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downtown locked in with the Olympia, the shuttered Joe Louis Arena, Fox and Comerica Park events. Wilson said there is a “a bit” of redundancy between the companies, but given the major undertaking it will be to put on the 400-500 events a year they plan to take on — above and beyond National Basketball Association and National Hockey League games — he doesn’t expect there to be any lay-offs.

“The teams are separate, but we’re joined at the hip on everything, so we’re going to put our entertainment people together as well as marketing, sales, booking, accounting and production, and I think it will be additive,” he said. “We’ll be doing more shows, not less and there might be days when we have 2-3 events a night or that day at a theater or the arena.” The demands on the combined organization’s time will increase, but Wilson is confident that when they sit with agents or managers and ask to go over their entire roster and figure out routing, they will have an answer any time of year at any size venue.

“The savings in headcount, synergies and efficiencies of getting more out of each employee is an important [addition to the bottom line],” Wilson said of the possibility of both cost savings and a higher gross potential than the separate companies realized. “Whether we’re purchasing ad space or billboard space or radio and TV time, when you bring the two entities together you’re buying more of this and that and can do it more effi-

“Having **LOCAL PROMOTERS** with a strong presence in the market can not only get the word out in a big way, but manage traffic and inventory and make sure shows are not stepping on each other.” — CHARLIE GOLDSTONE

ciently if it’s a year-round buy and not just for the summer or fall.” Prior to their merger Wilson said OEI did around 300 shows a year, while PS&E had closer to 200 bookings a year.

The super-producer — whose name is an homage to the city’s area code — will be responsible for all those concerts, National Collegiate Athletic Association games, family shows and other live events, as well as Pistons and Red Wings games at the new Little Caesars Arena, with tickets, venue information and scheduled updates for all six available at a single site, 313presents.com.

The combined site, optimized for mobile viewing, allows users to not only purchase tickets for all the buildings, but also sign up to receive access to the latest information on pre-sales, members-only experiences, contests and special offers as well as review seating maps and dining options and download concerts and events to users’ desktops and mobile calendars.

313 will continue to honor their longtime deal with Ticketmaster, and Wilson said that although their focus at the moment is not on acquiring other buildings, there is a possibility that the portfolio could grow in the future.

A search is currently on to hire an executive to run the company, whose offices will open in Little Caesars Arena in November. There are currently 40 staffers on the payroll at 313, made up of employees from Olympia and PS&E, and Wilson said it’s possible that there may be some new hires. “There are lots of operations people coming down from the Palace to be part of Olympia Entertainment, which is doing most of the execution of events at the amphitheater and theaters, and the plan is to grow acts locally and take them from the City Theatre to Sound Board, Meadow Brook and beyond,” said Wilson.

Charlie Goldstone, president of Madison, Wis.-based Frank Productions said his compa-

HOT TICKETS		DETROIT METRO AREA 2017					
Top ticketed events Oct. 16, 2016 – Oct. 15, 2017, as reported to Venues Today.							
RANK	GROSS	EVENT	VENUE	ATTENDANCE	PROMOTER	DATES	SHOWS
1.	\$1,244,404	Bon Jovi	Joe Louis Arena, Detroit	16,001	Live Nation	March 29	1
2.	\$1,233,087	Eric Church	The Palace of Auburn Hills (Mich.)	18,940	Messina Touring Grp., AEG Live	Feb. 25	1
3.	\$1,146,840	Red Hot Chili Peppers	Joe Louis Arena, Detroit	15,500	Live Nation	Feb. 2	1
4.	\$829,626	Ariana Grande	The Palace of Auburn Hills (Mich.)	12,043	Live Nation	March 12	1
5.	\$700,141	Green Day	Joe Louis Arena, Detroit	12,768	Live Nation	March 27	1
6.	\$696,459	Chris Rock	Fox Theatre, Detroit	9,405	Live Nation	April 28-29	2
7.	\$695,428	Dave Matthews, Tim Reynolds	DTE Energy Music Theatre, Clarkston, Mich.	12,374	Live Nation	June 7	1
8.	\$687,845	Stevie Nicks	The Palace of Auburn Hills (Mich.)	7,809	Live Nation	Nov. 27, 2016	1
9.	\$679,616	John Oliver	Fox Theatre, Detroit	9,537	Live Nation	Dec. 30-31, 2016	2
10.	\$666,423	Panic! At The Disco	The Palace of Auburn Hills (Mich.)	14,023	Live Nation	March 10	1

HotTickets@venuestoday.com