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venues. Ticket prices were up five percent in 2016, said Johnson.

The operating budget at Amway Center was \$16 million and at Camping World

Stadium, \$14 million.

Johnson is extremely optimistic about the rest of 2017. "At Amway, we have 30 shows scheduled this year which beats last year's 26 shows," he said. Despite Camping World

Stadium losing the revenue from Orlando City Soccer, who moved into its own venue this year, Johnson is upbeat about the rest of 2017. "We're the only stadium hosting three Bowl Games. We have the Atlantic Coast Conference (ACC) Football, Electric Daisy Carnival and an International Champions Cup (ICC) International Friendly."

Johnson wanted to mention that he appreciates the promoters, the patrons and the artists. "Without those three things I wouldn't have a job."

"We were up, way up," said Kevin Preast, SVP, event management, Tampa Bay Sports and Entertainment, which runs **AMALIE ARENA**, the highest grossing venue on *Venues Today's* 2016 Florida Top Stops chart. "It was absolutely an amazing year. Everything we wanted to happen, happened."

Hot shows included the first Ultimate Fighting Championship (UFC) to play at Amalie Arena, the first-ever Barbra Streisand show to ever play in Tampa, Neil Diamond and Eric Church. Preast said hard rock and comedy were also in high demand at Amalie Arena. In total they hosted 36 concerts.

Amalie Arena completed a \$2 million renovation in 2016 to its Lexus Lounge. "We gutted it, redesigned it and rebuilt it from scratch. Lexus was so thrilled with the result, they signed on as the sponsor of the premium lounge for another five years, said Preast.

F&B revenue has been "awesome," up 22 percent according to Preast. "We have a great mix of national and local brands," he said. Added in 2016 was PDQ (People Dedicated to Quality), a high-end quick-serve spot, Ford's Garage, which serves gourmet burgers, and Rum Fish Grill. Preast credits the high volume of shows and better offerings for the 2016 increase.

Fans have embraced the full magnetometers that Amalie Arena installed, said Preast. "People want to come into a safe environment and feel good about the environment they are in. Things that happened in Orlando and Paris have made people say, 'I'll take the extra minute and go through a mag because I know

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TOPSTOPS		FLORIDA 2017		
Based on concert and event grosses from April 1, 2016- March 31, 2017, as reported to <i>Venues Today</i> .				
> 15,001 AND MORE CAPACITY				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Amalie Arena, Tampa	21,500	\$27,925,100	476,821	58
2. Amway Center, Orlando	20,000	\$21,972,814	342,160	51
3. AmericanAirlines Arena, Miami	20,000	\$20,766,310	291,249	32
4. Camping World Stadium, Orlando	76,000	\$9,515,160	159,177	12
5. BB&T Center, Sunrise	22,457	\$5,333,717	73,985	9
> 10,001-15,000 CAPACITY				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Jacksonville Veterans Memorial Arena	15,000	\$12,988,766	264,410	55
2. USF Sun Dome, Tampa	10,400	\$2,888,989	66,782	22
3. Donald L. Tucker Civic Center, Tallahassee	12,500	\$1,788,592	45,255	20
4. Silver Spurs Arena, Kissimmee	10,500	\$1,313,822	152,534	44
5. Central Florida Fairgrounds, Orlando	15,000	\$325,200	9,511	1
> 5,001-10,000 CAPACITY				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Pensacola Bay Center	9,450	\$3,681,059	84,149	27
2. CFE Arena, Orlando	10,000	\$2,435,581	53,419	16
3. Germain Arena, Estero	8,500	\$2,100,400	48,597	21
4. The Lakeland Center	10,000	\$1,289,266	26,769	31
5. The Cuban Club, Tampa	6,455	\$220,500	4,456	1
> 2,001-5,000 CAPACITY				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Broward Cntr. for Perf. Arts, Ft. Lauderdale	2,688	\$20,830,740	324,804	329
2. David A. Straz, Jr. Cntr. for Perf. Arts, Tampa	2,610	\$20,201,197	324,804	446
3. Adrienne Arsht Center for Perf. Arts	2,400	\$16,329,203	216,713	271
4. Ruth Eckerd Hall, Clearwater	2,200	\$12,843,608	199,398	141
5. St. Augustine Amphitheatre	3,927	\$5,952,274	127,408	50
> 2,000 OR FEWER CAPACITY				
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Van Wezel Performing Arts Hall, Sarasota	1,741	\$8,139,339	123,229	88
2. Saenger Theatre, Pensacola	1,641	\$3,415,162	84,161	86
3. Capitol Theatre, Clearwater	725	\$3,142,369	62,687	119
4. The Plaza Live, Orlando	1,200	\$957,253	28,032	43
5. Ponte Vedra Concert Hall, Ponte Vedra Beach	900	\$951,589	26,412	73

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