.com

HELP WANTED

[VIEW THE FULL LISTINGS](#)

US Airways Center,
Phoenix - Arena
Marketing Manager

INTRUST Arena, Wichita,
Kan. - Marketing
Manager

Greenville (S.C.) Arena
District - Director of
Sales & Marketing

Extremetix, Inc.,
Houston - Vice President
of Marketing

BI-LO Center,
Greenville, S.C. -
Director of Sales &
Marketing

Tickets.com (TDC), Costa
Mesa, Calif. - Marketing
Manager

The Granada, Santa
Barbara, Calif. - Box
Office Supervisor

DCU Center, Worcester,
Mass. - Advertising &
Sponsorship Sales Manager

[VIEW THE FULL LISTINGS](#)

in the game,” said Stengel. The refill stations filled enough water bottles to save 204,200 bottles. Near the main entrance of the festival, C3 Presents set up Green Street, a strip of vendors and booths dedicated to the themes of sustainability and fair trade. C3 also favored Chicago-based vendors in their selection process. Chicago-based clothing company Demographic and jewelry vendor Beads of Hope Africa were two companies at the event, whose owners both agreed that the large scale of the event and amount of exposure benefited them. “Nothing can touch this,” said John Ritter, co-owner of Demographic. “A normal street fair in Chicago will probably be between 2,000 and 5,000 people, so the sheer number of people [at Lollapalooza] is incredible.”

Since 2005, Lollapalooza has teamed with Parkways Foundation, the philanthropic partner of the Chicago Park District to raise over \$5 million. This year, 10.25 percent of the event’s gross revenue will go to the foundation, and in 2009, C3 Presents and Parkways Foundation signed an agreement that will continue this alliance at least through 2018.

“It’s not just coming in as a large-scale music festival and then pulling out and leaving everything to be repaired. Rather, the idea is that Lollapalooza comes to town and it leaves Chicago a better place,” said Brenda Palms, executive director of Parkways Foundation.

To get attendees more involved with the “greening” of Lollapalooza, C3 Presents set up Rock and Recycle centers where patrons could get bags to fill with recyclables such as aluminum cans and plastic bottles. One full bag could be redeemed for a Lollapalooza T-shirt and a chance to win an Origin 8 bicycle. In order to operate the program, C3 designated 85 of its 300 Lollapalooza volunteers to run the booths and give out about 3,000 T-shirts.

“I think this year we took some major strides, and they proved to be successful so I’m really excited to see what the future brings and how we can become more environmentally friendly,” said Stengel. — Linda Domingo

Interviewed for this article: Shaun Smith (518) 452-1242; Luke Tobias (773) 604-8769; Emily Stengel (512) 294-1752; Brenda Palms (312) 742-4804



**Reserve your ad space
TODAY!
Ad Deadline: Aug. 20, 2010**

SPORTS

ILITCH GOES FOR HAT TRICK WITH PISTONS ACQUISITIONS ATTEMPT

Mike Ilitch after winning the Stanley Cup in 2008



Detroit Red Wings owner Mike Ilitch has announced his intention to purchase the Detroit Pistons and possibly move them out of the suburbs and into a new downtown arena. If he is successful, he'd be the owner of three professional sports teams, including the Detroit Tigers of Major League Baseball.

The 81-year-old creator of the Little Caesars Pizza chain said he was concerned that the Pistons might move out of state. Pistons Owner Bill Davidson died at the age of 86 in March 2009 and his widow Karen Davidson has since put the team on the market and entertained several overtures from out-of-state bidders.

"When I read in the paper there was the chance that this great sports town could lose one of its professional sports franchises, I just didn't see how we could let that happen," Ilitch wrote in a statement. "I really want to see the Pistons remain the Detroit Pistons. We talked about it internally, and when you take our 33 years of experience in professional sports, our commitment to this community, our passion for winning and pursuing championships, and you couple that with the opportunity to have a local, engaged owner for the Pistons, we decided to take a run at it."

Of course, a Piston's buyer would get much more than a team. Palace Sports and Entertainment also manages the DTE Energy Music Theatre, as well as the Palace of Auburn Hills, a suburban arena often viewed as one of the top NBA facilities in the U.S. If Ilitch bought the team, he might attempt to move the Pistons downtown, near the bulk of his real estate holdings. Earlier this year, Ilitch hired former Palace CEO Tom Wilson to work for Olympia Entertainment, just as the Red Wings lease for Joe Louis Arena was set to expire.

"Tom has an intimate knowledge of the Pistons and how they operate," said Tony Tavares, president of Sports Properties Acquisition Corporation, which assists with big time sports deals. "He is a very capable and competent sports

executive, and if anyone knows the Pistons, it's him."

The team is considering renovating Joe Louis Arena, or possibly building a new arena.

The price tag for that type of project could be anywhere from \$200 to \$500 million, although the low price of real estate and construction in Detroit could top the project out at \$300 million. It's unclear how a new project would be financed, but Ilitch already has a number of properties located downtown including Detroit's Fox Theatre, the Masonic Temple and City Theatre, along with the MotorCity Casino.

"In today's political environment, building a publicly-funded arena is incredibly difficult," said Tavares. "He's probably trying to form some type of public-private partnership to finance the deal."

Ann Lang from the Downtown Detroit Partnership said there are several locations in the city which Ilitch might consider for a future arena. She said the Ilitch family owns land on the northern edge of downtown behind the Fox Theatre. She also suggested that the team might build an arena near the MotorCity Casino off of West Grand River.

"With the football stadium (Ford Field) and the baseball park already downtown, we have a lot of momentum and are improving our ability to attract visitors," she said. Also, Quicken Loans and Blue Cross Blue Shield of Michigan have opened offices downtown, creating about 4,700 jobs.

There's also a possibility that Ilitch could move his team to the Palace of Auburn Hills – or abandon the space and sell it at a markdown.

"Keep in mind that the Palace and Joe Louis compete against each other for concerts, so Ilitch is probably going to look to consolidate to one arena," Tavares said.

The Pistons remain a popular team, winning the championship in 2004 and making it to the playoffs every year until 2009. Last season they only won 26 games, but the team has signed Tracy McGrady in hopes of improving on-court performance.

There is no formal deadline to buy or sell the team, but Davidson has said she'd like to see the transaction completed by the start of the NBA season in late October. Ilitch must then go through a vetting process before the NBA's Board of Governors, who conduct an audit to ensure Ilitch has enough cash on hand to maintain the team. Forbes magazine estimated the team is worth \$479 million, the fourth highest pricetag in the NBA. – Dave Brooks

Interviewed for this article: Tony Tavares, (775) 853-4712; Ann Lang, (313) 566-8250





HOT Tickets

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 July 21.

MONTREAL'S BELL CENTRE CARRIES 15K+ CATEGORY

15,001 or More Seats	10,001-15,000 Seats	5,001 -10,000 Seats	5,000 or Less Seats
<p>1) Michael Buble Gross Sales: \$2,389,509; Venue: Bell Centre, Montreal; Attendance: 24,022; Ticket Range: \$190.89-\$56.93; Promoter: evenko, Live Nation, Montreal Jazz Fest; Dates: Aug. 5-6; No. of Shows: 2</p>	<p>1) Cirque du Soleil "Alegría" Gross Sales: \$896,604; Venue: Credit Union Centre, Saskatoon, Saskatchewan; Attendance: 13,606; Ticket Range: \$92.48-\$43.80; Promoter: Cirque du Soleil; Dates: Aug.4-8; No. of Shows: 8</p>	<p>1) Jenni Rivera Gross Sales: \$1,022,110; Venue: Nokia Theatre L.A. Live; Attendance: 13,764; Ticket Range: \$150-\$35; Promoter: AEG Live, Goldenvoice; Dates: Aug. 6-7; No. of Shows: 2</p>	<p>1) Lionel Richie Gross Sales: \$699,665; Venue: The Colosseum at Caesars Palace, Las Vegas; Attendance: 5,975; Ticket Range: \$175-\$75; Promoter: AEG Live; Dates: July 30-31; No. of Shows: 2</p>
<p>2) Black Eyed Peas Gross Sales: \$1,234,729; Venue: Bell Centre, Montreal; Attendance: 15,820; Ticket Range: \$66.49-\$47.35; Promoter: AEG Live, evenko; Dates: July 31; No. of Shows: 1</p>	<p>2) Justin Bieber Gross Sales: \$646,195; Venue: Cajundome, Lafayette, La.; Attendance: 10,438; Ticket Range: \$52.50-\$32.50; Promoter: AEG Live; Dates: Aug. 1; No. of Shows: 1</p>	<p>2) Alejandro Sanz Gross Sales: \$485,080; Venue: Radio City Music Hall, New York; Attendance: 5,398; Ticket Range: \$135-\$75; Promoter: NYK Productions, Inc.; Dates: Aug. 5; No. of Shows: 1</p>	<p>2) Cats Gross Sales: \$569,595; Venue: Fox Theatre, Atlanta; Attendance: 13,164; Ticket Range: \$65-\$15; Promoter: Theater of the Stars; Dates: Aug. 4-8; No. of Shows: 8</p>
<p>3) WWE Smackdown Gross Sales: \$922,135; Venue: Rod Laver Arena, Melbourne,</p>	<p>3) Justin Bieber Gross Sales: \$513,420; Venue: The Arena at Gwinnett Center,</p>	<p>3) Willie Nelson & Family Gross Sales: \$421,405; Venue: Radio City Music Hall, New York; Attendance: 5,863;</p>	<p>3) Neil Young Gross Sales: \$408,210; Venue: Northrop Auditorium, Minneapolis, Minn.; Attendance: 4,650; Ticket Range: \$155-</p>

<p>Australia; Attendance: 11,245; Ticket Range: \$277.43-\$33.58; Promoter: Dainty Consolidated Entertainment; Dates: Aug. 1; No. of Shows: 1</p> <p>4) Rihanna Gross Sales: \$768,797; Venue: Bell Centre, Montreal; Attendance: 10,778; Ticket Range: \$478.46-\$18.90; Promoter: evenko, Live Nation; Dates: Aug. 7; No. of Shows: 1</p> <p>5) Sting Gross Sales: \$731,284; Venue: Bell Centre, Montreal; Attendance: 7,212; Ticket Range: \$146.40-\$54.47; Promoter: evenko, Live Nation; Dates: July 24; No. of Shows: 1</p>	<p>Duluth, Ga.; Attendance: 10,588; Ticket Range: \$52.50-\$32.50; Promoter: AEG Live; Dates: Aug. 9; No. of Shows: 1</p> <p>4) Scorpions Gross Sales: \$335,516; Venue: Citizens Business Bank Arena, Ontario, Calif.; Attendance: 5,512; Ticket Range: \$91-\$46; Promoter: AEG Live; Dates: July 29; No. of Shows: 1</p> <p>5) Winterbeatz 2010 Gross Sales: \$731,284; Venue: Brisbane (Australia) Entertainment Centre; Attendance: 3,201; Ticket Range: \$223.90-\$71.04; Promoter: Paperchase Touring & Entertainment; Dates: July 24; No. of Shows: 1</p>	<p>Ticket Range: \$125-\$45; Promoter: Bowery Presents, MSG Entertainment; Dates: July 28; No. of Shows: 1</p> <p>4) Keith Urban Gross Sales: \$398,178; Venue: L.A. Tennis Center; Attendance: 6,033; Ticket Range: \$66; Promoter: AEG Live, Grammy Foundation; Dates: July 23; No. of Shows: 1</p> <p>5) Hot Chip, LCD Soundsystem Gross Sales: \$376,020; Venue: Hordern Pavilion, Sydney; Attendance: 5,254; Ticket Range: \$77.70; Promoter: Modular Touring; Dates: July 26; No. of Shows: 1</p>	<p>\$55; Promoter: Jam Productions; Dates: July 29; No. of Shows: 1</p> <p>4) Sublime with Rome Gross Sales: \$191,338; Venue: Sunset Cove, Boca Raton, Fla.; Attendance: 4,928; Ticket Range: \$100-\$39.50; Promoter: AEG Live SE; Dates: July 25; No. of Shows: 1</p> <p>5) Sublime with Rome Gross Sales: \$148,937; Venue: St. Augustine (Fla.) Amphitheatre; Attendance: 3,959; Ticket Range: \$100-\$29.50; Promoter: AEG Live SE; Dates: July 24; No. of Shows: 1</p>
--	--	---	---

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

THE BEAT

FAIRS & FESTIVALS

DELAWARE ENJOYS 'FAIR-WEATHER' RUN



The midway at the Delaware State Fair

Weather started out as the foil of the Delaware State Fair, Harrington, as temperatures soared to 100 degrees and the index to 115, but then ended up saving the day when cooler air brought attendance up to make it the third best fair in history.

In the end, attendance was 302,880, said GM Bill DiMondi, up seven percent over last year's 282,642, and behind attendance only in 2005 at 321,330 and 2007, 307,507.

"The elements that came together to increase attendance were the dramatic change in the weather combined with the free attraction – the Coronas Circus of

Hollywood," DiMondi said.

The circus held two shows daily and three on weekend days in a big-top tent to standing room only crowds of 1,250, DiMondi said.

Fair officials also used the circus to help give sponsors - who brought in a total of \$400,000 to the fair - a

better placement on the grounds, in addition to converting an exhibit hall to a sponsor hall.

“We upgraded that building in terms of the physical presence of sponsors and the ability to market themselves,” DiMondi said. “Then we further enhanced the sponsor port in the outside area venue where we strategically placed the circus at the end of the sponsor port to drive traffic to that area.”

Jason Aldean played to a sold-out crowd at the Wilmington Trust Grandstand, which seats 8,180, on the last night of the July 22-31 fair. With a top ticket price of \$35, Aldean was a “great bargain” for the fair, DiMondi said.

Brad Paisley also did well, he added. Paisley tickets cost \$63.

A new type of act, “Cookin’, Comedy & Conversation with Paula Deen,” did well and drew a new type of audience to the grandstand, with an attendance of 2,500, DiMondi said.

“That was a great success for us,” he said. “It went over well, not only in paid attendance but I felt it exposed that fair patron base who had never been entertained in the grandstand like that before.”

The fair did lose money when Disney artist Selena Gomez canceled due to throat problems. She also canceled at other fairs, DiMondi said, including the Ohio State Fair, Columbus.

Fair officials offered full refunds to ticketholders but did not stop there.

They bumped up the opening act, Allstar Weekend, to the evening’s entertainment and offered the concert as a free show. Plus, the pay-one-price carnival ride wristbands were discounted by \$5.

“Our goal was to preserve the gate and enhance it if we could,” DiMondi said. “That’s why the carnival joined in with us with the special deal.”

Gomez appeared on “Lopez Tonight,” comedian George Lopez’s talk show, the night before the fair, but she had to use a dry-erase board and a keyboard with a synthesized voice to communicate, DiMondi said.

Other acts that appeared at the Delaware State Fair included Honda Civic Tour presents Paramore with Tegan and Sara, New Found Glory and Kadawatha; Lynyrd Skynyrd with Jamey Johnson; Rodney Atkins and Craig Morgan with Chris Young; The Beach Boys; and two nights of demolition derby. Also, Easton Corbin and Steel Magnolia opened for Paisley and Ash Bowers opened for Aldean.

DiMondi declined to disclose the entertainment budget or the overall fair budget, and said gate revenues were not available yet.

Admission was \$6 for attendees 10 years and up and free for those nine and under. Plus, DiMondi said, the fair featured two senior days and one kids’ day, in which people in those age groups - with “kids” being defined as 18 and younger - could get in for free.

The \$6 admission price has held steady for six years, DiMondi said.

Florida-based Wade Shows placed 52 rides on the midway and was \$10,000 short of reaching revenues of \$1 million, DiMondi said. Popular rides included The Fighter, which was new to the fair, and the RC-48, which DiMondi called “the largest traveling steel coaster.”

Wristbands cost \$25 and \$16 - the weekend and weekday prices - purchased online prior to the fair. The weekday price rose to \$22 once the fair opened and remained at \$25 for weekends.

The fair debuted a new website June 25 and upped its usage of Facebook, Flickr, Twitter, MySpace and YouTube. The fair conducted widget-sharing contests on Facebook that encouraged entrants to mark their Facebook sites with information on how they planned to attend certain concerts at the fair.

“We rewarded those people with free front-row seats and backstage meet-and-greet opportunities,” DiMondi said.

Next year’s dates will be July 21-30. - Mary Wade Burnside

Interviewed for this story: Bill DiMondi, (302) 398-3269.

FACES & PLACES

COGEN AND HENRY TEAM UP TO RUN NASHVILLE PROPERTIES

David Poile, GM and Predators president of Hockey Operations welcomes new President and COO Sean Henry and new CEO Jeff Cogen. Also pictured is Tom Cigarran, Predators chairman.



It is a package deal - Jeff Cogen and Sean Henry, announced as the new CEO and president/COO of the Nashville Predators of the National Hockey League and the Bridgestone Arena on Aug. 10.

“Sean will run the building as president and COO of the building and team; we haven’t exactly decided how we will divide and conquer, but clearly he’ll have the building. He’s done a tremendous job with the St. Pete Times Forum, [Tampa, Fla.] so he will focus on programming, customer service and merch and concessions at the building and I will focus on marketing and sponsorship and ticket sales,” Cogen told *Venues Today*. “We’re going to approach this as a team. That’s what we talked about over a 24-hour term.”

Though it wasn’t technically a package deal, they did literally walk in the door together. “As Sean said, he’s glad they decided to hire two and, as I said, I was glad it wasn’t two for the price of one,” Cogen said.

Both have a long history in the business of sports and entertainment. Cogen’s began as a promoter for Ringling Brothers and Barnum & Bailey Circus and he was based in Nashville. He credits that experience with teaching him 95 percent of what he knows about marketing and promotions. “Allen Bloom, Mike Franks and Irving and Kenneth Feld made me who I am today,” Cogen said. “I’m not doing kids-in-the-show promotions, I’m doing register-to-win-a-road-trip-with-the-team, but pretty much the promotional elements remain the same. The biggest change is technology. We’ve adapted from traditional media to technological initiatives, but generally speaking the roots of my training and present day execution are certainly with Ringling Brothers.”

He took the circus to Detroit and Mike Illitch and Jim Lites hired him to be the marketing guy for the Detroit Red Wings and Joe Louis Arena, from 1986 to 1993. From 1993 to 2001, he worked with Lites to start the Dallas Stars National Hockey League franchise. In the middle of that experience, owner Tom Hicks moved him to the Texas Rangers. From 2001-2003 he was COO of the Florida Panthers, where he worked with Henry. He came back to Dallas to the Stars in 2004 and was named president in 2007.

Asked how much impact the pending sale of the Stars had on his decision to move to Nashville, Cogen said that it was minimal. The decision was based on the fact that CEO is a promotion from president; Nashville is a town he loves and one he wants his family to grow in; it's nine hours from his hometown of Newport News, Va.; and he believes he can have an impact on sports and entertainment in Tennessee.

Brad Mayne, CEO of Center Operating Company, which operates American Airlines Center, Dallas, home to the Dallas Stars, said of Cogen: "We hate to see him go. He's good at generating great revenues. Jeff is always innovative. When he put his strategies together, instead of selling the best game and then the rest, he'd sell all the rest, knowing the best games would sell out. The easy inventory takes care of itself."

Cogen is also innovative in bundle programs, helping introduce food and beverage on regular season tickets for the Stars last year and looking at the possibility of paperless tickets this season, which is a convenience for the fan and a way to mine the data on individual buying habits, Mayne said.

Cogen describes himself as a data-centric salesperson. "I don't believe that you advertise and sell season tickets. I believe salespeople provide that service and the success of a salesperson is getting quality leads and quality leads comes from creating quality data. We will have initiatives to get names and e-mails that are or could be Predators fans and we'll make phone calls and face-to-face appointments and we'll approach it one fan at a time. That's my vision."

The Predators averaged 14,200 fans per game last year. Cogen said his goal is 15,000 this season. "I'm optimistic. The combination of some of the initiatives I hope to place there, the data-centric approach, a quality base, a good team and a good schedule should get us there." He had nothing but praise for the team in place, including Chris Parker, who is in charge of tickets and sponsorships and is "exceptional."

Henry has been consulting CEO with the Tampa Bay Lightning of late, and had been COO of the team and arena since 1999. His expertise helped turn the St. Pete Times Forum into one of the busiest buildings in Florida.

Ed Lang, current president of the Nashville Predators, will be leaving the organization after a transition period. The arena is run by Powers Management, a wholly owned subsidiary of the Nashville Predators, and there has not been a venue manager per se since Hugh Lombardi moved to Boston to be general manager of TD Garden in January.

The Predators 2010/2011 season kicks off Oct. 9 against the Anaheim Ducks. Both new executives will be in Nashville in two weeks. Cogen is back in his Stars office today to interact with Hicks on a transition plan. Mayne said there are three bidders for the Stars and Hicks has said he expects the sale to be done before the regular season begins. — Linda Deckard

Interviewed for this story: Jeff Cogen, (214) 387-5586; Brad Mayne, (214) 665-4220

NAMING RIGHTS REPORT



Foxwoods Theatre, New York

Date Announced: Aug. 9

Buyer: Foxwoods Resort Casino/Mashantucket Pequot Tribal Nation

Terms: Multi-year, financial terms not released

Brokered: In house by Live Nation

Ownership/Management/Tenant: New York City/Live Nation/Spider-Man: Turn Off the Dark

Comments: Foxwoods Resort, the Mashantucket Pequot Tribe casino in

Ledyard, Conn., has purchased naming rights for the former Hilton Theatre in New York's Times Square, home of the soon-to-open Spider-Man: Turn off the Dark, a musical featuring the music of Bono and The Edge from U2.

Neither side is releasing terms or financial information.

"There is a good symmetry with our customer base," said Micah Hollingworth, general manager for the theatre. "Should [Spider-Man] be successful, it is going to be an evening out-escape-luxury destination in the Northeast, and there is a lot of cross pollination in our consumer bases."

The sponsorship also provides Foxwoods with access to the venue for corporate and philanthropic events, and tickets to performances at the theater. The Foxwoods name will be included on all tickets and collateral for Spider-Man's advertising campaign.

"Showcasing the Foxwoods brand in such a prominent location in New York City provides us with a signature opportunity to further extend our reach into the most coveted media market in the world," said Robert Victoria, chief marketing officer for Foxwoods and MGM Grand at Foxwoods, in a statement.

Spider-Man is said to be beyond the scale of anything Broadway has produced before. Hollingworth said the closest comparison was Cirque du Soleil in Las Vegas. It is expected to appeal to a national and international audience, even before the far-reaching U2 fan base is factored in.

That will offer powerful opportunities for everyone involved, Hollingworth said. Live Nation's alliance team brokered the deal.

"The Hilton deal expired last year, and they have been aggressively in the marketplace," he said. The theater is currently undergoing a renovation to increase the seating capacity to 1,930. It was originally built in 1996 on the site of the Apollo and Lyric Theatres.

Contact: Micah Hollingworth, (212) 556-4750

PNC Club Level at Miller Park, Milwaukee

Date Announced: Aug. 5

Buyer: PNC Bank

Terms: Five years, financials not released.

Ownership/Tenant: Southeast Wisconsin Professional Baseball District, Milwaukee Brewers/Milwaukee Brewers

Brokered: Locally

Comments: The Brewers have expanded their relationship with PNC Bank, granting them naming rights for the club level at Miller Park. This is the first time the team has sold club level naming rights.

"PNC purchased National City Bank in December 2008 and the conversion of 25 branches began in June," said Jeffrey Noe, spokesman for the bank. They are making a \$50 million capital investment in southeastern Wisconsin.

The deal includes signage on the club level concourse and inside the seating bowl, along with club level carpet inlays, said Thomas Hecht, vice president of corporate marketing for the Brewers.

Signage will be in place by Aug. 20.

It does not include use of a luxury suite, ATMs in the venue, or providing financial services for the team or the venue.

"The agreement wasn't for hospitality purposes," Noe said. "It is primarily about moving the PNC brand into southern Wisconsin."

“We had a relationship for a few years - it started with National City Bank - and expanded with PNC taking over,” Hecht said. “The partnership elements are significantly larger with PNC.”

The deal was brokered in-house. The bank already sponsors “Major League Moment,” a program that has children join Brewers players on the field for the National Anthem during Sunday afternoon home games.

“We are doing a PNC Bank Day on Aug. 27, with post-game fireworks,” Hecht said. “We haven’t done a fireworks show in seven or eight years, so this is a big deal.” – Liz Boardman

Contact: *Thomas Hecht, (414) 902-4400; Jeffrey Noe, (412) 762-4550*

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
US

[Read](#) the VerticalResponse marketing policy.

