

From: Nazarene Kahn <nazarene@venuestoday.com>
Subject:
Date: August 19, 2010 1:05:09 PM PDT

venues TODAY
September Spotlight

COLORADO & KSE
Kroenke Sports Enterprises

ADVERTISE TODAY! Ad Deadline: Aug. 20, 2010

VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

August 18, 2010 • VOL. IX, Number 26 • ISSN 1547-4143

Quote of the Week

“The thing about Al I like so much - you really don’t know if the kids brought the parents or the parents brought the kids.”

– Steve Beazley, CEO of the OC Fair in Costa Mesa, Calif. on the success of performer Weird Al Yankovic.

In this Issue

THE NEWS

[Consol Energy Center Celebrates Its Coronation with Sir Paul](#)

[Concerts a Major Boost at Orange County Fair](#)

[New Measowlands Goes Primetime with Monday Night Game](#)

[Cardinals Cash Creates Cuisine Currency](#)

Greetings,

Welcome to VT Pulse, your weekly guide to the “News Behind the Headlines.” Editor-in-Chief Linda Deckard is attending the opening of the Consol Energy Center in Pittsburgh starring Paul McCartney as a headliner. [You can see her photos by clicking here.](#)

Advertise Today! venues

LAST CALL!
September Issue includes
Spotlight on Arenas
Construction Update: Arenas
Construction Update:
Convention Centers
Colorado and Kroenke
Sports Enterprise
Ad Deadline:
Aug. 20, 2010

HOT TICKETS

[The Biebs Keeps Truckin' Through Motor City and Crown Town](#)

THE BEAT

[Selena Puts the Oh! in Ohio During Modest Annual Run](#)

[Faces & Places: McCue Replaces Evans at SMG; Sipe Heads to Big Sandy](#)

DEPARTMENTS

Short Takes

HELP WANTED

CONTACT VT PULSE

SHORT TAKES

>> MTV2 TO CREATE LINGERIE FOOTBALL SHOW – Cable channel MTV2 will air 20 half-hour episodes of a new reality television show based on the Lingerie Football League. The show will feature highlights from LFL teams that play in American arenas and will premier on Sept. 3
Contact: Jessica Eckley
(813) 301-6893

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!

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

ARENAS

CONSOL ENERGY CENTER CELEBRATES ITS CORONATION WITH SIR PAUL

Gathered in the lobby a few hours before the Paul McCartney concert opens the arena are Liza Cartmell and Mike McDonald, Aramark; Jay Roberts, SMG GM at Consol Energy Center, Pittsburgh; Aramark's Dan Regan; and SMG's Hank Abate. The two sold out shows are the first for Consol Energy Center and the last on McCartney's U.S. tour.



REPORTING FROM PITTSBURGH, PA. – From the local art to the state-of-the-art, the excitement was palpable as Consol Energy Center here opened its doors for its first concert today, Aug. 18. Paul McCartney declared from the stage, “We’re the first people to play here and you are the first people to see people play here. That’s pretty cool.”

Barrie Marshall, Marshall Arts, who has worked with McCartney for years, told Venues Today that McCartney likes to open new buildings. He’s always looking for new markets and new buildings because “people are being given a better experience for their money in a new arena,” Marshall said.

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

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.

McCartney was set to play a second show Aug. 19, which concludes his “Up and Coming” summer tour which started in Phoenix and has drawn 600,000 people to 25 shows.

For Jay Roberts, general manager of Consol Energy Center for SMG, this day was a long time coming. He’s put in some very long days for six months, partly because he was still operating Mellon Arena, the old home to the Pittsburgh Penguins of the National Hockey League, at the same time he was opening the new \$321 million arena.

Walking the floor before the opening with Liza Cartmell, president of Aramark Sports & Entertainment, was Aramark’s Dan Regan, and they were impressed. Cartmell pointed out the Brewhouse bar on the upper concourse, a pleasant space with a view of downtown Pittsburgh. It’s the kind of space not often seen on the upper levels, she said.

Angus cheeseburgers were selling for \$5.75; Italian sausage, \$5.50; grilled chicken sandwich, \$6.75; Smith’s hot dog, \$4.75 and chicken tenders and fries, \$8.50. A Pizza Hut Pizza was \$9; WingStreet wings, \$9.75. A large draft beer retailed for \$7.75; a regular draft beer, \$5; a regular soda, \$4.50; a bottled soda, \$4.

The doors were held for 45 minutes because McCartney was late arriving from New York and couldn’t start his sound check until 5:30 p.m. The crowd gathered and when the doors finally opened, the concessions stands were slammed. The subsequent three-hour show had no intermissions, but people found time to buy food and drink.

Merchandise varied from an \$85 leather jacket to \$40 T-shirts to \$20 mugs and programs.

McCartney’s tour arrived in 15 trucks and eight buses. The crew was returning to England Friday. No future tour plans have been announced.

Prior to today, they had hosted 15,000 people at various sneak-a-peek and VIP parties. Tonight was the big test and it did well. — Linda Deckard

Interviewed for this story: Jay Roberts, (412) 804-7820; Liza Cartmell, (215) 238-3424; Barrie Marshall, +44 20-7586-3831

FAIRS & FESTIVALS **CONCERTS A MAJOR BOOST AT ORANGE COUNTY FAIR**

Steve Beazley, CEO of the Orange County Fair, and Mike Garcia, live entertainment consulting, Redpoint Consulting Group.



(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:

rob@venuestoday.com

HELP WANTED

VIEW THE FULL LISTINGS

**INTRUST Arena, Wichita,
Kan.** - Marketing
Manager

**Extremetix, Inc.,
Houston** - Vice President
of Marketing

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

VIEW THE FULL LISTINGS

REPORTING FROM COSTA MESA, CALIF. - The Orange County Fair here spent \$2.6 million on talent guarantees for the 8,500-seat Pacific Amphitheater paid shows, and grossed in excess of \$4.5 million, drawing 155,100 paid attendance.

Steve Beazley, fair CEO, interviewed the last Friday of the July 16-Aug. 15 fair, was already looking at eight sold out shows and was predicting nine or 10 by fair's end. There were 24 shows, compared to 23 last year, because the fair added a second Adam Lambert show when the first one sold out in two days. He drew a very young crowd, mostly young girls, Beazley said. It was a great fair audience. "Those kids go out and do things afterwards."

The same could be said of Weird Al Yankovic, who is "the perfect fair act," Beazley said. "The thing about Al I like so much - you really don't know if the kids brought the parents or the parents brought the kids. It's multigenerational; they all have their songs."

Ticket prices, which included admission to the fair, ranged from a low of \$12.50 to a high of \$100 for the top price for Faith Hill. The fair booked for variety, "so we didn't go to the well so many times," Beazley said.

"This year, we seated the berm," he continued. For years, the fair had cut capacity and left the lawn empty because of sound restrictions, but sound technology has advanced and there was no issue. The lawn seats were not advertised and only sold when all fixed seats had sold out, so the price was the same as the terrace seats (the lowest priced ticket.) By Friday, the fair had sold some of the 2,000 lawn seats for four acts - Train, Sublime, John Legend and Joan Jett. "For Sublime, we got there, all 2,000," Beazley said.

Lisa Sexton and Dan Gaines, director of entertainment, did all the buying, Beazley said. The decision was made to cut opening acts, with two or three exceptions. That kept the shows short (75-90 minutes), saved the fair money, and sent people back to the midway and fair exhibits sooner. Per caps did not suffer for Ovations Food Services, the fair's permanent concessionaire, he said. "Intermission isn't necessary here."

The amphitheater per cap on beer and wine was running \$4.60 and food and beverage, \$1.35, going into the last weekend. Between gross ticket sales and ancillaries like food and drink, merchandise and parking, the concert series grossed \$5.6 million, he said.

"I have no choice but to call this a dream season," Beazley said. "We'll sell an average of 6,400 per show, 75 percent paid."

That still has not translated into a robust off-season at the amphitheater, but Beazley is still hopeful. The venue has probably averaged two concerts a year other than fair time. Area promoters either have competing properties of their own or are spooked by ghosts of the past, all the lawsuits over sound issues, he surmised. "When these numbers get out in the market, I don't know what it will mean," he added of the fairtime concert series.

Concertgoers were sent e-mails a day in advance with some helpful hints, including the suggestion they come early and avoid the traffic and enjoy the rest of the fair. Apparently many did, as the fair drew record numbers just about property wide. This was a record breaking fair in almost every category.

Attendance was 1,154,969 (unaudited), up from 1,090,000 in 2007, the old record. Paid attendance was around 73 percent, Beazley said. He projected admissions income will be \$5 million, also a record.

"We stayed with our tried and true promotions," he said. Every Wednesday was "We Care Wednesday," featuring a drive of some sort, collecting food,

clothing, books or schools supplies. From noon to six, those with a donation item were admitted free of charge. This was also the second year of Super Passes, a season pass for \$30, good for admission all 23 days. Beazley said the fair sold 11,900 passes, up 20 percent from 2009.

The carnival, Ray Cammack Shows, piggybacked on the Wednesday promotion, offering a pay-one-price \$25 for a wristband good for all rides all day, said Tony Fiori, general manager of Ray Cammack Shows. Overall, the Orange County Fair followed a positive trend for the carnival, which has been tracking ahead of 2009 since it debuted the 2010 season in February. Fiori doesn't expect to catch 2008, which was the show's biggest year ever, but spending is definitely up, he said.

Beazley said the carnival will gross about \$5.5 million, up 10 percent from last year. The show offered \$1 ride days on Fridays, which was also \$1 food testing day, both options being a hit with fairgoers.

Parking was increased from \$5 to \$7, still below marketing in the region. The price of admission was held at \$10.

Food and drink sales were up 12 percent, and beer and wine up 16 percent to date, he said, projecting the fair would gross between \$12 million and \$13 million from food and drink. Beazley cited cooler weather, "the best weather ever."

Capital improvements included the 31,000-sq.-ft., \$8 million Hangar building, a multipurpose venue which features aviation doors, 70 feet wide by 24 feet tall. It has indoor/outdoor use, he said. During fair, it housed tribute bands. People could buy a \$2 reserved seat or stand outside for free. The \$3 million, 15,000-sq.-ft. administration building also debuted this year. Future capital expansion is on hold while the fair rebuilds its reserve account. Beazley said the fair spends \$1 million a year on upkeep and invests reserves in other expansion. "We net about \$2.5 million which is reinvested in the property," he said.

THE CLOUD ON THE HORIZON

Future capital investments, even plans for 2011, are on hold while the Orange County Fair awaits its fate. The city of Costa Mesa has bought the grounds for \$96 million from the state, but has a condition in the bid that requires the state also give them the fair franchise. While the governor can sell the land, he cannot sell the franchise, the 32nd Agricultural District Fair, without state legislature approval. Basically, the legislature has to agree not to compete with a fair of its own.

If that is done, the city has contracted with Facilities Management West, a group of local investors, to operate the fair and the fairgrounds. They have suggested Becky Bailey-Findley, former fair manager and current city consultant, as a possible CEO, at least in the interim.

Obviously, the current fair staff put on a stellar fair under the potential threat of losing their state jobs soon. Beazley called them heroes.

Opinion is divided on what will happen now. Beazley thinks it's 50/50 that the legislature, which is trying to pass a budget before early recess in this election year, will deal with the issue at all, or approve it. Steve Chambers, executive director of the Western Fairs Association, concurred. Both also believe a private, nonprofit model, is the optimal way to run a fair, without the onus of state agency regulations.

Fiori said the "new owners" had toured the fair every day looking at opportunities. Privatization of fairs, if the state can't afford to finance them

and needs to sell the land, may be inevitable, he said.

“Something is going to happen by the end of August,” Beazley predicted. “If they don’t make a decision by the end of this month, it looks like the issue will die.” The fair board has also proposed paying the state that same amount over 25 years, but “if you want to sell, a rental plan doesn’t work,” Beazley said.

“We’re the commodity. We’re not involved. We’re the desk,” Beazley, a veteran of 36 years in the business, summarized the situation, recalling it all started with the premise, still true, that “for fairs to be strictly state agencies is cumbersome and does not allow you to compete in an open market very well.”

“These things have to evolve. The governor’s time line was so short. Hopefully, we’re in the ninth inning of this ballgame.” - Linda Deckard

Interviewed for this article: Steve Beazley, (714) 708-1551; Tony Fiori, (602) 763-2363; Steve Chambers, (916) 927-3100



GET IN!

www.venuestoday.com

Our October INTIX Quarterly gives you access to the latest in ticketing news and trends. Advertise today!

Ad Deadline: Sept. 17, 2010

venues
TODAY

OPENINGS

NEW MEADOWLANDS GOES PRIMETIME WITH MONDAY NIGHT GAME

New Meadowlands Stadium in East Rutherford, N.J. opened its first football game Monday night with tenants the New York Giants and New York Jets facing off in Week 1 of the preseason.



New Meadowlands Stadium in East Rutherford, N.J. opened its shiny new doors to football fans on Monday night for the New York Giants vs. the New York Jets pre-season opener. Both teams will share the \$1.6 billion facility, which welcomed 67,511 to watch the Giants win 31-16. The Giants will take on the Carolina Panthers for the first regular season game on Sept. 12.

“The feedback we have received has been very positive,” said New Meadowlands Stadium CEO Mark Lamping. In addition to being larger overall (the new stadium’s capacity is 82,500 versus old Meadowland’s capacity of 80,242), the stadium has slightly larger seats, more parking, more restrooms, more video displays, and a significantly larger number of concession stands.

“Opening up the building for a football game for the first time, we had a lot of people sampling, in particular, our newer items. Once the regular season starts we’ll be able to get a real idea of what people’s preferences are,” said Lamping. Some concessions favorites of the night, provided by Delaware North Companies, were the stadium’s “home field advantage” items, such as the Italian roast pork sandwich (\$9), Taylor ham sandwich (\$5.50), and the Nonna Fusco’s meatball sub (\$9). More common food items that were popular included hot dogs (\$5.50), soda (\$4.50), and beer (\$8.75). And even though it was a warm night, many attendees still tried the chili (\$5.75). New Meadowlands Stadium has 800 total concession points of sale, paling the old Giants Stadium’s 260.

Unlike some newer stadiums, New Meadowlands Stadium does not have a retractable roof, which has drawn some concern, considering the stadium will host Super Bowl XLVIII. It began raining shortly before the game started, but Lamping explained that there were plenty of areas that fans were able to get out of the rain without overcrowding.

Fans also enjoyed the new tailgating area despite the damp weather. The new area boasts a new concept being called “railgating.”

“Fans don’t have to make a choice between public transportation and tailgating,” said Lamping. The area incorporates stadium partners Weber Grills, Bud Light, and Lobel’s Butcher Shop to provide fans with the tailgating experience with grills, food and beverages.

The stadium was also upgraded with new technology, including over 2,100 high definition monitors, all on an IP-based system. There are now four HD replay video boards, and 21 exterior HD video boards, which play a role in distinguishing the difference between Giants and Jets home games. Monday was a Jets home game, so the screens displayed Jets colors, logos and imagery. “The building itself has a very neutral background. We have portions of the building that we literally, through the flick of a switch, can change colors and themes,” said Lamping. On top of the digital displays and lighting,

the stadium changes its signage for each game, and the end zones are built on removable trays. Lamping explained that they prefer to have about 48 hours to make the entire conversion, but can convert the stadium in just 12 hours if needed.

One improvement that Lamping sees being made in the near future is the parking lots. Although pavement has been completed, some striping is still unfinished, and Lamping predicts that parking and transit will become more organized by the start of the regular season. “We’re very pleased with what the reaction has been. There’s always the opportunity to do better, and we have the opportunity to evolve. We’ll have a process of continually improving as we go through this season,” said Lamping. — Linda Domingo

Interviewed for this article: Mark Lamping , (201) 559-1735



**HotTickets & Top Stops;
Your Tickets to
Recognition**

Reports need to include
events occurring between
Oct. 16, 2009 - Oct. 15, 2010
to be included in our
Year-End Issue in Dec.

Deadline: Oct. 20, 2010

hottickets@venuestoday.com

venues
TODAY
www.venuestoday.com

CONCESSIONS CARDINALS CASH CREATES CUISINE CURRENCY

The St. Louis Cardinals have become the third major league baseball team to utilize stored value ticketing through Tickets.com.

Named Card Cash, the program allows fans to assign value to the bar codes of tickets, which can be redeemed for food, beverage and merchandise purchases. The program utilizes Tickets.com’s UpTix software, and can be

used by fans who want to add food to tickets they give to their guests, or by teams as a promotion.

On July 31, the Cardinals held a pre-game ceremony in honor of former Hall of Fame Manager Whitey Herzog, whose number 24 was being retired. Ticketholders for every seat number 24 throughout the ballpark received \$5 in Cards Cash added to their ticket. Each person seated in section 240 also received \$5 in Card Cash, and a \$5 bonus for each strikeout thrown in the third-inning (there was one). The team estimated that 75 percent of ticket holders that received “24” themed Card Cash spent all or part of their winnings that day.

“It’s a good tool to drive per caps, they get prepaid revenue and they get lift from having prepaid tickets,” said John Rizzi SVP of Product Management and Strategy for Tickets.com.

All of the POS systems at Busch Stadium in St. Louis accept Card Cash as a form of payment, along with the team store. The system can detail which fans from which sections purchased concessions from specific food stations, creating never seen before geolocational data.

The Houston Astros utilize a stored value system on the Ticketmaster platform, and the Philadelphia Phillies run a similar program on Paciolan. The San Francisco Giants and the Oakland Athletics – both Tickets.com clients – also use UpTix.

“Rather than using discounts to move tickets, we’ve found it is a great way to add value” to distressed inventory, said Steve Fanelli, the team’s director of ticketing.

The team rolled out the platform this season, replacing its \$35 all-you-can-eat section with a \$6 ticket that came preloaded with \$6 worth of food, priced at \$12. The 990-seat section typically moves 650-700 seats per game, Fanelli said. The section has a value menu with \$5 beer and \$4 pulled pork sandwiches.

UpTix has also helped with some group sales, and the team hopes to roll out the program for season tickets next season.

Oakland also puts an expiration date on unspent value in the gift card, but Fanelli said the goal isn’t to keep unspent money, known as breakage, but to encourage people to spend more than the card’s value, a practice known as lift. – Dave Brooks

Interviewed for this article: John Rizzi, (714) 327-5469; Steve Fanelli, (510) 563-2270

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 July 28.

THE BIEBS KEEPS TRUCKIN' THROUGH MOTOR CITY AND CROWN TOWN

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
1) Paul McCartney Gross Sales: \$2,527,401; Venue: Bell Centre, Montreal; Attendance: 16,347;	1) Disney on Ice Gross Sales: \$290,285; Venue: Auditorio Telmex, Guadalajara, Mexico; Attendance:	1) A Tribe Called Quest Gross Sales: \$436,965; Venue: Hordern Pavilion, Sydney;	1) Nickelodeon’s Storytime Live Gross Sales: \$276,823; Venue: Broward Center for The Performing

Ticket Range: \$242.29-\$57.66; Promoter: AEG Live, evenko; Dates: Aug. 12; No. of Shows: 1

2) **WWE Summerslam**
Gross Sales: \$922,600; Venue: **Staples Center, Los Angeles**; Attendance: 14,178; Ticket Range: \$300-\$25; Promoter: World Wrestling Entertainment; Dates: Aug. 15; No. of Shows: 1

3) **Justin Bieber**
Gross Sales: \$702,008; Venue: **The Palace of Auburn Hills (Mich.)**; Attendance: 15,667; Ticket Range: \$52.50-\$32.50; Promoter: AEG Live; Dates: Aug. 15; No. of Shows: 1

4) **Justin Bieber**
Gross Sales: \$656,795; Venue: **Time Warner Cable Arena, Charlotte, N.C.**; Attendance: 15,263; Ticket Range: \$51.50-\$31.50; Promoter: AEG Live; Dates: Aug. 8; No. of Shows: 1

5) **Justin Bieber**
Gross Sales: \$648,820; Venue: **Value City Arena at the Jerome Schottenstein Center, Columbus, Ohio**; Attendance: 14,056; Ticket Range: \$52.50-\$32.50; Promoter: AEG Live; Dates: Aug. 14; No. of Shows: 1

13,383; Ticket Range: \$43.51-\$7.12; Promoter: OCESA; Dates: July 30-Aug. 1; No. of Shows: 7

2) **WWE Smackdown**
Gross Sales: \$255,847; Venue: **Vector Arena, Auckland, Australia**; Attendance: 4,468; Ticket Range: \$247.02-\$29.11; Promoter: Dainty Consolidated Entertainment; Dates: Aug. 6; No. of Shows: 1

3) **Megadeth, Slayer**
Gross Sales: \$128,803; Venue: **John Labatt Centre, London, Ontario**; Attendance: 2,561; Ticket Range: \$61.06-\$58.13; Promoter: Live Nation; Dates: July 30; No. of Shows: 1

4) **The Wiggles**
Gross Sales: \$38,655; Venue: **Maverik Center, Salt Lake City**; Attendance: 1,207; Ticket Range: \$75-\$10; Promoter: AEG Live; Dates: Aug. 3; No. of Shows: 1

5) **Wisn Y Yandel**
Gross Sales: \$14,780; Venue: **Bojangles Coliseum, Charlotte, N.C.**; Attendance: 3,076; Ticket Range: \$112-\$42; Promoter: AEG Live; Dates: Aug. 1; No. of Shows: 1

Attendance: 5,248; Ticket Range: \$86.11; Promoter: Niche Productions; Dates: Aug. 11; No. of Shows: 1

2) **Adam Lambert**
Gross Sales: \$426,733; Venue: **Pacific Amphitheatre, Costa Mesa, Calif.**; Attendance: 16,083; Ticket Range: \$49.50-\$19.50; Promoter: In-house; Dates: July 27-28; No. of Shows: 2

3) **ZZ Top**
Gross Sales: \$379,472; Venue: **Pacific Amphitheatre, Costa Mesa, Calif.**; Attendance: 7,576; Ticket Range: \$69.50-\$39.50; Promoter: In-house; Dates: Aug. 15; No. of Shows: 1

4) **Slash**
Gross Sales: \$353,742; Venue: **Hordern Pavilion, Sydney**; Attendance: 5,265; Ticket Range: \$74.33; Promoter: Soundwave Festival; Dates: Aug. 16; No. of Shows: 1

5) **John Legend**
Gross Sales: \$332,312; Venue: **Pacific Amphitheatre, Costa Mesa, Calif.**; Attendance: 8,517; Ticket Range: \$59.50-\$29.50; Promoter: In-house; Dates: July 30; No. of Shows: 1

Arts, Ft. Lauderdale, Fla.; Attendance: 10,661; Ticket Range: \$36-\$11; Promoter: In-house; Dates: Aug. 6-8; No. of Shows: 7

2) **Kathy Griffin**
Gross Sales: \$271,071; Venue: **Fox Theatre, Atlanta**; Attendance: 5,223; Ticket Range: \$57-\$37; Promoter: AEG Live; Dates: Aug. 14; No. of Shows: 2

3) **Trey Songz**
Gross Sales: \$227,903; Venue: **Fox Theatre, Atlanta**; Attendance: 4,203; Ticket Range: \$73-\$40; Promoter: AEG Live; Dates: Aug. 13; No. of Shows: 1

4) **Hat Cho Tinh Yeu**
Gross Sales: \$182,890; Venue: **Long Beach (Calif.) Terrace Theatre**; Attendance: 2,976; Ticket Range: \$150-\$25; Promoter: Ritz Entertainment; Dates: Aug. 16; No. of Shows: 1

5) **Celtic Woman**
Gross Sales: \$144,390; Venue: **Civic Center of Greater Des Moines (Iowa)**; Attendance: 2,500; Ticket Range: \$65-\$45; Promoter: Madstone Productions; Dates: Aug. 11; No. of Shows: 1

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

SELENA PUTS THE OH! IN OHIO DURING MODEST ANNUAL RUN

The Zipper was one of the top attractions of the Midway at the Ohio State Fair (Photo by Morning Light Photography).



Attendance dipped slightly at the Ohio State Fair, from last year's 821,000 to this year's 812,237, because of one day of hot weather and two severe storms that moved through the area during the July 28-Aug. 8 event.

Then, on the second day of the fair at the Ohio Expo Center in Columbus, officials had to deal with the cancellation of the Selena Gomez concert because of throat problems. Gomez was forced to cancel other concerts as well, including the Delaware State Fair.

"We're just very fortunate we got to reschedule Selena Gomez for Nov. 6," said GM Virgil Strickler. "People can get a refund or the tickets are good for that concert. I think my report said we only had a couple hundred that got turned back in and I think there are still sales going on, so that's a good thing."

Concerts were held in the 10,200-seat indoor auditorium, the Celeste Center. There were no sellouts, Strickler said, but ventriloquist Jeff Dunham was the act that did the best.

"He's awesome," Strickler said. "He really is a great entertainer."

Concert tickets were separate from gate admission and ranged from \$12 to \$38 depending on the show, said marketing and PR director Christina Leeds. The total entertainment budget is \$900,000.

Tickets for Gomez were \$20 and the acts that did appear in the Celeste Center during the fair included David Sanborn/George Duke, \$30; Weezer with Motion City Soundtrack, \$36; Dunham, \$36; Christian artist Jeremy Camp, \$12; Darius Rucker, \$26; Devo with Ra Ra Riot, \$30; Heart, \$30; Kenny Babyface Edmonds, \$30; and Sandra Lee Semi-Homemade on Tour, free.

Rascal Flatts, with Kellie Pickler and Chris Young opening, closed the fair with a concert at Crew Stadium, the 25,000-30,000-capacity soccer stadium on the fairgrounds - with tickets costing \$75, \$60 and \$35. It was the fifth time in six years that Rascal Flatts had played the fair.

Gate admission cost \$6 if tickets were purchased at Kroger or \$10 at the gate, Strickler said. That was the same price as last year. He did not have gate revenue figures.

“We won’t have that until late October,” he said. “We’ll have to settle up with Kroger.”

Sponsorships were about the same as last year at \$1 million in cash, Strickler said.

Monroe Township, N.J.-based Amusements of America placed 75 rides on the midway, Strickler said. Midway revenues of \$1,917,825 were up 3.8 percent, Leeds said.

Pay-one-price carnival wristbands cost \$22 and were good any day, for only one day each, Strickler said.

Concession revenues came in at \$4,061,742, Leeds said, but food sales were down 0.9 percent.

The fair took down its MySpace page last year, but still had plenty of activity going on via its Facebook site as well as Twitter and e-mail, Leeds said.

Also, fairgoers were encouraged to post a photo on the fair’s Facebook site of what It’s Fairtastic! meant to them on the fair’s website as part of a contest in which they could win admission tickets to the fair.

“In addition, we did daily giveaways for concert and admission tickets via Facebook,” Leeds said.

In marketing, in addition to the usual print, radio and TV ads, fair officials invested more in Internet advertising, Leeds said. The marketing budget was \$340,000, the same as last year, and the budget for the entire fair was \$7 million, she said.

“We did more social marketing as far as contesting,” she added.

Fair officials also added a mobile application that would help fairgoers find specific types of food vendors once they were inside the gates.

“So if you wanted a corndog, the application would tell you where the nearest corndog was.”

The application could be downloaded at the Ohio State Fair website, www.ohiostatefair.com.

“It went extremely well,” Leeds said. “In addition to tons of media coverage about the application, it was highly used. I don’t have exact figures but it was very popular.”

Also, a texting campaign was held that allowed fairgoers to text a code to the fair and in return, they could get text updates, coupons, and access to mobile web schedules.

“We texted out special offers, such as, if you text the fair and then bring the cell phone to the fair, you would have a code on it,” Leeds said. “You could show the code to the person at the gate and they could type it in and print out a ticket for a \$2 admission.”

Next year’s fair will be July 27-Aug. 7. - By Mary Wade Burnside

Interviewed for this article: Virgil Strickler and Christina Leeds, (614) 644-4000.

FACES & PLACES

MCCUE REPLACES EVANS AT SMG; SIPE HEADS TO BIG SANDY

Jim McCue has been hired as the new Sr. VP of Entertainment for SMG and will oversee national bookings and tours for the company’s 70 arenas and 40 Performing Arts Centers.

“We’re bringing someone on who really understands the landscape of the sports and entertainment industry,” said Bob Cavalieri, the company’s Sr. VP of Sales and Development. “Not only does he have plenty of experience to bring to our booking division, he has the ability to expand our nationwide reach and boost our presence abroad.”

McCue has worked in nearly every facet of live entertainment serving as a booking agent, facility executive, promoter and producer. He replaces Mike Evans, who left the company in June to serve as president for Arenas, a newly appointed position at Live Nation.

“There was a bit of a leadership gap when he left,” Cavalieri said, later adding “Jim (McCue) has had quite a career and I can’t imagine a better fit.”

McCue is currently based in Denver, where he worked as co-producer and co-promoter of the popular Walking with Dinosaurs show, and worked in booking for ArenaNetwork. From 2003-2005 he worked as the Sr. VP of House of Blues Denver, overseeing the club of the same name along with the Red Rocks Amphitheatre, the former Fiddler’s Green (now the Comfort Dental Amphitheater) and the Paramount Theater. Before that he spent seven years working at the Rose Quarter in Portland, Ore., and served two years as the Director of Events for Palace Sports and Entertainment in the Detroit area. He began his career as an agent at International Creative Management.

He will oversee a staff of seven, including Jon Petrunak, VP of Entertainment for Arenas and Bob Papke, VP of Entertainment for Theaters, both out of Philadelphia, and Chris Wright, VP of Special Events, based at the Nassau Coliseum in Long Island, N.Y.

McCue will oversee the regional divisions as well, including Bob Belber who heads the Northeast, Cyndee Pennington who heads the Southeast, Jerry Goldman who heads the Midwest and Dan Spellens who oversees the West Coast.

Cavalieri said McCue will take the helm during a slow period in the concert business, but added that he expects things to pick up in 2011 with a number of artists reserving holds throughout the year.

Brian Sipe is leaving the Sovereign Center in Reading, Pa. for his first GM position at the Big Sandy Superstore Arena in Huntington, W. Va. Sipe will begin his duties at the SMG managed facility on Aug. 30, replacing A.J. Boleski who was hired to manage the Intrust Bank Center in Wichita, Kan.

“My first goal is to get into town and continue to bring strong bookings to the building,” said Sipe, who will oversee shows by Sugarland and Chris Tomlin. “My biggest goal will be to continue to bring concerts to the facility,” he said.

Built in 1977, the arena seats 9,000 for concerts and will host the Huntington Hammer of the United Indoor Football League beginning in the 2011 season. Sipe will also book the nearby 2,500-seat amphitheater and work with the 20,000-student Marshall University to bring more campus events to the arena. — Dave Brooks

Interviewed for this article: Bob Cavalieri, (610) 729-7920; Brian Sipe, (304) 696-5566

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.

