

TOURS START OR END... CONTINUED FROM PAGE 29

every venue needs to have. “We are almost completed with renovation of 14 concessions stands, and we’re adding two new celebrity chefs to our portfolio. We’re in the process of completing our mock suite for our all-suites renovation that begins the minute playoffs are completed. In addition, there are two new concepts with our partners, Anheuser-Busch, including the AB Coolers.” Guests will walk into the cooler-like area to buy chilled product.

Ray Garcia and Josiah Citrin are Staples Center’s new celebrity chefs. That program is two years old and will now have three celebrity chefs.

Food and beverage were overdue for a refresh after 18-plus years, Zeidman said. Levy keeps up to date, but there is a point when new concepts and new designs are necessary. “Last spring we flew to Chicago [to Levy headquarters] and came up with a food story for the building and that’s what we’re working on right now. The food story is our celebrity chefs. We’ll be able to change those chefs when we need to and bring in new chefs as they become celebrities.”

Food stories at venues today are all about fresh, cutting edge, healthier items and the ability to get the fans out of the stands quickly, he said.

Overall, Staples Center has spent \$15 million on current renovations, which also includes redoing all 168 luxury suites.

“We’re modernizing them. We’re going to make our suites communal and go away from couches and sofas that we’ve had since we opened the building. This will be a complete overhaul, a brand new look into all our suites,” Zeidman said. People today want to congregate and mingle more instead of sitting in a living room. People want to be more communal and see the action, “so we’ve taken the living room approach out of our suites.” The mock suite will open within the next 30 days, he said, “the minute we’re done winning the Stanley Cup or the NBA championship.”

CONNECTIVITY ALL THE TIME

The POS system at Honda Center will cost “either side of a million,” Ryan said. They will spend another \$2 million upgrading WiFi.

TOPSTOPS		CALIFORNIA 2016			
Based on concert and event grosses from Jan. 1 – Dec. 31, 2015, as reported to <i>Venues Today</i> .					
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS	
> 30,001 AND MORE CAPACITY					
1. Levi’s Stadium, Santa Clara, Calif.	68,500	\$23,752,087	198,339	3	
2. Rose Bowl, Pasadena, Calif.	98,000	\$4,297,535	53,864	1	
> 15,001-30,000 CAPACITY					
1. The Forum, Inglewood, Calif.	17,500	\$52,562,824	666,893	65	
2. Staples Center, Los Angeles	20,000	\$33,578,957	489,752	45	
3. SAP Center at San Jose (Calif.)	20,000	\$28,865,549	447,072	76	
4. Honda Center, Anaheim, Calif.	19,400	\$17,706,681	431,861	65	
5. Sleep Train Arena, Sacramento, Calif.	17,317	\$3,156,433	50,968	11	
> 10,001-15,000 CAPACITY					
1. Valley View Casino Center, San Diego	14,000	\$13,957,174	298,167	70	
2. Save Mart Center, Fresno, Calif.	14,883	\$8,922,391	179,702	43	
3. Citizens Business Bank Arena, Ontario, Calif.	11,000	\$4,588,607	161,362	56	
4. Rabobank Arena, Bakersfield, Calif.	11,000	\$4,255,183	89,389	26	
5. Stockton (Calif.) Arena	11,193	\$1,442,175	48,727	20	
> 5,001-10,000 CAPACITY					
1. Microsoft Theater, Los Angeles	7,100	\$15,660,612	237,611	54	
2. Pacific Amphitheatre, Costa Mesa, Calif.	8,500	\$5,362,076	151,736	23	
3. Event Center at San Jose (Calif.) State Univ.	7,000	\$3,973,299	73,469	16	
4. Shrine Auditorium & Expo Hall, Los Angeles	6,300	\$2,163,957	52,557	12	
5. Greek Theatre, Los Angeles	5,900	\$1,472,027	31,291	6	
> 2,001-5,000 CAPACITY					
1. Santa Barbara (Calif.) Bowl	4,974	\$7,220,448	110,646	28	
2. Vina Robles Amph., Paso Robles, Calif.	3,300	\$2,658,123	35,660	18	
3. Club Nokia, Los Angeles	2,300	\$2,482,729	87,084	51	
4. Warfield Theatre, San Francisco	2,250	\$2,403,890	60,193	31	
5. William Saroyan Theater, Fresno, Calif.	2,385	\$2,126,443	34,205	22	
> 2,000 AND FEWER CAPACITY					
1. Cerritos (Calif.) Center for Perf. Arts	1,715	\$3,103,007	50,303	59	
2. The Fonda, Los Angeles	1,250	\$2,714,381	97,170	103	
3. City National Grove of Anaheim (Calif.)	1,700	\$2,559,667	69,295	66	
4. El Rey Theatre, Los Angeles	771	\$1,491,178	59,736	110	
5. Regency Ballroom, San Francisco	1,482	\$1,461,367	48,712	50	

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“WiFi a few years ago was a nice amenity. It’s an expectation now, the same as restrooms, water and having an ushering staff,” Ryan added.

Two years ago, Honda Center took merchandise in house, joining the food operation. “Every time you make a decision to do something on your own, it’s going to be a tremendous

amount of work,” he said. “But it has been working for us. It’s allowed us to all be on the same page regarding a marketing and accounting standpoint. It’s not for everyone but we’re very pleased with the results of the first two years.”

CONTINUED ON PAGE 32 →