



Samantha Le <samantha@venuestoday.com>

VT Pulse, August 17, 2016

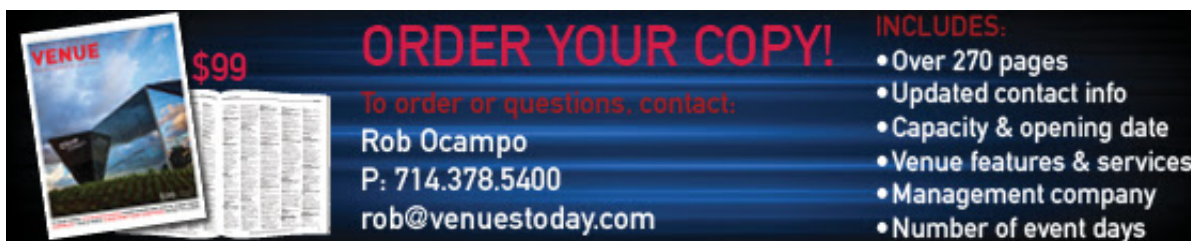
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Greetings Samantha,

Thank you to everyone who participated in a fabulous VT RISE, Aug. 25 in Long Beach. As promised, Oak View Group's Tim Leiweke started us off with some challenging and visionary observations on the business and on OVG's strategy going forward. He praised the industry for innovation today, like Little Caesars Arena in Detroit which will change that city singlehandedly with its 23-block, transformative entertainment district like no other yet built, he said, adding that many in the industry consider it foolhardy. He sees it as visionary and challenged everyone to find their entrepreneurial spirit and make arenas great again. Reaction varied from doubtful and resistant to enthused and mesmerized. We'll be hearing more soon, so stay tuned, stay with us and let's Raise the Industry in Sports & Entertainment. More on RISE here and in our September magazine. Once again Jay Nguyen, our videographer,

captured the action. [Click here](#) to see the teaser.



Tim Leiweke, Oak View Group, speaking at VT RISE, Long Beach (Calif.) Convention & Entertainment Center, Aug. 25. (VT Photo)

By Greg Lehman

Tim Leiweke gave a fiery, passionate keynote speech to the attendees of the VT RISE conference held at the Long Beach (Calif.) Convention & Entertainment Center Aug. 25. Leiweke said his Oak View Group project is going to be a "positive disruption" to the venue industry and he implored attendees to "take back the manifest" and return power to venues, promising Oak View Group will have several major acquisitions and initiatives to announce over the next two months, including the makeup of its major arenas and stadiums Alliance.

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The banner features a dark blue background with a white and blue circular graphic on the left. On the right, a red box contains the registration information. Below this, a white flow diagram shows the process from Venue Operations to Best Practices, Engineering, and Implementation, connected by white lines and arrows.

QUOTE OF THE WEEK

“We don’t want to kill them; we want to replace them.” - Tim Leiweke on StubHub at VT RISE, Long Beach (Calif.) Convention & Entertainment Center, Aug. 25.

PHOTO OF THE WEEK

Antonia Heffelfinger, Portland’5 Centers for the Arts; Cheryl Swanson, Alerus Center, Grand Forks, N.D.; Robyn Williams, Portland’5 Centers for the Arts; Jane Kleinberger, Spectra Ticketing & Fan Engagement; Kim Bedier, Tacoma (Wash.) Public Facilities; and Linda Deckard, Venues Today, at VT RISE (Raising the Industry in Sports & Entertainment) Aug. 25 in Long Beach, Calif.



(VT Photo)

VIDEO OF THE WEEK



MSG Invests In Townsquare

By Brad Weissberg

The Madison Square Garden Company has acquired a 12 percent stake in Townsquare, Inc., a media, entertainment and digital marketing solutions company for \$23.1 million. North American Midway Entertainment, which Townsquare acquired in 2015, is part of the Townsquare holdings, along with live events and radio. [READ MORE >>>](#)



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Uber Partners With Dolphins; Lyft Adds 'Venues' Option

By Brad Weissberg

Uber and Lyft are taking very different roads to address issues connecting riders and drivers at venues. In an exclusive deal, Uber will team with Hard Rock Stadium, Miami, to create a special Uber Zone and UberTailgates; while Lyft has developed an option on their platform called 'Venues' that will expedite drop-off/pick-up at all venues. [READ MORE >>>](#)



Keeping Little League Safe

By Greg Lehman

The 70th Little League World Series went off "without a hitch," according to Brian McClintock, senior director communications for Little League Baseball and Softball. He shared that his staff, volunteers and security played no small part in the success of this year's series. [READ MORE](#)



Indiana State Fair Deploys Apps And Beacons

By Chris Pickering

The inclusion of new technology across the grounds helped enhance this year's Indiana State Fair, Indianapolis. Mobile apps and bluetooth beacons led the way, allowing organizers to use push notifications through the beacons to get to customers based on their location and their proximity to different attractions on the grounds. [READ MORE >>>](#)



"My/Your Fair" Campaigns Emphasize Ownership

The 2016 Iowa State Fair ran Aug. 11-21 and saw 1,031,278 guests. "Those are good solid numbers for us," Slater commented, adding that attendance this year was higher than 2014 and 7.7% down from 2015's record attendance of 1,117,398. This year's theme was 'Nothing

>>> 

Compares to MY State Fair.' [READ MORE >>>](#)



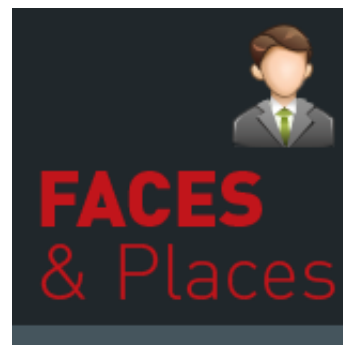
Metallica "Full-On-Tour" Begins With A Bang

Metallica began their new tour with an impressive \$5.16 million haul for their first show at U.S. Bank Stadium, Minneapolis. Ticket prices ranged from \$50 to \$150 and more than 48,000 fans attended. [READ MORE >>>](#)



ASIS 2016 & IAVM Arena Management Conference

The 62nd ASIS Annual Seminar and Exhibits will take place Sept. 12-15 at the Orange County Convention Center in Orlando, Fla., while the IAVM will host its Arena Management Conference in Tampa Bay at the Tampa Marriott Waterside Hotel & Marina Sept. 18-20. [READ MORE >>>](#)



Totaro to San Diego while Diaz and Beatty Leave MSG

Karen Totaro will begin her new role as senior vice president and general manager of the San Diego Convention Center on Sept. 9, while Alex Diaz and Bob Beatty from MSG will be leaving that organization by the end of September. [READ MORE >>>](#)

SHORT TAKES

Intrust Bank Arena's Wingapalooza A Saucy Success

SMG staff at Intrust Bank Arena, Wichita, Kan., celebrated the culinary flair of chicken wings with a twist at their second annual Wingapalooza event. Wingapalooza is an SMG self-promoted event where fans can enjoy all-you-can-eat wings from more than 23 local restaurants and chefs. More than 1,300 guests attended the event, which also featured live music.

Contact: *Christine Pileckas, (316) 440-9026*

Calling All Scallywags!

This year marks the debut of Ye Scallywag!, an all-day-long music, craft beer, wine and food festival to take place on Saturday, Oct. 22 at Waterfront Park in San Diego. The event will be produced by music festival production company Synergy Global Energy, craft beer producer Brew Ha Ha Productions and San Diego radio stations 91X and KFM-BFM. The festival will feature over 100 craft breweries and artisan wineries, along with a

full day of music led by NOFX and Bad Religion.

Contact: Ashley Di Buduo, (323) 379-9684

White Sox And Aloha Stadium Get New Names

Chicago's US Cellular Field will now be known as Guaranteed Rate Field. The 13-year deal between the home of the Chicago White Sox and mortgage lending company Guaranteed Rate will start Nov. 1. Sports analysts have valued the deal at \$100 million. Aloha Stadium has been renamed Hawaiian Tel Federal Credit Union Field at Aloha Stadium. The credit union will pay \$275,000 per year as part of 3-year agreement. That price is much lower than the \$2.5 million Hawaii Airlines paid over the course of its five-year naming rights deal that expired in December. Officials cited declining attendance at the venue as a factor in the drop.

Contact: Brooks Boyer, Guaranteed Rate Stadium, (312) 674-1000; Stephen Lee, Hawaiian Tel Federal Credit Union Field at Aloha Stadium, (808) 483-2769



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