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VT Pulse: L.A. Coliseum Renovates; Ground breaks in Greensboro

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Greetings Samantha,

On Tuesday, Jan. 17, 1978, the roof of the Hartford (Conn.) Civic Center collapsed under the weight of snow. Fortunately, the 4,746 basketball fans had left hours before the disaster, but the repercussions put an industry on alert. A lot has changed in venue design in the 40 years since. We learn from our history; we also need to remember our history as we digest the news of the day. In this week's VT Pulse, yet another roof collapse goes down in that history, probably also weather related. Fortunately, no one was hurt this time either. We hope all of those experiencing unexpected snow and cold are keeping warm... and safe.



Rendering of club in L.A. Coliseum, which is undergoing a \$270-million renovation.

Premium Sales Strong At L.A. Coliseum

By Don Muret

L.A. Coliseum's \$270-million renovation is about to start construction following the strong sales of premium seating. Twenty Founders Suites, 20 traditional suites and 24 loge boxes are mostly sold out. The refurbished stadium will debut in 2019.

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QUOTE OF THE WEEK

“This project has been a long time coming. To this point, there has been no [permanent] premium product at the coliseum. It’s paying for the majority of the project cost, almost \$200 million.” — *Steve Lopes, University of Southern California’s senior associate athletic director, on how the L.A. Coliseum renovation is being financed.*

PHOTO OF THE WEEK

The old scoreboard at South Point Hotel & Casino, Las Vegas, has been replaced with a new 4-millimeter line spacing video display that nearly triples its size. The 13,797-pound display will be suspended from the ceiling of the 4,600-seat



arena. The two larger "sideline" screens measure 12.5 feet high by 21.5 feet wide, while the two smaller "end zone" screens measure 14 feet high by 9.5 feet wide. In addition, the panels comprise 588 individual modules with a total of 2,718,912 pixels at three LEDs per pixel, totaling more than 8.1 million LEDs.

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Q&A: Englerth Even Floats The Red Carpet

By Gil Kaufman

Live Nation has tapped veteran event producer Ford Englerth to head up its new specialized event production company, Redrock Entertainment Services. A focus on producing large-scale live events, including festivals, and specialized projects such as corporate productions and collaborations with Hollywood movie studios is the programming plan.

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Panasonic Unveils 2025 Venue Solutions

By Diamond Leung



Prudential Center Debuts Primepoint Lounge

By Don Muret

Prudential Center, Newark, N.J., is cutting the ribbon on its Primepoint Lounge, a new premium club sponsored by Prudential Center's payroll processing firm. As part of the agreement, Primepoint has committed to donating \$25 for every assist by a Devils player, up to \$10,000, to support local children with disabilities.

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Facial recognition, drone delivery, AR, and personalized instant replay are a few of the innovations that Panasonic sees coming to venues in the foreseeable future.

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Construction Beginning On Greensboro PAC

By Don Muret

The \$85-million Steven Tanger Center for the Performing Arts is scheduled to open in downtown Greensboro, N.C., in January 2020. Construction starts this month on the 3,000-seat venue, which will host theatrical productions, concerts, Guilford College's lecture series and the Greensboro Symphony Orchestra.

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Fall Of Roof Won't Stop Merriweather Post

By Noelle Riley & Ryan Borba

Merriweather Post Pavilion's recent construction accident won't slow the venue down or change its seasonal lineup, according to venue officials. The 19,316-capacity outdoor amphitheater's roof, designed by renowned architect Frank Gehry, was being raised as part of a five-year, \$55-million renovation project when it collapsed Jan. 13.

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Spectacular Sales Greet Cirque Dreams

Family-friendly touring show Cirque Dreams "Holidaze" stopped at Broward Center for the Performing Arts, Dec. 26-30. Eight shows brought in \$574,247. Over 9,900 delighted fans caught the holiday-themed spectacular, with tickets ranging \$29.50-\$69.50.

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INTIX; SMA; and NICA Kick On Deck

INTIX, Baltimore Hilton, Jan. 23-25; Pollstar Live! InterContinental Los Angeles Downtown, Feb. 6-8; Stadium Managers Association, Hotel Del Coronado, San Diego, Feb. 4-8; and NICA Business Expo, Sheraton Tampa East, Fla., Feb. 5-7.

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Granger Takes Helm At KFC YUM! Center

AEG Facilities has named Eric Granger GM of the KFC Yum! Center in Louisville, Ky. Granger takes over from Dennis Petruccio, who abruptly resigned at the end of last year. Granger previously was GM, FedEx Forum, Memphis, Tenn.

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SHORT TAKES

Miller Theater Opens

Symphony Orchestra Augusta, Ga., opened the newly restored Miller Theater on Jan. 6. The \$23-million renovated venue, managed by SMG, will be featured in the inaugural issue of *VenuesNow* in February.

Cal State Fair Accepting Tech Award Nominations

California State Fair, Sacramento, and the Department of Technology are accepting nominations for the 2018 Champion of Technology Awards through Feb. 23. All California residents and organizations and businesses headquartered in the state are eligible.

Las Vegas and Houston Prep New Esports Venues

Two new eSports venues are in the news. Allied eSports has set March 22 as opening day of its new esports arena located inside Luxor Hotel & Casino, Las Vegas. In Houston, Work America Capital has pledged \$70 million to renovate a 120,000-square-foot space into an esports facility to be called The Cannon. The 20-acre site will also include a gym, a football field, retail, restaurants and temporary housing for international tech entrepreneurs.

Hosts Global Launches Volunteer Time Off Program

Hosts Global, a strategic partner for meeting and event planners worldwide, has launched its paid Volunteer Time Off program. This companywide benefit is designed to encourage the organization's commitment to actively engage and support the communities where company-owned offices conduct business.

Minnesota Fairgrounds Gets Approval For \$11.1 Million Improvement

The Minnesota State Fairgrounds, St. Paul, will get \$11.1 million in improvements prior to the 2018 Great Minnesota Get-Together. The state fair's board of managers approved \$7.2 million in capital work and \$3.8 million in maintenance projects for the coming year on Jan. 14.

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