

Albert Nocciolino, president of NAC Entertainment, presents shows in the Northeast. "One of the nice big surprises for the upcoming season has been the Billy Joel musical, 'Movin' Out,' with choreography by Twila Thorpe, which opened in Detroit in January," Nocciolino said. "The second date on the tour is in Buffalo, where it opens on Feb. 17. We're already at 80 percent, so we feel sure we'll sell out."

Nocciolino said he has been up in subscription sales in his markets this year. Ticket prices range from \$50 to \$60 top, with second and third prices for ticket buyers to choose from. "It seems when people have the name recognition associated with a production they run and buy tickets," he said. "We try to find a balance for our markets by including a family show like 'The Sound of Music' with other shows that are doing well."

Steve Traxler, president Jam Theatricals in Chicago, says they operate Broadway subscription series in about 35 markets around the country, ranging in population from a 250,000 to 2 million people.

"We've been doing great with 'Defending the Caveman,' 'Stomp,' 'Miss Saigon,' 'Urinetown,' 'Riverdance,' 'Sound of Music' and 'Grease,'" Traxler said. "Surprisingly slow were 'The Full Monty' and 'Kiss Me Kate.'" Upcoming productions that Traxler said Jam is waiting to book in their markets are "The Producers," "Hairspray" and "Mamma Mia!", the latter of which already has some dates on hold.

"Everybody is a little curious about the next wave of shows coming off Broadway," Traxler said. "Of course we'd love to see 'The Boy From Oz' tour, and 'Avenue Q' will be great when it hits the road. We're looking forward to 'Little Shop of Horrors,' which is supposed to hit the road this summer. And 'Wicked' will be a major touring. Outside of those there are not a lot of shows to fill the Broadway season in the next couple years."

Jam ticket prices range from a high of \$40 to \$65, to a low of \$20, though Traxler said the lower priced tickets do not usually sell out unless everything else is gone. "Normally people want and expect the best seats, and will sit in the balcony only when the main floor is already sold out."



Based on concert and event grosses
Dec. 15, 2003 to Jan. 15, 2004,
as reported to *Venues Today*.

Venue, Location No. of Seats Total Gross Total Attendance Shows

15,001 or More Seats

1. Philips Arena, Atlanta	21,000	\$3,950,608	62,908	4
2. MCI Center, Washington, D.C.	20,000	\$3,663,140	32,773	2
3. MGM Grand Garden Arena, Las Vegas	15,200	\$3,144,082	30,504	2
4. American Airlines Arena, Miami	19,500	\$3,063,761	74,376	4
5. Wachovia Center Complex, Philadelphia	29,999	\$2,330,935	32,277	2

10,001-15,000 Seats

1. Wembley Arena, London	12,000	\$1,665,461	16,800	4
2. The Forum, Inglewood, Calif.	15,000	\$916,594	9,828	1
3. Van Andel Arena, Grand Rapids, Mich.	12,500	\$882,984	19,562	2
4. Wachovia Arena at Casey Plaza, Wilkes-Barre, Pa.	10,500	\$825,855	13,070	2
5. Nutter Center, Dayton, Ohio	11,223	\$318,483	8,605	1

5,001-10,000 Seats

1. Toledo (Ohio) Sports Arena	7,500	\$341,345	11,297	2
2. Mohegan Sun Arena, Uncasville, Conn.	10,000	\$313,460	6,698	1
3. The Budweiser Events Center, Loveland, Colo.	7,200	\$225,575	5,097	1
4. Event Center at San Jose (Calif.) State Univ.	5,300	\$200,428	4,561	1
5. Columbus (Ga.) Civic Center	10,000	\$174,303	5,404	1

5,000 or Fewer Seats

1. Tampa Bay (Fla.) Perf. Arts Center	2,600	\$6,192,197	124,159	53
2. Fox Theatre, Atlanta	4,600	\$1,943,255	49,094	22
3. Warner Theatre, Washington, D.C.	1,980	\$808,273	18,032	15
4. Civic Center of Greater Des Moines (Iowa)	2,735	\$747,973	15,557	8
5. Oakdale Theatre, Wallingford, Conn.	4,800	\$715,336	14,277	7