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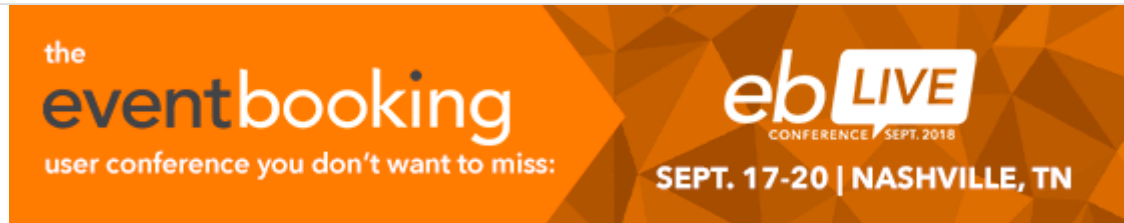
# VenuesNow Pulse, March 22, 2018: Vegas esports arena opening; MSG Sphere aims to change the game

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Greetings Samantha,

Good morning! We don't say that to you often from this space, but we will in the future. Rather than deliver your VNPulse in the evening, when you're relaxing and enjoying your free time (OK, we know, you're probably busy working), we'll send it out about this time Thursday morning. Then you'll have the industry news you need to know as you embark on another busy day. So here's to sunrises, morning commutes and that oh-so-important second cup of coffee. We're ready to roll.



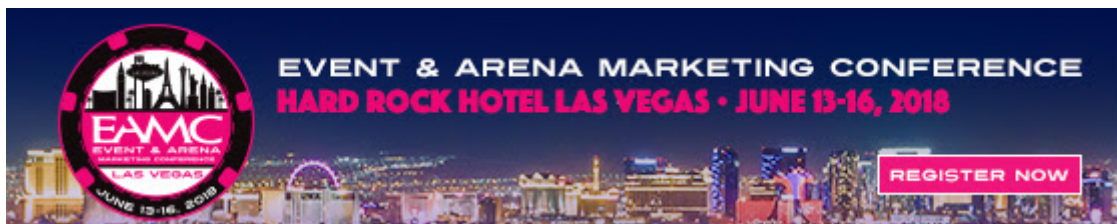
A rendering of Esports Arena Las Vegas, scheduled to open Thursday in 30,000 square feet at Luxor Las Vegas. (Courtesy Allied Esports)

## Game On For Vegas Esports Arena

By Tim Newcomb

MGM Resorts and Allied Esports' new esports arena will open Thursday in a space that used to be a nightclub inside Luxor Las Vegas. The 30,000-square-foot, 1,500-person capacity esports arena is designed to attract gamers throughout the week and will play host to premier tournaments throughout the year.

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## QUOTE OF THE WEEK

“We were looking for a flagship location, a championship destination. It had to inspire people around the world and the location had to drive people into our other locations with the chance to compete on the big stage. Las Vegas generates that type of emotion.”

— Allied Esports CEO Jud Hannigan on why Las Vegas was chosen as the site for the company's new flagship esports arena, opening Thursday at Luxor Las Vegas.

## PHOTO OF THE WEEK

The San Diego Convention Center recently debuted its newest feature: colored LED lights that illuminate the newly renovated fabric roof. The lights change colors and are visible across the downtown area, from the Gaslamp Quarter to Coronado Bay, and to visitors flying in to San Diego International Airport.



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### These Retrievers Are Golden

By Don Muret

The University of Baltimore-Maryland County's historic victory in the NCAA Men's Basketball Tournament has sparked renewed interest in naming rights for the school's new arena, say officials with Team Services LLC, the agency brokering the deal.

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### April Spotlight

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### A Big Ball Of Tech

By Gideon Gottfried

The Madison Square Garden Co. says it will push the live event experience to new levels with the introduction of its MSG Sphere, one in Las Vegas and one in London. The venues will incorporate a new audio system designed to deliver the same audio quality to every seat in the house regardless of location, company officials said while detailing the London project at an event Tuesday.

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### Crowds Down at Houston

By Lisa White

Although attendance slipped in the wake of Hurricane Harvey recovery efforts, the Houston Livestock Show and Rodeo projects an increase in revenue for this year's event. Ray Cammack Shows Inc. introduced a feature on its Fun Pass program app allowing attendees to buy and reload cards with tickets for rides and games without standing in line.

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### Mile-High Makeovers

By Don Muret

Coors Field has created a new indoor bar on the club level with a sustainable twist: Wood-burned signs featuring the team's mountain logo are made from trees destroyed by pine beetles. The redeveloped space, on the Wells Fargo Club Level, midlevel down the third base line, converts an outdoor balcony into an indoor destination with a glass wall enclosure.

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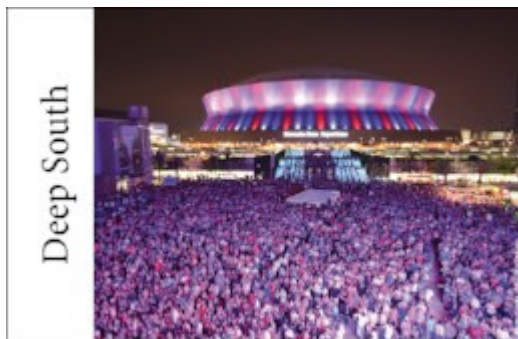


### New Flavors in St. John's

By Brad Weissberg

St. John's Convention Centre in the Canadian province of Newfoundland and Labrador has contracted Centerplate to be its new concessionaire. The 10-year deal starts June 1.

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**Little Caesars' Big Dance**

**By VN Staff**

Chris Granger, group president of sports and entertainment for Ilitch Holdings, which owns and operates Detroit's Little Caesars Arena, talks about a weekend of March Madness at his 6-month-old building.

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**Springsteen Still The Boss of Broadway**

Bruce Springsteen extended his run of solo shows at the Walter Kerr Theatre in New York City, where he continues to shatter house records. Performances Feb. 28-March 3 alone generated \$1,915,877, with 3,792 attending.

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**IAVM Regional Meetings; VOS Coming**

IAVM Region 6 Meeting, Padre Island, Texas, Apr. 8-11; IAVM Regions 1,2,3,5, Lexington, Ky., Apr. 22-24; Venue Operations Summit, Nashville, Tenn., Apr. 29 - May 1.

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**Wisconsin Hires Hardiman**

Kenneth Hardiman has been named the first senior executive chef at the new Wisconsin Entertainment and Sports Center, Milwaukee. Previously, Hardiman was the executive chef of Mason Street Grill.

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## SHORT TAKES

### Westminster College Building New Stadium

KWK Architects is working on designs for a new \$3.5 million stadium at Westminster College in Fulton, Mo., following a surprise announcement to students last week. The facility is made possible in part by a \$3 million gift from college alumnus Kent Mueller and his wife, Judy. The stadium will be located within the college's existing sports complex, which includes a training facility, softball and baseball fields and tennis courts, along with football and soccer fields.

### Albany Venue and Cumberland Caverns Live Reach Milestone

The Albany (N.Y.) Capital Center and Cumberland Caverns Live in McMinnville, Tenn., both reached a milestone last week — their first sold-out concerts. In Albany, Dropkick Murphys made the breakthrough; Cumberland Caverns Live's sellout was a show by The Head and the Heart.

### Three Bid for Cincinnati's The Banks Project

Three concert promoters have stepped forward to bid on developing a music venue at The Banks, a riverside development in downtown Cincinnati. Live Nation, Columbus-based PromoWest and the Cincinnati Symphony Orchestra submitted proposals to Hamilton County for the contract. The proposals for the concert venue range in capacity from 1,500 to 8,000 and cost between \$19 million and \$66 million. It is expected to host 140 to 180 events a year and attract 250,000 to 350,000 visitors annually.

### Live Nation to Program NYC's Pier 17 Rooftop Concert Series

Live Nation has won the bid to exclusively program events for New York City's Pier 17 Rooftop Concert Series at the Seaport District. The 1.5-acre rooftop is a 3,400-standing, 2,400-seated capacity open-air venue that will feature views of the Brooklyn Bridge, the Statue of Liberty and the city skyline. The concert series lineup will be announced May 7.



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Senior Editor | Don Muret | 704-877-7399 | [dmuret@oakviewgroup.com](mailto:dmuret@oakviewgroup.com)  
Senior Writer, Brad Weissberg | [brad@venuesnow.com](mailto:brad@venuesnow.com)  
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#### For advertising information, contact:

Account Executive | Rich DiGiacomo | 310-429-3678 | [rich@venuesnow.com](mailto:rich@venuesnow.com)  
UK Account Representative | Brij Gosai | [brij@pollstar.com](mailto:brij@pollstar.com)  
Marketing Director | Samantha Le | [samantha@venuesnow.com](mailto:samantha@venuesnow.com)

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