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**What is your outlook for the rest of 2011?**

For us, summers are typically slower, but it's really going well. We opened during one of the softer years in entertainment, but we've seen a great uptick in shows starting in April and then moving on through May and June — July is unbelievable. We've been very pleased with the quality of shows.

Contact: (407) 440-7070

**Robin Timothy  
Jacksonville Veterans Memorial Arena**

**What was the most memorable event in the past 12 months?**

Carrie Underwood played to a near-capacity crowd Oct. 23. It was memorable because it was the week of the annual Florida versus

Georgia Football Classic and we turned the arena pink in celebration of breast cancer awareness month. We've hosted several sold-out shows over the past 12 months and eight sold-out concerts in the first quarter of 2011.

**What was the most challenging event of the last 12 months?**

Although it was a top-notch tour with an awesome Christian lineup, Winter Jam was a challenge. We exceeded capacity early on and had to turn people away as they entered the parking lot.

**What is your sales pitch to booking agents?**

We are in a good location for shows entering and exiting Florida but, more important, we value every person that steps off the bus for every tour and we assure them that we care about their success.

**What is your outlook for the rest of 2011?**

The rest of 2011 looks slow, but we're optimistic that it will pick up. We are already focusing on 2012 and expect it to offer another strong, successful year.

Contact: (904) 630-0335

**Ron Spencer  
Tallahassee-Leon County Civic Center**

**What was your most memorable event of the last 12 months?**

We held the Governor's Inaugural Ball in January for Rick Scott, which was a big event for us. There were 5,000 attendees and it was heavy on the food and beverage. We've done several inaugural balls over the years — you always feel like you're part of the history of the state.

**What was your most challenging event of the last 12 months?**

It wasn't so much that there was a particular event that was challenging, but that it was a challenging time in general while the economy was down. There are fewer acts on the road and fewer tours coming through. It was tough sweating it for a while. Sales and merch were down because people were really watching how they spent their money.

**What is your pitch to booking agents?**

We're easily routable in and out of Florida. We also have Florida State University, Florida A&M University and Tallahassee College near us with in excess of 90,000 students.

**What is your outlook for the rest of 2011?**

I see small signs that things are easing a little bit. This year is going to be better than last year — I can see it already from certain ticket sales and that there are more acts on the road.

Contact: (850) 487-1691

**Robb Larson  
Silver Spurs Arena, Kissimmee**

**What was your most challenging event of the last 12 months?**

The Mecum Classic Car Auction is our largest event of the year — so it's a challenge. It started as just two tents and now they come in and

| VENUE, LOCATION                  |   | NO. OF SEATS | TOTAL GROSS  | ATTENDANCE | SHOWS |
|----------------------------------|---|--------------|--------------|------------|-------|
| <b>&gt; 15,001-30,000 SEATS</b>  |   |              |              |            |       |
| 1.                               | St. Pete Times Forum, Tampa                     | 21,500       | \$16,631,080 | 379,764    | 56    |
| 2.                               | BankAtlantic Center, Sunrise                    | 22,099       | \$9,687,415  | 115,131    | 11    |
| 3.                               | Citrus Bowl, Orlando                            | 76,000       | \$6,910,855  | 171,844    | 18    |
| 4.                               | Amway Center, Orlando                           | 20,000       | \$6,905,130  | 158,131    | 24    |
| 5.                               | Amway Arena, Orlando                            | 17,500       | \$6,365,029  | 148,765    | 24    |
| <b>&gt; 10,001-15,000 SEATS</b>  |   |              |              |            |       |
| 1.                               | Jacksonville Veterans Memorial Arena            | 15,000       | \$5,075,470  | 99,024     | 15    |
| 2.                               | Tallahassee-Leon Co. Civic Ctr.                 | 14,000       | \$1,023,017  | 15,672     | 2     |
| 3.                               | Silver Spurs Arena, Kissimmee, Fla.             | 10,500       | \$441,143    | 19,320     | 9     |
| 4.                               | Central Florida Fairgrounds, Orlando, Fla.      | 15,000       | \$307,218    | 10,130     | 1     |
| 5.                               | USF Sun Dome, Tampa, Fla.                       | 11,400       | \$293,767    | 6,558      | 2     |
| <b>&gt; 5,001-10,000 SEATS</b>   |   |              |              |            |       |
| 1.                               | UCF Arena, Orlando, Fla.                        | 10,000       | \$2,571,941  | 75,868     | 34    |
| 2.                               | Pensacola Civic Center                          | 9,450        | \$1,039,023  | 30,001     | 12    |
| 3.                               | The Lakeland Center                             | 10,000       | \$543,295    | 12,862     | 7     |
| 4.                               | Osceola Heritage Park, Kissimmee, Fla.          | 8,300        | \$31,980     | 3,198      | 1     |
| <b>&gt; 5,000 OR FEWER SEATS</b> |   |              |              |            |       |
| 1.                               | Broward Cntr. for Perf. Arts, Ft. Lauderdale    | 2,688        | \$17,316,106 | 293,346    | 190   |
| 2.                               | Bob Carr Perf. Arts Center, Orlando             | 2,400        | \$12,689,853 | 230,115    | 149   |
| 3.                               | David A. Straz, Jr. Cntr. for Perf. Arts, Tampa | 2,610        | \$11,265,264 | 209,561    | 435   |
| 4.                               | Ruth Eckerd Hall, Clearwater                    | 2,200        | \$9,518,414  | 191,876    | 159   |
| 5.                               | King Center, Melbourne                          | 2,001        | \$1,009,515  | 20,149     | 13    |

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