

From: Nazarene Kahn <nazarene@venuestoday.com>  
Subject:  
Date: January 12, 2011 10:34:40 AM PST



**2011 Fairs & Festivals Resource Guide**  
Available in March. Advertise today!  
Ad Deadline: Feb. 25, 2011  
josh@venuestoday.com

venues  
TODAY

# VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

December 15, 2010 • VOL. IX, Number 39 • ISSN 1547-4143

### Quote of the Week

*“A purchaser is going to evaluate three things: how the team performs, the revenue side and the involvement of the state and the city.”*

— Jac Sperling, who was appointed by the NBA to take over the New Orleans Hornets and prep it to be sold to a different owner.

### In this Issue

- THE NEWS**  
[NBA Takes Reins of Hornets and Puts Sperling in Charge](#)
- [Winter Storm Collapses Metrodome Roof](#)
- [MSGE in Talks to Purchase the Forum](#)
- HOT TICKETS**  
[‘Burn The Floor’ Raises the Roof in Ft. Lauderdale](#)
- THE BEAT**  
[New Las Vegas PAC Signs with Paciolan](#)

### Greetings,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Happy New Year! The next VT Pulse won't be delivered until 2011. Check your inbox on Jan. 5 for more of the "News Behind the Headlines."



*Advertise Today!* venues

**LAST CALL!**  
January Issue includes  
INTIX Convention Quarterly  
2011 Venues Today  
Box Office Stars  
Spotlight: Pacific Northwest Venues  
Chart: 2010 Top 50 Fairs in North America  
**Ad Deadline:**  
**Dec. 17, 2010**

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

## [Naming Rights Report](#)

## [Ontario Institutes Ticket Speculation Act](#)

## DEPARTMENTS Short Takes

## HELP WANTED

## CONTACT VT PULSE

## SHORT TAKES

### >> ORANGE COUNTY FAIR KEEPS ON KEEPING ON

—As the courts and state debate their fate, staff at the Orange County Fair, Costa Mesa, Calif., continues to book and operate the fairgrounds pending a possible sale for \$100 million to Facilities Management West. Next up is a Dec. 31, 7 p.m.-2 a.m. Block Party, which features tribute bands, food trucks and pyrotechnics. Steve Beazley, fair CEO, said the production budget is \$300,000 and they will more than break even with the hoped for 8,000-10,000 attendance and \$25 a ticket.

Contact: Steve Beazley, (714) 708-1551

## 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!

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

Josh Huckabee, Texas  
(714) 378-5400  
josh@venuestoday.com

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

## VT NEWS

### SPORTS

#### NBA TAKES REINS OF HORNETS AND PUTS SPERLING IN CHARGE

Jac Sperling



The National Basketball Association has taken over the New Orleans Hornets from majority owner George Shinn in a deal aimed at keeping the basketball franchise in the Big Easy. During a press conference, Commissioner David Stern said the team's large amount of debt through the league's finance vehicle had made the team

insolvent and that the NBA would take over ownership of the team until a buyer could be found. Minnesota Wild Vice Chair Jac Sperling has been appointed to operate the team on behalf of the league.

"My job is to see what I can do to make the asset more attractive for a local purchaser," said Sperling, the Hornet's new governor and chairman. "A purchaser is going to evaluate three things: how the team performs, the revenue side and the involvement of the state and the city."

The Hornets have had a strong start this season, but have endured a losing streak as of late with a 14-10 record. As for the economics, a recent report by accounting firm KPMG paints a starker picture of team finances. In 2008, the team lost \$6.4 million, while in 2009, the team earned \$5.9 million, although \$3.4 million came from a league assistance fund. According to the report, team owner Shinn had to spend \$7.4 million out of his pocket to operate the team in 2008, and \$1.4 million in 2009. By June 2009, the team's deficit totaled \$83 million.

"There have been some struggles with ticket sales and we're trying to turn that around," said Sperling. Besides the financial considerations, the team's lease with the state expires in 2014. The lease allows the team to break the deal if average attendance drops below 14,735 during a two-year period. Through 10 home games, average attendance has been 13,865. The club would have to notify the state of any intent to end the lease by March 31, 2011.

"There's a long-term negotiation required on the one hand with the state of Louisiana," Stern said during a press conference announcing Sperling's appointment. "The lease does give some flexibility if it's determined that the future is not in Louisiana, but we expect to exhaust what the

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](mailto:linda@venuestoday.com)

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

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

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

For advertising information, contact:

John Benett  
Australasia  
+61 418 734 303  
[john@venuestoday.com](mailto:john@venuestoday.com)

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

Josh Huckabee  
Hot Tickets/Top Stops  
Manager, Texas and Fairs &  
Festivals Resource Guide  
(714) 378-5400, ext. 21  
[josh@venuestoday.com](mailto:josh@venuestoday.com)

Jim McNeil  
Eastern U.S.  
(207) 699-3343  
[jim@venuestoday.com](mailto:jim@venuestoday.com)

future would look like in Louisiana. And, frankly, that's one of the reasons why we stepped in and made the purchase."

There's no timeline on selling the team to a new owner, although Sperling said he is trying to increase the value of the team before making a sale, which could take several years.

"I don't think he's [Stern] set a specific time frame, but I'm sure he's got a number in mind and if a qualified buyer came by, I'm sure he would select it," Sperling said.

Sperling acknowledges that the 12-year-old New Orleans Arena doesn't have all the enhancements of most modern-day arenas, but added, "I don't think the arena is an impediment. If the fans still come out and we get support from the state and the city, we have a reasonable shot."

State leaders like Governor Bobby Jindal and Democratic Strategist James Carville have staged press conferences urging New Orleans residents to buy tickets to see the team, which relocated to the Big Easy in 2002 from Charlotte, N.C. Yet, neither Jindal nor the Louisiana state government has made overtures to the team like they had done with the Saints football team, when the state agreed to lease office space from owner Tom Benson to help drive revenues to the team.

"You're competing for people's time and their dollars," said Sperling, noting that in the past the team has "had some challenges, but they have great pride for their city and I think at the end of the day, they're going to try and find a way to support the team and keep them in the city."

Tony Tavares, sports consultant and analyst, said Sperling's main goal is to operate the team as if it weren't in financial receivership.

"Obviously Stern doesn't want someone on staff doing this because it will reek of league (intervention) and the proper independent judgements won't be reached," he said. Like an independent owner, Sperling will have more autonomy to make decisions. "For the integrity of the game, that's the way it has to be and should be." – Dave Brooks

*Interviewed for this article: Jac Sperling, (651) 755-5245; Tony Tavares, (775) 853-4712*



Samantha Le  
Sales and Marketing  
Associate  
(714) 378-5400, ext. 23  
[samantha@  
venuestoday.com](mailto:samantha@venuestoday.com)

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

[rob@venuestoday.com](mailto:rob@venuestoday.com)

#### HELP WANTED

#### [VIEW THE FULL LISTINGS](#)

AEG (Los Angeles)  
-Director of Marketing

Brisbane (Australia)  
Convention & Exhibition  
Centre - Venue Sets  
Manager

Sprint Center, Kansas  
City, Mo.  
-Marketing/Communications  
Manager

Rushmore Plaza Civic  
Center, Rapid City, S.D.  
-Assistant Ticket  
Operations Manager

Destination Rapid City,  
Rapid City, S.D. -Executive  
Director

Hartman Arena, Wichita,  
Kan. - Assistant Box Office  
Manager

Rose Quarter, Portland,  
Ore. - Marketing Manager

Peabody Opera House, St.  
Louis - Director of  
Marketing

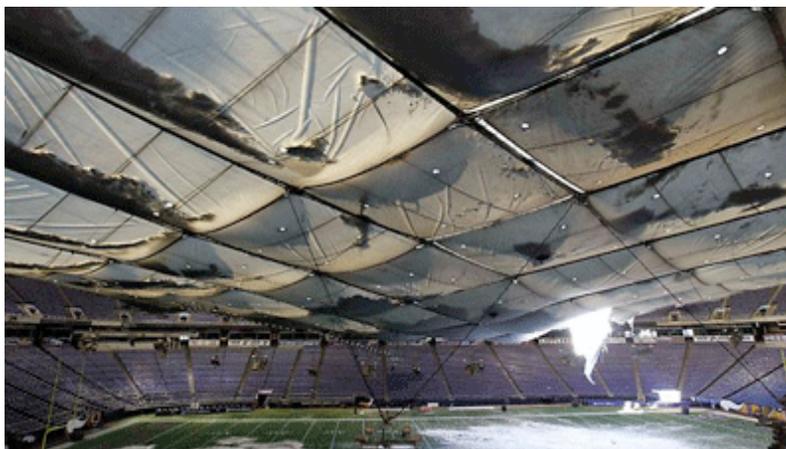
#### [VIEW THE FULL LISTINGS](#)

Reserve ad space and  
come along for the ride.  
**Ad Deadline: Jan. 17, 2011**  
**venues**  
TODAY  
[www.venuestoday.com](http://www.venuestoday.com)

#### **BEHIND THE HEADLINES**

#### **WINTER STORM COLLAPSES METRODOME ROOF**

*Snow damage at the Metrodome, Minneapolis*



Harsh winter weather is par for the course in Minneapolis, but last weekend's storm was too much for the Metrodome's roof. Its panels gave way early Sunday morning, Dec. 12, wreaking havoc on the Minnesota Viking's schedule for the week.

"We had the unique combination of extremely high winds of up to 40 mph and heavy snow in the 17-inch range," said Bill Lester, executive director of the Metropolitan Sports Facilities Commission, which owns and operates the Metrodome where the National Football League team plays. "As a result, we had to suspend the work of our seven-man crew, who were removing the roof's snow with high-powered, steam-injected hot water hoses."

Subsequently, three of the roof's fabric panels gave way from the weight of ice and snow. The entire collapse was caught on tape by a FoxSports television crew, [and can be viewed by clicking here](#).

"After this occurred, we immediately contacted the National Football League and the Vikings [to discuss relocating the games]," Lester said.

The storm had already prevented the New York Giants from making it to Minneapolis on Saturday for their game with the Vikings on Sunday afternoon. The Giants were stranded in Kansas City when the Twin Cities' airport closed due to the weather.

"We had to scramble at what was essentially the 11th hour to find a place for the game," said Greg Aiello, the NFL's senior VP of public relations.

As a result, the Giants-Vikings game scheduled for last Sunday at the Metrodome was played at Detroit's Ford Field on Monday.

Lester, who is in his 25th year managing the Metrodome and never had this experience before, is still calculating the cost to get the stadium up and going again. He did know, however, that the loss of the Sunday night game cost the venue about \$650,000 in potential revenue. That includes a 10 percent admissions tax on tickets and 35 percent of the food and drink income that Centerplate would have generated.

In Detroit, Bob Gardner, senior director of facilities operations, had to scramble to staff the 65,000-seat Ford Field for the last-minute Monday Vikings game after a successful and scheduled Sunday game for his real home team, Detroit Lions, against the Green Bay Packers. Fortunately, Levy Restaurants, the concessionaire there, had already stocked up for the Little Caesars Pizza Bowl Dec. 26, so the stadium was ready to feed the nearly 50,000 that came to the Vikings game. They'll just restock now for the bowl game.

"We called in a lot of favors," Gardner said of the scramble, which began Sunday night. Detroit had four inches of snow, which was no problem. "Our roof is steel," he noted. But there was a deep freeze Sunday night so Monday required a lot of road and parking lot prep.

"The hardest part was finding enough purple paint," Gardner said of the need to paint the field as though it were a Vikings home game. They started painting the logos at 1:30 p.m. Monday and pulled the cones at 5:30.

A normal football game at Ford Field requires in the neighborhood of 300-400 stadium staff, another 100 concessions staff, and maybe 80 housekeeping staff. It takes another 200 to clean up after the game.

"It was a little bit of a challenge, but we never had an issue," Gardner said. "In Motown, anything can happen."

Vikings season ticket owners and package purchasers will have their accounts automatically credited for the game they missed, while fans who purchased single-game tickets to the Giants-Vikings game in Minneapolis were offered a choice of receiving refunds or preferred seating for Monday's rescheduled game in Detroit.

To help fill Ford Field's 65,000 seats, fans with tickets for Sunday afternoon's Packers-Lions game in Detroit were told they could attend the relocated Giants-Vikings game for free, with no reserved seating.

Ford Field's box office made 30,000 tickets available on a first-come, first-serve basis on Sunday morning after the game relocation was announced. All tickets were immediately distributed.

To help transform Ford Field into the Viking's home away from home, the Detroit venue worked with the Vikings to provide the team's graphics and video for the scoreboard and matrix board. The field also was painted with the team's purple and yellow colors for the game, and the Viking's public-address announcer was brought in to simulate the Minneapolis venue.

"The Vikings, Giants, and Lions did a tremendous job working together with our office," Aiello said. "It was great display of teamwork."

Opened in 1982, the Metrodome's roof experienced three deflations prior to the implementation of a hot air system between its fabric layers. The snow removal system was refined after the last deflation in April 1983.

Crews were back to work clearing snow off of the roof late Sunday to prevent more damage.

A meeting was scheduled on Tuesday to determine the roof repair schedule. As of press time, there was no timeline or cost estimate for the fix. The venue is expected to be closed through next weekend.

“We’re hoping to play the scheduled Vikings game at the Metrodome next Monday night,” Lester said. — Lisa White

*Interviewed for this article: Greg Aiello, (212) 450-2067; Bill Lester, (612) 332-0386; Bob Gardner (313) 262-2233*

An advertisement for Venues Today. The background is black with a close-up of a yellow pencil in sharp focus, surrounded by other colorful pencils (blue, green, pink, purple) that are blurred. The text is white and yellow. At the top, it says "Stand out from the crowd. Advertise today! Venues TODAY". At the bottom, it says "February Spotlight: University Venues Ad Deadline: Jan. 17, 2011" and "www.venuestoday.com".

**Stand out from the crowd.**  
**Advertise today!**  
**Venues**  
**TODAY**

**February Spotlight:**  
**University Venues**  
**Ad Deadline: Jan. 17, 2011**  
[www.venuestoday.com](http://www.venuestoday.com)

**ARENAS**

**MSG IN TALKS TO PURCHASE THE FORUM**

*The Forum in Inglewood, Calif.*



Madison Square Garden Entertainment, New York, is close to finalizing purchase of The Forum in Inglewood, Calif., MSGE officials have confirmed. According to company spokesperson Melissa Romanetz, the New York-based arena and entertainment company has agreed to buy the Southern California venue for an undisclosed amount of money.

Once the home to the Los Angeles Lakers and hundreds of California's most high profile teams, the building has seen its number of event nights drop off, following the opening of Staples Center in Los Angeles in 1999. In 2001, the Faithful Central Bible Church purchased the Forum for \$22.5 million, the estimated price Madison Square Garden will pay to take over the 16,500-seat arena.

The arena strengthens the national reach of Madison Square Garden, which also operates the Chicago Theater and Citi Performing Arts Center Wang Theatre in Boston. The company also tours the Radio City Christmas Spectacular.

There are still many unknowns surrounding the deal, including the fate of VenuWorks, which obtained the management contract to run the Forum earlier this year. Gene Felling, who was running the arena on behalf of VenuWorks, was unavailable for comment. In August, VenuWorks signed a five-year agreement to operate the Forum.

It's also unknown how Madison Square Garden plans to leverage the Forum to compete against Staples Center, which is anchored by a \$2.5-billion mixed retail/entertainment district in downtown Los Angeles. If MSGE were to invest \$50 million in the site, they would still only spend two percent of the amount of money invested by AEG.

In Los Angeles, "the Sports Arena is still around, the Shrine is still around, so the more, the merrier," said Lee Zeidman, senior VP and general manager at L.A. Live and the Staples Center. Zeidman has spent 10 years working at Staples Center. "Nothing's really changed because the Forum never shut down. It's been here since the Staples Center opened in 1999 and I'm not sure what's changed besides another company coming in and buying it. The Forum has always been an option in a crowded marketplace for acts to play."

Madison Square Garden's purchase of the Forum marks the fifth attempt by a national firm to run the single-concourse arena. From 1999 to 2001, Nederlander Concerts had an exclusive contract to book the arena before

AEG successfully took over the booking deal and agreed to deliver 10-15 concerts per year or pay a \$500,000 fee. On Sept. 5, 2006, after four consecutive years of not hitting its numbers, the church terminated its contract with AEG, accusing the company of directing acts to play the Staples Center instead of the Forum. SMG took over the contract to operate and book the building soon after, and in mid-2010, VenuWorks was hired to run the Forum for the church. — Dave Brooks

Interviewed for this article: Melisa Romanetz, (212) 631-4361; Lee Zeidman, (213) 742-7255

## 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 Nov. 24.

### 'BURN THE FLOOR' RAISES THE ROOF IN FT. LAUDERDALE

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p><b>1) Roger Waters</b> Gross Sales: \$5,408,750; Venue: <b>Staples Center, Los Angeles</b>; Attendance: 39,073; Ticket Range: \$250-\$55; Promoter: Live Nation; Dates: Nov. 29-Dec. 5; No. of Shows: 3</p>	<p><b>1) Eagles</b> Gross Sales: \$5,933,599; Venue: <b>Sydney Entertainment Centre</b>; Attendance: 29,112; Ticket Range: \$689.45-\$100.97; Promoter: The Frontier Touring Company; Dates: Nov. 30-Dec. 3; No. of Shows: 3</p>	<p><b>1) Cirque du Soleil "Dralion"</b> Gross Sales: \$1,129,621; Venue: <b>General Motors Centre, Oshawa, Ontario</b>; Attendance: 17,821; Ticket Range: \$98.30-\$34.75; Promoter: Cirque du Soleil; Dates: Nov. 24-28; No. of Shows: 8</p>	<p><b>1) Burn The Floor</b> Gross Sales: \$835,537; Venue: <b>Broward Center For The Perf. Arts, Ft. Lauderdale, Fla.</b>; Attendance: 18,103; Ticket Range: \$63-\$21; Promoter: Broadway Across America, In-house; Dates: Nov. 16-28; No. of Shows: 16</p>
<p><b>2) UFC 124: St. Pierre vs. Koscheck 2</b> Gross Sales: \$4,563,680; Venue: <b>Bell Centre, Montreal</b>; Attendance: 17,984; Ticket Range: \$597.48-\$74.69; Promoter: evenko, UFC; Dates: Dec. 11; No. of Shows: 1</p>	<p><b>2) The Wiggles</b> Gross Sales: \$739,060; Venue: <b>Brisbane Entertainment Centre (Australia)</b>; Attendance: 21,428; Ticket Range: \$37.53-\$32.53; Promoter: The Wiggles; Dates: Dec. 11-12; No. of Shows: 5</p>	<p><b>2) Yo Gabba Gabba! L.A. Live</b> Gross Sales: \$881,958; Venue: <b>Nokia Theatre L.A. Live</b>; Attendance: 22,480; Ticket Range: \$61-\$36; Promoter: AEG Live, Goldenvoice; Dates: Nov. 26; No. of Shows: 4</p>	<p><b>2) Leonard Cohen</b> Gross Sales: \$744,667; Venue: <b>The Colosseum at Caesars Palace, Las Vegas</b>; Attendance: 5,777; Ticket Range: \$250-\$49.50; Promoter: AEG Live; Dates: Dec. 10-11; No. of Shows: 2</p>
<p><b>3) Muse</b> Gross Sales: \$3,442,765; Venue: <b>Acer Arena, Sydney</b>; Attendance: 29,845; Ticket Range: \$129.27-\$109.36; Promoter: Lees &amp; West; Dates: Dec. 9-10; No. of Shows: 2</p>	<p><b>3) Carrie Underwood</b> Gross Sales: \$375,361; Venue: <b>The Chaifetz Arena, St. Louis</b>; Attendance: 7,431; Ticket Range: \$55.50-\$35.50; Promoter: AEG Live; Dates: Dec. 1; No. of Shows: 1</p>	<p><b>3) Cirque du Soleil "Alegria"</b> Gross Sales: \$704,728; Venue: <b>Tucson (Ariz.) Convention Center</b>; Attendance: 11,301; Ticket Range: \$99-\$35; Promoter: Cirque du Soleil; Dates: Nov. 24-28; No. of Shows: 8</p>	<p><b>3) Leonard Cohen</b> Gross Sales: \$691,196; Venue: <b>Paramount Theatre, Oakland, Calif.</b>; Attendance: 5,944; Ticket Range: \$250-\$45.50; Promoter: AEG Live; Dates: Dec. 5-6; No. of Shows: 2</p>
<p><b>4) Aventura</b> Gross Sales: \$1,833,098; Venue: <b>Coliseo de Puerto Rico, San Juan</b>; Attendance: 26,948;</p>	<p><b>4) Jack Johnson</b> Gross Sales: \$343,497; Venue: <b>Vector Arena, Auckland, New Zealand</b>; Attendance: 6,172; Ticket Range: \$64-\$62.61; Promoter:</p>	<p><b>4) KIIS FM's Jingle Ball L.A. Live</b> Gross Sales: \$636,424; Venue: <b>Nokia Theatre L.A. Live</b>; Attendance: 6,882; Ticket Range: \$155.25-\$80.25; Promoter: AEG Live,</p>	<p><b>4) Cirque Dreams Holidayze</b> Gross Sales: \$346,634; Venue: <b>Cobb Energy Perf. Arts Centre, Atlanta</b>; Attendance: 7,754; Ticket Range: \$63-\$20; Promoter: Gas</p>

<p>Ticket Range: \$125-\$25; Promoter: Angelo Medina (Publivent, Inc.); Dates: Dec. 3-5; No. of Shows: 3</p> <p><b>5) Michael Buble</b> Gross Sales: \$1,090,715; Venue: <b>Allstate Arena, Rosemont, Ill.</b>; Attendance: 12,826; Ticket Range: \$95-\$49.50; Promoter: Jam Productions; Dates: Dec. 4; No. of Shows: 1</p>	<p>Michael Coppel Presents; Dates: Dec. 2; No. of Shows: 1</p> <p><b>5) Carrie Underwood</b> Gross Sales: \$323,276; Venue: <b>Roberts Stadium, Evansville, Ind.</b>; Attendance: 6,456; Ticket Range: \$55.50-\$35.50; Promoter: AEG Live; Dates: Dec. 2; No. of Shows: 1</p>	<p>Goldenvoice, KIIS FM; Dates: Dec. 5; No. of Shows: 1</p> <p><b>5) KISS 108 FM Jingle Ball 2010</b> Gross Sales: \$623,615; Venue: <b>Tsongas Center, Lowell, Mass.</b>; Attendance: 6,473; Ticket Range: \$177-\$42; Promoter: KISS 108 FM Radio; Dates: Dec. 9; No. of Shows: 1</p>	<p>South Broadway Series; Dates: Nov. 30-Dec. 5; No. of Shows: 8</p> <p><b>5) A Christmas Carol</b> Gross Sales: \$290,221; Venue: <b>Durham (N.C.) Perf. Arts Center</b>; Attendance: 6,011; Ticket Range: \$77-\$27; Promoter: Theatre in the Park; Dates: Dec. 3-5; No. of Shows: 3</p>
---	--	---	--

Compiled by Josh Huckabee. To submit reports, e-mail [HotTickets@venuestoday.com](mailto:HotTickets@venuestoday.com) or fax to (714) 378-0040.

## THE BEAT

### DEALS

#### NEW LAS VEGAS PAC SIGNS WITH PACIOLAN

The Smith Center for the Performing Arts in Las Vegas has signed a deal for ticketing services with Paciolan for an undisclosed amount. Slated to open in March 2012, the Smith Center will debut with a six-week run of "Wicked." The \$470 million Smith Center is being built in the Symphony Park development, west of downtown Las Vegas.

General Manager Paul Beard said he previously used the Paciolan system at Bass Hall in Fort Worth, Texas. The ticketing site is expected to go live with its first on-sale in the beginning of 2011. The ticketing deal was brokered by Charles Woodard, the company's VP of the Arts.

"I know the system very well and I particularly know the leadership of the company and I think they're perfectly configured to do what we want to accomplish here," Beard said.

Paciolan already has an established footprint in Las Vegas as the ticketing engine for UNLVtickets.com, which sells tickets for three university venues, along with several gaming properties including the Orleans Arena.

"We need a solid platform for ticketing events, and we need distribution over the Internet and they also have a well-established phone room," Beard said.

The Smith Center is the first new performing arts center Paciolan has signed since being sold to Comcast-Spectacor, and comes on the heels of a number of new signings by sister company New Era Tickets, including the Sears Centre Arena in Hoffman Estates, Ill., Cleveland (Ohio) State University, the Tsongas Center in Lowell, Mass., and the Fargodome, Fargo, N.D. Paciolan has re-signed 30 clients since the beginning of 2010.

"A performing arts center has very specific needs," said company CEO Dave Butler. "There are season ticket sets to be sold, packages to be distributed and they're very excited about working with us in social media." — Dave Brooks

Interviewed for this article: Paul Beard, (702) 614-0109 ext 223; David Butler, (866) 722-4652

### NAMING RIGHTS REPORT



**BBVA Compass Bowl, Birmingham, Alabama**

Buyer: BBVA Compass



**Teams:** Kentucky vs. Pittsburgh

**Terms:** Multi-year, financials not released

**Comments:** BBVA Compass, a Sunbelt-based bank headquartered in Birmingham, Ala., that operates more than 720 branches throughout Texas, Alabama, Arizona, California, Florida, Colorado and New Mexico has purchased naming rights to the game formerly known as

the Papajohns.com Bowl. BBVA Compass will also have secondary sponsorships with the Texas Bowl, the Bell Helicopter Armed Forces Bowl and the New Mexico Bowl.

“We like to connect with our customers’ passions and sports - and college team sports – is an important one,” said Ed Bilek, BBVA senior VP and director of external communications.

The BBVA Compass Bowl provides the financial institution with an opportunity to enhance the economic impact to the city of Birmingham, and reach fans in three other key Western markets.

While in previous years, tickets were only available online for pick up at will call, this year, BBVA Compass will make tickets available at all of their branches in north and central Alabama.

While Bilek would not disclose activation details about signage, luxury suites or tickets, he said the bank was also sponsoring a street festival the night before the bowl game, featuring live music and pep rallies for both teams.

“Each team has its coaches, bands and cheerleaders there and BBVA Compass will have a booth and giveaways,” Bilek said.

During the game, the bank will also operate a fan zone, offering fan-based activities and information about the bank.

*Contact: Ed Bilek, (205) 297-3331*

#### **Discover Orange Bowl, Miami**

**Buyer:** U.S. Cards for Discover

**Terms:** 4 years, terms have not been released

**Teams:** Stanford vs. Virginia Tech

**Comments:** After a 21-year run as the FedEx Bowl, Orange Bowl naming rights have been sold to Discover Financial Services. The deal covers four years and five games, including the 2013 national championship game at Sun Life Stadium.

“Naming rights now belong to the television network and ESPN had different media needs than Fox,” said Larry Wahl, VP of communications for the Orange Bowl Committee. “FedEx decided they did not want to renew. We had a great relationship with FedEx, it was good for both of us, but we have the same kind of thing with Discover, in a different way.”

While FedEx used the game as an entertainment vehicle, Discover will be rewarding their card members with exclusive benefits, including ticket offers, Wahl said.

“They have already used coaches Bobby Brown and Lou Holtz in their commercials,” Wahl said.

The deal includes use of a luxury suite, and new signage and décor in and around the stadium, and at ancillary events.

“The new Discover Orange Bowl logo will be all over town, the hotel and the venue,” Wahl said. – Liz Boardman

Contact: Larry Wahl, (305) 341-4700

## LEGAL

### ONTARIO INSTITUTES TICKET SPECULATION ACT

Last week, Canadian legislators in Ontario passed the Ticket Speculation Act, which prohibits primary ticketing companies from reselling tickets through secondary ticket broker sites they own.

The act states that no primary or secondary seller shall make a ticket available for sale for admission to an event in Ontario if a ticket for admission to the same event is or has been made available for sale by a seller who is related to the primary or secondary seller.

The legislation, spearheaded by Ontario Attorney General Chris Bentley last year, was created in response to tickets being sold on both Ticketmaster’s primary sales site and its secondary sales site TicketsNow. In some instances, customers looking for tickets to soldout shows on Ticketmaster were instantly redirected to TicketsNow, where prices were much higher.

“This act is designed to respond to very loud consumer complaints and concerns we heard,” said Bentley. “The unfairness stems from the fact that the two [ticketing] sites are related, and companies are seeing an economic benefit from selling the same ticket at many times its face value. The regulation makes this practice unlawful in order to prevent that.”

Individuals convicted of breaking this law will be fined \$5,000 for their first offense, while the penalty for companies is \$50,000.

In a statement to Venues Today, a Ticketmaster representative who did not wish to share her identity wrote, “We cannot - and do not - divert tickets between Ticketmaster Canada and TicketsNow or provide preferential access to primary market tickets to TicketsNow. Ticketmaster has an interest in protecting consumers, and invests heavily in consumer protection through the development of innovative technology and is a leader in purchasing information security, buyer guarantees, fraud protection and crackdowns on brokers purchasing en masse through online software robots.”

Some predict the act’s affect on Ontario’s ticketing industry will be insignificant.

“This is not big news and won’t change the industry too much,” said Kevin Kimsa, CEO of AudienceView, a Toronto-based national ticketing service provider.

“We have no issue with the resale market,” Kimsa said. “Every time there is a major ticket on sale for a large act or concert, it’s like a mini IPO. Releasing stocks is like releasing tickets. People end up at events paying the price they’re willing to pay.”

He said the issue that needs addressing is venues’ exclusive ticketing contracts.

“The resale market happens every day on Wall Street and that’s life, but it is wrong for a company to have exclusive rights to something that they didn’t speculate on,” Kimsa said.

He added that the ticketing industry is gradually straightening itself out, and the secondary market is one of the ways it is doing so.

“This new law is geared to protect consumers, but I don’t think it will. It’s a moot point,” Kimsa said.

Ontario’s Attorney General contended the new regulation is a step in the right direction.

“There is no end to the resourcefulness of those who want to extract more money from consumers than they should,” Bentley said. “We are stepping in to protect consumers. The passage of this law will dissuade those engaging in this conduct.” – Lisa White

*Interviewed for this article: Chris Bentley, (416) 326-2210; Kevin Kimsa, (416) 687-2038*

---

---