

TOPSTOPS PACIFIC NORTHWEST | 2017

Based on concert and event grosses from Nov. 1, 2015 – Oct. 31, 2016, as reported to *Venues Today*.

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
> 15,001-30,000 CAPACITY				
1. KeyArena at Seattle Center	15,500	\$26,441,511	329,194	42
2. Rogers Arena, Vancouver, British Columbia	20,763	\$26,162,261	317,986	28
3. Rose Quarter, Portland, Ore.	20,580	\$18,389,316	266,722	41
4. Tacoma (Wash.) Dome	23,000	\$14,187,899	243,929	30
5. CenturyLink Field, Seattle	73,400	\$3,739,539	48,195	1
> 10,001-15,000 CAPACITY				
1. Spokane (Wash.) Veterans Memorial Arena	12,638	\$11,232,653	253,120	53
2. Taco Bell Arena, Boise, Idaho	13,390	\$1,974,973	53,542	9
3. Matthew Knight Arena, Eugene, Ore.	12,541	\$471,168	10,883	2
> 5,001-10,000 CAPACITY				
1. ShoWare Center, Kent, Wash.	7,600	\$4,778,861	114,736	40
2. Abbotsford (British Columbia) Centre	8,500	\$4,476,364	108,439	31
3. Xfinity Arena at Everett (Wash.)	10,000	\$1,987,467	45,729	11
4. South Okanagan Events Centre, Penticton, B.C.	5,200	\$1,823,793	52,395	18
5. Toyota Center, Kennewick, Wash.	7,587	\$542,978	9,568	2
> 2,001-5,000 CAPACITY				
1. Keller Auditorium, Portland, Ore.	3,034	\$22,279,744	369,473	150
2. Arlene Schnitzer Concert Hall, Portland, Ore.	2,808	\$14,570,804	291,769	156
3. Marion Oliver McCaw Hall at Seattle Center	2,953	\$9,172,630	117,040	52
4. Morrison Center for Perf. Arts, Boise, Idaho	2,090	\$4,323,872	92,772	79
5. Encana Events Centre, Dawson Creek, B.C.	3,000	\$661,157	12,728	5
> 2,000 AND FEWER CAPACITY				
1. Newmark Theatre, Portland, Ore.	922	\$2,450,750	60,142	124
2. Dolores Winningstad Theatre, Portland, Ore.	330	\$538,506	19,351	88
3. Mount Baker Theatre, Bellingham, Wash.	1,517	\$459,898	13,422	12
4. Vogue Theatre, Vancouver, British Columbia	1,144	\$282,649	4,587	5
5. Brunish Theatre, Portland, Ore.	200	\$205,184	8,881	82

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The venue doesn't have to compete for shows with other arenas, as does the Boise, Idaho Taco Bell Arena. Taco Bell Arena has several competitors in close proximity to the venue. It also took second in a top stop venue for 2016, just behind Veterans Memorial Arena.

"We just want to make sure that everyone who wants to bring an event here has the flexibility to do that," Gibson said. "We're very good at marketing and we're very good at communication. The most important thing

is to have good relationships."

Gibson has been with the arena for 18 years and has seen the ups and downs of the venue industry, but it knows what concerts work and which ones don't.

"We're very much a country and classic rock market," Gibson said. "I think being smart about your population base and what there is to do around town is important."

The regional core around the arena is roughly 500,000 people.

"We're real close to Idaho. All told, you have maybe 2.5 million in the region, but

there's not a lot of industry. There's lots of hospitals, medical real estate and sports tourism."

Pop concerts, on the other hand, are not worth the financial burden, and the arena often steers away from booking artists like Justin Timberlake, Maroon 5 or Pink.

"For Spokane, we've had to make due with a lack of pop shows," he said, noting that such acts usually go to bigger cities in the Pacific Northwest like Seattle.

It's not that Veterans Memorial Arena doesn't want to host pop concerts, Gibson said, it's that they just don't have money on the return in ticket sales, especially with how much money pop artists charge venues these days.

"We have to offer a ticket price to our guests that makes sense," Gibson said.

Keeping that in mind, Gibson has found that when the arena books a country or classic rock show, there must be multiple headliners in order to sell tickets.

"I think overall we are very smart in knowing our population," he said.

Concerts aside, sporting events do well for the arena.

"We have a lot of sports activities in the form of youth sports," he said. "We're a regional hub for that activity."

They host the volleyball Pacific Northwest Qualifier each year, and the arena tends to do very well with the National Collegiate Athletic Association basketball tournaments, Gibson said.

In 2016, Veterans Memorial Arena tried new things, some successful and some not — much of which will be looked at for trends in 2017.

"We took a chance in 2016 with a beer festival," Gibson said. "We lost a lot of money. We'll be looking at changing up the structure of that for 2017."

Taking such chances on events is important to learn what works and what doesn't, he said.

Currently, the venue has no big renovation plans, and it will continue to focus on

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