

**SANTA ANA STAR CENTER**

**NEW MEXICO'S PREMIER VENUE**  
IDEAL ROUTING THROUGHOUT THE SOUTHWEST

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**SPECTRA**  
BY COMCAST SPECTACOR

BRAND NAMES... CONTINUED FROM PAGE 25

and Keith Urban all did really well for us.”

Tickets range from \$85 for a concert to \$1,000 for Ultimate Fighting Championship (UFC) and boxing. Faber expects 100 ticketed events by the end of the year. “That’s without a sports tenant,” said Faber. “But that’s going to change; we’re getting a hockey team.”

Faber said the unique food & beverage is trending really well. “We brought in great national brands like Shake Shack and Pizza Forte, which is a well known local brand. We also have unique cocktails like the magenta-colored Atomic Fizz, specially designed by top mixologist Tony Abou-Ganim. The specialty drinks run \$10-\$18.

Faber said security is their number one priority. “When we designed the building we took security into account,” he said. One of the ways the design took security into account was to have only one entrance to get on to Toshiba Plaza, the entertainment district that surrounds T-Mobile Arena. “There are cameras everywhere and we monitor guests as soon as they enter Toshiba Plaza. We have a command center inside the building and keep aware of everything going on before people even get to our doors.”

Faber was also excited by the T-Mobile concept of having free events at Toshiba Plaza that give potential ticket-buyers a taste of what’s to come. “For a recent boxing match, we had the weigh-in outside on the plaza and then an undercard boxing match in a ring we temporarily set up,” said Faber. “We also often have the warm-up acts for the headliners play outside, free to anyone who comes.” Faber thinks the free outside events are a new trend and something he expects other venues to copy.

**Interviewed for this story: John Nelson, (702) 650-8401; Mark Faber, (702) 692-1301**

## ARIZONA

### A Dog Named Jack Guards Phoenix Arena

“Overall we had a pretty amazing year,” said Ralph Marchetta, general manager of Talking Stick Resort Arena, Phoenix. “Business in general has been really good. Ticket sales are good and people are coming out to see shows.”

“Without a doubt, six Garth Brooks shows were our best selling shows this year,” Marchetta said. “21 Pilots did very well, Bruce Springsteen was awesome and the family show business has been really good this year. We had

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## TOPSTOPS

## SOUTHWEST | 2016

Based on concert and event grosses from July 1, 2014 – June 30, 2015, as reported to *Venues Today*.

| VENUE, LOCATION                              | NO. OF SEATS | TOTAL GROSS  | ATTENDANCE | SHOWS |
|--|--------------|--------------|------------|-------|
| <b>&gt; NEVADA</b>                           |              |              |            |       |
| 1. Colosseum at Caesars Palace, Las Vegas    | 4,148        | \$85,081,358 | 611,969    | 155   |
| 2. The Axis at Planet Hollywood, Las Vegas   | 7,019        | \$53,862,208 | 374,382    | 100   |
| 3. MGM Grand Garden Arena, Las Vegas         | 16,800       | \$32,334,288 | 148,589    | 20    |
| 4. T-Mobile Arena, Las Vegas                 | 20,000       | \$23,454,267 | 119,282    | 9     |
| 5. Thomas & Mack Center, Las Vegas           | 18,500       | \$21,709,272 | 411,930    | 55    |
| <b>&gt; COLORADO</b>                         |              |              |            |       |
| 1. Pepsi Center Arena, Denver                | 18,650       | \$4,070,890  | 47,071     | 4     |
| 2. Broadmoor World Arena at Colorado Springs | 9,200        | \$3,560,344  | 99,810     | 29    |
| <b>&gt; ARIZONA</b>                          |              |              |            |       |
| 1. Talking Stick Resort Arena, Phoenix       | 20,000       | \$3,119,889  | 40,983     | 3     |
| 2. Gila River Arena, Glendale, Ariz.         | 20,000       | \$1,734,728  | 20,264     | 2     |
| <b>&gt; NEW MEXICO</b>                       |              |              |            |       |
| 1. Pan American Center, Las Cruces, N.M.     | 13,000       | \$687,352    | 10,582     | 1     |
| 2. Santa Ana Star Center, Rio Rancho, N.M.   | 7,500        | \$553,301    | 22,173     | 11    |
| <b>&gt; UTAH</b>                             |              |              |            |       |
| 1. Vivint Smart Home Arena, Salt Lake City   | 21,000       | \$2,418,159  | 33,505     | 3     |
| 2. Maverik Center, Salt Lake City            | 12,600       | \$250,299    | 6,670      | 1     |

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