

**TOURS BOOSTED...** CONTINUED FROM PAGE 43  
 service and the number of transports was minimal," he said. "We didn't want to burden the local hospitals."

Levi's Stadium follows a trend in venue food & beverage (F&B) to incorporate celebrity chefs and high-end restaurants. "People don't want the basic venue fare anymore," he said. "They want variety. We're seeing a shift from fast food to chefs and sous chefs." Levi's

Stadium partnered with Michael Mina Restaurants, which brought in Bourbon Steak & Pub, and their concessionaire, Centerplate, has a rotating celebrity-chef program.

Reduction of concession and security lines is also a priority. Mercurio implemented a low-tech system for measuring how long a fan stood in a line. "We gave them a slip of paper when they first got on the line with the time

written on it and collected it when they passed through security."

Mercurio also said that having his security walking around in team jerseys was a great way to "keep the honest guy honest and the bad guy on guard as they are walking around the facility."

The 2016 operating budget for Levi's Stadium was \$7 million, not counting NFL activity.

Planned improvements are all about functionality. "We're looking at better wayfinding signage; additional parking and traffic signage and additional fire safety measures," Mercurio said.

Lee Zeidman, president, **STAPLES CENTER**, Los Angeles, for AEG, said that shows by Justin Bieber, the BET Experience, Barbra Streisand, Drake and eight sold-out Adele shows helped push the venue to its second most profitable year in its history.

2016 was also L.A. Lakers' star Kobe Bryant's last professional basketball game.

"We broke two records that day," said Zeidman. "Merchandise sales exceeded \$1.2 million and per caps were \$61.01 per person." The previous merchandise record for AEG Facilities was Led Zeppelin at the O2 Arena in London in 2007 at \$1 million.

On the food and beverage side, Staples Center and their concessionaire Levy Restaurants grossed over \$532,000 on Kobe's last game day, with a per cap of \$26.86. An average F&B per cap for the Lakers 2016 season was \$21.14.

Prior to Bryant's final game, the Los Angeles Lakers, Staples Center and L.A. Live hosted a free fan fest which featured interactive games, photo and autograph booths, large "Thank You" banners for fans to sign for Bryant, face painting and a DJ. Estimated crowd attendance throughout the day was 40,000 people for the fan fest.

Zeidman said that festivals are a trend he's watching closely, and he expects this summer to be the return of the stadium show. "Both are eating into the arena market," he said.

He expects to see more political statement events as "we move into a politically charged world."

In 2016, Staples Center renovated all 154 private suites, 16 event suites and all the premium level concession stands. "It was all done without shutting down the building," he said. The budget was \$5 million; Meis Architects

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TOPSTOPS		CALIFORNIA   2017		
Based on concert and event grosses from Jan. 1 - Dec. 31, 2016, as reported to <i>Venues Today</i> .				
<b>&gt; 30,001 OR MORE CAPACITY</b>				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Levi's Stadium, Santa Clara, Calif.	68,500	\$3,728,449	45,530	1
<b>&gt; 15,001-30,000 CAPACITY</b>				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. The Forum, Inglewood, Calif.	17,500	\$60,323,876	808,224	77
2. Staples Center, Los Angeles	20,000	\$55,709,103	698,904	72
3. Oracle Arena, Oakland, Calif.	19,200	\$40,769,325	566,954	66
4. SAP Center at San Jose [Calif.]	20,000	\$29,896,882	366,969	62
5. Honda Center, Anaheim, Calif.	19,400	\$17,791,495	365,745	67
<b>&gt; 10,001-15,000 CAPACITY</b>				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Save Mart Center, Fresno, Calif.	14,883	\$17,114,972	268,531	37
2. Valley View Casino Center, San Diego	14,000	\$10,383,412	180,804	32
3. Rabobank Arena, Bakersfield, Calif.	11,000	\$2,830,063	85,270	28
4. Stockton [Calif.] Arena	11,193	\$2,378,992	55,568	16
5. Citizens Business Bank Arena, Ontario, Calif.	11,000	\$1,932,018	31,538	9
<b>&gt; 5,001-10,000 CAPACITY</b>				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Microsoft Theater, Los Angeles	7,100	\$22,789,126	308,591	72
2. Greek Theatre, Los Angeles	5,900	\$17,198,390	323,878	68
3. Shrine Auditorium & Expo Hall, Los Angeles	6,300	\$11,847,391	228,594	48
4. Pacific Amphitheatre, Costa Mesa, Calif.	8,500	\$6,782,600	172,335	27
5. Bren Events Center, Irvine, Calif.	5,486	\$628,204	10,558	2
<b>&gt; 2,001-5,000 CAPACITY</b>				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Pantages Theatre, Los Angeles	2,720	\$2,755,458	23,483	13
2. City National Civic, San Jose, Calif.	3,036	\$2,672,664	46,542	26
3. The Novo by Microsoft, Los Angeles	2,300	\$2,606,175	102,462	62
4. Vina Robles Amphitheatre, Paso Robles, Calif.	3,300	\$2,544,993	46,283	22
5. Rabobank Theater, Bakersfield, Calif.	3,000	\$1,900,944	34,947	25
<b>&gt; 2,000 OR FEWER CAPACITY</b>				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. The Fonda, Los Angeles	1,250	\$4,194,264	139,306	143
2. Cerritos [Calif.] Center for Performing Arts	1,715	\$3,215,873	45,187	48
3. City National Grove of Anaheim [Calif.]	1,700	\$1,790,908	53,341	51
4. Orpheum Theatre, Los Angeles	2,000	\$1,684,857	31,824	19
5. Fox Theatre, Pomona, Calif.	2,000	\$1,513,327	43,591	26

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