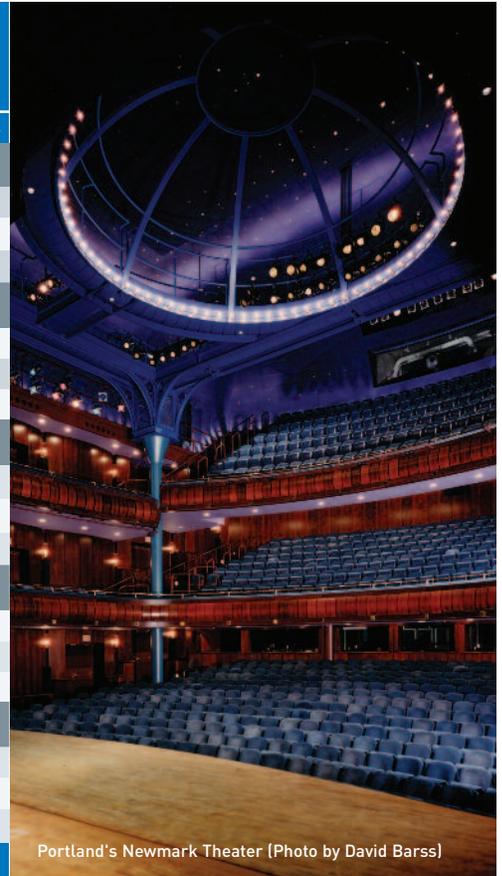


TOPSTOPS PACIFIC NORTHWEST | 2016

Based on concert and event grosses from Nov. 1, 2014 – Oct. 31, 2015, as reported to *Venues Today*.

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
> 15,001 AND MORE CAPACITY				
1. Rose Quarter, Portland, Ore.	20,580	\$23,588,606	393,558	67
2. Rexall Place, Edmonton, Alberta	18,500	\$21,679,326	327,112	36
3. Tacoma (Wash.) Dome	23,000	\$12,370,981	190,660	25
> 10,001-15,000 CAPACITY				
1. Spokane (Wash.) Veterans Memorial Arena	12,638	\$11,237,750	255,369	59
2. Taco Bell Arena, Boise, Idaho	13,390	\$4,805,147	96,201	12
3. Ambleside Park, West Vancouver, B.C.	15,000	\$631,765	10,145	1
> 5,001-10,000 CAPACITY				
1. ShoWare Center, Kent, Wash.	7,600	\$4,105,385	122,848	58
2. South Okanagan Events Centre, Penticton, B.C.	5,200	\$2,729,206	66,389	22
3. Abbotsford (B.C.) Centre	8,500	\$2,188,985	64,768	30
> 2,001-5,000 CAPACITY				
1. Marion Oliver McCaw Hall at Seattle Center	2,953	\$18,465,833	295,791	138
2. Keller Auditorium, Portland, Ore.	3,034	\$13,108,868	247,256	108
3. Arlene Schnitzer Concert Hall, Portland, Ore.	2,808	\$12,259,236	263,187	133
> 2,000 AND FEWER CAPACITY				
1. Portland (Ore.) Center for the Perf. Arts	1,372	\$2,984,714	66,981	45
2. Newmark Theatre, Portland, Ore.	922	\$1,980,515	56,682	110
3. Dolores Winningstad Theatre, Portland, Ore.	330	\$459,887	17,552	96

Compiled by Whitney Clements, HotTickets@venuestoday.com



Portland's Newmark Theater (Photo by David Barss)

SELLING TICKETS... CONTINUED FROM PAGE 25
the venue has averaged 51 percent occupancy or an average of 187 days of building use.

"Quite simply, we sell tickets," Bedier said. "A lot of tickets."

Clarke's venue in Penticton opened in 2008 and seats 5,500 and enjoyed its best year in 2015. The Junior A hockey Penticton Vees anchor the facility with some 60 event days a year between September and April, while the calendar fills out with RV shows, NHL young star hockey tournaments and another 12 to 16 events including concerts and the Harlem Globetrotters.

"I believe history helps make a place a top spot," Clarke said. "It's the relationships you have with the promoters and the agents and the artists. Does your venue sell tickets? Does your venue make the artists and the agents and the promoters money? If it does then you're going to be a top stop. If your venue is concerned about making all those people money,

you will then start to make money. But if you have an attitude where you want to make sure the venue makes money on its shows, you probably have got it backwards. You need to make sure they make money and your money will follow suit.

"I don't know how many times they have come in and said to us, 'You're a breath of fresh air to put us first versus the venue first.' It's just good due diligence and it is long-term thinking for our clients. Anyone can do any show once. Any building can make money once. Can you be consistent over the long term? The only way you're going to do that is if your partners who come into your building make money. If they lose money they're not coming back."

The **ROSE QUARTER** in Portland is one of the busiest venues in the region with scheduling requirements working around the Portland Trail Blazers' NBA regular season and playoffs as well accommodating the

venue's two other tenants. That hectic schedule does not and cannot result in short-changing other events that play the 19,980-seat **MODA CENTER**.

"We focus not just on delivering a four wall box, but on making a tour's experience with us as seamless as possible," said Adam Cook, general manager of the Rose Quarter. "Our dedication to ensuring that a show day runs without difficulty has made us one of the favorite stops for most production crews.

"At the same time, we thrive with our attention to the little extra details. Whether it's putting down our basketball sport court so the crew can shoot around during down times or working with our partners to provide local delicacies in addition to standard catering, we go the extra mile to make Portland feel like home. From a ticket sales side, we can provide a constant flow of our own comprehensive data and

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