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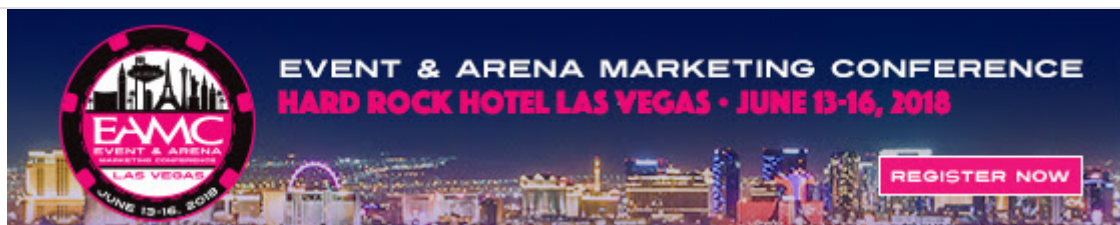
VenuesNow Pulse, April 12, 2018:

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April 12, 2018 • VOL. XVI, Number 11 • ISSN [1547-4143](#)

Greetings Samantha,

You've never really seen it all, especially when it involves Las Vegas. Before the first-year Vegas Golden Knights' first NHL playoff game last night against the Los Angeles Kings, the team fired up the crowd with a Vegas-style show on the ice, complete with a good guy, a bad guy, a little tech and a rousing finish. (A note to the Kings-loving villain: Never bring a flag to a sword fight.) In the end, T-Mobile Arena was on fire for the home team, which responded with a quick goal and eventually a 1-0 victory. Perhaps a duel on skates wouldn't excite customers at your venue, but it's another reminder that stirring things up requires trying something different. You've never really seen it all, so perhaps tonight is the Knight.



Shifting the primary merchandise sales area off the concourse and outside the arena "was a key move," Alamodome General Manager Nick Langella said. (Courtesy Alamodome)

Alamodome Pleased With Per Cap

By Don Muret

Per caps at the NCAA Final Four at the Alamodome in San Antonio were solid, hitting \$18.56 for food and drink. Total sales were \$2.5 million for the games March 31 and April 2, which generated a combined attendance of 136,000.

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JUNE 19-20, 2018

THE BEVERLY HILTON,
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QUOTE OF THE WEEK

"We spent a lot more time and effort advertising digitally, and that has paid off. We're running about 20 percent ahead in ticket sales compared to the last post-Olympics Stars on Ice tour."

— *Byron Allen of IMG, producer of the Stars on Ice tour.*

PHOTO OF THE WEEK

Billy Joel celebrated his 50th consecutive show at Madison Square Garden in New York City on March 28. MSG executives pictured alongside Joel, Ron Delsener and Dennis Arfa are Darren Pfeffer, EVP, MSG Live; Laurie Jacoby, SVP of concerts and entertainment; Sharon Otterman, EVP and chief marketing officer; and Josephine Vaccarello, SVP, MSG Live.



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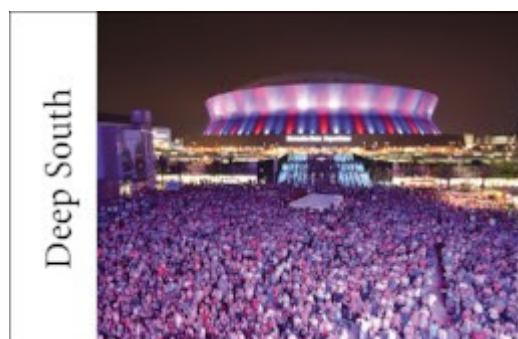


One And Not Done

By Noelle Riley

NYCB Live: Nassau Veterans Memorial Coliseum marked a successful one-year anniversary since reopening after a \$180 million renovation that was completed last April.

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Cobo Center Cleans Up

By Brad Weissberg

Detroit's Cobo Center has taken its cleaning services in-house. The move will bolster staff salaries and provide the venue with tighter control, venue operators said.

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Sports Facilities and the Law

By Brad Weissberg

Sports Facilities and the Law is a new website and newsletter devoted to legal news, case summaries and analysis. The site was created by University of New Haven (Conn.) sports management professor Gil Fried.

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Stars On Ice Ticket Sales Jump

By Lisa White

The Stars on Ice tour, an annual visitor to arenas, says its ticket sales are up 20 percent compared with its last post-Olympics tour. The 2018 edition of the tour began last week and continues through May.

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Rangers' Dilly Dog Goes Boom

By Tim Newcomb

The Dilly Dog — a dill pickle filled with an Angus beef hot dog, fried like a corndog and served on a stick — is selling at a rate of more than 800 a game for Major League Baseball's Texas Rangers. The food creation came out of the Delaware North Sportservice kitchen.

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Bruno Mars Sales Out Of This World

Two Live Nation-promoted shows Down Under topped two capacities on the Hot Tickets charts this week. Mars' date at Qudos Bank Arena in Sydney grossed \$9,260,448; his date at Perth Arena grossed \$3,471,924.

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IAVM Regional Meetings; VOS Soon

IAVM Regions 1,2,3,5, Lexington, Ky., Apr. 22-24; Venue Operations Summit, Nashville, Tenn., Apr. 29 - May 1; Fest Forums, NYC, May 3-4, IVAM Region 4, Spokane, Wash. May 7-9.

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Tod Leiweke gets Seattle hockey post

Seattle Hockey Partners has named Tod Leiweke CEO and president of the NHL team that the entity hopes to bring to Seattle after a major renovation of the city's KeyArena.

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SHORT TAKES

Taco Bell Arena Certified As Sensory Inclusive

KultureCity has partnered with Taco Bell Arena in Boise, Idaho, to make the venue the first certified sensory-inclusive college arena in the U.S. This new initiative promotes an accommodating and positive experience for all guests and fans with a sensory need who visit the facility.

Los Angeles FC Chooses ABM

ABM has been contracted to provide facility services including engineering and housekeeping for Banc of California Stadium in Los Angeles, where Los Angeles Football Club will play. ABM began servicing the facility in late 2017, providing engineering services to support the construction. Housekeeping was added early this year, which includes routine maintenance and construction cleanup.

U.S. Bank Stadium and X Games Extend Deal

U.S. Bank Stadium in Minneapolis has won the contract to host the X Games through 2020, a two-year extension of the current deal. The 2018 version starts July 20.

South Side Ballroom Upgrading

South Side Ballroom in Dallas is undergoing a \$1 million renovation to upgrade the landmark venue. The remodel began in February and is set to be complete by the end of the month.



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