

VT social media

THE BUZZ → When it comes to Twitter followers, no stadium can hold a candle to the Georgia Dome. While Sunday during game time brings the most activity to the feed, the staff at the dome are busy year-round engaging with fans and relevant sports brands.

THE BUZZ → The king of arenas in social media, Madison Square Garden utilizes the tab functionality to drive interaction with followers. Its "Discover the Transformation" tab sponsored by Chase walks users through the building's \$1-billion facelift.

THE BUZZ → With a lockout threatening its main tenants, 'The Rock' threw its social media might behind women's basketball team the New York Liberty as the team battled through the play-offs.

THE BUZZ → One of the new venues we added to the chart since expanding the reach of the SMP100. While Millennium Park generally operates as a tourist destination, its impressive staging configuration and long running concert series helped it earn the second spot for its size.

RANK	VENUE	FACEBOOK FANS	TWITTER FOLLOWERS	POWER 100 SCORE
30,001 OR MORE CAPACITY				
1.	Turner Field, Atlanta	27,021	27	112
2.	Reliant Park, Houston	20,187	2,123	62
3.	Soldier Field, Chicago	16,717	1,461	60
4.	Georgia Dome, Atlanta	16,274	6,795	56
5.	Rogers Centre, Toronto	7,724	1,347	49
6.	Raymond James Stadium, Tampa, Fla.	10,730	2,022	48
7.	Lucas Oil Stadium, Indianapolis	19,193	2,363	47
8.	Lincoln Financial Field, Philadelphia	15,554	3,504	39
9.	Arlington Park, Arlington Heights, Ill.	14,820	3,321	29
10.	Livestrong Sporting Park, Kansas City, Kan.	8,699	4,650	25
15,001 TO 30,000 CAPACITY				
1.	Madison Square Garden, New York	175,239	24,294	284
2.	Hollywood Bowl, Los Angeles	154,855	41,595	233
3.	Staples Center, Los Angeles	79,606	16,724	226
4.	Rupp Arena, Lexington, Ky.	151,673	9,597	202
5.	Arena Monterrey, Mexico	71,348	13,628	98
6.	United Center, Chicago	37,840	15,565	98
7.	Wells Fargo Center, Philadelphia	44,269	9,207	88
8.	Amway Center, Orlando	38,097	11,300	82
9.	American Airlines Arena, Miami	52,865	10,577	80
10.	Rose Quarter, Portland, Ore.	61,420	3,250	78
11.	Consol Energy Center, Pittsburgh	49,224	11,616	77
12.	TD Garden, Boston	34,805	12,785	72
13.	American Airlines Center, Dallas	21,004	6,316	67
14.	Prudential Center, Newark, N.J.	27,232	8,053	62
15.	Verizon Center, Washington, D.C.	17,533	3,723	57
16.	Toyota Center, Houston	27,780	1,093	55
17.	HP Pavilion at San Jose [Calif.]	16,509	3,704	55
18.	AT&T Center, San Antonio	18,127	3,587	51
19.	Greensboro (N.C.) Coliseum	24,714	6,541	49
20.	Tyson Events Center, Sioux City, Iowa	44,710	110	48
21.	Power Balance Pavilion, Sacramento, Calif.	24,432	10,586	48
22.	Bridgestone Arena, Nashville	18,759	7,375	47
23.	KFC Yum! Center, Louisville, Ky.	28,103	3,077	44
24.	Air Canada Centre, Toronto	12,620	3,934	43
25.	Pepsi Center, Denver	13,815	1,525	42
26.	DTE Energy Music Theatre, Clarkston, Mich.	20,848	3,925	41
27.	Thomas & Mack Center, Las Vegas	7,921	5,550	38
28.	Rogers Arena, Vancouver	14,588	7,900	37
29.	Philips Arena, Atlanta	14,497	5,865	36
29.	Oracle Arena, Oakland, Calif.,	7,956	931	36
30.	Xcel Energy Center, Minneapolis,	14,832	5,604	36
5,001 TO 15,000 CAPACITY				
1.	Red Rocks Amphitheatre, Denver	284,674	7,896	346
2.	Millennium Park, Chicago	40,277	4,016	93
3.	Radio City Music Hall, New York	25,814	2,956	64
4.	The Joint, Las Vegas	45,442	8,710	61
5.	BOK Center, Tulsa, Okla.	33,337	9,806	57
6.	Greek Theatre, Los Angeles	18,400	15,319	55
7.	Nokia Theatre, L.A. Live	24,686	11,668	51
8.	Sprint Center, Kansas City, Mo.	29,446	7,041	48
9.	Cynthia Woods Mitchell Pavilion, Houston	18,655	2,938	44
10.	Santa Barbara [Calif.] Bowl	22,221	3,797	37
11.	Intrust Bank Arena, Wichita, Kan.	23,127	3,565	36

10.2012

power

100

RANK	VENUE	FACEBOOK FANS	TWITTER FOLLOWERS	POWER 100 SCORE
12.	Jiffy Lube Live, Bristow, Va.	17,818	4,286	33
13.	Wiltern, Los Angeles	18,094	8,046	33
14.	Verizon Arena, North Little Rock, Ark.	17,705	1,747	29
15.	The Amphitheater at the Wharf, Orange Beach, Ala.	22,300	564	28
16.	Frank Erwin Center, Austin, Texas	10,756	4,184	28
17.	Budweiser Gardens, London, Ontario	18,197	6,779	27
18.	Bryce Jordan Center, University Park, Pa.	18,337	3,602	27
19.	Roanoke (Va.) Civic Center	14,620	2,178	25
20.	Bethel Woods Center for the Arts, Albany, N.Y.	23,502	1,702	22

THE BUZZ → The building once known as the John Labatt Centre has successfully kept its followers on both Facebook and Twitter during its name change, boosted its score by two points, making it the highest ranked building for its size in Canada. Way to go, eh.

5,000 TO 2,001 CAPACITY

1.	Fox Theatre, Atlanta	75,285	14,678	111
2.	House of Blues, Myrtle Beach	72,741	5,918	93
3.	House of Blues, Chicago	62,758	14,177	92
4.	House of Blues Dallas	47,377	31,088	87
5.	Carnegie Hall, New York, N.Y.	62,469	22,965	85
6.	House of Blues, Houston	48,720	25,932	85
7.	The NorVA, Norfolk, Va.	44,739	3,424	80
8.	The Fillmore, San Francisco	54,099	11,635	76
9.	House of Blues, New Orleans	51,355	23,898	76
10.	The National Theater, Richmond, Va.	37,207	869	71
11.	House of Blues, Orlando	49,607	8,096	71
12.	Ryman Auditorium, Nashville	42,674	37,827	67
13.	House of Blues, Boston	38,588	23,843	67
14.	ACL Live at Moody Theater, Austin, Texas	34,325	10,103	66
15.	House of Blues Sunset, Los Angeles	33,978	19,721	65
16.	Chene Park Amphitheatre, Detroit	45,598	3,194	64
17.	The Pageant, St. Louis	40,780	12,535	63
18.	House of Blues, Anaheim	28,093	17,478	61
19.	Masquerade Music Park, Atlanta	42,967	7,527	60
20.	Brooklyn (N.Y.) Academy of Music	37,378	36,146	58

2,000 OR LESS CAPACITY

1.	The Roxy, Hollywood	459,031	112,490	587
2.	Gruene Hall, New Braunfels, Texas	151,990	5,283	215
3.	Granada Theatre, Dallas	47,176	13,983	94
4.	9:30 Club, Washington	47,495	29,649	84
5.	Viper Room, West Hollywood, Calif.	38,302	57,663	79
6.	First Avenue, Minneapolis	42,247	22,599	65
7.	Cain's Ballroom, Tulsa, Okla.	40,120	8,007	55
8.	Guthrie Theater, Minneapolis	37,981	11,133	47
9.	The Orange Peel, Asheville, N.C.	33,022	7,783	45
10.	Metro Chicago	25,978	20,082	44
11.	Belly Up Tavern, Solano Beach, Calif.	29,297	11,740	44
12.	Pabst Theater, Milwaukee	21,870	7,448	39
10.	The Tabernacle, Atlanta	21,118	14,336	39
11.	Water Street Music Hall, Rochester, N.Y.	14,933	3,242	38
12.	The Troubador, West Hollywood, Calif.	24,554	15,493	38
13.	The Conga Room, Hollywood, Calif.	22,782	4,904	35
14.	Allen Room/Rose Theater at Lincoln Center, New York	25,058	7,360	34
15.	The Middle East Restaurant & Nightclub, Boston	17,116	6,863	34
16.	World Café Live, Philadelphia	20,868	9,941	33
17.	Higher Ground, South Burlington, Vt.	23,421	4,750	31
18.	Georgia Theatre, Athens	17,712	10,337	30
19.	Tipitina's, New Orleans	18,600	9,232	29
20.	The Crofoot, Pontiac, Mich.	21,262	2,106	29

HOW WE DID IT

We've made no changes to the way we compute the chart this time around. *Venues Today* prequalified over 400 venues for consideration on this year's chart, and we knew that adding new venues to the Top 100 would be disruptive enough, so we kept the calculation from last month's chart in place. Scores for the chart are also weighted for venue size and market size. For a complete methodology, visit www.venuestoday.com/SMP100.

THE BUZZ → Of all of the venues we added to the list this time around, we were most surprised by Gruene Hall, a small club on the outskirts of San Antonio known as "Texas' Oldest Dance Hall." Gruene Hall uses its Facebook page as its primary web site and sells tickets through the social media site.