



Economics Research Associates

13022

**PROPOSED ARENA/MEETING CENTER
FEASIBILITY STUDY
STOCKTON, CA**

PREPARED FOR
**THE CITY OF STOCKTON
COUNCIL STUDY SESSION**

PREPARED BY
ECONOMICS RESEARCH ASSOCIATES

NOVEMBER 19, 2001

ERA PROJECT NO. 14235

ERA

Economics Research Associates

#13022

**PROPOSED ARENA/MEETING CENTER
FEASIBILITY STUDY
STOCKTON, CA**

PREPARED FOR
**THE CITY OF STOCKTON
COUNCIL STUDY SESSION**

PREPARED BY
ECONOMICS RESEARCH ASSOCIATES

NOVEMBER 19, 2001



Economics Research Associates

November 19, 2001

Council Study Session
305 North El Dorado Street
Stockton, CA 95202

Dear Council Study Session Attendee:

Economics Research Associates (ERA) was retained by the City of Stockton (City) on October 1, 2001 to perform an arena/meeting center feasibility study based on the following scenarios (both of the scenarios also involve a hotel):

- 1 – Feasibility of an arena with potential trade/exhibit uses to be located within the arena and at the other existing meeting facilities already constructed within the City (similar to the Bank of America Centre in Boise, Idaho)*
- 2 – Feasibility of an arena and a new meeting center located adjacent to one another (similar to the proposed project in Vancouver, Washington).*

The proposed project components are to be located on the potential North Shore redevelopment site. Throughout our study, we have been reporting to Steve Pinkerton and to Sue Brause, and have spoke to several individuals throughout the City.

To date, we have prepared and delivered a memorandum regarding the viability of the hotel being added to the Stockton marketplace in addition to the proposed a 128-room Hilton Garden Inn Hotel, with approximately 2,500 square feet of meeting space, is in the final planning stages and about to be developed. It is proposed to be developed on the March Lane corridor near the Courtyard by Marriott and the Residence Inn hotels.

We have been asked to present our “very preliminary” findings to date at the City “Council Study Session” (Study Session) on Friday, November 30, 2001. At the Study Session, we anticipate coming to an agreement as to the next steps in the study and plan to pass out additional documents. Your input and involvement is extremely helpful and can and will make the feasibility study the best that it can possibly be.

In advance of the Study Session, we have prepared a brief information package describing ERA, our qualifications, an outline of what we plan to discuss at the study session, and a variety of published selected articles regarding arenas, convention centers and development surrounding theses public assembly projects.

Economics Research Associates

ERA is a California Corporation founded in 1958. ERA has a 40-plus year history and is the nation’s largest independent firm specializing in land use economics. We maintain eight offices (full-service offices in San Francisco, Los Angeles, Washington, D.C., Chicago, and London plus smaller, full time offices in New York, San Diego and Dallas). There are currently approximately 90 professional staff firm-wide.

In domestic and international projects, ERA has completed more than 14,000 research and consulting assignments for both public and private clients. Fusing talents of a multi-disciplined staff, the firm's experience has concentrated in five interrelated fields: (1) recreation, tourism, and leisure time; (2) public assembly facility feasibility and operations;

(3) economic development and planning; (4) real estate and land use; and (5) management and marketing services.

Previous Stockton Assignments

Below is a sample of some of the projects that ERA has completed in the City of Stockton:

- Market and economic analysis for a proposed Stockton convention/conference center
- Market and financial analysis of the proposed Rio Blanco golf course
- Valuation of the Brooks Country Club
- Market and financial analysis for golf course and conference hotel
- Market analysis of Weston Ranch (residential and commercial uses)

The Sports and Entertainment Industry

The sports and entertainment industry is a highly specialized and complex industry. Successful consulting to this industry requires an in-depth knowledge and extensive experience in a broad range of areas. Sports and entertainment consulting encompasses not only diverse organizational and technical issues, but many projects must also be performed under public scrutiny in a complex marketing, financial, and statutory environment. Day-to-day project work and the results of all project activities must be consistent with industry practices and procedures. Skills in a variety of functional and technical areas must be exercised to support the range of services required by the industry. We have a dedicated sports practice group that specializes in arena and stadium studies in the following locations:

- Vancouver, Washington (near Portland, Oregon) – 7,000-seat arena and connecting convention center to be used for minor league sports and other events.
- Boise, Idaho – a real estate appraisal for the refinance of a 5,500 seat arena which is used for minor league sports. This analysis is to be used in a financing package with Piper Jaffray.
- California State University, Fresno – market and financial analysis of the proposed 16,000 seat Save Mart Center to be located on the campus. This analysis is currently being used in an offering statement with Salomon Smith Barney.
- Las Vegas, Nevada – market and financial feasibility study of a proposed minor league sports arena to be located as part of the “Freemont Street Experience” in downtown Las Vegas. Anchor tenants are to be either minor league hockey or the Harlem Globetrotters.
- Savannah, Georgia – market and financial analysis of the existing 10,000 seat Martin Luther King, Jr. Arena or the potential for a new arena.

- Springfield, Missouri – 8,000 to 10,000 seat arena to be used for minor league sports and other events.
- Prospect Heights, Illinois (near Chicago, Illinois) – 11,000-seat arena to be used for minor league sports and other events. Analysis currently being distributed as part of a financing package by UBS PaineWebber.
- Glendale, Arizona – feasibility of an approximate 6 to 7,000 seat arena to be used for minor league events.
- Louisville, Kentucky – financial analysis for the proposed downtown arena which was to be the future home to the National Basketball Association (NBA) Vancouver Grizzlies.
- Market and financial analysis of a renovated baseball stadium in Portland, Oregon, as well as the acquisition of Class-AAA and Short-Season Class-A minor league baseball franchises. This analysis was prepared for a Prudential Securities bond offering.
- Review of market and financial projections for the proposed arena for the City of Los Angeles. Subsequently, we prepared a market, financial and valuation consulting for the LA Arena Company (Staples Center) regarding entertainment and retail uses surrounding the arena and Convention Center.
- Several on-going consulting assignments related to various Dodger Stadium issues, potential minor league venue relocation issues, spring training relocation or sell issues, among others, for the Los Angeles Dodgers.
- Spring training alternatives for the Texas Rangers baseball club.
- Market and financial overview for a Class-A League minor league baseball franchise to relocate to Oxnard, California.
- Market and financial feasibility for a proposed Independent League Baseball stadium in Springfield, Massachusetts

Convention Center Industry

Within our public assembly facility practice, ERA has completed several hundred studies of initial development or expansion of a wide variety of meeting and exhibition facilities. These include some of the largest convention centers in North America, as well as modest sized community-scale facilities, and very small conference and retreat centers. Recent work at the large end of the continuum includes:

- San Francisco – expansion feasibility and economic impact for the Moscone Convention Center.

- Los Angeles – national assessment of best practices in the management and marketing of major convention centers for application to the Los Angeles Convention Center.
- Salt Lake City – feasibility of expansion for the Salt Palace, as well as feasibility of a second exhibition facility in Sandy, Utah, to accommodate local public shows.
- Vail, Colorado – market analysis, financial feasibility, and operating projections for a conference center.
- San Mateo, California – feasibility of a day-use corporate conference center as part of the expansion program for the San Mateo County Expo Center.
- San Jose, California – market support and financial projections for exhibition facilities and conference center facilities at the Santa Clara County fairgrounds.
- Red Bluff, California – feasibility of a conference center to work in conjunction with existing hotels.
- Sequoia National Park – feasibility of the Wuksatchi Village with and without a conference center/meeting facility component.
- Palm Springs – evaluated the feasibility of expanding the existing convention center.
- Reno – feasibility of an approximate 100,000 square foot convention center to be located in the downtown area.
- California Expo, Sacramento – feasibility of proposed convention center facility
- San Francisco – expansion feasibility and economic impact for the Moscone Convention Center.
- Los Angeles – national assessment of best practices in the management and marketing of major convention centers for application to the Los Angeles Convention Center.
- Salt Lake City – feasibility of expansion for the Salt Palace, as well as feasibility of a second exhibition facility in Sandy, Utah, to accommodate local public shows.
- Vail, Colorado – market analysis, financial feasibility, and operating projections for a conference center.
- San Mateo, California – feasibility of a day-use corporate conference center as part of the expansion program for the San Mateo County Expo Center.
- San Jose, California – market support and financial projections for exhibition facilities and conference center facilities at the Santa Clara County fairgrounds.

- Pomona – feasibility of a conference center to work in conjunction at the Los Angeles Fair.

Outline of Study Session Topics (subject to change)

Demographics and General Overview

- List of existing meeting facilities within Stockton
- General Stockton Demographics
 - Population
 - Income
 - Employment
 - Other

Arena Analysis

- Trends in Mid-Sized Arenas
- Comparable Mid-Sized Arenas
 - Name
 - Location
 - Year Built
 - Seating Capacity
- Competitive Arena Market Areas
- Comparable Arena Market Areas
- Potential Arena Anchor Tenants/Sports Leagues
 - West Coast Hockey League
 - Central Hockey League
 - American Hockey League
 - Arena Football 2
 - Indoor Professional Football League
 - National Professional Soccer League
 - World Indoor Soccer League
 - Continental Basketball Association
 - National Basketball Development League
 - Others
- Other Arena Events

- Family Shows
- Concerts
- Other Sports
- Community Events
- Trade Shows
- Other
- Arena Operating Revenues (General)
 - Ticket Revenues
 - Concession (food and beverage) Revenues
 - Novelty (merchandise) Revenues
 - Parking Revenues
 - Other Revenues (public skating, box office fees, etc.)
- Arena Operating Revenues (Contractually Obligated Income)
 - Luxury Suite Revenues
 - Club Seat Revenues
 - Advertising and Partnership Revenues
 - Naming Rights Revenues
- Arena Operating Expenses
 - Staffing Expenses
 - Utility Expenses
 - Management Expenses
 - Non-Recoverable Event Related Expenses
 - Property Tax Expenses
 - Other Expenses (administration, building, professional fees, insurance, etc.)
- Arena Development Issues
 - Establishment of an Anchor Tenant(s)
 - Competition from other Competitive Venues
 - Community/Corporate Support
 - Public Sector Participation
 - Project Funding

Convention Center Analysis

- Local Meeting & Exhibition Facilities in the Stockton-Lodi MSA
 - Name
 - Location
 - Year Built and Last Renovation
 - Total Function Space
 - Primary Use
- Competitive Convention Center MSA Markets
 - Demographic overview
 - Major Meeting & Exhibition Facilities (Location, Year Built, Last Renovation, Total Function Space)
 - Total Function Space (Meeting & Exhibition Facilities and Hotel Properties)
 - Total Hotel Inventory
- Comparable Convention Center MSA Markets
 - Demographic overview
 - Major Meeting & Exhibition Facilities (Location, Year Built, Last Renovation, Total Function Space)
 - Total Function Space (Meeting & Exhibition Facilities and Hotel Properties)
 - Total Hotel Inventory

Review of Hotel Marketplace

- Hotel Room Inventory in the Stockton-Lodi MSA
- Hotel Occupancy in the Stockton-Lodi MSA
- Hotel Room Rates in the Stockton-Lodi MSA
- Planned and Proposed Hotels in the City of Stockton
- Future Outlook for Hotel Marketplace

Selected Published Articles

We have included at the end of this memorandum, a selection of recent articles from various arena and convention industry publications, including Amusement Business, TradeshowWeekly, Urban Land, and Leisure Management. These articles illustrate some of the current development and market dynamic trends found within the overall industry. Below is a chronological list of the articles provided.

Arenas

- Mooradian, Don. "Celebrating Spokane Arena 5 Great Years! Putting this Sleepy East Washington Town on the Map." Amusement Business Spotlight 18 Sept. 2000: 13+.
- Barbieri, Kelly. "New Jersey's Sovereign Bank Arena to End First Year on Strong Note." Amusement Business 18 Sept. 2000: 10.
- Mooradian, Don. "With 14,000-Seats & 16 Luxury Suites, CenturyTel Center is the Pride of Bossier City." Amusement Business Spotlight 23 Oct. 2000: 13+.
- Emmons, Natasha. "Draw Low for Women's Pro Football League, But Demographic's Desirable." Amusement Business 23 Oct. 2000: 10.
- Mooradian, Don, et al. "New Venues One Year Later." Amusement Business Spotlight 30 Oct. 2000: 16 – 22.
- Mooradian, Don. "Nutter Center Wright State University. Still Going Strong 10 Years After Putting Wright State and Dayton on the Map." Amusement Business Spotlight 25 Dec. 2000: 72 – 73.
- "Top 20 Venues." Amusement Business 25 Dec. 2000: 52.
- Deckard, Linda. "Year in Review 2000 Chart Topper: Van Andel Arena. Grand Rapids, Mich." Amusement Business 25 Dec. 2000: 52.
- "Top 20 Venues." Amusement Business 25 Dec. 2000: 54.
- Deckard, Linda. "Year in Review 2000 Chart Topper: Madison Square Garden. New York City." Amusement Business 25 Dec. 2000: 54.
- "Arenas & Stadiums Opened in 2000." Amusement Business 25 Dec. 2000: 60.
- "New Venues. Facilities Set to Open This Year." Amusement Business 8 Jan. 2001: 18.
- Muret, Don. "Venue Managers Scramble to Fill Void Left by CBA." Amusement Business 19 Feb. 2001: 8.
- Deckard, Linda. "Global Spectrum Invests in Planned \$42 Mil London (Ont.) Hockey Arena." Amusement Business 19 Mar. 2001: 9.
- Emmons, Natasha. "Cox Pavilion. One of the Industry's Finest Entertainment Complexes Just Got Better with \$16.8 Million Cox Pavilion." Amusement Business Spotlight 21 May. 2001: 9.
- Emmons, Natasha. "Partnerships Essential for Success in Vegas Market." Amusement Business Spotlight 21 May. 2001: 10.
- Emmons, Natasha. "Promotions Help Generate Big Picture." Amusement Business Spotlight 21 May. 2001: 11.

- Emmons, Natasha. "UNLV Boasts Long Tradition Providing Top Entertainment." Amusement Business Spotlight 21 May. 2001: 14.
- Emmons, Natasha. "Selling Backstage Amenities to Keep Performers on Stage." Amusement Business Spotlight 21 May. 2001: 14.
- Muret, Don. "\$32 M Renovation of Milwaukee Aud A Go Despite Bradley Center's Plans." Amusement Business 4 Jun. 2001: 10.
- Deckard, Linda. "Scooby Doo Hits Theaters 'At Last'." Amusement Business 4 Jun. 2001: 10.
- Guier, Cindy Stooksbury. "Adapting to Tour Market is More Than Just Theater." Amusement Business Spotlight 11 Jun. 2001: 11 – 13.
- Guier, Cindy Stooksbury. "Luring Shows is No Mean Feat." Amusement Business Spotlight 11 Jun. 2001: 11 – 12.
- Deckard, Linda. "Ten Creative Ways to Fill Dark Days." Amusement Business Spotlight 11 Jun. 2001: 14 – 15.
- Zoltak James. "Marketing: Smaller Markets Offer Unexpected Opportunities." Amusement Business Spotlight 11 Jun. 2001: 16.
- Mooradian, Don. "Nothing Secondary about Concert Experience in Secondary Markets." Amusement Business Spotlight 11 Jun. 2001: 18 – 19.
- Muret, Don. "It's 'True': Winnipeg Site for New 16,800-Capacity Arena." Amusement Business 6 Aug. 2001: 23.
- Deckard, Linda. "Arena Networking Theaters Add Scheduling Options." Amusement Business 3 Sept. 2001: 8.
- Mooradian, Don. "Bridgeport Arena at Harbor Yard. New Facility to Put Southern Connecticut on Touring Map." Amusement Business Spotlight 8 Oct. 2001: 9+.
- Mooradian, Don, et al. "New Venues One Year Later." Amusement Business Spotlight 29 Oct. 2001: 13+.

Convention Centers

- Mattson-Teig, Beth. "Omaha Plans New Convention Center." NREI 15 Oct. 2000: 92.
- "Convention Centers, Theaters Opened in 2000." Amusement Business 25 Dec. 2000: 62.
- Puma, LynNita. "Marketing Techniques of Small Town CVBs." TradeshowsWeek 12 Mar. 2001: 12+.
- Mather, Joan. "Show Managers Choose Hotels as Venues Because of Event Size, Cost Savings." TradeshowsWeek 16 Apr. 2001: 9 – 10.

- Deckard, Linda. "Variety of Sites Being Converted into Expo Centers to Lure Shows." *Amusement Business* 18 Jun. 2001: 10.
- Deckard, Linda. "Competition for Headquarter Hotels Heats Up as Construction Boom Continues." *Amusement Business Spotlight* 2 Oct. 2001: 15 – 16.
- Mooradian, Don. "Not a Bad Idea. Getting In Bed with CVBs." *Amusement Business Spotlight* 2 Oct. 2001: 16.
- Mooradian, Don. "Public Shows Grow in Stature, Profitability." *Amusement Business Spotlight* 2 Oct. 2001: 18 – 19.
- "Convention Center – New Construction, Expansion & Renovation." *Amusement Business Spotlight* 2 Oct. 2001: 20.
- Sherborne, Pam. "Latte and Laptops Land on Convention Center Menus." *Amusement Business Spotlight* 2 Oct. 2001: 22.
- Zoltak, James. "Venues Feel Double Whammy of Economy, War." *Amusement Business Spotlight* 22 Oct. 2001: 11 – 12.
- Deckard, Linda. "Running Out of Space. Recent Expansions Start from Scratch." *Amusement Business Spotlight* 22 Oct. 2001: 13+.
- "Convention Center – New Construction, Expansion & Renovation." *Amusement Business Spotlight* 22 Oct. 2001: 14.

Additional Developments

- Jacob, Paul, and Thom Mckay. "Mixing Sports with Retail." *Shopping Center Business* Oct. 2000: 54+.
- Trainman, Steve. "More Than \$2.4 Billion Spent on New Venues." *Amusement Business* 25 Dec. 2000: 30+.
- Myers, David W. "Development Soars." *Real Estate Southern California* May 2001: 20.
- Sanford, Jeff. "River Roll." *Urban Land* May 2001: 53 – 57.
- Shearin, Randall. "Skating to Success." *Shopping Center Business* May 2001: 114+.
- "Kaernten Arena." *Leisure Management* Sept. 2001: 11.
- Bodamer, David. "Arena/Retail Synergy Sometimes Elusive." *Shopping Centers Today* Oct. 2001: 38+.

Closing

We hope that this brief information package is helpful to you, and we hope that you find the Study Session to be very informative. We encourage any additional comments and inputs you may have to help our efforts in preparing this feasibility study. We look forward to seeing you on November 30. If you would like to contact us in advance of the Study Session, please do so at (310) 477-9585.

Sincerely,



Jeff Cohen
Director of Sports Facilities Consulting
Jeff.Cohen@econres.com



Yvette Hwee
Associate
Yvette.Hwee@econres.com

ARENAS

★ CeleBrating ★
SPOKANE ARENA
★ 5 Great Years! ★

Putting This Sleepy
East Washington Town
On The Map

SPOKANE, Wash. — During the five years that the 12,000-seat Spokane Arena has been open, the venue has lived up to expectations and then some.

Each year the Spokane Arena staff tries to bring in at least one, big 'marquee' event. "It's fun to have one major event for people to focus on," said Amy Brown, assistant general manager/marketing manager for the arena.

The 1997 National Collegiate Athletic Assn. Women's Volleyball Championship sold out and set a new attendance record with 21,088 attending the two-date event. "It helped get us on the map for NCAA," said Brown. The American Volleyball Coaches Assn.'s annual convention is held in conjunction with the tournament, so there were an additional 1,500 coaches in Spokane for the games.

The arena was designed to play host to two basketball games at one time or four volleyball games at one time, and there are five team rooms to accommodate tournaments. So it is not surprising that more major sporting events are in its future. The 2001 NCAA Division 1 Women's Basketball West Regional and the 2003 NCAA Division 1 Men's Basketball First & Second Rounds are planned for the facility.

"The Spokane Arena has brought a big spotlight to the community, moving it from a tertiary market to a secondary market," said Jack Lucas, vice president of TicketsWest.com, a division of Spokane-based WestCoast Hospitality, an entertainment, hotel and real estate services company. "The arena has helped capture some of the acts that typically would by-pass us."

"There's no question we've been able to bring a higher quality of entertainment to the community. We position ourselves as a 'small-but-important' market," said Kevin Twohig, general manager of Spokane Arena. "As long as we don't flood the market with attractions, we'll do well." The five-year average has been about 150 events per year, and it is likely to stay at that level for awhile, Twohig said.

A big event for the arena was when Garth Brooks sold out five shows in late July 1998. He had played other venues in and around Spokane before, but the 1998 series of concerts was a chance for the new arena to show its capabilities. "Those five [Garth Brooks] shows sold out without any problems," said Lucas, whose company is responsible for ticketing at Spokane Arena. "It was a great event for the community and for the arena and the team that works here. Outsiders saw we could handle this kind of show."

The arena's market is a 250-mile radius, including most of Washington along with portions of Idaho, Montana and Canada, said Lucas. A survey showed 50% of the people attending the Brooks concerts came from 100 miles away or farther. Brown said. "Guest services are important because of that," she added, "and the big events produce economic-impact dollars that are import to us as part of the community."

"This is a more traditional market, but it is very active. The community has been very supportive of the events coming in here. People want to come to the events," said Lucas.

"We feel we have a responsibility to the community to provide a variety of events and we're always looking for a good mix," said Brown. "We're very proud of the mix we have."

Continued On Next Page

UPCOMING EVENTS

SEPTEMBER

- Sept. 16Land Rover Spokane welcomes Bill Cosby Live!
- Sept. 17Spokane Arena Public Open House
- Sept. 19Red Hot Chili Peppers
with Special Guests Stone Temple Pilots and Fishbone
- Sept. 23Spokane Chiefs begin 2000-2001 Season

OCTOBER

- Oct. 8The Black Watch
- Oct. 23TJ Maxx 2000 Tour of World Gymnastics Champions
- Oct. 27-29Christmas Memories

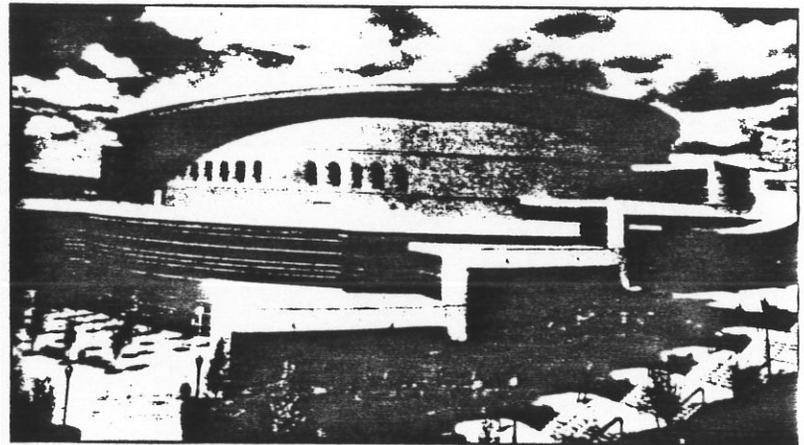
NOVEMBER

- Nov. 3The Blue Collar Comedy Tour featuring Jeff Foxworthy
- Nov. 25Men's Collegiate Basketball:
Washington State Univ. vs. Colorado State Univ.
- Nov. 29 - Dec. 3Disney on Ice: 75 Years of Disney Magic

DECEMBER

- Dec. 7Spokane Symphony — Classical Mystery Tour:
A Salute to the Beatles
- Dec. 8 & 9Washington State University Cougar Shootout

WRITTEN BY DON MOORADIAN



Anniversary Celebration Chance To
Tout Spokane Arena's Virtues

SPOKANE, Wash. — The Spokane Arena is celebrating its fifth anniversary with a variety of entertainment and sporting events, along with an open house giving guests a behind-the-scenes look at the facility.

The Minneapolis-based architect firm of Ellerbe Becket did the initial design work on the Spokane Arena. "They were used for all the things that make the building work as a modern arena," said Kevin Twohig, general manager of the facility. Then the community turned to a local architect firm to implement the plans and fine tune them to the market.

"What we brought to the table was an understanding of the neighborhood. Also, we were instrumental in saving the structures that now serve as the arena's administration building and storage building," said Jeff Warner, a principal with ALSC, the Spokane architect

firm. The arena's administration building attached to the Spokane Arena and its storage building once served as warehouses and other businesses. Both were brick and considered worthy of reuse.

"We are most proud of how much arena we were able to build for the money," said Warner of the \$39.1 million, 12,000-seat facility.

"This is kind of like the Taj Mahal for hockey fans in Spokane," said Twohig of the facility that is home to the Spokane Chiefs of the Western Hockey League. "It is such an improvement over the old Spokane Coliseum. This is really a hockey building; a pure hockey building," said Twohig. Apparently the community agrees since the Chiefs average about 7,200 for home games.

The Chiefs have occupied offices in a front section

Continued On Next Page

putting this sleepy east washington..

Continued From Page 13

That mix includes everything from Ringling Bros. and Barnum & Bailey, the Harlem Globetrotters and ice shows to rodeos, wrestling, bull riding and monster trucks — all of which make it to Spokane Arena on a regular basis. And the market is big on country music, said Brown. Coun-

try acts it has welcomed include Reba McEntire in December 1995 (10,953 attendance), George Strait in April 1996 (12,357), Dunn & Brooks with Reba in November 1997 (11,382), Shania Twain in June 1998 (11,948), and the Dixie Chicks in June this year (11,106), just to name a few of the bigger shows.

Other popular acts at the arena have included Neil Diamond, who brought in more than 12,000 fans in both 1996 and 1999, and Elton John, who packed the house with 12,235 people in May 1999. Rockers like Metallica and Aerosmith have brought in more than 11,000 fans when they appeared in 1997 and 1998, respectively.

The future will include continued efforts to provide a variety of events. Spokane Arena is a member of the Los Angeles-based ArenaNetwork. The 30-member consortium seeks out acts that might be available for its facilities. Twohig said he anticipates the organization will help bring in an even wider selection of events. This will be going on while there are continued enhancements to the building for both the guests and the performers, said Brown, adding, "They are both important to us."



Spokane Arena General Manager Kevin Twohig and Amy Brown, assistant general manager and marketing manager.

World Music Theater, Tinley Park, Illinois / Oslo Spektrum, Oslo, Norway / Georgia

Congratulations

Minneapolis / The Spectrum, Philadelphia / The

Palace of

/ Los Ang

Center, M

Orleans /

Orlando,

Ontario /

Arena, De

Maryland

Illinois /

Meadowl

Jersey / D

Dome. At

Rapids, I

Center, C

Atlantic

Waco, Te

Columbu

Center, S

Center, N

Arena, Grand Rap

Florida, Gainesvil

Civic Center, Rapid City, South Dakota / Las

Vegas Convention Center, Las Vegas, Nevada /

WE
APPRECIATE
BEING A PART
OF YOUR
FACILITY



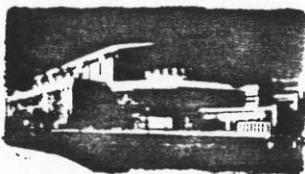
- Arena Solutions:
- Performance Stages
- Seating Risers
- ADA Stairs and Ramps
- Crowd Barricades
- Ice-floor Cover

StageRight Corp.
495 Holley St., Clare MI 48617
www.stageright-corp.com
(800) 438-4499, (517) 386-7393
fax (517) 386-3500

STAGERIGHT



CONGRATULATIONS
On Five Great Years!



ARCHITECTURE ■ INTERIOR DESIGN

SPokane, WA
(509) 338-8548

FIFTH ANNIVERSARY CELEBRATION

When Spokane Arena celebrated its fifth anniversary with an open house Sept. 17, it is the facility itself that was the center of attention. The

anniversary celebration...

Continued From Page 13

of the arena since it opened five years ago. "Having them in front of the building gives them a sense of pride and participation in what goes on here," said Twohig.

While the building works well for hockey, it "can handle just about any show out there," said Twohig.

Planners paid close attention to the back-of-the-house considerations. "We have a very well built arena and events can move in and out very easily," said Shardell Shrum, general manager of operations at the arena.

The enclosed service yard is about two acres. Eight semis can back up to the arena at one time and unload into almost 6,000 square feet of marshalling space within the facility. There is a large "elephant door" that allows easy access to the arena floor — not a glamorous feature but an important one, according to Amy Brown, assistant general manager/marketing manager for the facility.

"The feedback I've gotten from all the production people is that the physical plant is fantastic. It was designed with the backend in mind. It's a five-star facility as far as the backend goes," said Jack Lucas, vice president of TicketsWest.com, which does ticketing for the venue along with promotion and co-promotion of some events there.

The community, especially the business community, also enjoys the overall design of the arena. "Businesses are big supporters of the arena," said Twohig. Even with

all 14 luxury suites taken, there was still, at one time, a waiting list of 23 more businesses or individuals who wanted a suite. Two more suites are being added but the waiting list is still some 20 names long. A 600-square-foot suite, including tickets to all events, is \$35,000 a year. It is \$25,000 a year for a 500-square-foot suite, which

also includes tickets to all of the arena's events. "The suites have all been sold for every day of every event since we opened," said Brown.

"Hot Tickets" is an innovative program that allows its members to reserve the best event tickets in the house along with other preferred待遇, said Chris Martin, marketing coordinator. There is a \$200 initiation fee and

event was to be themed "Places you can't go," allowing visitors to take a behind-the-scenes look at some of the arena's operations.

Visitors were able to go inside the Chiefs locker room, visit the press box, and have their picture taken while they sit on the Olympia ice resurfer. There was to be entertainment in the Star Theatre separated by a hanging curtain from a basketball floor where visitors could take shots. Birthday cake was served

and there were prizes tying into the "five" theme.

Seventeen thousand people attended the arena's first open house when it opened five years ago. It included a monster truck that people could sit in, one of the Harlem Globetrotters, the (nearby) Fairchild Air Force Base Band, and an exhibition game between the National Hockey League's San Jose Sharks and the Vancouver Canucks. □

\$400 annual fee. There are about 250 members of the Hot Tickets program, about 75% of them being corporate members. "It sort of makes up for us not having a 'club level' in the arena," said Martin.

Members pay full price for tickets but get first shot at buying up to four of the best (non-hockey) tickets in the house. They also have access to the arena's Club and can use an arena entrance reserved for suite-holders.

Hot Tickets members can also attend an annual party for special guests and suite-holders.



Chris Martin, marketing coordinator.

BUILT FOR SHOW AND GO

The arena is wired with fiber optics and is actually a hub for fiber running on the north side of the Spokane River, which traverses through the city.

The building has two levels and one main concourse between them which is wide and has lots of light.

The arena also has an expandable section of Hussey Vari-rise seating, which provides the best possible sight lines for either hockey or basketball.

In response to strong demand, two new luxury suites are now being added, bringing the total to 16. And being planned is a new 5,000-square-foot meeting room. At a cost of about \$1.1 million, it will offer about 3,200 square feet of meeting space that can be divided in two.

Unused backstage areas are being readied as rooms for the working press for the upcoming 2001 NCAA Division I Women's Basketball West Regional and the 2003 NCAA Division I Men's Basketball First & Second Rounds.

The Spokane Arena also has developed the Star Theatre, which (using a large floor-to-ceiling curtain) cuts the house down from 12,000 to a more intimate 6,000 seats. The theater fills a gap in the market, providing a venue in between the arena's 12,000 seats and the 2,700-seat Spokane Opera House. The theater has its own stylized chandeliers and other decorative touches that give it a distinct look. "It feels like a different venue," said Twohig. He hopes to provide events in the theater four or five times a year. □

Arena Scores With Chiefs

SPOKANE, Wash. — The Spokane Arena gets rave reviews from its major tenant, the Spokane Chiefs of the Canadian Hockey League's Western Hockey League. "The Spokane Arena is one of the premier arenas for its size in the country," said Dave Pier, vice president of Brett Sports and Entertainment, which, along with the team, is headquartered in the arena.

The Chiefs, owned by Bobby Brett, had input when the Spokane Arena was being designed, said Pier, adding that the 5-year old arena is a vast improvement over the city's older Spokane Coliseum, which was razed to make room for parking at the newer building.

"The Spokane Arena is a fabulous facility. It's always clean. The staff there does an exemplary job. It is laid-out well. The lighting is good and it is easy to find seats. It draws you into the event. And the guests know they can expect that kind of facility whenever they go there. They know they're going to have a good time."

The Chiefs' hockey seating capacity is 10,440 — about twice as many as the 4,900 seats at the old coliseum. In fact, some seats in the old facility were not used because the roof overhead leaked, Pier said.

"The old coliseum had a lot of character but it had outlived its usefulness. It wasn't a very fan-friendly place to go," Pier said, describing the old facility as dark, wet and "foreboding." He said a person had to really want to attend an event if they were going to go to the coliseum.

The additional seating and newer facility have obviously contributed to increased attendance at Chiefs games. "A lot of people who never would have gone to see hockey or a



concert before will go now," said Pier.

There are 72 home and away regular season games with playoffs running from mid-March through the first part of May. The average attendance for home games is 7,211. Total attendance for the 1999-2000 season was 309,921 (including playoffs). Season tickets can run from \$310 to \$450 for some "super seats" that include wait-service. Day-of-game prices are \$7, \$10, \$12.50 and \$14.

The Canadian Hockey League consists of the Quebec Major Junior Hockey League, the Ontario Hockey League, and the Western Hockey League, of which the Chiefs are the 1999-2000 West Division Champions.

"We led the league in average attendance and we're the most attended sport in the city," Pier said. Being



Jack Lucas, vice president of TicketsWest.com, the ticketing company and sometimes promoter at the Spokane Arena, with Tracy Turner behind the window.

the West Division champs of the WHL helps bring in the fans, also. "We are to the CHL as the National Collegiate Athletic Assn. is to the National Hockey League in the United States," said Pier.

That's why the new arena is also an important recruiting tool for the Chiefs, said Pier. "We can compete with other arenas in the league," he said, referring to the Spokane Arena's locker room, workout facilities, the bench and the ice, itself. "It is a place the players feel good about," Pier said.

"Everybody's impressed with the facility, including visiting teams. They can drive their bus right into the facility and unload in a warm, dry environment," said Pier.

"The greatest thing about the arena staff is they never stand still. They are always looking to make it better for the patrons, the players and the performers," said Pier.

"What's good for the hockey team is good for the arena, and what is good for the arena is good for the team," said Pier. "Kevin [Twhog, the arena's general manager] and the board have done a good job in cooperating. There are other good facilities in the country, but what sets us apart is good cooperation."

Possibly the best example of the cooperation between the team and the arena was during the CHL Memorial Cup playoffs in May 1998. Some 90,000 fans attended the week-long event that was broadcast in the U.S., Canada and around the world.

The event set an all-time record for Memorial Cup attendance and was a milestone in showing what the arena was capable of handling. "This is the event the facility was built to host," said Pier. □

CeleBrating SPOKANE ARENA 5 Great Years!

Concessions Keep 'Em Coming Back For More

SPOKANE, Wash. — Friendly folks are good for business, said Scott Middleton, general manager for Volume Services America at the Spokane Arena.

"During period breaks [at hockey games], people flood out of their seats. People here enjoy socializing and interacting with one another. That's been very good for us," he said.

Spokane Arena has seven permanent concession stands, three of which offer traditional fare under the name American Grill and Just Desserts. The other four are Cantina Mexicana, Pizza Pipeline (with fresh pizza dough), and two called Espresso Caffe, which do quite well, according to Middleton. Italian ice and Bavarian nuts sell well and soft tacos from Cantina Mexicana do "tremendous" business, he added. Desserts are popular toward the end of an event.

At one place the arena's main concourse widens allowing ample space for both permanent and portable concession stands. The result is a food court-type approach. And people don't have to walk far to get to the food because the food court is close to the stands and "close to the action," said Middleton.

VSA offers a larger variety of foods than had been available at the Spokane Coliseum, the city's former assembly facility. "The rate of consumption has increased and we are selling more food," Middleton said. The Spokane Arena carries Pepsi products, along with beverages from Anheuser-Busch, Miller, Coors and some regional microbrews. There are 8/1 hot dogs at \$2 or a 20-ounce beer for \$4. "We offer a good value at the threshold of pricing," said Middleton. "We have to offer good value."

Middleton said he strives for good customer service and, as far as the staff goes, there is low turnover, relative to the industry. "Although there is low unemployment, we have steady workers," he said.

This season, Middleton will be adding Asian food under the name of Rikshaw Rosie's. The menu will include a variety of dishes, including vegetarian and tofu selections.

With 10 years left on VSA's contract with the arena, the company also serves the Spokane Center including the Spokane Convention Center, the Spokane Opera House, The Ag Trade Center and Joe Albi Stadium.

Having other contracts in the area helps spread the cost of shared staff and enlarges the company's capabilities. "If it were just the arena, I wouldn't be able to afford an executive chef," said Middleton. "We offer all the services that any major arena would offer, including suite catering, event catering and seat service to premium seats at hockey games."

With a full-service kitchen in the arena, Middleton's staff is capable of providing a wide selection of entrees, buffets and other food items to the arena's luxury suites. However, Middleton said food in the suites tends toward hor d'oeuvres with Mexican and Asian flare, lots of chips and dips and sandwiches.

There is a lot of catering business in the arena, including pre- and post-event gatherings, Christmas parties and other community and private functions. Meeting and social rooms used at the arena include Spotlight Landing and the Champions Meeting Room.

The arena's governing board recently approved an expansion that will add about 3,200-square feet of meeting space to the area, a development Middleton said would increase opportunities for VSA's food and beverage service there. □



Scott Middleton, general manager for Volume Services America.

**from start
to finish
we'll be there**

**congratulations on your 5th anniversary
from sfx motorsports group**

SPOKANE ARENA **sfx**

New Jersey's Sovereign Bank Arena To End First Year On Strong Note

By Kelly Barbieri

The Global Spectrum-managed Sovereign Bank Arena, Trenton, N.J., will celebrate its first year of operation Oct. 1 with higher than projected attendance and revenues.

More than 500,000 people attended the 170 events booked in the facility's first year.

According to Manager Scott Sloman, not only are event numbers and attendance up, but revenues are as well. "We projected 150 events the first year," he said. "Everything is higher than we expected."

Two major rehearsal bookings helped the 10,000-seat arena this summer.

The Diana Ross & the Supremes Return to Love tour, which was aborted early in its national run, rehearsed there June 1-9. The "Pokemon Live!" family show rehearsed at Sovereign Bank Arena from Aug. 28 to Sept. 12.

The New Jersey location is ideal, according to Sloman, and the building has the technical capabilities of a 20,000-seat arena, including 3,000 amps of show power and an end

stage rigging capacity that can accommodate up to 60 tons.

"The rehearsal days are good for us because they fill the building on days when it would be dark," said Sloman. "Amphitheaters take many of the music events from us in summer."

Sovereign Bank Arena will further market the building as rehearsal space in the future, utilizing the slogan "Take it to Trenton, then take it on tour."

The building is home to three sports teams: East Coast Hockey League's Trenton Titans and the International Basketball League's Trenton Shooting Stars, and the most recent addition — Indoor Professional Football League's Trenton Lightning.

The arena seats 8,100 for hockey and football, 8,600 for basketball, 10,500 for concerts. The Sovereign Bank Arena has more than 3,500 parking spaces within walking distance of the arena. Parking lots open two hours before the event's scheduled time.

Sovereign Bank Arena offers 34

luxury suites, 30 of which sold during the building's first few months of opening. Suite prices run from \$40,000-\$60,000 depending on location.

Each luxury suite includes theater-seating for 14, a color TV with remote, a bar and dining area, a seating area with a sectional sofa, a pantry and service area, and a private entrance.

Sovereign Arena Events

TRENTON TITANS	42
TRENTON SHOOTING STARS	34
FAMILY SHOWS	33
EVENT REHEARSALS	26
OTHER COLLEGE SPORTS	12
CONCERTS	11
OTHER SPORTS (RODEO, ETC.)	6
RELIGIOUS/COMMUNITY EVENTS	4
BANQUETS	2

Improvements during year two will include transforming a storage area into a 12-game arcade and adding cocktail furniture and televisions to the building's club level.

All improvements will be trade or barter with local vendors. "While we have done well, we are not in a position to make a great capital output," said Sloman.

Building management also hopes to book ice shows and high school graduations and additional concerts through Electric Factory and Metropolitan Entertainment Group.

"I think that it is a great venue," said Keith Beccia, vice president of Metropolitan Entertainment. "We will definitely continue working with them in the future."

Food Manager Paul Salter, formerly of the Five Seasons Center, Cedar Rapids, Iowa, has been with the building since it opened and oversees Volume Services America's operation of six concession stands and 18 themed food and beverage carts.

Much of the food service, according to Salter, centers around local favorites, such as BBQ rib sandwiches, Arroz Con Pollo, and deli sandwiches and salads, from local restaurants such as Maxine's, Malaga's and The Red Onion.

Branded and themed foods are among the best sellers.

Per caps for the first year have been good, Salter told AB. Hockey brought in the highest per cap at \$7.75; basketball second at \$4.70; and all other events averaged \$3.50.

To further increase per caps, the popular carving station, located on the club level, will play host to more themed nights. There are also tentative plans to add another carving station to the concourse level in 2001.

Another popular item is the Kid's Meal, which includes a small hot dog, soda and bag of chips in a souvenir bucket for \$4.

Two brands of hot dogs, Berk's (\$2) and Shofar Kosher (\$2.50), both 8/1, will be added to the menu. □

Heard In The Hallways At IAAM Arena Conference

By Don Muret

WESTMINSTER, Colo. — Promotion Management Inc. partnered with Texas-based independent David Smalley to provide the food and drink concessions for the traveling NFL Experience, said John Dederich, PMI's manager at Brown County Arena, Green Bay, Wis. Real construction on the new building there starts in another week, to be completed by September 2002.

The historic Paramount Theatre in Cedar Rapids, Iowa, a Compass Facility Management venue, will undergo a \$5.7 million renovation, said GM Sharon Cummins.

The first event at the new \$79 million Alerus Center in Grand Forks, N.D., will be a Feb. 10 Bill Cosby concert, said GM Jeff Kossow. That is also a Compass building. In addition, industry veteran Larry Gawronski is now working for Compass out of his New Orleans home. He was hired during the IAAM convention in Nashville.

Staples Center, Los Angeles, will be a test market for a new online fan interactive system called "The Hive" that allows them to order tickets, food/drink and merchandise, scan team statuscs, download video clips and use the Web. VP Lee Zeidman said he's targeting the system to be in place for the NBA playoffs next spring.

The Tom Powell Memorial Softball Game returns after a one-year hiatus when the contest takes place at Los Angeles Memorial Coliseum during next year's IAAM international convention, according to Earl Duryea, who produces events at the L.A. Sports Arena. Arena Manager Pat Lynch has reportedly given the OK.

René Proulx, GM at Colisee' Pepsi and head of Expo Quebec in Quebec City, is leaving the industry, according to Denis Jobin, operations manager at the arena. Expo Quebec attendance this year was 365,000, down 7%-8% from last year. There were seven days of bad weather.

E Center in Salt Lake City is considering a \$1 million renovation that would include four party suites to accommodate VIPs during the 2002 Winter Olympics, said Assistant GM Craig Martin.

There are rumors the af2, which just finished its first season, and the 3-year-old Indoor Football League will possibly consolidate into one entity, said Russ DeCurtins, GM of Sioux Falls (S.D.) Arena, home of an IFL franchise. Mary Ellen Garling, af2 executive director, said the Arena Football League's Los Angeles Avengers have been invited to play exhibitions in Japan.

Amusement Business Spotlights

New Venues One Year Later



Join Amusement Business as we look back at the venues that opened in 1999. It was one of the biggest years ever with over a dozen new facilities opening from coast to coast. We will examine how their first year of business was,

highlights/lowlights, and any surprises they may have encountered.

Don't miss your opportunity to congratulate these one-year-olds and be part of your business associate's birthday celebration.

ISSUE DATE: October 30
AD DEADLINE: October 11

Contact your nearest sales representative to reserve your space

amusement
business.

MAIN OFFICE 615/321-4250
NORTHEAST/EUROPE 646/654-4703
MIDWEST 312/583-5516
WEST COAST/ASIA 323/525-2316
FAX 615/327-1575 FAX 646/654-4705 FAX 312/583-5503 FAX 323/525-2285

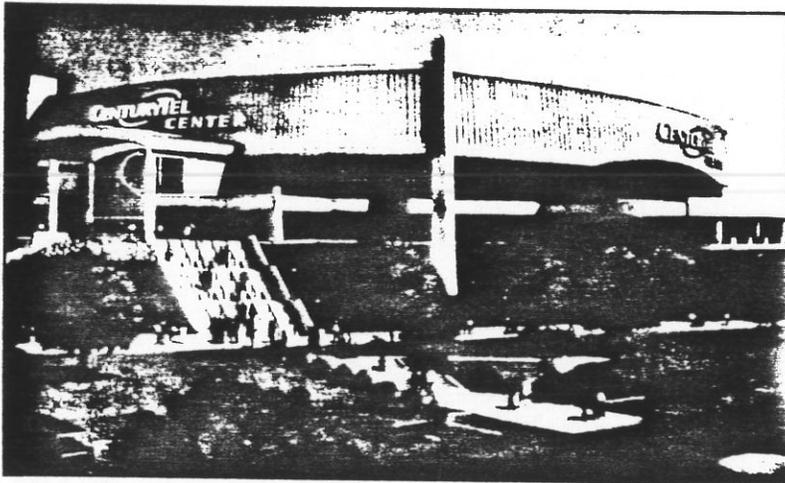


DENVER SKYLINE — Canadians attending the Arena Management Conference in Westminster, Colo., include Jim Wakeham, left, Winnipeg (Mant.) Enterprises, and Denis Jobin, Colisee Pepsi, Quebec. (AB Photo)

PLEASE BE ADVISED that written materials submitted to Amusement Business other than works made for hire are accepted for publication upon the express understanding and agreement that submission confers a non-exclusive, royalty-free license upon the publisher to republish such materials in their original or edited form, in English or in translation, in any print or electronic media.

amusement
business
SPOTLIGHT

CENTURYTEL CENTER



UPCOMING EVENTS

- OCT. 28 CENTURYTEL CENTER OPEN HOUSE AND WALK-THROUGH
- NOV. 2 BOSSIER-SHREVEPORT MUDBUGS VS. MONROE MOCCASINS
- NOV. 6 BOSSIER CITY'S ANNUAL STATE-OF-THE-CITY ADDRESS
- NOV. 16 CLAY WALKER IN CONCERT WITH CHAD BROCK AND CHELY WRIGHT
- DEC. 5 "NORTHWESTERN STATE DEMONS VS.
ORAL ROBERTS UNIVERSITY GOLDEN EAGLES BASKETBALL
- DEC. 11 WORLD CHAMPIONSHIP WRESTLING MONDAY NITRO
- DEC. 29-30 .. PROFESSIONAL BULL RIDERS BUD LIGHT CUP SERIES
- JAN. 4, 2001 .. FTD CHAMPIONS ON ICE
- JAN. 19-20 ... WRENCHHEAD.COM MONSTER JAM
- JAN. 25 HARLEM GLOBETROTTERS
- FEB. 23-25 ... SESAME STREET LIVE
- MAR. 3 WONDERFUL WEEKEND FOR WOMEN 2001
- MAY 26 BOSSIER PARISH SCHOOL BOARD COMMENCEMENTS

With 14,000-Seats & 16 Luxury Suites, CenturyTel Center Is The Pride Of Bossier City

BOSSIER CITY, La. — The CenturyTel Center is getting the word out that the newest and most modern arena within a 200-mile radius in the northwest corner of the state is located right here in Bossier City.

"This market has been bypassed for a number of years," said Steve Tadlock, general manager of the \$56.5 million, 14,000-seat venue managed by SMG. "We are 200 miles to the nearest competing market. That is a good distance from any other competing, modern facility." The market is a three- to four-hour drive from Dallas, Little Rock, Ark., Jackson, Miss., or New Orleans.

And outsiders' impressions to the contrary, this is not a sleepy little market. According to local promoters, it is one of the fastest growing gaming communities in the country and home to casinos and hotels from Horseshoe, Isle of Capri and Casino Magic with facilities from Harrah's and Hollywood planned or underway.

Bossier City and Shreveport, its neighbor on the opposite bank of the Red River, play host to more than 67,000 overnight visitors each week and are within a one-hour drive for nearly two million people.

The market is accessible from Interstates 20 and 49. The metropolitan population is 380,000 and is Louisiana's fastest growing community.

"The CenturyTel Center is a new building in an up-and-coming market, and we are trying to promote Shreveport and Bossier City as a market unto itself," said Tadlock. "We are mounting an awareness campaign to let people and promoters know where we are. We know where we are and that there are so many

facilities and a limited supply of shows on the road."

He said the facility's marketing plan is designed to overcome the market's somewhat obscure name recognition. "Knowing we're not a must-play market, we'll work hard to be promoter-friendly. We need marketing to do extra work for the shows because the more work you can do for promoters, the easier you make it for them to do their jobs," Tadlock said. "We're trying to be as all-inclusive as we can. We don't want to nickel-and-dime promoters.

"There is so much pent-up demand for entertainment locally. People have to travel 200 miles to see the type of entertainment they want," Tadlock said. "Ultimately, the success here will be determined by how well the people support it. What will determine whether shows come here will be whether the community buys tickets. Ticket sales will be the overriding factor."

Tadlock is anticipating 80-100 events per year, including hockey and AFL games. The result will be about a 50-50 mix of traditional sporting events and other forms of entertainment.

"The intent of our initial bookings was to show how diverse the events will be. We don't want to be classified as just a hockey arena or concert venue. We want people to see the whole spectrum of what the arena can do," said Tadlock.

DESIGNED FOR EASE OF OPERATION

"This is a very modern facility for a market this size and it has many National Hockey League-type amenities," said Tom Williams, operations

manager of the arena. "But this is definitely one of the nicest minor league facilities around and it is easy to manage."

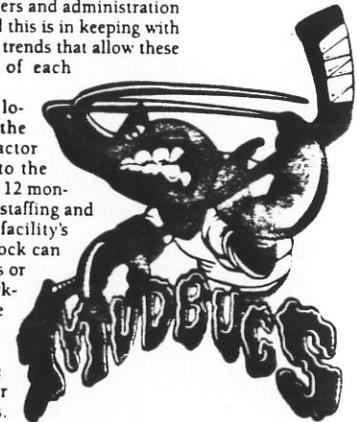
The building's backstage design is split in two with food service, operations and storage in one half and performers, lockers and administration in the other. Williams said this is in keeping with some of the newer design trends that allow these functions to keep out of each other's way.

The freight elevator is located right next to the kitchen and trash compactor and it goes all the way to the catwalk. Security includes 12 monitoring cameras, 24-hour staffing and three holding cells. The facility's lot behind the loading dock can handle 64 cars or 32 buses or semis, and the public parking lots can accommodate more than 4,000 vehicles.

There are dedicated power connections in the northeast parking lot for potential outdoor events. "Winters are pretty mild here and we'll have a lot of options to do some outdoor things," said Williams.

The Arthur Ray Teague Parkway runs from the

Continued On Next Page



CENTURYTEL CENTER

SPECIFICATIONS

SEATING CAPACITIES

HOCKEY:	12,440
BASKETBALL:	13,300
CONCERT (FULL HOUSE):	13,500
CONCERT (IN-THE-ROUND):	14,000

ARENA FLOOR: 258'x126.5' (MORE THAN 30,000 SQUARE FEET)

ICE FLOOR: 200'x85' (17,000 SQUARE FEET)

MEETING ROOM: 1,872 SQUARE FEET WITH ADJACENT KITCHEN AND STORAGE, LOCATED ON EVENT LEVEL.

SOUND: EXPLODED LOUDSPEAKER CLUSTERS DESIGNED TO ACCOMMODATE SPORTING EVENTS AND CONVOCATIONS IN END-STAGE OR CENTER-STAGE CONFIGURATION.

LIGHTING: METAL HALIDE, QUARTZ AND FLUORESCENT LIGHTING, FIVE 150-FOOT CANDLES WITH MOTORIZED SHUTTERS FOR INSTANT ON/OFF. THE SPORTS LIGHTING SYSTEM IS OF TELEVISION PRODUCTION QUALITY.

DRESSING ROOMS: TWO "STAR" DRESSING ROOMS; FOUR LOCKER ROOMS (WITH CONNECTING DOORS); A GREEN ROOM; TWO PRODUCTION/SHOW OFFICES.

STAGING: 80'x40' IN 4 X8' SECTIONS, VARIABLE HEIGHT OF 4' TO 6.5'

STAGE BARRICADE UP TO 80' LONG.

RIGGING: 120,000 LBS. TOTAL CAPACITY WITH BEAMS ON 21' CENTERS FORMING A GRID 77'8" FROM ARENA FLOOR

SPOTLIGHTS: FOUR 2,000 WATT SUPER TROOPER II's, FOUR 3,000 WATT GLADIATOR III's, CLEAR COM COMMUNICATION SYSTEM.

SCOREBOARDS: TWO AUXILIARY SCOREBOARDS, A CENTER-HUNG, FOUR-SIDED SCOREBOARD, FEATURING FOUR LED VIDEO SCREENS.

SHOW POWER: TWO 800 AMP, TWO 400 AMP, AND EIGHT 200 AMP SERVICES.

LOADING: TWO LOADING DOCKS WITH THREE LOADING BAYS.

SHOW PARKING: 34 BUS/TRACTOR TRAILER SPACES, 68 AUTOMOBILE SPACES.

MEETING CAPACITY THEATRE STYLE: 13,000

BANQUET CAPACITY: 1,200

TOTAL SQUARE FEET OF FUNCTION SPACE: 30,000

10' x 10' BOOTHS: 160

HOTEL ROOMS: OVER 8,000 WITHIN A 10-MILE RADIUS

the pride of bossier...

Continued From Page 13

front doors of casinos in downtown Bossier City to the front door of the CenturyTel Center, just a few miles away. The city plans to develop a walking/jogging trail along the Red River that runs parallel to the parkway. Three picnic areas will be along the trail, including one in front of the arena. It is anticipated that the unused land between downtown and the arena will eventually see mixed-use development.

Although the CenturyTel Center is not being positioned as a convention facility, Tadlock said eventually he might try to complement conventions coming to the market. "The complex as a whole is very multi-purpose," said Tadlock.

SMOOTH PROJECT

"I feel the city got a lot of building for its money," Tadlock said. And it came in on time and on budget with just 18 months from groundbreaking to completion.

LAN Daly of Houston is the design firm for the CenturyTel Center in association with A.E. Design Group of Shreveport, the architect firm of record. Roy Anderson Corp. of Jackson, Miss., is the contractor.

"It's been a really smooth project. There have been no major issues that have hurt the budget or the timetable," Tadlock said, adding that an advantage to being involved with the project during the construction stage is that it allows him to be more fa-



Steve Tadlock
General Manager

miliar with the entire building and all its nuances.

"I'm most proud of the creature comforts and finishes," Tadlock said of the arena. "The bids came in higher than the original budget. The community leaders made a commitment to find the funds for things like cushioned seats with cup holders. The arena has a lot of big league amenities for a second tier or tertiary market," he said.

"When people come into the building, we want them to see that it is bright, shiny, safe and clean," said Williams, adding that its "great food and great sight lines" are also important.

The main concourse is very open with finished ceilings instead of the exposed underside of the bowl seating. "It's one of those things they spent more money on," said Williams. There are also drop ceilings and painted walls in the corridors on the event level giving much of the behind-the-scenes area a more finished look.

"It's nicer compared to the usual 'concrete cavern look,'" Williams said.

"People have a level of expectation and if you don't have certain things some people won't come back," said Williams.

The main concourse is 35 feet wide and there are elevators to a mini-concourse on the third level making it accessible to wheelchairs. The 270,000-square-foot building has an overall seating capacity of 14,000.

The facility has two food courts that are also becoming a

popular design trend. They allow for the consolidation of utilities, equipment and staff. People can see all their food options in one place instead of wandering about until they find what they are looking for. And if the space is big enough and the counters are large enough and there is enough staff, things should move smoothly, said Williams.

"The two food court areas are quite large given the square footage of the arena. We didn't just take two small concession stands and call it a food court," said Williams.

The courts are about 2,300 square feet each and there is one on opposite sides of the arena on the main concourse. Each will have six television monitors with the assumption that people won't mind waiting in a line if it is moving well and they can still see the game.

There are more than 200



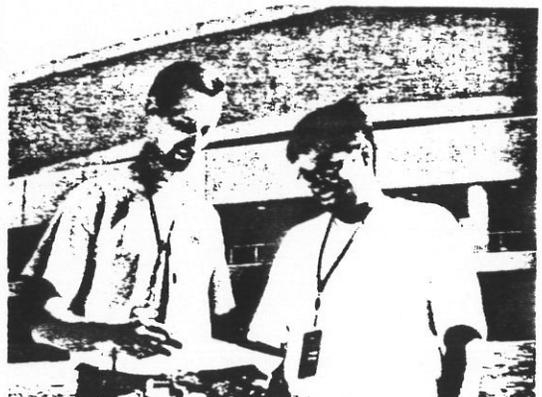
Larry Wilson
Assistant General Manager

restroom facilities and all sets of public restrooms (which meet "potty parity" guidelines) also include family restrooms that can also be used by handicapped persons.

Even of the arena's 16 luxury suites have been sold, each at \$50,000 per year.

Two additional contracts are pending. The luxury suite package includes 16 tickets to every event and they are being built out by the arena.

"And all the luxury suites have restrooms which is not always a standard in a market this size," said Williams. □



CenturyTel Center Operations Manager Tom Williams, left, and Mark Arcanbia, event coordinator.

★ Congratulations
From The Shreveport Side
Of The Red River!

THE STATE OF LOUISIANA
and HIRSON COLISEUM

Sam Giordano, Vice President
(318) 635-
Shreveport, Louisiana

Marketing Team Getting Word Out

BOSSIER CITY, La. — The CenturyTel Center marketing department has been busy building community support, securing sponsorships and advertisers, and keeping promoters in the know.

"We don't have the biggest building around and maybe not all the bells and whistles. But everything we do have is of excellent quality and we do have some interesting bells and whistles," said Becky Bonnevier, sales and marketing manager of the facility. "This arena will be good for the shows, for our sponsorship partners and for the spectators."

CenturyTel, a diversified telecommunications company headquartered 90 miles east of the Shreveport-Bossier City area in Monroe, La., acquired the naming rights to the building in July. It will invest \$5 million over a 10-year period for the sponsorship rights and will have a retail kiosk and signage in the facility through 2010.

"The arena's close proximity to our company's corporate headquarters and CenturyTel's ability to present a bundled mix of product to the Shreveport-Bossier market makes this a perfect match," said Glen F. Post III, president and CEO of the company, which provides a variety of telecommunications services in various markets across the country. In several categories, it is among the top 10 providers of these services.

In addition to working with area businesses, the marketing department has also been increasing public awareness about the facility. "We want to reach out and include the community," Bonnevier said. "We want to build relationships to get people to come back again. People trust us to get the right kinds of shows and provide the right kind of services to support those shows."

Prior to CenturyTel Center's open house this month, the marketing department had already been busy with several special events including groundbreaking on March 30, 1999; topping off of the building on April 13, 2000; and the laying of the cornerstone (and a time capsule) on Sept. 16.

The public "walk-through" and open house on Oct. 28 will include a ribbon-cutting ceremony; personalities from several of the upcoming shows, live media remotes, Mudbug players and other activities. "These events don't generate revenue but they are planting seeds," said Bonnevier.

"The newness is something the people will enjoy. But you have to have the right shows and management and procedures, too," Bonnevier said. "There are a lot of people here starving for entertainment. We're not New Orleans and we're not Dallas and we're positioning ourselves as a 'different flavor.'"

The rest of the local business community is responding enthusiastically to the new facility. "The CenturyTel

Center will offer the northwest Louisiana region an outstanding facility where they can enjoy many types of family entertainment and learn more about our company," said Post of CenturyTel.

As of mid-September, 70 of the facility's 72 advertising signs had been sold. "We're very happy about that," said Larry Wilson, assistant general manager of the arena.

Other business partners at the arena include Eagle Distributing of Shreveport, Horseshoe Casino & Hotel, Coca-Cola Bottling Co. of Shreveport, Foremost Dairy, Isle of Capri Casino & Hotel, Aeromedical Collections Services, Christus Schumpert Health System, Johnny's Pizza, Service Experts of Northwest Louisiana, Pizza Hut, Citizens National Bank, The Times, Jean Simpson Personnel Services, Circle K, Cox Communications, Anti-Pest, and Bass' Fine Jewelry. Individual Partners include Chuck Horne, Sandra Braddock, Michael and Monica Moore, and Bob and Cathy Zahn.

PACKAGES OFFERED

There are several premium packages local residents can choose from at the CenturyTel Center. The CenterTainer program offers the luxury of convenience to guests including the option to purchase up to four tickets per event, prior to public sale, subject to show approval. (The Mudbugs and a12 games are not included in this program.)

These tickets can be ordered via e-mail, fax, and mail or at the box office if purchased by a specified deadline. Seating is in the lower level sections and is 'best available' at the time the order is filled. Other CenterTainer features include access to one space in a reserved parking area located near the building, access to convenient entrances, and special concession coupons. The CenterTainer membership fee is \$1,000 per year and only 250 CenterTainer memberships are being made available.

CenturyTel Center has 16 luxury suites just 20 rows from the action. Suites feature private restrooms, upscale seating, wet bars, refrigerators, two TV monitors, cabinets for storage, independent climate control, and access to upscale food and beverage menus. They are located on the concourses across from the food courts. They include 16 tickets to each public event along with four VIP parking spaces. Suite agreements are either three or five years and are \$50,000 annually.

Special seating is also available in the arena's Casino Magic Club, a 190-seat club and lounge.

The Casino Magic Club is being sold by the Mudbugs and a12 for their games and it is \$1,500 per ticket for the season. Prices to sit in the club for all other events will depend on the event. □



The sales and marketing team at CenturyTel Center includes, front row, Sarah Tullis, group sales coordinator; Becky Bonnevier, sales and marketing manager; and back row, Sarah Burch, Illinois State University intern; and Angela Walker, marketing assistant.

Mudbugs Set To Defend Presidents Cup In New Home

BOSSIER CITY, La. — The Western Professional Hockey League Mudbugs are beginning their fourth season in town, having played as the Shreveport Mudbugs at the 50-plus-year-old Hirsch Coliseum on the State Fair of Louisiana grounds (in Shreveport) with its capacity of about 7,500.

They are the 1998-99 and 1999-2000 WPHL Presidents Cup Champions. The arena's tenant agreement with the Mudbugs, a seven-year contract with renewal options, began in August, as the team prepared to move into the new facility. "With this move, the new official name of the team shall be the Bossier-Shreveport Mudbugs," said the team's owner, Dr. Michael Plaman.

"We believe the team is a great asset to our community, as well as to the venue," said Steve Tadlock, general manager of CenturyTel Center. "There are 35 home games planned for the 2000-2001 season, providing the arena with guaranteed rental income and opportunity for concession revenue."

The Mudbugs will open their season as the arena's first ticketed event with a game Nov. 2 against ready-made rivals, the Moccasins, from Monroe, La., just 90 miles to the east.

Being in a new arena helps with recruiting, said Jason Rent, general manager of the Mudbugs. "We now have the best arena in the league. Also, it is a world-class facility the local hockey fans will get to enjoy. A lot of older buildings weren't designed with hockey in mind. This building has good sight lines."

He also said there is plenty of parking that will help retain loyal fans and bring in new fans.

While major league towns can sell the "steak" of big-time names and action, Rent said smaller arenas in smaller markets must sell the sizzle.

"A big attraction is the accessibility of the players to the fans," said Rent. Having joined the Mudbugs just a few months ago, he also said, "My biggest surprise has been how die-hard some of the fans are. They are very loyal. We're selling a night out of entertainment that the family can enjoy, but there is definitely a core of hockey fans."

Rent, who most recently had been assistant general manager of the WPHL Cotton Kings in Lubbock, Texas, said the Mudbug dressing rooms at CenturyTel Center are the best in the league. And even the visitors' dressing

Continued On Page 18



World Music Theater, Tinley Park, Illinois / Oslo Spektrum, Oslo, Norway / Georgia

Congratulations

Ag... New York / Minneapolis / The Spectrum, Philadelphia / The Palace of

Michigan / Los Angeles / Center, M

Orleans / Orlando, Ontario / Arena, De

Maryland / Illinois / Meadowl

Jersey / D Dome. At Rapids, Id

Center, C Atlantic C Waco, Te

Columbu Center, S Center, N

Arena, Grand Rap Florida, Gainesvil

Civic Center, Rapid City, South Dakota / Las Vegas Convention Center, Las Vegas, Nevada /

WE APPRECIATE BEING A PART OF YOUR FACILITY

CENTURYTEL

Arena Solutions:
Performance Stages
Seating Risers
ADA Stairs and Ramps
Crowd Barricades
Ice-floor Cover

StageRight Corp.
495 Holley St., Clare MI 48617
www.stageright-corp.com
(800) 438-4499, (517) 386-7393
fax (517) 386-3500

STAGERIGHT



Food Offerings To Have Decidedly Cajun Flavor

BOSSIER CITY, La. — Jambalaya, shrimp Creole, frozen daiquiris, barbecue, homemade cheesecakes, and sweet potato pecan bread pudding aren't found in too many arenas across the country.

"This is not your everyday type of arena fare," said Larry Wilson, assistant general manager of the CenturyTel Center in Bossier City. Along with neighboring Shreveport, it will now be home to the newest arena in that corner of Louisiana. Food service at the facility is being handled by the SMG staff.

"Originally we thought we'd outsource the food and beverage operation. The city officials wanted something representative of local fare, though," said Wilson.

The arena staff was approached by the owner of Bodacious BBQ, a local company located near the arena, and it was decided the local business would be a good fit. The RFPs for pizza resulted in Pizza Hut getting the nod. Of the four free-standing concession stands in the arena's two food courts, Pizza Hut will serve Personal Pan Pizzas at two of the stands and local Bodacious BBQ will serve barbecue sandwiches, smoked sausage, and beef ribs at one of the stands.

And in what will be a first, Copeland's of New Orleans will be serving a select number of food items in the club, suites and the fourth concession stand. Copeland's, long a New Orleans landmark known for its quality Louisiana food, has 42 other operations mostly in the Southeast but spreading elsewhere.

But this is the first time the restaurant will have a permanent presence

CENTURYTEL CENTER

in an arena, according to Bobby Covington, general manager of the restaurant's Shreveport operation.

"The location of the arena gives us additional exposure to a lot of folks who have not eaten with us before," Covington said. "Certainly we want to make money, but the exposure will be great."

"A lot of arenas are bringing in outside vendors. I think the step we're taking with Copeland's is very unique," said Chuck Walter, director of food service at the arena. "They are very well known in the area. The people at Copeland's are very open. I think people are expecting regional food here and we both want to please the patrons of the arena."

Covington said, "The arena staff has been fabulous, truly great. I couldn't ask for a better situation. We're real excited about being there."

Copeland's concession stand will offer a shrimp and tasso pasta, shrimp Creole, gumbo and a club sandwich. It is planned that those same items will be on its menu in the arena's 190-seat Casino Magic Club along with Bayou broccoli balls (bacon, cheese and broccoli), stuffed mushrooms, spinach and artichoke dip, cheese cake and sweet potato pecan bread pudding. In the suites, Copeland's will offer chicken and tasso pasta, shrimp and sausage jambalaya, and shrimp Creole.

Items from Pizza Hut and Bodacious BBQ will also be available in

the suites, as will carving stations (with a three-day notice).

Hot dogs, nachos, chicken sandwiches, hamburgers along with popcorn, pretzels and peanuts will also be available at the two traditional concession stands in each of the food courts.

A signature item may be an in-house catfish and French fries basket for \$5.50 (no drink included). "We're trying to keep things at our end at about \$5," said Walter.

Local not-for-profit groups will staff the concession stands and receive a portion of the profits. "Communities and community groups are asking for this because it beats trying to raise money with bake sales and car washes. It's a win-win situation for us, the city and the groups," said Walter. There would likely be more than one group working at any particular event. There will be signs up at the stands showing what groups are working that area.

"Some guests at the arena may want to contribute to that particular group," said Walter. The challenge, he said, will be to train a lot of different groups prior to events.

Major events will probably require 75-100 workers (from not-for-profit groups) for concessions. However, in-house staff will handle service to the suites and club. "We'll be very involved with the suites," said Walter.

With the facility planning to open at 6 p.m. with typical show and game times at 7 p.m., Walter said, "We can capture those people to eat their dinner here."

"That's my main objective. People are asking for it and want it to be available." □

mudbugs set to defend...

Continued From Page 15

rooms are great, he said. "That's important because the guy who comes to play against us this year may be knocking on our door as a potential teammate next year," Rent explained.

"The combination of timing, the facility, the management and a winning team is really helping build excitement about the arena," said Becky Bonnevier, sales and marketing manager for CenturyTel Center.

ARENA FOOTBALL, TOO

The arena has also finalized an agreement with a new af2 (arena football) franchise, securing them as another tenant at the CenturyTel Center. The team will be called the Bossier City Battlewings in reference to the local Barksdale Air Force Base. Dr. Plaman also owns the Battlewings.

The af2 is a subsidiary of the Arena Football League, which has an association with the National Football League. The af2 was designed to develop minor leagues of arena football teams on a regional



Jason Rent, general manager of the Mudbugs and af2 teams.

basis North America.

The season will begin April 2001 and although a finalized schedule has not been announced, it is known that eight home games will be played at the CenturyTel Center.

Rent, who will also serve as general manager of the Battlewings, said the biggest challenge will be convincing local fans that the af2 team will consistently deliver quality football. Other efforts to bring some level of professional football to the market have failed, including the Canadian Football League and the

Indoor Professional Football League.

The Mudbugs, averaging about 4,500 fans per game, will use just the 8,000 seats in the lower bowl. The af2 team initially will use the entire arena.

Season tickets for the 35 home games of the Mudbugs run between \$799 (Celebrity) to \$325 (Mezzanine). Season tickets for the Battlewings will range from \$250 to \$75. Day-of-game tickets will be about \$12 for each of the teams, said Rent.

For the af2 team, Rent said, "Our biggest goal is to get as many people in there — possibly as many as 20,000 — as quick as we can for the first two games [April 2 and April 4]. There will be discounted tickets for the upper bowl for the first game and the team is also planning some special events for the first two games."

"The message we're trying to get across is that we are the same operation as is behind the popular Mudbugs," Rent said. "We're going to try to build on that credibility." □

Congratulations CenturyTel Center

We are proud to be the supplier of your portable seating.



clarin

The Clarin Guarantee... Strength, Quality, Comfort

sales@clarinseating.com 800.323.9062 clarinseating.com

JNC

Gymnasts Tour To End Early

ARENAS

The post Olympic T.J. Maxx Tour of World Gymnastics Champions will end Dec. 4 at the Arrowhead Pond of Anaheim (Calif.), about six dates sooner than originally scheduled.

Marc Norman, HOB Concerts, who is partnered with John Meglen, Concerts West, in promoting the event, said they will also cancel a couple of dates that are struggling with poor ticket sales.

The U.S. gymnasts did not do as well as hoped and television ratings for the tape-delayed competi-

tion were not up to par, Norman noted.

Pat Christenson, Thomas & Mack Center, Las Vegas, hosted the show Oct. 13. It drew an attendance of 4,800. It was filmed for a tape-delay broadcast on NBC.

Financially, Thomas and Mack Center, which promoted the event as part of its ArenaNetwork involvement, "maybe broke even. We were close," Christenson said.

Food and drink per caps for the tour in Vegas were \$4.10 and for merchandise, \$3.10, Christenson said, "no too bad from that perspective." □



SARAH SOLD OUT — At the Paul E. Tsongas Arena in Lowell, Mass., from left, are Sarah Brightman; Jack Utsick, Entertainment Fund, Inc.; Ian Noble, Metropolitan Entertainment; Kim Walsh, arena marketing manager; and Craig Gates, arena manager.

ICCC Draws Record Numbers

CONVENTION CENTERS

Wireless, wired and Internet technology were among the issues discussed by more than 300 attending the International Convention Center Conference in Tucson Oct. 5-8.

Registration was a record, said Jack Zimmer, executive director of the International Assn. of Assembly Managers which hosts the gathering.

Jeff Blosser, manager of the Oregon Convention Center, Portland,

and IAAM director at large for convention centers, said the potential profit from technology was a key issue, particularly how to capture wireless communication. The technology to monitor technology is now available, he noted.

HOK sponsored the second annual Hurricane Party, in honor of the near-hurricane that cut into attendance at last year's ICCA. Zimmer said. Next year, the group will meet in Savannah, Ga., Oct. 24-27. □

Draw Low For Women's Pro Football League, But Demographics Desirable

STADIUMS

By Natasha Emmons

Average attendance for the opening weekend of the Women's Professional Football League didn't quite meet projections of 3,500.

But national and local media coverage has been intense, the fans are enthusiastic and the coaches and players are focused on their game.

"You couldn't even hear," said Jamie Brooks, general manager of the New York Galaxy, who were trounced 28-0 by the New England Storm at Canisius College stadium on Oct. 14, about the enthusiastic crowd.

"It's going to take a year or so for people really to know about it. It takes time."

—JAMIE BROOKS

"It's going to take a year or so for people really to know about it," Brooks said. "It takes time."

Attendance at four games ranged from 800 at the Orange Bowl in Miami to 3,800 at Leander (Texas) Stadium.

Two teams — the Minnesota Vixens and Lake Michigan Minx — did a five-city barnstorming tour in 1999. This year, the Vixens are back, and are joined by 10 other teams. The league was founded two-and-a-half years ago by Carter Turner and Terry Sullivan of minor league football and is funded by private investors.

The rules of the game are the same as NFL football, the only difference is an intermediate sized ball is used instead of the larger ball. Ticket prices are \$20 and \$15 adult, and \$18 and \$13 students, and \$13 and \$7.50 youth. Tickets are purchased through the league or at the game.

With the success of the WNBA and the USA women's soccer team, the time is right for women's professional sports, Vacho said. "This

is the year to do women's pro football," he said. "This is basically the final frontier."

Vacho played football for 18 years, has coached football and taught physical education. He also has a marketing background and will earn his master's degree in sports management soon. The league has 80-100 full-time staff around the country.

Vacho said the main spectator demographic is women and men aged 18 to 35, but Brooks said she saw all ages at Saturday's game at Canisius.

MARKETING

Advertising is mainly grass roots and done by each individual team, but is getting a big boost because of interest from mainstream media,

Women's Professional Football League

TEAM	STADIUM	LOCATION	ATTENDANCE
MINN. VIXENS	Midway Stadium	St. Paul	1,850*
HOUSTON ENERGY	Dyer Stadium	Houston	NA
OKLA. CITY WILDCATS	Taft Stadium	Oklahoma City	NA
COLO. VALKYRIES	Five Star Stadium	Denver	NA*
AUSTIN RAGE	Leander Stadium	Leander, Texas	3,800
NEW YORK SHARKS	Mitchell Complex	Garden City, N.Y.	NA
NEW ENGLAND STORM	Mt. Pleasant Stadium	Providence, R.I.	NA
NEW YORK GALAXY	Canisius College	Buffalo, N.Y.	1,500*
DAYTONA BEACH BARRACUDAS	Municipal Stadium	Daytona Beach, Fla.	NA
MIAMI FURY	Orange Bowl Stadium	Miami	800
TAMPA TEMPEST	Pepin-Rood Stadium	Tampa, Fla.	NA*

*— These teams will play at different home stadiums throughout the season.

If all goes well, next year will see the addition of two new teams. The league is looking at Los Angeles and San Francisco. Five teams in each division like the NFL would be ideal, with a long-term goal of adding fledgling programs and women's college football programs that players can be drafted from, Vacho said. "It's a dream. I think it's attainable," he said.

LOGISTICS

The cities with teams were chosen within four geographic pockets so teams can be bussed to games easily, Vacho said. "The biggest problem with leagues in the past was transportation costs," he said.

Venues chosen had to be at least 3,500 seats, so they are mostly college stadiums, booked on a straight rental basis. The Orange Bowl in Miami is the exception because high school football teams in the area have booked all of the smaller stadiums, Vacho said.

Players now mainly come from other women's sports teams in metro areas and at colleges, including rugby, volleyball, soccer, and basketball. Most of the players are aged 18 to 28.

amounting to about \$1 million in free publicity in 1999, Vacho said. "People are naturally just drawn to it out of plain old curiosity. People are just eating it up," he said.

No television deals are in place yet, Vacho said, but he is talking to several stations about broadcasting the championship games. "The appropriate people are talking to the appropriate people. It's so new, I'd love to have television this year, but I don't expect it because it is so new and the product is so new," he said.

Three teams sold out of sweat-shirts, T-shirts and hats at the opening games. They ranged in price from \$18 to \$24 at most games. The league is in the process of setting up a store on the Internet through Yahoo!, Vacho said.

Food sales also went well. Hot dogs, nachos and popcorn moved at the Orange Bowl. "The stadium was a mess," said Kevin Clein, Miami Fury general manager.

The Austin Rage had hungry fans also. "I hear one of the family members said we ran out of hot dogs, which was a serious issue," joked General Manager Donna Rebeck. "But that's a good sign." □

Amusement Business Spotlights



NUTTER CENTER WRIGHT STATE UNIVERSITY

Since opening in 1990, the Nutter Center has been annually recognized as the second highest grossing facility for its capacity in the U.S. and fourth highest in the world, according to Amusement Business. The center's standard of excellence and versatility has made it one of the premier stopping points for major tours and family shows.

AB invites you to join us as we spotlight the Nutter Center's 10th Anniversary. Here's your chance to congratulate the Nutter Center on this significant milestone, and share with industry leaders your part in their success.

Issue Date: Dec 25 • Closes: Nov 29

Call Sue Nichols at 615-321-4276

or fax 615-327-1575

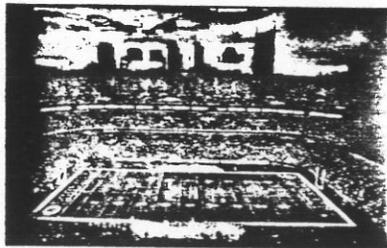
email snichols@amusementbusiness.com

**amusement
business**

new venues

O N E Y E A R L A T E R

From one end of the country to the other, 1999 was a busy year for new venue openings. During their first year of operation, these facilities have become homes to professional football champions, hosted national political conventions, welcomed new performers and helped bid farewell to perennial favorites. Here is a review of some of the first-year highlights at these new facilities along with a few changes they have already made and some of their plans for the future:



ADELPHIA COLISEUM
Nashville

The National Football League's Tennessee Titans played in three different stadiums in as many years before moving into their new \$292 million Adelphia Coliseum home in Nashville with a pre-season game against the Atlanta Falcons Aug. 27, 1999. They played to 90% capacity crowds, initially, but that grew to sellout crowds by the end of the first season, said Bill Dickerson, general manager of facility operations. After winning the AFC championship and going to the Super Bowl against the St. Louis Rams last year, this year's home games are completely sold out at 68,400 seats, Dickerson said.

A Billy Graham revival on June 1-4 brought in 240,000 participants during the event's five services. As many as 72,000 attended on Saturday, June 3, setting a record for the number of people in the facility at one time (with about 5,000-6,000 seats on the field), said Dickerson.

The stadium has also played host to two concerts. The George Strait Country Music Festival brought in 55,000 fans on April 30 and 'N Sync played to 42,000 fans May 14. Dickerson said the facility is "absolutely" going to plan more concerts.

The stadium is also the home field for the local Tennessee State University Tigers football team, which uses the lower 28,000-seat bowl for most games.

Dickerson said the facility has hosted about 200 private parties including weddings, company gatherings and other such functions since it opened.

—D.J.M.

AIR CANADA CENTRE
Toronto

In early October, the arena recognized its four millionth guest with a prize package that included tickets to Maple Leafs hockey, Raptors basketball, WWF and the Dec. 3 Tragically Hip concert.

The building, operated by Maple Leaf Sports & Entertainment, opened Feb. 20, 1999.

ACC played host to 204 events in its first year and 297 to date. Outside of the NHL franchise, Bruce Springsteen has been the top-grossing event with \$3 million (Canadian) over two nights.

Springsteen shares the largest attended event with the Hip. Air Canada recently added its fourth sports tenant with the Arena Football League's Toronto Phantoms. The National Lacrosse League's Toronto Rock also call ACC home.

—D.M.

ALARIO EVENT CENTER
Westwego, La.

The \$15.5 million John A. Alario Sr. Event Center, opened in May 1999 in Westwego, La.

"We have hosted many memorable events," recalled Marketing Manager Jason Burns, "from the United States Women's Volleyball team and Extreme Championship Wrestling to baby showers and Christmas parties, AAU and high school basketball tournaments, and many trade shows.

Designed by Sizeler Architects for Jefferson Parish and the Louisiana State Exposition District, the 3,400-capacity, multipurpose venue has 2,400 permanent seats, 200 VIP seats, 30,000 square feet of arena floor space for trade show exhibits, 4,800 square feet of meeting/breakout space and parking for 1,000 cars.

The Center has become a highly sought-after venue for amateur basketball and volleyball tournaments, and takes great pride in that designation.



The venue currently plays host to five high school and AAU volleyball tournaments along with 11 basketball tournaments. It was awarded the Gulf Coast Athletic Conference 2001 Men's and Women's Basketball Championships at the Center.

The Alario Center and the Greater New Orleans Sports Foundation teamed to submit a bid to bring the 2000 United States Olympic Team Weightlifting Trials to the Center, and was awarded the event in 1999.

"We expect to have 400,000 people visit the Center this year," said Burns.

—S.T.

ALLTEL ARENA

North Little Rock, Ark.

The \$83 million Alltel Arena, which had its official grand opening concert with a sold-out performance by Elton John Oct. 29, concluded its first year of operation with approximately 130 events and a total attendance of more than 675,126.

The new 18,000-seat capacity building played host to more than 29 concerts, eight Arena Football League games, 35 Arkansas Riverblades Hockey games, 22



University of Arkansas basketball games and an abundance of meetings and receptions.

"Business has been great," said General Manager Michael Marion. "Our biggest one-time attendance was the WWF last December with an attendance of 16,983. The second largest was 16,811 for Tim McGraw and Faith Hill held this past September.

The building hosted several events with attendance of more than 14,000 people. Some include the Gaither Christmas Homecoming which drew 16,606; 'N Sync, 15,831; Britney Spears, 15,764; "Champions on Ice," 15,238; Dixie Chicks, 14,934; and U.S. Hot Rod Monster Jam, 14,347.

Other events this past year included Neil Diamond, KISS/Ted Nugent/Skid Row, Alan Jackson, Bruce Springsteen, ZZ Top/Lynyrd Skynyrd, B.J. Thomas/Billy Joe Royal, "Lord of the Dance," Harlem Globetrotters, and "Sesame Street Live."

"We've had a lot of shows on the weekdays and it hasn't been a problem, and that has been interesting," Marion said. "We sold out 'N Sync on a Wednesday and we hosted 16,600 on a Thursday for the Gaither Christmas Homecoming."

—P.S.

Written by

Don J. Mooradian

Pam Sherborne

Steve Traidman

& Don Muret

Continued On Next Page



AMERICAN AIRLINES ARENA
Miami, Fla.

Since its grand opening on Dec. 31, 1999, with "Gloria Estefan's Millennium Concert Spectacular," the \$203 million American Airlines Arena in Miami has marketed itself as "South Florida's Waterfront Showplace," said spokesman Eric Bresler. Built for Miami/Dade County and operated by Basketball Properties Inc. (NBA Miami Heat), the Arena has the flexibility to accommodate a wide variety of programming. It was designed by the team of Arquitectonica and Heinelein+Shrock to seat 19,600 for basketball and 15,000 to 20,000 for concerts. The venue offers the equivalent of 79 suites with luxury boxes, loges and Star suites; 1,800 club seats; two 150-capacity court-side Flagship lounges and a 350-capacity Club Chivas Regal; a Team store; and parking for 1,200 cars.

The arena already has hosted Britney Spears, Cher and Andrea Bocelli; Don King Productions' world title fight between Felix Trinidad and Mamadou Thiam; WWF and WCW wrestling; the International Championship Rodeo; and family shows like the Harlem Globetrotters, as well as corporate meetings and other small gatherings.

—S.T.

BLACK RIVER COLISEUM
Poplar Bluff, Mo.

This past year, the small arena in the heart of Ozark country played host to 98 Degrees, Clay Walker, the

Harlem Globetrotters, Lynyrd Skynyrd, Professional Bull Riding and Carson & Barnes Circus, among other events.

Top grossing concert was 98 Degrees at about \$125,000. Sold-out attendance was 4,200. PBR grossed \$135,000 for two nights. The Trotters played to about 90% capacity. The circus drew 5,000 for two dates.

GM Calvin Rutledge books most events in-house. Styx/REO Speedwagon/Survivor should play to a big house on Nov. 19 with \$35 and \$30 ticket prices.

Other upcoming events are Superstars of Wrestling, Nickelodeon's Franklin the Turtle and the Statler Brothers. Black River is the home of Three Rivers College men's basketball. The team is a traditional junior college power and averaged 4,000 in attendance last season.

—D.M.



CLEVELAND BROWNS STADIUM

In 1996, '97 and '98, there was no NFL football in Cleveland because the Browns moved to Baltimore after the end of the 1995 season and became the Ravens. But Cleveland went ahead and broke ground for a new pro football stadium in May 1997, anyway. In September 1998, the NFL announced an expansion team would go to the northern Ohio city and that team bought the rights to the old team's name and colors.

The first event at the \$283 million, 73,300-seat stadium was a "dry run" on Aug. 17, 1999, with about 20,000

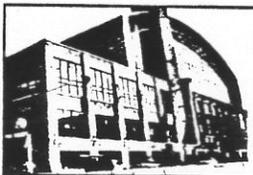
people showing up to watch a Browns' practice. That was followed by the team's first pre-season game Aug. 21 against the Minnesota Vikings in front of 71,398 fans.

Todd Stewart, director of public and media relations, said the highlight of the stadium's first year of operation may have been the Browns' first regular season home victory against the Pittsburgh Steelers (23-20) Sept. 17, 2000. "Just enjoying a win and having the National Football League back in town was important to everyone," said Stewart.

The stadium has played host to two concerts. The all-day George Strait Country Music Festival on May 20, 2000, attracted about 50,000 people. And around 30,000 people attended a June 25 performance by The Three Tenors. "These were two different types of events and they both went smoothly," said Stewart, adding that stadium's sound system performed very well.

"It's been a great year," said Stewart. "And the stadium is something everyone in Cleveland can be proud of."

—D.J.M.



CONESCO FIELDHOUSE
Indianapolis

The nation's first retro-themed arena is the home of the Indiana Pacers and played host to the NBA Finals last spring. Basketball seemed just a small part of programming.

"Our first year was absolutely fantastic," said Jeff Bowen, vice

president of scheduling.

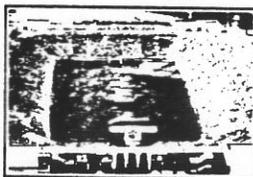
We had every major concert that came down the pike, including Elton John, Billy Joel and Bruce Springsteen. Every top performer came through the building."

The list also included home-state hero John Mellencamp, Backstreet Boys, Crosby, Stills, Nash & Young, Ricky Martin, Limp Bizkit, Barenaked Ladies, Tina Turner, Bon Jovi, Sarah Brightman and "Lord of the Dance." All told, there will be 341 events with 2.4 million in attendance from Nov. 6, 1999, to Nov. 6, 2000. That includes recent concerts by Dixie Chicks and Tim McGraw/Faith Hill.

As of mid-October, Backstreet Boys, with two dates, was the top grossing act with \$1.3 million. 'N Sync, scheduled for two shows at the end of October, may challenge that.

"Right now, they're at \$1.2 million," Bowen said in late September. Other top Conesco concert grosses: Tina Turner, \$780,000; Elton John, \$630,000; and Ricky Martin, \$450,000.

—D.M.



CREW STADIUM
Columbus, Ohio

The dream of U.S. soccer fans became a reality on May 15, 1999 when The Columbus (Ohio) Crew downed the New England Revolution 2-0 in front of a sold-out, SRO crowd of 24,741 in the inaugural game at \$25 million Crew Stadium, the first major league venue built specifically for soccer in America.

Since then, Crew Stadium has chalked up a number of impressive highlights and awards, according to general manager Mark McCullers. The Hunt Sports Group built and owns the stadium, located on the Ohio Expo Center grounds. Hunt Sports leases the 15 acres of land for \$50,000 a year from the Ohio Expositions Commission, a 25-year lease with a 25-year option.

Designed by NBBJ Sports & Entertainment, it boasts 30 open-air loges; 1,157 club seats; a Stadium Club; concession plazas in each of the four corners offering clear sightlines of the field; a 57,000-square-foot Crew Kicker Plaza for pre-game festivities; the Wreck Room, an interactive fun center and arcade; and a 384-square-foot LED video board.

The Crew was the MLS 1999 attendance champion, averaging 17,696 a game, holds the MLS Record for season tickets sold in 1999 at 9,282 and the stadium was named the 2000 Foremost Sports Facility of the Year by the International Sports Summit.

—S.T.

CROSSROADS ARENA
Corinth, Miss.

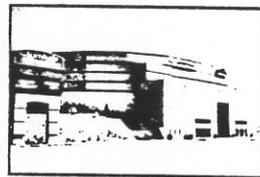
Since opening on Nov. 11, 1999 with a John Michael Montgomery concert, the \$6 million Crossroads Arena complex has had a significant impact on Corinth, Miss., and the surrounding area.

Built and owned by the city and the Alcorn County Board of Supervisors, the complex was designed by Johnson, Bailey, Henderson & McNeel as the new home of the Mississippi Tri-State Fair. It was last held here in 1981, and is the first fair in more than 15 years, notes Arena General Manager John Aikin.

Included are a 10,000-capacity, 150-foot by 300-foot arena with 3,100 permanent seats and 50,000 square feet of floor exhibit space; a 125-foot by 260-foot outdoor arena, and 5,000 square feet of meeting space in a separate convention center.

The arena recently hosted a good run of "Grease" with Cindy Williams and Eddie Mekka, and the Tri State Fair opened a 10-day run on Oct. 27.

—S.T.



THE FAMILY ARENA
St. Charles, Mo.

The Family Arena, which officially opened in October, 1999, will close out its first year of operation by doing about 135 events and drawing between 500,000-650,000 people when totals are finally tallied.

"Next year, it looks like we will do between 180-185 events," said General Manager Tom Engle.

The 10,000-seat arena held 10 concerts in its first year, playing host to

Continued On Page 17

STELLAR STARS... SELL-OUT CROWDS!

15,764

16,700

16,811

14,934

15,831

SMG

ALTEL ARENA

One ALTEL Arena Way, North Little Rock, AR 72114
e-mail: arena@altelarena.com • web site: www.altelarena.com
Fax: (501) 340-5668 • Phone: (501) 340-5660
For booking information, call: Michael Marion or John McDonald

such acts as John Mellencamp, which sold out, Creed, Collin Raye, Martina McBride, and Toby Keith. The World's Toughest Rodeo was a success as was the Lipizzaner Stallions.

The building started out with two sports team tenants, but will add two more this year.

"We started out with a UHL hockey team, the Missouri River Otters, and an IBL team, The Swarm," Engle said. "Now, we have signed a pro soccer team, the St. Louis Steamers, and an ITFL team which will play in the spring and early summer, the River City Renegades."

— P.S.

FIRST UNION ARENA
Wilkes-Barre, Pa.

"This has been a tremendous inaugural year," said Andy Long, executive director of the \$55 million First Union Arena at Casey Plaza in Wilkes-Barre, Pa. "From the beginning we knew this was a hot market, but I don't think anyone knew how big the potential was."

It took 10 years of planning to even begin construction, including losing a bond referendum by 47 votes, followed by the usual construction woes and opening night jitters.

The venue has welcomed 557,915 people and generated more than \$11.3 million dollars in ticket sales.

The tone was set from the opening Nov. 13, 1999 sellout for the American Hockey League Wilkes-Barre/Scranton Penguins, the first of 26 SRO games.

Approximately 4,000 season tickets were sold out of a capacity of 8,500, placing the "Baby Pens" third in overall AHL percentage attendance, despite a record of 23-43-9. In the sophomore year, season tickets have gone up by nearly 50% to an estimated 6,000, leaving fewer seats available for public sale and ensuring another record-setting year in sellouts. For the new hockey season, the Arena played host to one week of the NHL Pittsburgh Penguins training camp, set between two preseason games.

— S.T.

FLEETBOSTON PAVILION
Boston, Mass.

Boston native Donna Summer officially opened the FleetBoston Pavilion with a sold-out concert July 14, 1999. At that time, the open-air amphitheater on the city's historic waterfront was called BankBoston Pavilion, but the name changed following a bank merger.

The approximately 5,000-seat pavilion has hosted about 70 events, including a Don Henley concert June 5, a fundraiser for the Walden Woods Project in Concord, N.H. Performances during the first year by Faith Hill, Jamiroquai and Britney Spears were all "tremendous successes," said Fallon.

There are two premium packages at the pavilion. One is the FleetBoston Pavilion Corporate Box Program, which includes guaranteed luxury seating for four at every performance. Each box is equipped with four cushioned chairs, tray ta-

bles and an unobstructed view of the stage. Additional amenities include wait service during the performance and the opportunity to host a private function at the Pavilion.

The other is FleetBoston Pavilion's Premier Season Ticket Program. The seating is "amazingly close" to the performers, officials said. The program also includes complimentary parking at the Seaport Hotel with shuttle service to the Pavilion.

— D.J.M.



HAAS PAVILION
Berkeley, Calif.

The new \$57.5 million Walter A. Haas Pavilion is built on the site once occupied by Harmon Gym, a revered landmark on the University of California's Berkeley Campus.

Officials said that when the new facility was being designed, they intentionally omitted sound-baffling devices so the UC students could maintain what they called their "intimidating home court advantage." Adding to that intimidation is a doubling of student seating — from 1,300 to 2,600 — with about 900 right at courtside, some just 88 feet from the playing floor.

There are nearly 2,000 club seats with chair backs. There are also wider corridors and a quadrupling of the number of restrooms and concession areas.

— D.J.M.

JESSE OWENS STADIUM
Columbus, Ohio

The Ohio State University venue currently books men and women's soccer, men's lacrosse and track events with 3,000 portable seats.

Mike Dolan, director of OSU facilities, said next year, capacity will increase to 12,000 with the addition of 9,000 permanent seats. A press box will be built. The total cost is about \$11 million.

He said soccer attendance is averaging about 1,000, "which for us, is not bad." Lacrosse is "growing like mad. It used to be nobody came to the games." Again, average attendance is 1,000.

— D.M.



MAGNESS ARENA
University of Denver

The Magness Arena, centerpiece of the University of Denver's \$70 million Ritchie Center, officially opened Sept. 19, 1999, with the Irish Tenors and the Royal Philharmonic Orchestra who played to 4,000-plus people. The arena can host hockey, basketball, volleyball, gymnastics, concerts, boxing and other special events. There are 7,800 permanent seats and additional seating space can add about 1,000 more seats.

The arena is home to the Division I University of Denver Pioneers hockey and basketball teams. Allan Wilson, house manager, said every seat in the area is taken whenever the Pioneers hit the ice against rival Colorado College, about an hour's drive

south in Colorado Springs.

The most widely attended event the arena thus far, according to Wilson, was the March 17, 2000, lightweight boxing match between Julio Alvarez and hometown favorite Steve Johnston, who won the bout in a second round TKO.

In its first year of operation, the Magness Arena has hosted a variety of shows including Tori Amos, the Moody Blues, Counting Crows, Tracy Chapman, a "doo-wop" extravaganza and Holiday Festival on Ice, and Burn the Floor. The facility works exclusively with the House of Blues Denver office.

A "half house" configuration is being developed in the arena for performers such as Sarah Brightman, who will play there Nov. 8.

— D.J.M.

MANDALAY BAY RESORT & CASINO
Las Vegas

Since opening in March 1999, the \$1 billion, 3,644-room Mandalay Bay Resort & Casino in Las Vegas has seen its entertainment and trade show venues contribute significantly to the venue's success, according to the H. C. Rowe, director of entertainment.

Designed by Sink Combs Dethlefs for owner Circus Circus Enterprises, the 12,000-capacity Mandalay Bay Events Center has been the setting for superstar concerts, major sporting events and TV specials. The venue has more than 30,180 square feet of arena floor space, 83,050 square feet of concourse exhibit space and 26,100 square feet of meeting space. There's also a 4,000-seat Beach Side Stage, a 1,700-seat Broadway Theatre and an 1,800-capacity House of Blues that is booked separately by that organization.

The Events Center has a full-size ice rink and retractable bleachers that

can accommodate hockey, basketball and tennis, plus seven luxury suites. The Events Center's grand opening April 10, 1999, featured a sold-out, special performance by Luciano Pavarotti. Millennium week kicked off with two SRO performances by The Eagles and a New Year's Eve/Day celebration featuring Bette Midler. This past April, The Three Tenors — Pavarotti, Jose Carreras and Placido Domingo — drew an SRO crowd for the one-year anniversary event.

Other top music attractions included sellouts by Ricky Martin and the duo of Faith Hill & Tim McGraw, KISS, Boyz II Men, Steely Dan, Journey, Goo Goo Dolls and Luther Vandross. Earlier this month, golf superstar Tiger Woods brought in "Tiger Jam III" with performances by Christina Aguilera, LeAnn Rimes and Seal benefiting the Tiger Woods Foundation.

— S.T.

MESA PARK
Fellsmere, Fla.

MESA Park is a stunning, 115-acre outdoor facility, located on Florida's East Coast, just 1.3 miles west of Interstate 95. Since opening in January 1999, MESA — an acronym for Music, Entertainment and Sports Activities — has hosted and produced a wide variety of mostly weekend musical events, motorsports activities, festivals and holiday entertainment, noted spokesperson Kris Ford.

Owned and operated by Aim High Productions, and designed by Stotler & Stagg Architects, the complex includes four distinct areas. A 7,500-capacity amphitheater with 3,000 permanent seats and an 80-foot by 50-foot reversible stage is the park's showcase and centerpiece, and

Continued On Page 18

45 shows and \$11,300,000 in ticket sales our first year

take a good look, these seats aren't empty very often

FIRST UNION ARENA
at Casey Plaza

SMG

Sold out shows and a great location. It's what you want. It's what we've got. In our first year we've sold out Neil Diamond (2 shows), Champions On Ice (2 shows), WCW, Harlem Globetrotters, Target Stars On Ice, Elton John (2 shows), AC/DC, WWF, Ringling Bros. and Barnum & Bailey Circus, Red Hot Chili Peppers, Ice Wars, Creed, Barry Manilow and your next show. Scranton / Wilkes-Barre, it's a no brainer ... give us a call.

For more information on booking call Andy Long at 578-978-3855 www.firstunionarena.com

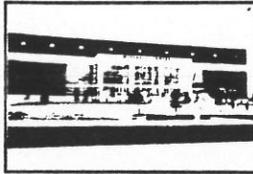
regularly hosts national recording artists; a 7,500-capacity wet/dry motorsports Arena has sanctioned racing events throughout the year; a 50-acre Festival Area hosts amusement rides and midway activity; and MESA Village serves as the hub for commerce, shopping and food and drink.

Amphitheater highlights for the 1999-2000 seasons kicked off with Neal McCoy, two-time CMA Entertainer of the Year, followed by such other country superstars as Ricky Skaggs, Toby Keith, Hank Williams Jr., BlackHawk,

Tracy Byrd and John Anderson. Young country artists featured at MESA include Yankee Grey, Andy Griggs, The Stevens Sisters, The Kinleys and Ty Herndon. The "Country Legend Series" featured George Jones, Loretta Lynn and Willie Nelson.

In October, MESA played host to the Indian River Jam, a two-day country music festival featuring Clint Black, Sawyer Brown, Yankee Grey, Chad Brock, Aaron Tippin, Eric Heatherly, Jessica Andrews, Little Feat and Montgomery Gentry.

— S.T.



MITCHELL CENTER
UNIV. OF SOUTH ALABAMA
Mobile

From September 1999 through August 2000, the 10,000-seat Mitchell Center, on the campus of the University of South Alabama, Mo-

bile, had a total attendance of about 250,000 for events held in the building. That number has pleased officials, including Arena Manager Terry Butler.

The venue is home to the university's men's and women's basketball programs, and Butler said the men's basketball team won the Sun Belt Conference Championship this past season and was undefeated at home.

"We will be holding both the men's and women's Sun Belt Conference championship in 2001. We are really looking forward to that."

Besides the basketball programs, Butler said they have been very suc-

cessful in other events held in the past year, including both concerts and family shows. Most concert attendance has ranged between 5,000-7,500, thus having used the curtaining system quite often last year. Some of the acts which have played the venue include Widespread Panic, Indigo Girls, comedian David Spade, Sister Hazel, and Better Than Ezra.

The building has also experienced great success with family performances including two sold-out WWF events. Other family shows included the Harlem Globetrotters, the Royal Hanneford Circus, and the Magic School Bus.

"We also do many private events and receptions, as well as high school graduations and our own commencements," Butler said.

— P.S.

NORTH CHARLESTON (S.C.) CONVENTION CENTER & PERFORMING ARTS CENTER

The 200,000-square-foot, \$38 million North Charleston Convention Center entertained approximately 50 events in its first year, representing about 150 event days, according to Executive Director David Holscher.

"We are about five times the size of anything previously around here so we are not only providing existing shows room to grow, we have opened the doors to other large consumer and trade shows that couldn't have otherwise come here," Holscher said.

The convention center includes a 25,000-square-foot ballroom and 14,000 square feet of meeting rooms, but both these spaces are leased to the connecting Embassy Suites.

The convention center is part of the complex in North Charleston that includes a one-year-old 2,250-seat capacity Performing Arts Center and the existing 14,500-seat capacity North Charleston Coliseum.

Two of the larger shows that played the convention center this year include the Antique Road Show and Food Network Live.

The \$18 million Performing Arts Center hosted 75 events in its first year of operation, greatly pleasing city officials.

The 2,250-seat capacity venue opened its doors in August 1999.

"The biggest niche we developed last year was being the location for rehearsals and openings of Broadway productions," said Executive Director David Holscher.

— P.S.



South Florida's New Waterfront Showplace

The **AmericanAirlines Arena**, home of the NBA's Miami HEAT and WNBA's Miami SOL, is downtown Miami's ultimate sports and entertainment showpiece. This ultra-modern jewel on the waterfront hosts the world's most exciting events and attractions. With a flexible seating capacity of 4,700 to 20,000 the **AmericanAirlines Arena** is South Florida's hottest venue in the heart of the city.

For booking information contact Eric Bresler by phone (786) 777-1122, fax (786) 777-1600 or email ebresler@heat.com. Check out our availability online at www.eventbooking.com



AmericanAirlines Arena
www.aaarena.com



PEPSI CENTER
Denver

The Mile High City's new arena played host to 219 events in its first year of operation, with 2.5 million in attendance, far exceeding original ex-

Continued On Page 19

pectations, said GM Gene Felling. The building houses the NBA Nuggets and NHL Avalanche. The Nuggets experienced the largest attendance increase among all NBA teams compared with the previous season.

Ten of the 22 concerts booked in the first year sold out, including Bruce Springsteen, with two shows grossing well over \$2 million. Crosby, Stills, Nash & Young grossed \$1.2 million.

Felling said, "Concerts sold comparably to New York, Chicago and L.A., even though those cities have 10-times the population."

The biggest challenge has been finding dates for events, he added. Ringling Bros. recently did 75,000 for 10 dates with a gross in excess of \$1 million.

Upcoming events include SFX Motorsports freestyle motocross and monster trucks, the NHL All-Star Game, Harlem Globetrotters, high school state wrestling and NCAA women's regional basketball.

Future concerts included Bare-naked Ladies, Limp Bizkit/Eminem, Dixie Chicks and Tina Turner.

— D.M.



RALEIGH ENTERTAINMENT AND SPORTS ARENA
Raleigh, N.C.

From its opening in October 1999, the \$158 million Raleigh (N.C.) Entertainment and Sports Arena has played a major role in

the region's economy, according to Dave Olsen, vice president and general manager for Gale Force Sports & Entertainment which operates the venue for the Centennial Authority.

From October through fiscal year-end June 30, 2000, gross receipts were \$25.2 million dollars, with about \$750,000 paid out in gross receipts tax. Payroll for full and part-time arena employees was over \$6.8 million, accounting for \$530,000 in state payroll taxes. Food sales of over \$7.8 million dollars, parking revenues of over \$1.3 million and \$1.1 million in mer-

chandise sales all accounted for over \$700,000 in local/state taxes paid.

Designed by Odell Associates, the arena is built on the North Carolina State University campus, seating up to 20,000 for concerts, 19,900 for basketball and 18,600 for hockey. It has 61 club and concourse level skyboxes, with 10 more in the future; 1,900 club seats; 4,000 sideline floor-level seats; an Arena Club restaurant/lounge; and shared parking for 8,500 cars with adjacent Carter Finley Stadium.

The venue is home to the NHL

Carolina Hurricanes, with 41 regular season hockey games the first season; the ACC N.C. State Wolfpack men's basketball team, with 16 games; and the Arena Football League Carolina Cobras, with 8 games.

Highlights for the facility's inaugural season included sellouts of Bruce Springsteen, N'Sync, Backstreet Boys, Tim McGraw and Faith Hill, The Dixie Chicks, WWF Raw is War, WWF Summerslam, and the CIAA Tournament.

— S.T.

Continued On Page 20



PHILIPS ARENA
Atlanta

Philips Arena, Atlanta, has had quite a honeymoon. In its first 12 months of operation, the 20,000-seat capacity venue held more than 200 events which drew approximately 2.5 million people, according to Senior Vice President Mike Oshust. Of that number of events, the building held 42 concerts grossing more than \$23 million.

Oshust said the venue is straight rental and their relationship with SFX Entertainment has also helped boost the number of concerts.

Elton John opened the venue last year with a performance on Sept. 18. Other acts performing throughout the year include names such as the Dixie Chicks, Tim McGraw and Faith Hill, Cher, ZZ Top, Vince Gill, Bette Midler, Ricky Martin, Limp Bizkit, Widespread Panic, Billy Joel, Tina Turner and Lionel Richie, 'N Sync, KoRn, Bruce Springsteen, and Crosby, Stills, Nash & Young.

In addition to the concerts, Oshust said family shows were also successful. The building brought in the gamut of family fun including "Disney on Ice," Ringling Bros. and Barnum & Bailey, and WCW.

This past year was also the inaugural season for the new NHL team Atlanta Thrashers. Oshust said the team enjoyed a number of sellouts and experienced overall "tremendous success."

— P.S.



Ten Reasons why you should choose Contemporary Services as your crowd management provider

Contemporary Services (CSC) pioneered peer-group security and has spent the last 33 years perfecting crowd management techniques.

CSC's unmatched expertise has made it the world's largest crowd management company.

CSC, together with its sister company, The APEX Group, can provide you with a total security package. From crowd management to personal protection, it's your one source solution!

CSC's strong corporate structure ensures that all branches have the necessary tools and support to succeed.

CSC provides real staffing solutions and finds the best people for the job or event. CSC has a large pool of talent, therefore, can bring in the best staff to make any event successful.

CSC works hard to understand their client's business, needs and expectations. CSC is customer focused and service driven.

CSC ensures that its employees stay on top of their game through training and on-going coaching.

CSC has worked every type of event imaginable, concerts to sporting events, large or small.

CSC's reputation speaks volumes and is the only real choice for crowd management services.

CSC does not just promise the best Service. WE DELIVER!

17101 Superior Street
Northridge, CA 91325
Voice: 800.754.5150
Fax: 818.885.0369

www.contemporaryservices.com
www.apex-grp.com



THE APEX GROUP
EXECUTIVE SECURITY MANAGEMENT



SAFECO FIELD
Seattle

The home of Major League Baseball's Mariners has been in the spot-

light during the recent playoffs. Besides the regular concession operation, the team plays host to VIP functions with large tented areas on the upper concourse.

Building manager Neil Campbell said the stadium has had a "truckload of dinners, trade shows and career days, a few of which have been on the field." He estimated that the venue had 150 events other than baseball.

Corporate dinners, wedding receptions and bar mitzvahs comprise

the majority of alternative events.

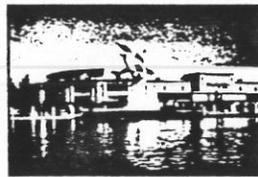
"It's certainly a lot different than sitting in a hotel ballroom staring at four walls. Our meeting rooms have glass walls looking onto the field," he added.

Rental fees are negotiated depending on the extent of the event. A fully catered fundraiser on the field for Republican presidential candidate George W. Bush drew 5,000 this past summer.

Campbell said officials cover the playing surface for all other events. Two private restaurants and two terrace clubs accommodate groups of as many as 2,000.

Safeco Field would like to play host to concerts, but serious discussions won't begin until after the 2001 All-Star Game here. "As a baseball-only facility, scheduling can be very difficult," he said.

—D.M.



SKYREACH PLACE
Kelowna, B.C.

Skyreach Place in Kelowna, B.C., opened its doors Aug. 28, 1999 with Canadian rockers Moist and things haven't slowed since, said General

Manager Dave Dakers. "Although it was rushed, we had a relatively smooth opening. There were no major hiccups, and we've kept rolling ever since."

The \$13 million (U.S.) facility boasts 1,000 club seats and overall seating capacity of 6,000 for sporting events and up to 7,500 for concerts.

Kelowna, about a four-hour drive east of Vancouver, has a population of 100,000 and serves a market area of around 250,000 people. Prior to the opening of Skyreach Place, there was no other facility in the region like it, Dakers said, adding that shows essentially passed on the market.

However, since August 1999, the new arena has hosted acts as diverse as Alice Cooper and Bill Cosby. Other performers and shows have included "Weird Al" Yankovic, Tom Jones, Outlaws of Motorsports, a bridal show, Joan Jett and the Blackhearts, Spirit of the Dance, Ray Charles, The Guess Who, Dwight Yoakam, WCW "Monday Nitro" and the Steve Miller Band.

"All of this is new to the market. But the arena is the perfect size for this market," Dakers said.

—D.J.M.

SOVEREIGN BANK ARENA
Trenton, N.J.

In one short year, the \$53 million Sovereign Bank Arena in Trenton, N.J., has exceeded all expectations, hosting more than 160 events and 750,000 attendees. Located 30 min-

utes from Philadelphia and 50 minutes from New York, with approximately seven million people within a 45-mile radius, has made it a "must stop" venue for any tour.

"Trenton and the surrounding markets have responded extremely well to the arena," said General Manager Michael Scanlon for Philadelphia-based Global Spectrum, which operates the venue for Mercer County. "Trenton being so close to both New York and Philadelphia makes our arena such a viable market for a variety of shows and we've sold out 23 events including family and ice shows, sporting events, concerts and a nationally televised WWF Smackdown."

Designed by Sink Combs Dethlefs and the Vitetta Group, the arena has a capacity of up to 10,500 for concerts and special events, including 34 private luxury suites and 1,150 club seats. It can seat 8,100 for hockey and football and 8,600 for basketball, and is the proud home for three professional sports franchises: Trenton Titans of the East Coast Hockey League, the Trenton Shooting Stars of the International Basketball League and the Trenton Lightning of the Indoor Professional Football League.

The arena has hosted Shania Twain, Creed, Elton John, John Mellencamp, KISS, Third Eye Blind, Mandy Moore, Sugar Ray, LFO, Duran Duran and Martina McBride.

—S.T.

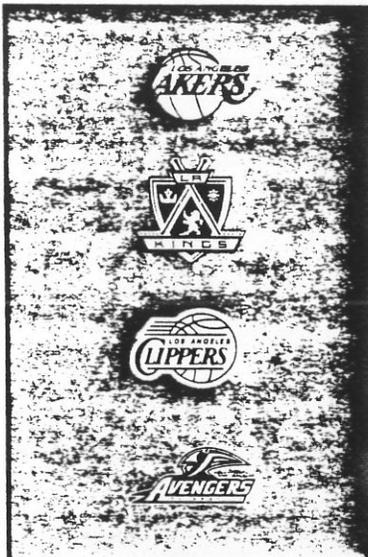
Continued On Page 22

UNIVERSITY OF SOUTH ALABAMA
MITCHELL CENTER • Mobile

COME SEE HOW WE STACK UP!

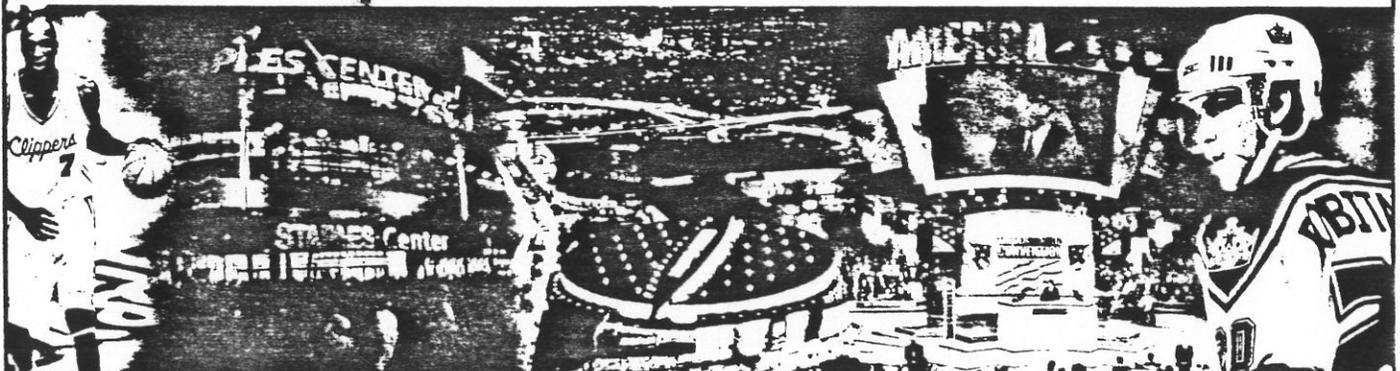
10,000 Basketball Seats	MOBILE Pop. 500,000— Largest in the South
7,000 End Stage Seats	5,500 Theatrical Seats
Thrustload Curtain System	LA Hospitality Suite, Catering Kitchen
In-House Ticketing With Internet Access	4 Screen Video System
In-House Marketing	

TERRY BUTLER
Phone: 334-461-1643 • Fax: 334-461-1634
Mitchell Center • University of South Alabama • Mobile, AL 36688-0002



STAPLES Center™
celebrates a record-breaking first year!

- ★ Ricky Martin
- ★ Crosby, Stills, Nash and Young
- ★ Cher
- ★ Bette Midler
- ★ Barbra Streisand
- ★ Eurythmics
- ★ Mariah Carey
- ★ Tina Turner
- ★ Bruce Springsteen and the E-Street Band
- ★ Joan Sebastian
- ★ "Sugar" Shane Mosley vs. Oscar De La Hoya
World Welterweight Title Fight
- ★ Los Angeles Lakers (NBA Championship)
43 home games • 13 playoff games
- ★ Los Angeles Kings
43 home games • 2 playoff games
- ★ Los Angeles Clippers
43 home games
- ★ Los Angeles Avengers
8 home games
- ★ New Year's Eve Spectacular featuring
Eagles, Linda Ronstadt and Jackson Browne
- ★ 2000 Democratic National Convention
- ★ WWF
- ★ WCW
- ★ Harlem Globetrotters
- ★ Target Stars on Ice
- ★ 42nd Annual Grammy Awards
- ★ 1st Annual Latin Grammy Awards



STADIUM EXHIBITION CENTER Seattle

The 504,000-square-foot facility has two main exhibit halls serving consumer shows and concerts.

From Oct. 31, 1999 through the same date this year, the venue was scheduled for 155 event days with another 90 for load-in and load-out, said Steve Eckerson, director of facility sales and marketing.

"In the next 12 months, we're projecting 175 event days. Right now, we're booked solid until Thanksgiving," he said.

Eckerson works for First & Goal, the Paul Allen-owned private management firm operating the building, which will eventually be part of the Seattle Seahawks' new football stadium.

When the stadium is completed in 2002, there will be a third hall with another 62,000 square feet of exhibit space available.

Consumer shows, comprise 75% of business, but SEC had Barenaked Ladies and played host to Chris Isaak, Robert Cray and Squirrel Nut Zippers in a Millennium Eve show last Dec. 31.

—D.M.



STAPLES CENTER Los Angeles

Since Bruce Springsteen opened the \$330 million Staples Center with a concert on Oct. 17, 1999, more than three million guests have attended other concerts, sporting

events, family shows and other major events including the Democratic National Convention.

The mammoth 1-million-square-foot facility (including arena, retail and offices) is home to four professional sports franchises: the National Basketball Assn.'s Los Angeles Lakers and Los Angeles Clippers, the National Hockey League's Los Angeles Kings and the Arena Football League's Los Angeles Avengers. The Lakers ended their inaugural season at the new arena June 19, 2000, by winning their 12th NBA Championship. The Kings enjoyed the best attendance and fourth-best record in

team history at their new home.

The center hosted new and long-time favorites including Ricky Martin, Crosby, Stills, Nash & Young, Cher, Bette Midler, Eurythmics, Joan Sebastian, and The Eagles, Jackson Browne and Linda Ronstadt on New Year's Eve. And Barbra Streisand's final Los Angeles concerts on Sept. 20 and 21 totaled \$12.6 million at the gate.

The center also hosted major national and international special events including the 42nd Annual Grammy Awards, the "Sugar" Shane Mosley vs. Oscar De La Hoya world championship fight, and the first-ever Latin Grammy Awards.

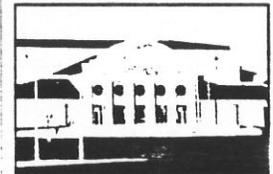
—D.J.M.

T.R. HUGHES BALLPARK O'Fallon, Mo.

T.R. Hughes Ballpark, the \$4.4 million home of the River City Rascals, a Class-A professional baseball team of the independent Frontier League, opened in June 1999 as part of the Ozzie Smith Sports Complex, owned by the city of O'Fallon, Mo., a St. Louis suburb.

The co-ownership group of Missouri River Baseball L.L.C. was overwhelmed by the success of the first-year franchise, notes Mike Carver, director of broadcasting and media relations. The Rascals, who hosted 40 home dates in the 4,989-capacity park, shattered the league's attendance record by drawing 151,661 in their first year — a 67% increase over the old record. The organization's theme is "Baseball from Another Era."

—S.T.



UNITED SPIRIT ARENA Lubbock, Texas

The 15,000-seat capacity United Spirit Arena opened officially Nov. 19, 1999, and since then, "business has been great," according to Cindy Harper, marketing director.

"We've had outstanding response from folks wanting to bring in big events," Harper said. "We are holding performances with acts that couldn't have come here before."

Some highlights for the \$62 million facility this past year include a performance by the Dixie Chicks, which sold out in about 40 minutes. Harper said Elton John sold out in about two hours and KISS was also a sellout for the building.

"We are also the home of Texas Tech University's men's and women's basketball and volleyball teams," Harper said. "The Texas Tech Lady Raiders basketball team had the second largest attendance nationwide in college basketball with an average attendance of 12,741."

Coming up for the building was a WWF performance scheduled for November.

—P.S. □

PEPSI CENTER

from Sceline to Santana

It's been a great year!

After 2,553,675 guests, 219 concerts, events, and games, 532,924 cups of Pepsi, 15,040,674 ounces of Coors and 14 miles of hot dogs, Pepsi Center is pleased to thank those who have made this year special.

To the Denver Nuggets and the Colorado Avalanche, thank you.

To everyone associated with each show and event — from the headliner, the road crews and the security guys, thank you.

Most importantly, to the promoters and booking agents — Champions on Ice, Colorado High School Activities Association, Concerts West/Moore Entertainment, Creative Artists Agency, Every Dog Has Its Day, Family Life, Feld Entertainment, Inc., Harlem Globetrotters, Home of Blues, KXKL-FM, KDJM-FM, Pace Motorsports, Pacific Concert Group, Results 2000, SFX Music Denver/Bill Graham Presents/Chuck Morris Presents, SFX Sports, Starstruck Promotions, Target Stars on Ice, TNA, Top Rank, Varnell Enterprises, WAC Entertainment, WCW, Women of Faith — thank you.

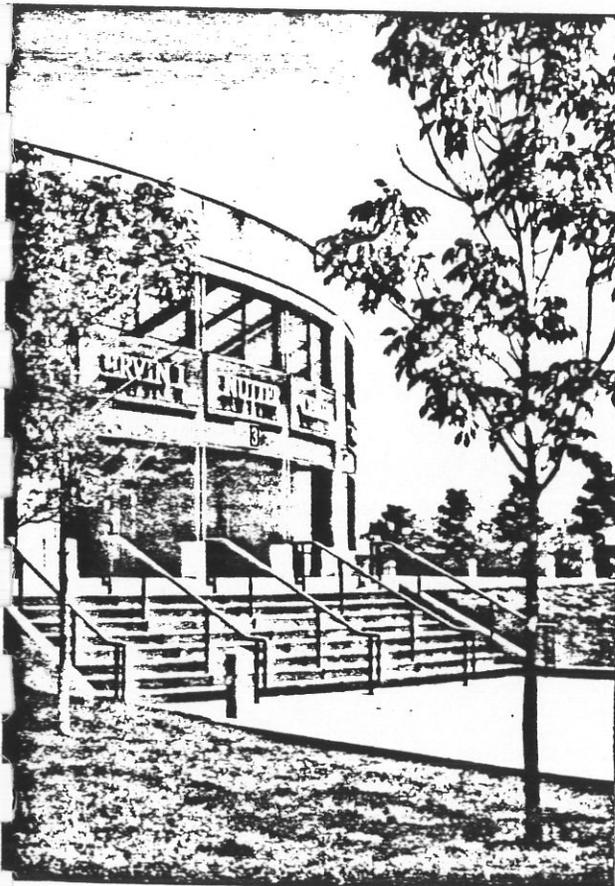
For booking information, contact Gene Felling, 303.405-8543, gfelling@pepsicenter.com or Kelly Broussard, 303.405-1345, kbroussard@pepsicenter.com

amusement
business
SPOTLIGHT



NUTTER CENTER

WRIGHT STATE UNIVERSITY



Still Going Strong 10 Years After Putting Wright State And Dayton On The Map

DAYTON, Ohio — The continued success of the Nutter Center on the campus of Wright State University in Dayton, Ohio, has been attributed to its workable design, professional staff, location in the region and the community in which it is located.

In fact, the continued success of the venue is such that, as it celebrates its 10th anniversary this month, it is also listed at number nine this year in AB's BOXSCORE rankings of buildings with capacities of 10,000-15,000.

The 12,000-plus-seat multi-use facility had a soft opening on Dec. 1, 1990, with a WSU commencement followed by a WSU basketball game. The official grand opening was Dec. 15 to a sold-out crowd for a Boston Pops concert.

"The Nutter Center put the Dayton market on the map as a viable stop. Our size made that possible. As a secondary market, we were able to pick up a lot of major acts. We built a reputation of being able to put crowds in here. The whole level of entertainment went up about five notches. The market seemed to be starved for this type of entertainment," said John Siehl, executive director of the center.

Siehl had worked at the nearby Hara Arena for 24 years, holding the general manager's spot for the last 11 years of his tenure. He said the Hara (with its seating

capacity of 5,600 to 7,000) has attracted a steady flow of rock bands. "Dayton got to be known as a great rock and roll town," said Siehl. "But once the Nutter Center opened, it was able to attract a wider variety of acts."

Although the Nutter Center gave the market a new venue for big-time acts, its primary purpose was to house the school's indoor athletic activities and offices. The 35-year-old school has about 17,000 students, many of them commuters. Prior to 1990, the then Division II WSU Raiders had been playing in the school's 2,500-seat gymnasium.

"We were anxious to go Division I," said Paul Newman, assistant athletics director who has been with the school since 1985. The university went Division I in 1987. And as part of the Midwest Collegiate Conference, it has since hosted three Division I conference championships with a fourth scheduled in March, said Newman.

A highlight in the arena's history was when the Raiders basketball team defeated Michigan State University 53-49 on Dec. 30, 1999, the year the MSU Spartans won the NCAA national championship. The Nutter Center sold out at 10,600 and secured one of the biggest upsets of the NCAA season, said Newman.

"A center like this puts you on the map," Newman

Continued On Next Page

Written By Don Mooradian



At-a-Glance

ADVERTISING: The center's marketing department provides a comprehensive advertising program. The marketing department also handles group sales and sponsorship opportunities.

AWARDS: Consistently ranked in the top-10 grossing venues (compared to same-size arenas) since it opened in 1990 and has garnered a number of industry awards.

BERRY ROOM: Provides extensive banquet facilities with a full-service catering operation on the premises. The 5,280-square-foot Berry Room can host conferences, receptions, seminars and teleconferences and can be divided into three separate rooms. Audio/visual needs can be accommodated. The contemporary venue overlooks the arena and can seat 300-500 people.

DRESSING ROOMS: Two star dressing rooms and two team dressing rooms.

EVENT STAFFING: Provides all ushering, peer group security, ticket takers, door guards, and parking services on an exclusive basis for all events and activities at the facility.

EXHIBITION SPACE: There are 60,000 square feet of exhibition space in the McLin Gymnasium, located within the Nutter Center.

FOOD: Volume Services America provides all on-site food and beverage services on an exclusive basis for all events and activities.

GUEST PARKING: There are eight on-site lots and one nearby for a total of 4,231 spaces.

MAJOR TENANTS: Home to the Wright State University Raiders basketball and volleyball teams, and home ice to the professional Dayton Bombers of the East Coast Hockey League (ECHL). It also is host to Midwestern Collegiate Conference basketball tournament.

ICE SYSTEM: The ice surface measures National Hockey League regulation 200' x 84'.

LUXURY SUITES: There are 18 luxury suites with wet bars and cable television hookups.

MARKET AREA: The Greater Dayton area boasts 4 million-plus with easy access to other markets in Ohio, Kentucky and Indiana.

MARSHALLING AREA: Backstage lot has parking capacity for 20 trucks and/or buses.

OTHER AMENITIES: Located in the Nutter Center are four additional basketball courts; a fully equipped fitness center; and a multipurpose room.

RIGGING: Height to rigging grid is 96'4". Height to high steel is 110'. The hang weight for the rigging grid is 553,000 pounds.

SEATING: The arena can be configured for 12,000 (or slightly more) seats or scaled down to as few as an intimate 1,000, depending on the event.

TICKETS: The center provides ticketing services on an exclusive basis for all events scheduled at the facility. Ticketmaster also handles ticket sales.

still going strong...

Continued From Page 71

said. "Others can see you've arrived in Division I. I like the opportunity it gives us to showcase our teams in a first-class facility." He said the Nutter Center and Cleveland State probably have the nicest facilities in the conference, although the Nutter Center is possibly host to more concerts and other public events. "Also, the facility is really the window to our campus and it gives us a lot of positive visibility," said Newman.

While there are many facilities that host both athletic and entertainment events, the Nutter Center also houses four additional gyms, athletic offices, public/private meeting rooms that can be expanded or reduced in size, and other amenities.

Having such a multi-purpose facility can result in some busy dates, according to John Cox, assistant director, operations. On Nov. 4, for instance, the building was put to the test with a sold-out Tina Turner concert in the main arena, a National Collegiate Athletic Assn. women's volleyball tournament in two of the gymnasiums and a wedding reception (including catering) in the Berry Room, an upscale meeting space overlooking the arena. There had also been a pre-show party for Turner's concert and part of another gym was used as a storage area for equipment used in the show.

Such flexibility probably would not be possible were it not for a flexible, gung-ho staff. "These folks have to hustle to get the facility ready for the next event. They do a great job," said Newman.

"The staff does a great job of taking care of the promoters, the acts and the patrons," said Jim Brown, as-



John Siehl, executive director of the Nutter Center.

sociate director of programming, sales and marketing. "We've got to provide a quality product. And this is their home away from home. We've got to make them feel comfortable. And the facility doesn't look 10 years old because the operations crew does such a tremendous job. I don't think you ever reach a point where you have perfect customer service, but it is something that we strive for."

In addition to the 30 full-time staffers, the facility usually carries two high school interns and several other interns from the university. "We use a team concept. Everyday, we pretty much leave our egos at the door. I think that's one of the best things about working here."

"The facility has a great staff; they are good people to work with," said Phil Beach, on-premise development manager for Pepsi Cola General Bottlers, in Dayton, which has served the facility since it opened. The company placed a panel celebrating the Nutter Center's 10th anniversary and the men's Raiders basketball schedule on its Pepsi and Diet Pepsi cans throughout the Dayton and Cincinnati markets. The four- to six-week campaign should result in about six million exposures, Beach said.

LOCATION

The Nutter Center is located near Interstate 675, Brown said, adding, "Dayton is a good metro market to be in." However, Brown acknowledges that there is some competition within the region with other venues to the east in Columbus and venues in nearby Cincinnati to the south and Indianapolis to the west.

The potential for competition is one reason the Nutter Center management team believes it is important to be involved with the local community which uses the facility and supports events there. "We have to look at the Wright State University side of things; we are part of the university. And we also are part of the business community and the overall community, too," said Brown.

Apparently, though, the Dayton market can stand on its own. Cher played to a sold-out crowd at the Nutter Center on Feb. 14, shortly after having played in Columbus. And the center has hosted a variety of acts and events over the years, everything from the circus to baseball card shows.

"We're not comfortable waiting for events and tours to come to us," said Siehl. He cited the upcoming U.S. Twirling Assn. national baton-twirling

championships as an example of the types of events the center's staff seeks out.

And while many arenas experience a slowdown during the summer, the Nutter Center may have as many as 78 events days during a 90-day season. Such events might include something like a free movie with a local sponsor. "Some events don't make a lot of money, but they are great exposure for the facility," Siehl said.

"We do have a charge from WSU to provide diverse entertainment," explained Brown, noting that the facility is booked 280 days per year. There is a practical reason for bringing in a variety of events, too. "We will continue to seek a diversity of events here so if any particular category takes a dive, we will still be balanced," said Siehl.

Not to be overlooked is the economic impact the Nutter Center has had on the development of surrounding land. Located several miles south of downtown Dayton, the center was built adjacent to the WSU campus in an area that was, 10 years ago, relatively undeveloped. Since that time, office and retail development has exploded. Siehl said the Nutter Center acts as a solid anchor to the commerce center.

CAPITAL IMPROVEMENTS

Some capital improvements undertaken at the Nutter Center in recent years include the repaving of the parking lot, a new roof for the building and the replacement of some of the seats in the back rows, said Brown.

This summer a small two-window box office was added to the rear of the building where there is one existing window. The addition helps move the crowds into the facility quicker, said Cox, although it is taking some time for the visitors to get used to the new capability. In front, there are six regular ticket windows plus one more for physically handicapped patrons.

Hara Arena was also home ice to the Dayton Bombers of the East Coast Hockey League, but they were outgrowing the facility. In 1996, the Bombers put up the money to rebuild the Nutter Center's floor, so it had ice-making capabilities, said Siehl. The team also paid for other renovations at the center.

A storage building has been added since the facility opened. The scoreboard and sound system have been improved, as have dressing rooms and other backstage areas, said Cox.

The biggest change to the building has been the addition of ice making capabilities. When the Nutter Center was designed, there was no hockey team in the area. "I don't think they intended on playing hockey there," said Cox.

However, with the arrival of the Dayton Bombers it was decided to add an ice capabilities. The Bombers paid for the \$1 million-plus project which was completed for the 1996-97 season. □



Variety Of Acts Find Success In Dayton

DAYTON, Ohio — The opening of the Nutter Center at Wright State University 10 years ago ushered in a new era of entertainment, not only for the college but also for the entire Dayton community.

And promoters who bring acts to the 12,000-seat center continue to praise the facility and its staff.

"It's been a solid building. It's great. The music community knows about this building and it's well respected," said Michael Belkin, president of Belkin Productions in Chagrin Falls, Ohio. "We've never had any technical problems. It can handle almost anything," he said.

"The Nutter Center is such a pleasure because of the easy load-in, which allows us to roll right up to the stage," said Belkin. The center has two regular loading doors and one elephant door and everything is flat, so it is easy to roll equipment in and out.

"They put a lot of thought into when they built the facility. It is still very modern and user-friendly," said Rich Mischell, president of Mischell Productions in Okeana, Ohio.

Of the center's staff, Mischell said, "They work with you. They enjoy working with the promoters and artists. We've never had any problems there in the 20 or so shows

we've done there." He mentioned this is true across-the-board including operations, event management, catering, the box office and the marketing department. "The staff is very accessible and the operations are well coordinated."

The Nutter Center has opened the door for many new acts that might not have played the market before it was built. "Dayton was always pretty much a hard rock market," said Belkin, who has brought such diverse acts as Frank Sinatra, Amy Grant and KISS to the center. "But when the Nutter Center opened, it gave us an outlet for acts that appealed to upper demographics. Before that, these acts just skipped Dayton," he said.

"I'm sure they've gotten a lot of shows that wouldn't have played the market if they didn't have the Nutter Center. It has served the purpose of getting acts into the market," said Mischell, a promoter in the market for about 20 years, concentrating mostly on country music acts. He added that other facilities available in the area were older and smaller and that the Nutter Center was the market's first major arena conducive to doing big concerts.

The first act Mischell brought to the center was Brooks & Dunn, a sell-out in December 1994. Other



From left, Dan Bago, events coordinator, and John Cox, assistant director, operations.

performers he has brought in include Tim McGraw, Travis Tritt, Vince Gill, Tracey Lawrence, and Alan Jackson who sold out performances in both 1997 and 1998. "We've done fine on all of them. We've always had good crowds there," he said. Mischell was the promoter for the Dec. 5 performance of the Kenny Rogers Christmas Show, a centerpiece of the center's 10th anniversary celebration.

"The Nutter Center brought a new, state-of-the-art facility to the market," said Marc Ellenbaum, production manager of SFX Music in Indianapolis. "It brought a new place, with increased capacity, to bring bigger name acts." Some of the bigger names include Cher, Rod Stewart, KORN, ZZ Top and, most recently (Nov. 4), a sold-out Tina

Turner concert. "It's been a beneficial addition to the Dayton market. And the fans enjoy it," he added.

Family shows, including circuses, ice shows and wrestling, also do well at the Nutter Center, according to Jack Gaul, box office manager at the center. "They are very appealing to older audiences, including Baby Boomers. We're used by the entire community," he said.

Belkin agreed, saying, "The Nutter Center is a building for the whole community."

The building has concert seats for 11,400 (or more) and shows are frequently at or near capacity, said Gaul. "There's not a bad seat in the house," he said, pointing out that there are no balconies, poles or obstructed views. There are two concourses giving access to the arena's 35 rows of seats. That makes it very "cozy" for ice events and concerts in the round, he added.

Tickets are available through Ticketmaster, including an online link from the center's Web site to the ticket company. Use of the online service varies from show to show, depending on the audience, Gaul said.

Generally, younger patrons wanting to attend concerts tend to use the online service more than those attending family shows do. The family audience may make their de-

UPCOMING EVENTS

DECEMBER 2000

29/30 U.S. HOT ROD THUNDER NATIONAL
31 WOMEN'S RAIDERS VS. ST. BONAVENTURE

JANUARY 2001

2 MEN'S RAIDERS VS. MOREHEAD STATE
6 MEN'S RAIDERS VS. BUTLER
9 BOMBERS VS. WHEELING
11 MEN'S RAIDERS VS. DETROIT
13 BOMBERS VS. TRENTON
13 MEN'S RAIDERS VS. CLEVELAND STATE
14 BOMBERS VS. TRENTON
15 MEN'S RAIDERS VS. LOYOLA
25 WOMEN'S RAIDERS VS. DETROIT
26 BOMBERS VS. PEORIA
27 MEN'S RAIDERS VS. U.I.C.
31 WOMEN'S RAIDERS VS. CLEVELAND STATE
31 MEN'S RAIDERS VS. TEXAS-PAN AM

FEBRUARY 2001

2/3 BOMBER VS. JACKSON
8 WOMEN'S RAIDERS VS. LOYOLA
9 BOMBERS VS. ROANOKE
10 BOMBERS VS. GREENSBORO
10 WOMEN'S RAIDERS VS. U.I.C.
14 BOMBERS VS. GREENSBORO
15 MEN'S RAIDERS VS. U.W.-GREEN BAY
17 BOMBERS VS. GREENSBORO
17 MEN'S RAIDERS VS. U.W.-MILWAUKEE
17 WOMEN'S RAIDERS VS. BUTLER
18 BOMBERS VS. TOLEDO
20 BOMBERS VS. RICHMOND
23/24 IFMA FREESTYLE MOTOCROSS
27 BOMBERS VS. RICHMOND

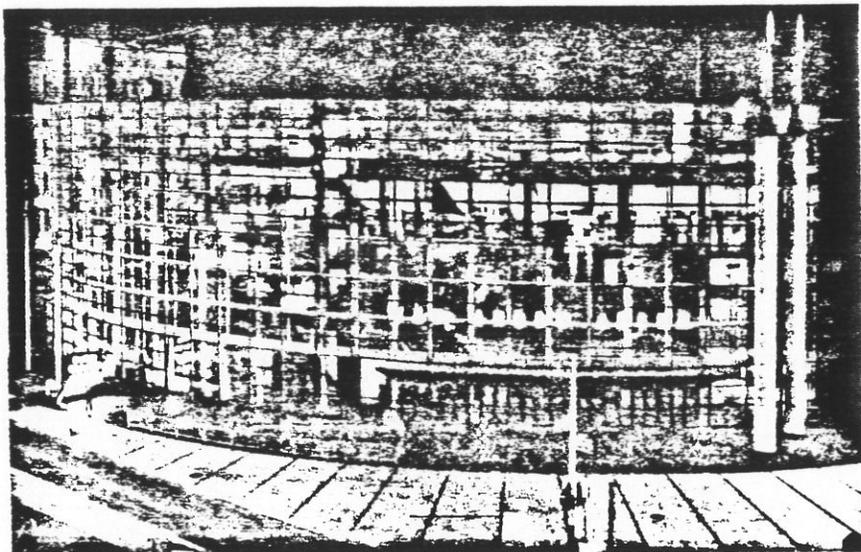
isions more spontaneously, deciding at the last minute that they will attend an event, said Gaul.

Staff at the Nutter Center offers marketing assistance to various shows and promoters. □



Thank you
WSU Nutter Center
for 10 great years
as business partners &
for serving the
communities of the
Miami Valley!





Van Andel Arena

Van Andel Arena Grand Rapids, Mich.

Management: Richard MacKeigan, SMG
Owner: Grand Rapids/Kent County Convention/Arena Authority
Opened: Oct. 10, 1996
Number of Events in 2000: 173

Van Andel Arena has topped the facilities with capacities of 10,001-15,000 for three years running. Richard MacKeigan, manager there for SMG, credits strong corporate and strong community support.

"Historically, Grand Rapids was underserved as far as entertainment goes," MacKeigan said. "People would travel to Detroit or Chicago [2 1/2 to three hours away]."

That market was captured and, combined with the ability to call corporate peers at SMG for entrees and information, MacKeigan has seen a successful year. "I can call Steve Tadlock in Bossier City [La., another SMG building] and say, 'can I use you as a contact?' It opens up e-mail and phone lines, what used to be doors."

Trends: The concert industry has been fairly strong and more diverse than last year, with a mix of hot acts, from Backstreet Boys to

Year In Review 2000

Chart Topper

Barenaked Ladies, with a touch of the farewells tours.

Minor league sports continues to boom. Van Andel is home to three teams.

Coming Up: The city, county and state have committed to a \$200 million expansion of convention facilities, also run by SMG. "SMG will have to grow here," MacKeigan noted.

The first quarter of 2001 is "tight for dates," MacKeigan noted. He's got the beginning of the Continental Basketball Assn. Grand Rapids Hoops season, a Big 10 Women's Basketball Tournament and an NCAA men's regional hockey tournament. He's still finding space for a few concerts.

He's pleased the Grand Rapids Griffins IHL team had its most successful year on the ice ever, and the AFL Grand Rapids Rampage have benefitted from NFL affiliation, "the legitimization of the league." If the CBA can get ownership issues resolved, it will also bounce back strong, he believes.

— Linda Deckard

Amusement Business


Year-End 2000

TOP 20 VENUES

CAPACITIES 10,001-15,000

Ranked By Gross. Compiled from AB BOXSCORES. Dec. 13, 1999—Dec. 4, 2000.

#	VENUE (CAPACITY)	TOTAL GROSS	TOTAL ATTENDANCE	TOTAL CAPACITY	SHOWS/SELLOUTS
1.	VAN ANDEL ARENA (12,500) Grand Rapids, Mich.	\$11,146,141	369,148	526,026	56 9
2.	WORCESTER'S CENTRUM CENTRE (15,000) Worcester, Mass.	\$10,999,566	356,769	467,309	47 15
3.	BI-LO CENTER (15,000) Greenville, S.C.	\$9,106,555	240,110	274,241	28 13
4.	BRYCE JORDAN CENTER (15,000) University Park, Pa.	\$8,226,085	221,044	301,624	30 7
5.	THE MARK OF THE QUAD CITIES (12,000) Moline, Ill.	\$7,146,694	288,658	479,795	52 9
6.	SOVEREIGN BANK ARENA (10,500) Trenton, N.J.	\$6,211,957	239,506	412,937	63 9
7.	E CENTER OF WEST VALLEY CITY (12,500) West Valley City, Utah	\$5,145,856	196,244	278,453	39 3
8.	SAN DIEGO SPORTS ARENA (15,000) San Diego	\$4,611,562	102,017	112,702	10 4
9.	ERVIN J. NUTTER CENTER (12,192) Dayton, Ohio	\$3,848,179	103,654	132,580	13 3
10.	SELLAND ARENA (11,300) Fresno, Calif.	\$3,732,481	174,433	275,238	34 2
11.	BALTIMORE ARENA (14,000) Baltimore	\$3,720,835	122,873	130,527	11 6
12.	FIRST UNION ARENA (10,500) Wilkes-Barre, Pa.	\$3,381,776	90,846	103,001	12 6
13.	IDAHO CENTER (13,000) Nampa, Idaho	\$3,265,011	97,560	142,284	15 2
14.	COX ARENA AT AZTEC BOWL (13,000) San Diego	\$3,179,778	89,841	117,052	15 4
15.	LAWLOR EVENTS CENTER (12,400) Reno, Nev.	\$3,154,867	80,339	131,425	14 1
16.	PATRIOT CENTER (10,404) Fairfax, Va.	\$2,905,060	94,745	165,113	28 4
17.	CHARLESTON CIVIC CENTER (13,500) Charleston, W.Va.	\$2,897,481	81,709	88,070	8 6
18.	OMAHA CIVIC AUDITORIUM (10,950) Omaha, Neb.	\$2,714,839	79,619	85,185	10 5
19.	CENTENNIAL GARDEN ARENA (10,400) Bakersfield, Calif.	\$2,300,096	65,701	76,770	10 3
20.	BLUE CROSS ARENA (14,000) Rochester, N.Y.	\$2,274,475	70,576	78,288	8 3

SOURCE: Amusement Business BOXSCORE



THE YEAR OF THE FAMILY SHOW — With costumed character Arthur, preparing for the 2001 tour of "Arthur — The Live Stage Show" are, standing from left, Kari Simonson, dance captain; Logan O'Brien, from TV's "Everyone Loves Raymond," and Madilyn Sweeten, from TV's "General Hospital," and, kneeling, Shelley Serio, SFX Family Entertainment general manager with her 6-month-old daughter, Emma.

Visit Our Website

www.amusementbusiness.com
It's Where It's @!

They Said It

“We always said our charge was to maximize shareholder value.”

MIKE FERREL, SFX CEO, on the company's sale to Clear Channel

(AB, March 6)

Amusement Business



Year-End 2000

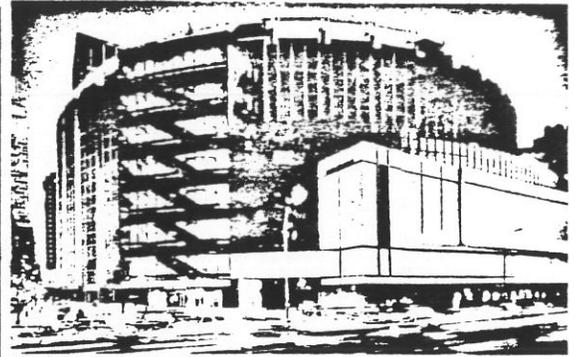
TOP 20 VENUES

CAPACITIES 15,001 & MORE

Ranked by Gross. Compiled from AB BOXSCORES. Dec. 13, 1999—Dec. 4, 2000.

#	VENUE (CAPACITY)	TOTAL GROSS	TOTAL ATTENDANCE	TOTAL CAPACITY	SHOWS/SELLOUTS
1.	MADISON SQUARE GARDEN (20,697) New York	\$65,264,867	903,626	982,966	59 38
2.	STAPLES CENTER (20,000) Los Angeles	\$29,239,448	216,733	219,433	15 13
3.	MGM GRAND GARDEN (15,200) Las Vegas	\$28,725,437	174,636	189,357	17 10
4.	PALACE OF AUBURN HILLS (20,654) Auburn Hills, Mich.	\$27,191,200	777,848	1,067,560	71 20
5.	ICE PALACE (21,500) Tampa	\$24,715,712	703,493	887,942	73 20
6.	CONTINENTAL AIRLINES ARENA (21,000) East Rutherford, N.J.	\$22,356,443	722,105	1,030,113	73 16
7.	FLEETCENTER (19,600) Boston	\$22,251,439	645,024	959,400	57 21
8.	ARROWHEAD POND (19,400) Anaheim, Calif.	\$21,650,990	458,160	488,086	38 28
9.	MOLSON CENTRE (21,242) Montreal, Que.	\$21,568,963	571,234	645,940	76 15
10.	TARGET CENTER (19,000) Minneapolis	\$20,519,953	655,000	895,850	63 15
11.	REUNION ARENA (19,206) Dallas	\$19,129,397	604,709	754,409	53 14
12.	PHILIPS ARENA (20,919) Atlanta	\$18,779,108	428,287	532,136	36 14
13.	AIR CANADA CENTRE (19,800) Toronto, Ont.	\$18,268,977	459,901	478,640	38 24
14.	ALLSTATE ARENA (19,200) Rosemont, Ill.	\$17,913,826	419,898	446,829	32 23
15.	FIRST UNION CENTER (21,000) Philadelphia	\$16,923,397	481,918	588,522	36 17
16.	FIRST UNION SPECTRUM (19,000) Philadelphia	\$15,845,908	772,268	994,440	89 22
17.	COMPAQ CENTER (17,064) Houston	\$15,072,778	313,578	338,481	25 11
18.	CONSECO FIELDHOUSE (18,500) Indianapolis	\$13,963,551	330,380	396,737	27 8
19.	TACOMA DOME (23,000) Tacoma, Wash.	\$13,505,170	369,223	494,562	37 7
20.	AMERICA WEST ARENA (20,000) Phoenix	\$13,036,115	263,563	286,074	22 12

SOURCE: Amusement Business BOXSCORE



Madison Square Garden

Madison Square Garden

New York City

Opened: 1879, 1890, 1925 and 1968.

Non-Sports Events: 91 shows

Owner: Cablevision

Sports Tenants: New York Knickerbockers, New York Rangers, New York Liberty

Madison Square Garden's success is based on the obvious — location, location, location. And 10 Bruce Springsteen concerts and Barbra Streisand's "last" shows.

"It's in the greatest city in the world," declared Ed Micone, executive vice president and executive producer for Radio City Entertainment. Cablevision, which owns the Garden, bought Radio City Entertainment and a 25 year lease on Radio City Music Hall in 1999. Radio City Entertainment books non-sports events at the Garden now.

Madison Square Garden easily topped the AB BOXSCORE Chart for buildings seating 15,001 or more. It competes with a lot of brand new, 20,000-plus seat facilities, including the Staples Center in Los Angeles.

The original Madison Square Garden was built in 1879. In 1890, it was rebuilt at a new location, on Madison Ave. between 26th and 27th. In 1925, an even grander Madison Square Garden was built on Eighth Avenue between 49th and 50th. The fourth and current version opened in 1968, on Seventh between 31st and 33rd.

Always in Manhattan and always "The Garden," the building's storied history is a selling point with acts playing the building as well as patrons buying tickets.

Micone said it's a privilege to be able to promote shows in Madison Square Garden. This year, there were an amazing 50 concerts at the Garden, Micone said. Most arenas are elated to get 20 concerts. Unlike Radio City Music Hall, concerts at the Garden are usually rentals.

Some of the big dates this year, besides Springsteen and Streisand, included Bette Midler and the Kings of Comedy, four 'N Syncs, two Dave Matthews Band dates, Marc Anthony, and Elton John. Artists play the Garden again and again. "They're part of our family," said Micone.

In addition to the concerts, the Garden hosted 41 attractions, from Ringling Bros.-Barnum & Bailey to NCAA basketball.

Madison Square Garden Theater, which is in the same building, hosted 122 events, including 15 concerts, 28 attractions and 79 "A Christmas Carol" performances.

Coming Up: News reports that Madison Square Garden may be rebuilt yet again are rampant. Architects have been hired and various land options are being explored. No timetable has been set and Garden execs are mum for now. □

— Linda Deckard



CALIFORNIA COUNTRY — LeAnn Rimes played a sold-out show at the Cerritos (Calif.) Performing Arts Center Nov. 17. At a post-concert party, from left, are Wayne Shilkret, center executive director; Mayor Bob Hughlett; Rimes; and Marianne Hughlett and Cindy Shilkret.

Amusement Business



Year-End 2000

ARENAS & STADIUMS OPENED IN 2000

	FACILITY NAME, LOCATION	COST IN MILLIONS	OWNER/OPERATOR	MAJOR TENANT	CAPACITY/SIZE	SPECIAL AMENITIES
ARENAS	XCEL ENERGY CENTER St. Paul, Minn.	\$160	City of St. Paul/ Minnesota Hockey Ventures Group, LP	NHL Minnesota Wild	18,600 hockey, 19,400 concerts	64 executive & eight 30-seat super suites, 2,800 club seats, club-level restaurant & lounge, team store, TV studio, 75-foot-wide concourses, 3:1 women:men restrooms.
	NATIONWIDE ARENA Columbus, Ohio	\$150	Nationwide Insurance & Dispatch Printing Co./ SMG & Columbus Blue Jackets	NHL Blue Jackets	19,500 concerts & basketball, 18,500 hockey	51 executive & 6 party suites, 26 loge boxes, 1,438 club seats with in-seat services, Center Ice Lounge, 10,000 & 7,500-square-foot signature restaurants, 115 points of sale, 5,000 square feet retail space, 577-car attached parking.
	CENTURYTEL CENTER Bossier City, La.	\$56.5	City/SMG	WPHL Bossier-Shreveport Mudbugs	14,000	16 suites with catering service, 12,440 fixed seats, 160 club seats with lounge area, 157 points of sale.
	THE CINTAS CENTER Cincinnati	\$44	Xavier Univ.	Univ./ Atlantic 10 Musketeers	10,100	22 suites, 1,000 club seats, 3,000 premium seats, 400-capacity club lounges; 27,000-square-foot conference center with 675-capacity banquet hall; 450-capacity student dining hall.
	DESOTO COUNTY CIVIC CENTER Southaven, Miss.	\$35	DeSoto County/ Convention & Visitors Bureau	CHL RiverKings	10,000	10,000-seat arena, 20,000 square feet of convention space, 400-seat theater, 100,000-pound-plus rigging capacity, 2,500 parking stalls.
	TUNICA ARENA & EXPOSITION CENTER Tunica, Miss.	\$20	Tunica County/ Convention & Visitors Bureau	None	6,000 arena, 61,000 square feet	Complex includes arena with 2,000 permanent seats, 14 luxury suites; 48,000-square-foot arena floor space plus 13,000 square feet concourse space for exhibits; 1,100-car parking, 66-space RV park.
	BRESNAN ARENA Mankato, Minn.	\$17.5	Minnesota State Univ.-Mankato Univ.	North Central ICAA Mavericks	5,300 convocations, 4,800 basketball	4,800 permanent seats for men's & women's basketball, wrestling, volleyball; part of Taylor Center with Hall of Champions, admissions office, welcome center.
	GUELPH SPORTS & ENTERTAINMENT CENTRE Guelph, Ont.	\$17.5 (U.S.)	Guelph Centre Partnership/ Nustadia Developments	OHL Storm	5,000	Multipurpose facility integrated into two-level Eaton Mall with 30 suites, 500 club/VIP seats, club lounge, team store.
	CEDAR RAPIDS ICE ARENA Cedar Rapids, Iowa	\$12	City/ Polar Ice Entertainment	USHL Rough Riders	4,000	13 skyboxes, Sbarro's Italian Eatery, retail store, game arcade.
STADIUMS	PACIFIC BELL PARK San Francisco	\$319	San Francisco Giants/ China Basin Ballpark Co.	MLB Giants	40,800	63 suites; concierge service and gourmet concessions for five 100-seat club level; outdoor food court plaza; adjacent special restaurant facility; waterfront public promenade; ferry, BART, train, bus service; adjacent parking for 5,000.
	COMERICA PARK Detroit	\$300	Detroit/Wayne County Stadium Authority/ Olympia Entertainment Inc.	MLB Tigers	40,400	90 private & 10 party suites; 4,000 club seats; 5,000-square-foot Tiger Den Lounge, 2,000-square-foot Club Lounge, 300-capacity Ballpark Club, Food Court, Beer Garden; Hall of Fame Museum Walk.
	PAUL BROWN STADIUM Cincinnati	\$285	Hamilton County/ Leased to Cincinnati Bengals Inc.	NFL Bengals	65,500	114 luxury boxes, 7,600 club seats, space for two restaurants and VIP lounges, team store, eventual 5,000-car parking.
	ENRON FIELD Houston	\$276	Harris County-Houston Sports Authority	MLB Astros	42,200	Retractable roof, natural grass; 75 private & two party suites, 4,726 club seats, 35 concession stands, 192 points of sale; Ruggies Restaurant with outdoor terrace seating; team store in Union Station main entrance.
	INDIAN WELLS TENNIS GARDEN Indian Wells, Calif.	\$80	PM Sports Management & IMG	Newsweek Champions Cup	16,000, 7,000, 4000	Three-stadium tennis/concert complex: Center Court stadium with nine private, 30 sponsor and 5 150-seat club suites, and 5,974 box seats; total 20 courts; all stadia 3-5 feet below ground level for viewing; parking for 7,000 cars.
	GERALD J. FORD STADIUM Dallas	\$56.8	Southern Methodist Univ.	Univ./Big 12 Mustangs football, soccer	32,000 (expandable to 45,000)	23 suites, 600 club seats, tri-level press box, adjacent Loyd All Sports Center.
	AUTOZONE PARK Memphis	\$46	Blues City Baseball Club	AAA Memphis Redbirds	12,100	9,000 armchair, 1,000 bleacher, 1,500 club seats; 46 suites.
	RALEY FIELD West Sacramento, Calif.	\$40	River City Stadium Management	AAA PCL Sacramento River Cats	10,400	35 luxury suites & 450 club seats with private bar/BBQ, right-field grassy berm seating, fully-powered for concerts.
	LOUISVILLE SLUGGER FIELD Louisville, Ky.	\$34	City of Louisville/ Louisville Redbirds	AAA Louisville Redbirds	12,000-plus	Front gate is historic Chesapeake & Ohio Train Shed with 22,000 square feet of retail shops and restaurants; 26 suites; balcony club seating; children's play area.
	THE DELL DIAMOND Round Rock, Texas	\$25	City & Williamson County/ Round Rock Express Baseball Club	AA Texas League Express	11,000	7,816 permanent seats including 24 private & three 75-person party suites, 500 bleacher seats, grassy outfield berm for 2,700; 10,000-square-foot conference center; fun zone, swimming pool/hot tub beyond right field.
	FIFTH THIRD FIELD Dayton, Ohio	\$23	City/Mandalay Sports Entertainment Inc.	A Midwest League Dragons	10,000	29 suites, 7,250 fixed armchair seats with 1,350 club seats in view-level balcony, additional seating for 2,600 on grassy berms; outfield picnic and play areas; expansive public plaza.
	EAB PARK Central Islip, N.Y.	\$20	Suffolk County	Atlantic League LI. Ducks	6,006	20 private suites, 205-seat club balcony and party suite atop concourse level press box, children's play and family picnic areas.
	SMOKIES PARK Sevierville, Tenn.	\$19.4	City/Tennessee Smokies Baseball	AA Southern League Ten- nessee Smokies	8,500	6,000 permanent seats, wraparound grassy berm for 2,500, year-round Double-play Café, two picnic areas, playground, area Welcome Center, parking for 1,800.
	BELLSOUTH PARK, Chattanooga, Tenn.	\$10	River Valley Partners/ Engel Stadium Corp.	AA Southern League Lookouts	6,160	15 suites, picnic pavilion.

SOURCE: Amusement Business BOXSCORE

Amusement Business



Forecast 2001

NEW VENUES

Facilities Set To Open This Year

	FACILITY	COST IN MILLIONS	OWNER/OPERATOR MAJOR TENANT	CAPACITY SPECIAL AMENITIES
ARENAS	AMERICAN AIRLINES CENTER Dallas	\$330	City of Dallas/The Center Operating Co. NBA Mavericks, NHL Stars	19,000 concerts/basketball, 18,000 hockey 132 luxury & four party suites on three levels; 10 event-level founders' suites; 2,000 club seats, restaurants, team store, centerpiece of 65-acre master plan
	ENGELSTAD ARENA Grand Forks, N.D.	\$85	Ralph Engelstad Arena Inc. Univ./Div. 1 Fighting Sioux hockey, basketball	12,000 Donor-funded venue on N.D. University campus: 11,000 permanent seats, 48 luxury suites with 1,000 seats, 200-capacity Fighting Sioux Club and Corporate Clubs
	ALERUS CENTER Grand Forks, N.D.	\$79	City of Grand Forks/Compass Management Univ. of N.D. North Central ICAA Fighting Sioux football, soccer	22,000, 138,000 sq. ft. 13,500 permanent seats, 17 12-seat suites; 100,000 square feet exhibit space, 26,000-square-foot ballroom, 12 meeting rooms with 4,000-car parking
	MANCHESTER CIVIC CENTER Manchester, N.H.	\$67.5	City & Scheer-Stern Development/SMG AHL Manchester Monarchs	10,400 34 suites on two levels, 700 club seats with VIP lounge, team store
	KIMBALL ENTERTAINMENT & SPORTS CENTER Kimball, Mich.	\$40	Afr Enterprises UHL Border Cats	8,000 Main arena: 6,800 permanent seats, 31 suites, 1,400 club seats, 200-seat restaurant; adjacent facility: two recreational ice rinks, two soccer/lacrosse fields, 125-seat restaurant
	MOHEGAN SUN ARENA Uncasville, Conn.	\$40	Mohegan Sun Casino	10,000 Lower bowl has 4,500 retractable seats for 29,000-square-foot arena floor exhibits
	SOVEREIGN CENTER Reading, Pa.	\$32	Berks County Convention Center Authority/SMG ECHL Reading Royals	9,000 7,000 permanent seats, 20 private boxes, 700 club seats; 20 concession/merchandise points of sale, 25,000 square feet exhibit space and 7,500 square feet meeting space
	TEXAS NEXTSTAGE AT GRAND PRAIRIE Grand Prairie, Texas	\$30	NextStage Entertainment Corp.	6,350 Scalable seating to 2,800, 14 luxury suites, specialty rooms, restaurant/cafe, catering kitchen, merchandise areas
	ALLENTOWN SPORTS & ENTERTAINMENT ARENA Allentown, Pa.	\$15	B&S Real Estate/Global Spectrum UHL Lehigh Valley Xtreme, CBA & AF2 franchises	7,500 5,500 permanent seats, 17 suites, 500 club seats, lounge, retail store
	STADIUMS	MILLER PARK Milwaukee	\$394	Southeast Wisconsin Professional Baseball Park District & Milwaukee Brewers Baseball Club MLB Milwaukee Brewers
NEW DENVER BRONCOS STADIUM Denver		\$364	Metropolitan Football Stadium District NFL Broncos	76,125 124 suites, 8,500 club seats, natural grass, two 38,000-square-foot club/lounges, three Mitsubishi large-screen colorboards
NEW PITTSBURGH STEELERS STADIUM Pittsburgh		\$235	Sports & Exhibition Authority of Pittsburgh & Allegheny County/Steelers Football Club NFL Steelers, Univ. of Pittsburgh Panthers	65,000 122 luxury suites, 6,600 club seats, two club lounges, retail/entertainment area, 32 concession/nine novelty stands, team store
PNC PARK Pittsburgh		\$233	Sports & Exhibition Authority of Pittsburgh & Allegheny County MLB Pirates	38,000 65 corporate & four owner suites, 2,500 club & 400 home plate seats, 400-capacity rooftop party deck, outdoor picnic area, outdoor river terrace with local restaurants
CONEY ISLAND STADIUM Brooklyn, N.Y.		\$30	New York City Economic Development Corp./Leased to Brooklyn Cyclones N.Y.-Penn League Class A Brooklyn Cyclones	7,500 6,500 permanent seats, outfield area for 1,000; two-level tower with 12 suites & press box; parking for 1,400
RICHMOND COUNTY BANK BALLPARK AT ST. GEORGE Staten Island, N.Y.		\$29.5	New York City Economic Development Corp./Leased to Staten Island Yankees N.Y.-Penn League Class A Staten Island Yankees	7,500 6,500 permanent seats, 21 luxury boxes, club seats, concessions, view of lower Manhattan, parking for 1,400
GPU ENERGY PARK Lakewood, N.J.		\$22	Lakewood Township/Lakewood BlueClaws Baseball Club Class A South Atlantic League BlueClaws	9,588 6,032 fixed seats, pressbox on 20 luxury suite level, 3,000 grass seating, three picnic areas, Claws Cove team store
RHODES STADIUM Elon, N.C.		\$13	Elon College Div. IAA Phoenix football, Big South soccer	12,000 8,250 permanent seats, tri-level press box, four suites, berm seating for 3,750
ANTEATER FIELD Irvine, Calif.		\$10	Univ. of California-Irvine Univ./Big West Anteaters	3,000 \$3.5 million Phase 1: 600 permanent seats; \$6.5 million Phase 2: 2,400 added seats, press box, concessions, student picnic terraces, locker rooms
AMPHITHEATERS, CONVENTION CENTERS, PACS		KIMMEL CENTER FOR THE PERFORMING ARTS Philadelphia	\$255	Regional Performing Arts Center, Inc., Philadelphia Orchestra
	KODAK THEATRE Los Angeles	\$94	Trizechahn Development Corp./ Anschutz Entertainment Group Academy Awards (2002)	3,600 180,000-square-foot live broadcast theater: 24 opera boxes, VIP lounge, offstage Green Room
	NEW WILDWOODS CONVENTION CENTER Wildwood, N.J.	\$68	N.J. Sports & Exposition Authority	7,000, 260,000 square feet 75,000 square feet exhibit space, 11,000-square-foot ballroom, 5,000 meeting space, 7,000-capacity for concerts, 7,100 square feet retail space, new entrance plaza
	BLAIR COUNTY CONVENTION CENTER Altoona, Pa.	\$50.4	Blair County Convention Center & Sports Facility Authority/Allegheny Mountains C&VB & Sodexo Marriott	115,000 square feet 24,150-square-foot exhibit space, 15,000-square-foot/2,500-capacity ballroom; 12 breakout rooms with 12,000 square feet; 500-car indoor/220-car surface parking
	RATAMA PARK AMPHITHEATER Selma, Texas	\$20	SFX	20,000 8,000 permanent seats, 12,000 lawn spaces
	HARBOR PERFORMING ARTS CENTER Portsmouth, Va.	\$12	City/Rising Tide Productions	7,000 3,500 covered & 3,500 lawn seats, 60 VIP boxes, Rising Tide Cafe, BirdAir tensile roof
	CONCRETE STREET AMPHITHEATER Corpus Christi, Texas	\$5	Concrete Street Partners Ltd.	15,000 2,000 permanent & 275 VIP seats, 130-foot by 80-foot stage with 80-foot by 60-foot roof & 65,000-pound-capacity trusses; 100-capacity cafeteria
	STARLIGHT AMPHITHEATER Folkston, Ga.	\$3.5	Starlight Amphitheater Inc.	27,800 7,600 covered & 20,200 lawn seats with 26-foot-high berms. 130-foot by 50-foot prefab stage, four dressing rooms, staff showers, parking for 9,000 cars, 200 buses
	HOUSE OF BLUES AMPHITHEATER Austin, Texas	N/A	House of Blues	20,000 7,000-10,000 permanent seats, balance box seats & lawn seats, restaurant, lounge



amusementbusiness.com

AUDS & ARENAS

SOME TEAMS JOIN IBL

Venue Managers Scramble To Fill Void Left By CBA

ARENAS

By Don Muret

The financial collapse of the 55-year-old CBA translated to at least three teams joining the International Basketball League. Other markets and arenas were left in the lurch as their teams folded.

The 2-year-old IBL, with industry veteran Thaxter Trafton as commissioner, absorbed the Sioux Falls (S.D.) Skyforce, Gary (Ind.) Steelheads and Rockford (Ill.) Lightning.

Others may follow from the wreckage of the eight-team CBA.

That is, if previous owners re-acquire franchises from the league, formerly owned by ex-NBA star and current Indiana Pacers Coach Isaiah Thomas.

Two franchises, the Quad City Thunder and LaCrosse Bobcats, cease to exist.

Steve Hyman, GM at The Mark of the Quad Cities, Moline, Ill., said he wasn't happy with the way in which the CBA conducted business this season.

The situation left 18 dates for The Mark to attempt to fill in two months.

"Unfortunately, I lost a [Sarah Brightman] concert and a possible

sporting event that I could have booked in that period," Hyman said.

"I asked the league in November to cooperate in moving some dates and they told me, more or less, where I could stick it.

"We were able to move one date, which resulted in 9,000 tickets sold for Styx/REO. What would you rather have, 9,000 or 600 [for basketball]?"

He said, "It was a cowardly way of disposing of a piece of professional basketball history. It was just ridiculous. That was no way to do business at all."

The previous owner of the Thunder, one of the CBA's oldest franchises, couldn't believe Thomas wanted to sell the team back to him.

Hyman said, "I think he said something along the lines of 'you gotta be kidding me. Just give me the money you promised' [when Thomas purchased the league]."

As Hyman indicated, the Thunder was on a downward spiral anyway. At the end, the team was attracting less than 1,000 fans in the 10,000-capacity arena.

He said, "With high school basketball, and the University of Iowa and University of Illinois teams, you have to have a very high marquee sports product as it relates to basketball to get people to come."

Referring to the NBA's new developmental league starting this fall, Hyman said, "In my estimation, there is only one league that can do that and it is currently being developed."

LaCrosse (Wis.) Center GM Art Fahey was "sitting on top of 17 dates within a 60-day window. I might be able to fill a couple with concerts. But it's not good."

In Sioux Falls, Greg Heineman and Roger Larsen, owners of the Skyforce from 1993-99, bought back the team after selling to Thomas two years ago.

They were "reluctant" to sell the franchise in the first place, said Sioux Falls Arena GM Russ DeCurtis. "They held out the longest. They didn't want to sell."

He said the lease is basically the same as it was before, with the team paying rent, reimbursing labor costs and sharing in signage revenues.

"They're spending a couple thousand dollars to get back in (the building) and get 18% of concessions. We've been trying to work with Isaiah's group to get the team back and it finally happened." □



CORSO SPEAKS — Lee Corso was keynote speaker for the Stadium Managers Assn. Seminar. From left, are Mark McCormick, attorney for the association; Corso; Bill Lester, Metrodome, Minneapolis; and Bob Talley, Talley Management Group, Mt. Royal, N.J. (AB Photo)

Luxury To Be A Major Part Of \$58 Mil Bridgeport (Conn.) Arena

ARENAS

By Linda Dechard

Twenty percent of capacity will be premium seating at the Bridgeport (Conn.) Arena at Harbor Yard. That reflects the fact "Fairfield County is the fourth richest county in per capita income in the U.S.," said Harold Bannon, executive director there for Volume Services America, which has the food as well as arena management contracts. In most arenas, premium seating is closer to 10% of the total, particularly in the minor leagues, Bannon said.

Bridgeport, home of P.T. Barnum, is a 45-minute drive from Hartford and New Haven. The arena will be home to the Bridgeport Sound Tigers of the American Hockey League, an affiliate of the New York Islanders that call Nassau Coliseum, Uniondale, N.Y., home. Nassau Coliseum is two hours away if commuters take the ferry to Port Jefferson. The Sound Tigers begin play this fall.

Bridgeport Arena cost \$58 million and seats 10,000 for concerts; 8,500 for hockey. Funding came from the state, \$35 million; Volume Services America, \$8 million; and the city, which is picking up the remainder of the cost.

Premium seating will include:

- 42 suites, selling for \$35,000-\$65,000 annually, and with a gross potential of just less than \$2 million. One will go to the naming rights sponsor and one is for the city.
- 1,300 club seats priced \$1,900 per, with a potential of generating just less than \$2.5 million.
- 16 loges, selling for \$12,500, with a gross potential of \$200,000.

"Every seat is a good seat because of the configuration and the size of the building," Bannon said. "There

are 24 rows of seating in the lower level." The 42 suites, plus three party suites, overhang the top six rows of the bowl and are less than 55 feet from the dasher board, he said. "The highest seat in the arena is less than 60 feet."

Without unleashing the full advertising campaign, the arena has sold six suites, which get tickets to all events, and 200 club seats and a couple of loges, Bannon said.

LOGE OUTLOOK

The loge seats were incorporated in the arena in response to demand for something in between the upper level, suite-type atmosphere and the club seat area. The loges consist of four bar stools with a drink rail and walls on both sides, like a miniature press box, and includes season tickets for hockey only. They are located in the attack zone behind the hockey goals on the same level as the suites with access to the VIP lounge, Bannon said. "The two we've sold have been sold to corporations."

Loges are still uncommon in most arenas and are a function of the market demand, Bannon said. For a concert, loges would be behind the stage, which means less seats are killed for front stage shows.

Suites, he noted, are becoming common for minor league arenas. Particularly in the AHL. Wilkes-Barre, Pa., and Manchester, N.H., both with new arenas, will have 35-40 suites and 600-700 club seats, Bannon said.

The operating budget for Bridgeport Arena will be more than \$5 million. "We are looking to turn a profit. There is no debt on the building," Bannon said.

Arena management gets all income from premium seating less

ticket prices and from concessions. Having concessions "certainly helps me in booking because I control all the ancillary revenues. I have a better opportunity to look at having an event be successful in the building knowing everything is flowing to the bottom line."

There is only limited parking, Bannon said, and those 1,000 spaces under arena control will be for VIP parking. Within a half mile, there are 5,000 spaces not under arena control.

For the immediate future, Bridgeport will have the "only arena in Connecticut that has to pay the state's 10% admission tax," Bannon told AB. Hartford and New Haven have gotten exemptions. Bridgeport is also seeking relief, but Bannon doesn't know if that will come before the grand opening, which is set for fall of this year.

The arena will also house Fairfield University Division I men's and women's basketball. Bannon anticipates 100 events the first year of operation, including 40 hockey games, 12-15 university games, and the national family shows. Since Bridgeport is home to Barnum and his featured act, Tom Thumb, and the P.T. Barnum Museum, the Ringling Bros. and Barnum & Bailey Circus booking, a full week run, should be a historic homecoming. Major concert promoters for the region are SFX and Metropolitan Entertainment.

Prior to the opening of the arena, the adjacent Stadium at Harbor Yard will open in April with baseball. Volume Services America has the food and drink contract at the stadium. They will be able to cut costs by hiring employees year-round for the two buildings. □



TICKETING MANAGER

Professional Bull Riders, Inc. is looking for a full time person to handle all aspects of event ticketing. Applicants must have a minimum of 3 years box office experience, knowledge of ticket manifests, financial settlement of tickets and strong customer service skills. Exp. on MS Word, Excel, MS Explorer and Access required. Some travel may be required. Fax resume and salary requirements to 719-471-4712, email to chris@pbrnow.com or mail PBR, Ticketing Manager, 6 S. Tejon Ste. 700, Colorado Springs, CO 80903.

EOE



amusementbusiness.com

AUDS & ARENAS



DIGGIN' UP THE DIRT — At groundbreaking ceremonies for the London (Ont.) Sports & Entertainment Centre are, from left, Controller Joe Swan; Global Spectrum's Michel Sauers; London Mayor Anne Marie DeCicco; Brian Waltham, EllisDon; Chris O'Reilly, SCI/Brisban Brook Beynon; and Mark Hunter, London Knights.

Special Olympics Draws Record Crowd In Alaska

ARENAS

By *Natasha Emmons*

The good will of the corporate and private community in Anchorage attracted the largest sporting event Alaska has ever seen.

The 2001 Special Olympics World Winter Games came off without a hitch Feb. 28-March 4, with the celebrity-supported opening and closing events held at the George M. Sullivan Arena.

"It brought national exposure to Anchorage," said Mark Kaufman, interim general manager of the arena, which was taken over by SMG when the company acquired Ogden Entertainment last June. The contract is up for renewal by the city now.

Anchorage has become a popular summer tourist destination by cruise ships and fishermen, but outside of the Iditarod Trail sled dog race, which overlapped this event, it has not been known for winter sports. "This time during the winter, we were able to put on a multi-venue program that included figure skating to snowboarding to skiing," Kaufman said.

The successful event should help draw the attention of national concert tours, which Sullivan Arena has had trouble securing in the past, Kaufman added. "Right now, it put Anchorage in the national news [putting] us in the position for future concerts from promoters who wouldn't even think of Anchorage as a destination point," he said.

Right now, hockey and trade shows are booked into the arena throughout the summer, but Kaufman hopes to announce concerts soon.

Two hockey games had to be rescheduled, one of which was forfeited, because of preparation for the ceremonies, Kaufman said. "We were not wanting to take a chance of anything going wrong for Special

Olympics. The set was more detailed than we usually see for similar concerts here," he said.

The mix platform was moved above the loading dock entrance for the ceremonies, allowing additional seating on the floor. About 7,700 attended each ceremony. Arnold Schwarzenegger and Maria Shriver were among celebrity hosts.

The Pointer Sisters provided music, and television actors Frankie Muniz of "Malcolm in the Middle" and Natalie Raitano of "VIP" co-hosted the opening event. Singer Kristine W and actress Melissa Joan Hart of "Sabrina the Teenage Witch" also made appearances. Four-time Iditarod race champion Susan Butcher carried the Olympic flame into the arena.

The games brought 2,400 athletes from 69 countries and required 6,000 volunteers. Many events, such as figure skating at Tesoro Sports Centre, drew twice the expected crowds, at close to 5,000. Only the opening and closing ceremonies were ticketed.

The city offered a similar deal to the Special Olympics as Super Bowl or Final Four host cities — facility rental was waived in anticipation of a large economic impact on the city. A local university is working to figure what that impact is.

Private venues negotiated discounted rates with the Special Olympics, most with exclusivity to the games. This was part of the initial bid in 1997. Host venues were Alyeska Resort for ski events, Kincaid Park for cross country and snow shoeing, Tesoro Sports Centre for figure skating, Federal Express Hangar for floor hockey, Hilltop Ski Area for snowboarding, and Harry J. McDonald Center for speed skating.

Only 3% of the athletes are physically disabled, so increased handicapped access is not necessary.

Continued on Page 10

PRIVATE/PUBLIC PARTNERSHIP

Global Spectrum Invests In Planned \$42 Mil London (Ont.) Hockey Arena

ARENAS

By *Linda Dechard*

Global Spectrum and its partners are investing \$10 million into the new \$42 million London (Ont.) Sports and Entertainment Center in what officials term a true public/private partnership.

INTERNATIONAL NEWS



Vic Cote, commissioner of planning for the city of London, called the agreement "a tough model that only works in certain circumstances. It's tough to negotiate. It's push-pull."

Cities are generally more comfortable simply investing the money and hiring a management company rather than finding a partner, but for London, this was the preferred mode, Cote continued. SMG and Arthur Andersen consulted with the city on the model, he said.

Mich Sauer, president of Global Spectrum, said the company has had investment obligations in facilities before, but "none of this magnitude." Partners with Global Spectrum, doing business as London Civic Corp., are EllisDon Construction and Brisban Brook Beynon Architects, he said.

Peter Luukko, Global Spectrum chairman, anticipated more and

more public/private deals like this in future arena construction. It will have the same potential revenue streams as larger arenas — food, suites, club seats, naming rights — on a smaller scale.

"The city itself is very intent on bidding on other types of entertainment and championships such as the world juniors, curling championships and other Canadian events. For these buildings to be successful the community has to have a need for entertainment and take their return long term," Luukko said.

Major tenant of the 9,000-seat venue will be the London Knights of the Ontario Hockey League.

Global Spectrum has a 50-year contract, with certain escape clauses for either side, to manage pre-construction and operation of the venue. It is scheduled to open in 2002.

Cote detailed the agreement. The city will split income, weighted toward the management firm the first five years at 20/80. In years six to 10, the city gets 55% of the positive cash flow, and, from year 11 on, 70%. The pro forma anticipates 120 events expected to generate \$600,000 in available cash flow in year one, increasing to \$1 million by year 10.

Cote noted one reason the model works for London is that it is between Toronto and Detroit for routing purposes, but far enough away that it isn't competing with either. The market includes 330,000 peo-

ple in the city, 500,000 in the metro area, he said.

Dale Hunter, who owns the Knights with his brother, Mark, said the team has agreed to continue the longstanding tradition of Friday Night Hockey at the new arena. That was among controversial issues. In Canada, Friday night hockey is a tradition. It was a negotiating point, because the new arena is trying to capitalize on as many other events as possible.

The team currently plays in a Hunter-owned facility, the 5,000-seat Ice House. Average attendance, Hunter said, has been 3,800. Luukko said the hoped for attendance in the new building, for 35 home games, will be 4,000-6,000 per game.

The Ice House is "old and cold," Hunter said. The brothers have been working on the city to provide new accommodations. Hunter did not know what would be done with the Ice House except that it would not compete with the new arena.

There will be 38 suites selling for \$18,000-\$30,000 per year for hockey only, Sauer said.

Cote said he has been contacted by several other Ontario cities interested in new arenas, including Windsor, Kingston, Oshawa and Sault Ste. Marie, but none is in the same position as London. The \$42 million, he added, excludes the cost of land.

Groundbreaking was March 12. □

Stand out in your field



Amusement Business Spotlights the Midwest

The Midwest boasts an array of top notch venues that offer the finest in sports and entertainment. Whether you're from Cedar Rapids or Grand Forks or St. Louis don't miss this chance to stand out in your field. Take advantage of this unique opportunity and advertise in the Midwest Spotlight in the April 30th issue of Amusement Business.

To find out how to get national exposure with regional emphasis call **Bridget McBride** at 812-583-5518 or **Bob Nichols** at 616-321-4278.

Issue Date: April 30
Ad Deadline: April 11

amusement
business

COX Pavilion

One Of Industry's Finest Entertainment Complexes Just Got Better With \$16.8 Million Cox Pavilion

LAS VEGAS — Multi-purpose. That is the raison d'être for the \$16.8 million Cox Pavilion, which opens adjacent to the 17-year-old Thomas & Mack Center on the University of Nevada Las Vegas campus May 25.

The original idea for the 78,300-square-foot intimate complement to the larger arena came from a need for a venue for the university's Lady Rebels volleyball and basketball teams, and a practice area for the school's other teams.

Written By Natasha Emmons

The 35,785-seat Sam Boyd Stadium, which opened in 1971, is eight

miles from the other two arenas. Cox Pavilion can shrink or grow configurations from about 1,000 to 2,800 seats. Thomas & Mack Center can be expanded from 12,912 to 19,354 for concerts.

"The way we're going to market it is three to the power of one," said Director Pat Christenson. "We have three venues in which you can use all three if you like, or each singularly."

The National Finals Rodeo and Professional Bull Riders Inc. will hold events in both venues at the same time.

On nights of Rebels games, the Cox Pavilion will be opened for pre- and post-game festivities, or a concert may be held in the pavilion after a game, Christenson said. "So there's so many synergies of having the two connected. Literally, you can build an event from 1,500

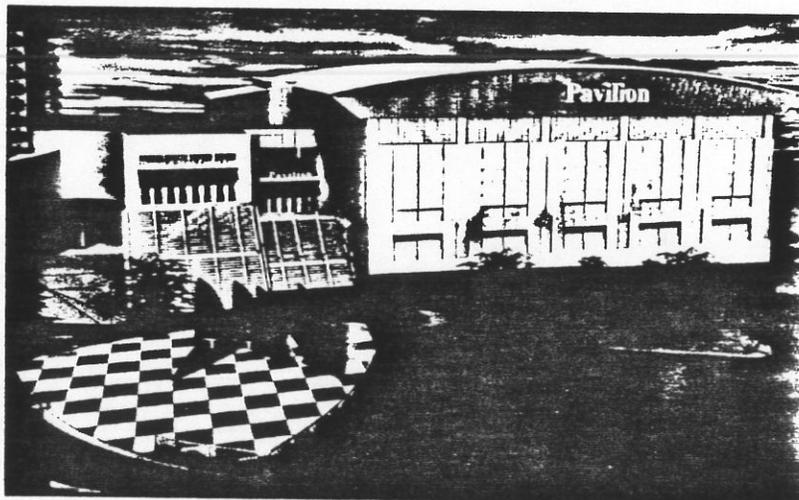
seats to 50,000. You have the ability to do any of those or any kind of event."

Cox Pavilion is wired with high-speed data lines, telephone lines and electricity, allowing for small trade shows. But it is also equipped with a curtaining system that turns the venue into a theater. And the acoustics and in-house sound system of the venue are concert-level.

The two venues are connected by The Link, a 12,000-square-foot area with a concession stand with 14 points of sale and 18 35-inch televisions.

The most difficult part of designing the complementary venue was that technology has changed so drastically since Thomas & Mack opened in 1983, said Mike Enoch, director of planning and construction. With Cox Communications as the naming rights sponsor, the pavilion has state-of-the-art bells and whistles. "To try to get them to look good together as a complex and work together properly was kind of a challenge," Enoch said.

The architectural style is utilitarian, but with a modern flair. "Trying to take a university facility and make it able to stand up against things on the strip, you're never going to be able to do that," said Marty Haynes,



Cox Pavilion

the project designer for Ellerbe Becket. "But at the same time it has to have its own special presence."

Another advantage to having the three venues is that an event can graduate from Cox Pavilion to Thomas & Mack Center to Sam Boyd Stadium if it grows really huge. The seats at Cox Pavilion were purposely configured and numbered to match Thomas & Mack Center in case a concert sells out the smaller venue and the promoters want to move it and sell more tickets.

The brand new plaza area is wrapped around the front of the two venues, separate from the parking lot. This area can hold food and vendor booths during concerts and serve as a festival area. Every day, the plaza is festooned with event banners, and a sound system announces upcoming events in rotation.

"Summer it's very difficult to do a festival because our temperatures can approach 115 degrees, so what we're trying to do is create a festival where you get the outdoor feel, but combine the plaza, Cox Pavilion, and Thomas & Mack Center in an indoor-outdoor festival setting," Christenson said. "Most of the stuff will end up being inside, exhibit booths and the rest, but you'll have an atmos-

phere where you can go outside also."

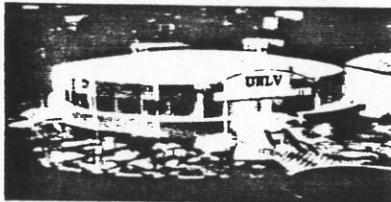
The first event booked to test this set-up is Warped Tour on June 23. Three or four other festivals sponsored by radio stations are also under consideration for this kind of format, Christenson said.

The landscape of possibilities for festivals is wide and the venues are eager to seize the opportunities. "If we were to do a multiple package like, say, Styx and Journey, we would book another act into the Pavilion and have bands on the stage out front and create a festival with it," Christenson said. "To get back to the days when you had four or five acts playing on one concert, but it would be in kind of a festival sense. Say it's 5 o'clock on a Friday. You can come right from work. You

have the plaza going, a couple of acts in the Pavilion and then the main acts would go on at a certain time in the arena."

Could this maximum versatility be the wave of the future in university venues? "I certainly think all facilities are wanting to create venues or potential venues that can serve lots and lots of potential events so they can have that many more event days," Ellerbe Becket's Haynes said. "The trend is to try and maximize event days for facilities." □

Thomas & Mack
CENTER



Sam Boyd
STADIUM



Partnerships Essential For Success In Vegas Market

LAS VEGAS — The staff of Thomas & Mack Center, Cox Pavilion, and Sam Boyd Stadium on the University of Nevada-Las Vegas campus strive to maintain a higher energy level and creative juice flow than similar facilities in other parts of the country, and this involves a lot of partnering on events and coming up with their own events.

"We're in the entertainment capi-

tal of the world, so if we don't do it, we'll be dark," said the facilities' director, Pat Christenson. "If we're just sitting here waiting for promoters to choose between us and our competition, we would be dark."

Outside of sports tenants, the arena has taken a big role in promoting and producing events over the past two or three years, Christenson said. "We're almost always involved as a

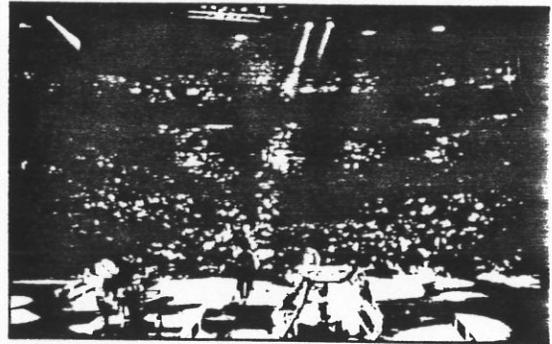
co-promoter and half the time involved as a producer," he said.

"Entertainment has become such a big deal for the casinos...you've got Mandalay Bay, MGM, Aladdin, you have House of Blues, Hard Rock — so much competition that we literally have to have the ability here to go out and do our own selling and promote it adequately," Christenson said.

One of the advantages to having a \$5 million naming rights deal with a cable company is that they are very interested in continually getting their name out into the market. With that goal in mind, Cox Communications signed on as co-promoter with the university's Big Picture Promotions of the pavilion's grand opening event, "An Evening with Vince Gill," which takes place May 25.

"What they are doing is bringing a whole lot more television inventory than you normally would get — three or four times the value of what we are paying," Christenson said.

The Cox Pavilion may have spent \$7,500 to \$10,000 in television ads for the Vince Gill show, but with Cox's co-promotion they were able to put together a minimum of a \$15,000 schedule. In the future, co-promotion deals with Cox will entail a 50/50 partnership. A sponsorship by Cox would amount to \$5,000-\$7,500 in exchange for recognition on advertising. The third kind of deal, a media sponsorship, involves a television ad schedule in exchange for tickets to the show and identification on advertising.



Garth Brooks

Christenson said plans call for Cox to also co-promote future events at Thomas & Mack Center and Sam Boyd Stadium.

Thomas & Mack Center has attracted several events that are co-promoted with radio stations over the past few years. UNLV is a 50-50 partner on the Our Big Concert 4 festival and Summer Jam with Infinity Broadcasting. This partnership was launched last year, with the first festival drawing 25,000 and the second drawing 15,000 to Sam Boyd Stadium.

Not a partnership per se, but a valuable friend to the venues is Las Vegas Events, the arm of the Las Vegas Convention and Visitors Authority charged with bringing events to town that will fill the 130,000 hotel rooms, especially during off seasons. Las Vegas Events' venue of choice is UNLV because it's neutral ground, not biased toward any one hotel. They promote six to eight events at the venues each year.

"We really are a promoter renting their facilities on the surface. As you look closer, we really work collectively to help promote the events once we put them in there," said Kirk Hendrix, president of Las Vegas Events. "Plus their facilities have really gotten to be tremendous facilities in the past couple of years. They've done so much to them that now they're really terrific, and we've found that helps us draw more events too."

Las Vegas Events holds the 10-day National Finals Rodeo every December at Thomas & Mack Center. "That's the toughest event ticket in our town, and probably one of the toughest event tickets in America. We sell it out 10 straight nights, 17,500 people," Hendrix said.

The World Cup of Equestrian Show Jumping is also a Las Vegas Events show, which draws a heavily international crowd. "Which is an important profile customer for us," Hendrix said.

Las Vegas Events has also played host to many college sporting events, motor sports, the George Strait country music festival, and FIFA soccer at UNLV facilities.

"We work very closely. If we do well, the arena does well. And if they help us do well, they benefit too. We all know that and work together to

help identify what events would be good for the city and ones they could accommodate in their properties," Hendrix said.

Hendrix is optimistic about the Cox Pavilion because it gives him a place to put smaller events. Las Vegas Events brings about 50 events to the city each year.

SPONSORS

ARE PARTNERS TOO

The arenas bring in about \$3 million annually in sponsorship.

The new Sports Station brew pub, sponsored by Station Casinos, in the Thomas & Mack Center concourse, serves a full menu. Philly cheesesteak sandwiches, garlic fries, hamburgers and sausages can be consumed on a balcony with a view of the Las Vegas Strip. "What we got out of this is another dozen points of sale in a very different environment," Christenson said.

Station Casinos paid the entire cost to build the area in lieu of paying a sponsorship fee the first year. The casino will pay a six-figure fee for the next five to 10 years.

The venues' philosophy when it comes to sponsors is "less sponsors, just higher commitment levels from our sponsors," said Dale Eeles, director of corporate relations for all the venues.

Pepsi has the naming rights to the We Got Game, which has a Cox-sponsored \$100,000 basketball shoot game. This area was intended to be a kid's play area with a video game wall, but the demographic has turned out not to support the area, so the video games were nixed, Eeles said.

Pepsi is one of the largest sponsors at the arenas. The company brings about \$250,000 into the arenas annually. Other six-figure sponsors are Anheuser-Busch, Cox Communications, America West Airlines, Summerlin (an area housing development), Bank of America, and Boyd Gaming, which, like Station Casinos, owns casinos geared toward locals instead of tourists.

Eeles hopes to move more into promotions with sponsorships, such as putting Thomas & Mack Center and Cox Pavilion events on Coors signs that are distributed in bars.

There are two full-time employees in the venues' sponsorship department. □

COX Pavilion Facts

CONSTRUCTION BUDGET:	\$16.8 MILLION
DESIGNER AND GENERAL CONTRACTOR:	ELLERBE BECKETT
CAPACITY FOR CONCERTS:	2,800
CAPACITY FOR SPORTING EVENTS:	2,429
FLOOR AREA:	164-BY-145 FEET, 23,800 SQUARE FEET
TOTAL SQUARE FOOTAGE:	78,300 SQUARE FEET
HEIGHT TO STEEL:	36 FEET
WEIGHT CAPACITY:	80,000 POUNDS
STAGE POWER SERVICE:	ONE 400 AMP, TWO 200 AMP, THREE 100 AMP SERVICES
SOUND SYSTEM:	EIGHT MEYER MSL-4 SELF-POWERED. INSTALLED BY PROSOUND.
LIGHTING SYSTEM:	COMPUTER-CONTROLLED DIMMERS BY ETC AND CONTROL BY MICROLIGHT.
CONCERT SEATING:	900 BLACK WITH RED FABRIC (REBEL TEAM COLORS) BY CLARIN.
PORTABLE SEATING:	2,600 BLACK WITH RED FABRIC BY HUSSEY.
SCOREBOARDS:	TWO END-HUNG BY DAKTRONICS, WITH ANC REVOLVING AD PANELS. MESSAGE CENTERS: TWO.
STAGING:	40-BY-60 FOOT WITH 8-BY-12-FOOT SOUND WINGS BY STAGE RIGHT.

Congratulations on the opening of

COX Pavilion

From your neighbors
across the street.

4520 Paradise Road
Las Vegas, NV 89109
702-369-3366 ph
702-369-0009 fax


AMERISUITES
AMERICA'S AFFORDABLE ALL-SUITE HOTEL
1-800-833-1516
amerisuites.com

Congratulations to the staff of the Thomas & Mack Center, Sam Boyd Silverbowl, and the Cox Pavilion on your new facility!



Advanced Entertainment Services

Pyrotechnics • Theatrical Lighting
Special Effects • Production services

4325 W. Reno Avenue
Las Vegas, Nevada 89118
(702) 364-1847 Telephone
(702) 364-1852 Fax

www.aespyro

Promotions Help Generate Big Picture

LAS VEGAS — Producing its own events allowed the University of Nevada Las Vegas to build a new \$16.8 million venue, which after an initial state infusion of \$11.8 million will not cost the school, state or local taxpayers anything. The 2,800-seat Cox Pavilion will be self-sufficient, according to Pat Christenson, director of the venues.

Big Picture Promotions, a turn-key, in-house promotion arm, was officially launched recently. "Other people may be promoting shows, I'm sure that they do. But we've now established a name for ourselves as a promoter," said Joseph Santiago, marketing director.

"Someday not too long from today, people are going to recognize the name Big Picture Promotions and maybe not even know its Thomas & Mack, or Sam Boyd Stadium or Cox Pavilion, but it's a recognizable, qualified and capable show promoter," Santiago said.

Big Picture Promotions handles booking, show production, advertising, media buys, video production, creative services, and day-of functions, including contracts, insurance and local transportation and accommodations. "We understand the big picture," Santiago said. "Here's what it takes — you've got to have relationships with the booking agents where they have faith and confidence that you can produce a show."

Ten years ago, the university did not give the arenas the authority to promote their own shows because it was too risky financially. But as competition grew, the attention of local promoters was stolen by other venues and the ability to promote shows became necessary for the UNLV venues to continue operating.

"In order to survive in this market, we have to be competitive. We have to promote on our own and take our own risks and not rely on other people. We can't put our fate in someone else's hands. And, No. 2, the fact that we're a very dynamic building. There's nothing we can't do," Santiago said.

Big Picture Promotions still does not have unlimited resources — it couldn't put in a \$1.5 million offer on a show — but for an average show, Big Picture is right there competing with the local promoters. "We've lost on a couple of shows, like local promoters, but we've also won on a couple of shows," Santiago said.

Big Picture Promotions often copromotes shows with Goldenvoice, Concerts West and SFX (formerly Evening Star Productions).

"As we've grown over the years, we've gotten a lot better at marketing events, and with that comes the ability to take risks," Christenson said. "We have access to so many resources to properly promote events here. Our relationships with Cox Communications, the radio stations, newspaper media, potential sponsors, season ticket holders, event clubs, so it would be kind of sad not to take advantage of all those things. When you put that on paper, it gives us the

THE BIG PICTURE PROMOTIONS

ability to go out and make offers that five years ago we wouldn't have done."

The Cox Pavilion was physically

designed to handle concerts in-house, with about 65,000 square feet of fiberglass acoustic paneling, and a sound system that is center hung, but can be end-hung for stage shows. On top of that, a local sound and lighting company provides sound, lighting and video screens that hang in the arena for large concerts.

"We spent a lot of money and time on making the acoustics correct," said Mike Enoch, director of planning and construction for the building. "It

makes the room very, very easy to come in and do a show; they don't have to bring in a lot of gear."

While the Las Vegas environment is unique, Santiago said he thinks more buildings will follow his lead and promote their own shows. "It doesn't hurt you to have the ability to call up an agent and say, 'Listen, I have an in-house crew that can promote 100%,' and be able to back it up. So this is something you may see more of in the future," he said. □



Jill Campbell, GM of Cox Communications, and Pat Christenson.

IT'S A GREAT SHOW. WITHOUT A SHOWROOM.

IT'S THE NATIONAL FINALS RODEO.

IT'S NASCAR'S WINSTON CUP.

IT'S THE PROS OF THE PGA, THE LPGA AND THE SENIOR PGA.

IT'S OFF THE ROAD, ON THE TRACK AND IN THE AIR.

IT'S A CITY WHERE THE SUPERSTARS DON'T ALWAYS APPEAR IN A SHOWROOM.

FOR SPECIAL EVENT INFORMATION CONTACT
LAS VEGAS EVENTS AT
(702) 260-8605 OR
LASVEGASEVENTS.COM

LAS VEGAS
What you want. When you want.

Upcoming Events

At Thomas & Mack Center, Cox Pavilion and Sam Boyd Stadium

EVENT	DATE	VENUE	TICKETS
AN EVENING WITH VINCE GILL	MAY 25	COX PAVILION	\$57
DAVE MATTHEWS*	MAY 26-27	SAM BOYD STADIUM	\$50.50
PANTERA**	JULY 18	THOMAS & MACK CENTER	\$46.50, \$36.50, \$26.50
'N SYNC	JULY 27	SAM BOYD STADIUM	\$67.50, \$47.50, \$31.50
ERIC CLAPTON	AUG. 13	THOMAS & MACK CENTER	\$77, \$47
PRO. BULL RIDERS CHAMPIONSHIP	OCT. 25-28	THOMAS & MACK CENTER	\$41.50

* WITH SPECIAL GUEST WIDESPREAD PAIN; MACY GRAY, ANGELIQUE KIDJO
** WITH SPECIAL GUESTS SLAYER, SIOUXIE, & MORIBO ANGEL

UNLV Boasts Long Tradition Providing Top Entertainment

LAS VEGAS — In a city which it can probably be safely said has had one of the most rapidly changing skylines in the world in recent years, being the same may be the best way to be different.

Despite the recent multi-million-dollar facelifts at the 17-year-old Thomas & Mack Center and 29-year-old Sam Boyd Stadium, and the addition of the Cox Pavilion on the University of Nevada Las Vegas campus, these venues have a relatively long tradition of providing top name entertainment to locals. Thus the complex's slogan — "An Entertainment Tradition."

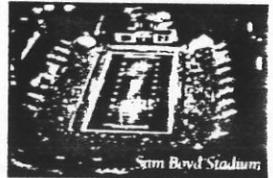
"That's what a brand is, it's what separates you from the rest and differentiates you and makes you special," Santiago said. "We have history. More so than anybody else in the arena business."

Thomas & Mack and Cox Pavilion have three major competitors in Las Vegas — The MGM Grand Garden, Aladdin Theatre for Performing Arts and Mandalay Bay Events Center.

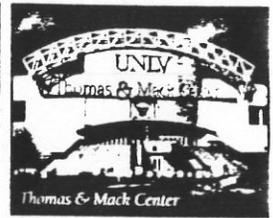
Other venues around town, such as The Joint at the Hard Rock Hotel & Casino, also offer competition for concerts. And other hotels, including Caesar's Palace, are considering adding venues. "Everybody in town is offering entertainment," Santiago said.

Thomas & Mack Center isn't cutting into these venues' tourist customer base much. UNLV tried some Strip advertising, but never really snared impulse buys from out-of-towners. But these Strip venues are garnering local patronage, Santiago said.

"A lot of times the shows that play here will play back in their own market, so we don't put too much em-



Sam Boyd Stadium



Thomas & Mack Center

phasis on Las Vegas Strip in terms of resources and money. We rely on a focused, local marketing effort, based on people who've used our facility. We rely on our database to send us to people we know are interested in country shows or rock and roll shows. We don't have that same information on out-of-town visitors," Santiago said.

The entertainment tradition theme has been integrated into the decor of the Thomas & Mack Center concourse. The upgraded area is plastered in colorful bus wraps depicting shows or historic sporting events that have occurred at the venue. A number of glass cases built into the walls display memorabilia.

"Everything we do now in all our advertising, all our image stuff, we try to reinforce the brand that we've been here," Santiago said. "We've provided you with family entertainment for the last 15 years, concerts the last 17, and rodeo the last 16. That's what we thought was how we had to position ourselves." □

World Music Theater, Tinley Park, Illinois / Oslo Spektrum, Oslo, Norway / Georgia

Congratulations

WE APPRECIATE BEING A PART OF YOUR FACILITIES



Arena Solutions:

Performance Stages

Seating Risers

ADA Stairs and Ramps

Crowd Barricades

Ice-floor Cover

StageRight Corp.
495 Holley St., Clare MI 48617
www.stageright-corp.com
(800) 438-4499, (517) 386-7393
fax (517) 386-3500

STAGERIGHT



Arena, Grand Rapids / Michigan / University of Florida, Gainesville / Florida / Rushmore Plaza Civic Center, Rapid City, South Dakota / Las Vegas Convention Center, Las Vegas, Nevada /

Selling Backstage Amenities To Keep Performers Happy On Stage

LAS VEGAS — With the cutthroat competition for quality entertainment products in Las Vegas, plans for the \$16.8 million Cox Pavilion and \$11.5 million in upgrades at Thomas & Mack Center, and \$15.5 million in upgrades at Sam Boyd Stadium, focused heavily on making the backstage experience a good one, so that acts and their management will want to return.

The philosophy is a simple one — just make things as easy as possible for the clients, so what they remember is the great sandwiches at the Backstage Cafe, not the red tape they got tangled in trying to get their job done.

Randy Bernard, CEO of Professional Bull Riders Inc., which puts on the annual four-day Bud Light Cup World Championships at Thomas & Mack Center, said he has run into layers of bureaucracy at other Las Vegas venues that make putting on an event tedious. "Where at Thomas & Mack, the decision lies with [Director] Pat Christenson," he said.

"What we're trying to do is create an environment where it's very easy to do business with us, very convenient to do it, but also it's very successful," Christenson said.

To get the point across in full-color interactive glory, the marketing department, headed up by Joseph Santiago, created two Power Point presentations touting Cox Pavilion's

features, which can be e-mailed to a direct-mail database.

"You can get your message directly to, in an interactive way with motion, an agent, a manager, to a promoter, and it's very, very simple," Christenson said.

The buildings' Web site is also geared toward potential clients. Promoters and producers can access schematics of the buildings, information on the ticket office, security, backstage equipment, catering rates, etc. "The whole idea is as soon as you print something, it becomes somewhat obsolete. You either have to call someone or fax it or mail it. This way anybody on the road at any given time, or anyone in their office, can access our production information and literally book a show," Christenson said.

The Web site is also journalist-friendly, with archives dating back to 1983.

To keep acts like the Dixie Chicks from tripping over size 16 Air Jordans in the locker room while trying to prepare for a show, two exclusive main-act dressing rooms have been added to the backstage area. They

will be nicely furnished and offer individual showers and steam baths. This area should be open in time for an Eric Clapton concert Aug. 15.

The 600-square-foot green room has also been renovated, a 1,000-square-foot press room was renovated, and the 1,000-square-foot Backstage Cafe was created. With the idea that substance shouldn't overpower style, the Backstage Cafe will be decorated with about 20 four-by-six-foot posters of big-name events held at the arena, such as the record-grossing Holyfield vs. Lewis boxing match in 1999.

The floors will also be re-cemented and color-coded to make navigating the backstage area easier.

The cosmetic upgrades come at a price of about \$100,000.

All of the arena's marketing offices were moved from the back of the building to the front. "So it's much easier to access our sports marketing, all of our sales and marketing, as well as our booking and event marketing," Christenson said. "We want to make sure if somebody is looking to book the building that the sales staff is right there in front." □

Congratulations on the grand opening of the Cox Pavillion.

AMR Special Events: 671-6966



1200 S. Martin Luther King Blvd.
Las Vegas, NV 89102



\$32 M Renovation Of Milwaukee Aud A Go Despite Bradley Center's Plans

By Don Muret

MILWAUKEE — Despite Bradley Center's tentative plans to build its own small venue, the Wisconsin Center District is going ahead with a \$32 million renovation of 92-year-old Milwaukee Auditorium. Construction starts in November with completion by December 2002 or early 2003.

The architectural design by VOA Associates includes a reduction in seating from 6,120 to 4,400, with intimate theater settings as small as 2,500 seats.

Other improvements will include disability access with all-new sloped seating, a galiered rotunda lobby, a balcony/second level outdoor terrace, expanded restrooms, concourses and concession areas, new rehearsal space, revamped meeting rooms and acoustical upgrades.

"We've told by promoters that they need a 4,500-seat auditorium and we don't have one. Of the 10 facilities in the area, capacities range from 18,000 to 1,300. But there is not one in the 4,500 range. Jam Productions and SFX were asked to give us their input," said Dick Geyer, WCD president.

"There's a history with the venue [which opened Sept. 21, 1909], so we have to treat it with respect. Presidents have spoken and had rallies there. The renovation will increase usage and relieve pressure on the Midwest Express Center ballroom for convention lunch and dinner functions."

Project funding is through a \$27.3 million, 30-year bond issue and \$5 million in uncommitted funds from Midwest Express Center construction. Rick Freiberg, WCD director of business development, is shopping naming rights for \$5 million over a 10-year period.

"We feel we can get that. There is one particular corporation that



MILWAUKEE'S BEST — Enjoying new Miller Park, from left, are Wisconsin Center District's Kerry and Rick Freiberg and JoAnn and Dick Geyer. Freiberg is director of business development and Geyer president of the complex that includes U.S. Cellular Arena, Milwaukee Auditorium and Midwest Express Center convention facility. (AB Photo)

has expressed interest," he said. If successful, it would be by far the oldest facility in the nation to secure a name-in-title sponsor. Freiberg was successful in selling a \$2.1 million, six-year title sponsorship to U.S. Cellular for the 50-year-old arena next to the auditorium.

The difference in the dollar figures between the two venues, explained Freiberg, is that "the auditorium will be a world-class theater with three times the investment as the arena. U.S. Cellular to date is thrilled with all the exposure and spinoff coverage it has received from the naming rights."

Shortly after the district announced the venture, Bradley Center officials reiterated their plan to build a performing arts center connected to the arena.

However, financing has yet to be finalized. Bradley Center GM David Skiles said more details would be announced at a later date.

Frank Gimbel, a member of the

WCD board who also serves on the Greater Milwaukee Committee's task force on the Bradley Center, told AB the market would not be able to support two similarly sized venues.

"One of them can succeed. Two will fail. They have zero chance of receiving tax help from any state agency," he said.

"If Bradley Center wants to privatize that entire operation, they would have to talk with Mrs. [Lloyd] Pettit, who gave \$90 million to originally finance the building. The theater is on the Bradley Center footprint and it has been talked about as a saving point for the Bucks," the city's NBA franchise.

But a scenario could develop in which the competing bodies would merge their interests and consolidate theater operations, he added.

Geyer said, "We're still going ahead with our project and are not even worried about what they're doing. It's all talk, a scare tactic. They're worried about the Bucks leaving town, but they're not." □

BOXSCORE

Top non-concert event grosses reported
the week ending May 29

EVENTS

Event/Artist(s)	Venue	Date(s)	Gross Ticket Price(s)	Attendance Capacity No. Of Shows	Promoter(s)
MAJEST KIBOV	Auditorio Nacional, Mexico City, Mex.	May 14-21	\$2,648,304 (24,344,400 pesos) \$120, \$21	43,915 79,348 eight shows	An Itempo
"THE BEST LITTLE WHOREHOUSE IN TEXAS"	Fox Theatre, Atlanta, Ga.	May 22-29	\$799,507 \$46, \$22.50	18,417 36,142 eight shows	Atlanta Broadway Series
IMPERIAL CHINESE CIRCUS	Auditorio Nacional, Mexico City, Mex.	April 11-22	\$415,686 (5,664,315 pesos) \$80, \$10	40,338 138,684 14 shows	BAC Productions/CE Events
BOXING: FLOYD MAYWEATHER VS CARLOS HERNANDEZ, JUAN ARBAS VS JESUS CHAVEZ	Van Andel Arena, Grand Rapids, Mich.	May 26	\$408,745 \$200, \$36	8,349 12,816	Top Rank Boxing
"BARRY MANLOW'S CORCACAMA"	The Bushnell, Hartford, Conn.	May 18-28	\$575,239 \$56, \$17	12,515 22,440 eight shows	In-house
WWF "RAW & RAW"	Pangrowth Saddledome, Calgary, Alta.	May 28	\$420,393 (649,893 Canadian) \$11.08, \$41.50, \$28.73, \$15.96	13,392 sellout	World Wrestling Federation
WWF "SMACKDOWN"	Arrowhead Pond, Anaheim, Calif.	May 22	\$367,160 \$40, \$35, \$30, \$20	12,911 12,829	World Wrestling Federation
ATLANTA BALLET PRESENTS "PETER PAN"	Fox Theatre, Atlanta, Ga.	May 19-28	\$316,813 \$50, \$10	9,728 40,426 nine shows	Atlanta Ballet
WWF "ATTITUDE"	E Center of West Valley City (Utah)	May 26	\$304,464 \$40, \$30, \$25, \$18	9,988 12,221	World Wrestling Federation
"DIBNEY'S JUNGLE ADVENTURES ON ICE"	Alltel Arena, North Little Rock, Ark.	April 13-19	\$274,820 \$27.50, \$6	18,427 28,000 seven shows	Feld Entertainment
WWF "ATTITUDE"	Pacific National Exhibition Grounds, Pacific Coliseum, Vancouver, B.C.	May 27	\$205,437 (\$17,071 Canadian) \$31.93, \$25.54, \$19.16, \$12.77	8,218 16,742	World Wrestling Federation
BLUE COLLAR COMEDY TOUR: JEFF FOXWORTH, BILL ENGVAL, BOB WHEAT, LARRY THE CABLE GUY	Toll Theatre, Cincinnati, Ohio	April 21	\$101,997 \$43, \$33	3,098 4,960 two shows	SFX Music Group
QUEENS OF COMEDY: ADELE GIVENS, MOYNIQUE, SOMMERE, HORROR BY MISS LAURA	State Theatre, Cleveland, Ohio	May 18	\$87,146 \$50, \$42.50	2,438 3,234	Latham Entertainment
FREE BIDE BIRD-X	E Center of West Valley City (Utah)	May 11-12	\$82,769 \$38, \$20	7,151 16,440 two shows	LTD
WORLD FAMOUS UPRIZANER STALLIONS	E Center of West Valley City (Utah)	May 3	\$81,780 \$15	6,882 8,500	Xentel, Inc.
ROYAL HANNEPOD CIRCUS	Pepsi Arena, Albany, N.Y.	May 18-19	\$42,424 \$15, \$12.50	11,834 14,619 four shows	Royal Hannepod Circus
WAYNE BRADY	Orpheum Theatre, Minneapolis, Minn.	April 28	\$51,498 \$32, \$29.50	1,800 2,618	SFX Music Group
DAVE CHAPPELLE, JIM SHORT, DJ LESLIE PEREZ	Warfield Theatre, San Francisco, Calif.	April 28	\$49,080 \$28.50, \$26.50	1,800 sellout	SFX Music Group

BOXSCORE is compiled every Tuesday. To file your event report, call Bob Allen, Nashville, (615) 321-9171, or submit via fax, (615) 321-0878. A star (*) appearing in a listing denotes a house record. For research information, contact Bob Allen. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission of the publisher.

Scooby Doo Hits Theaters 'At Last'

By Linda Deckard

"Scooby Doo Live At Last," an SFX Family Shows production tentatively set to debut at an SFX-managed theater, will embark on a tour of performing arts centers beginning this fall and touring through May 2002.

The deal for the new show is not 100% confirmed but highly likely at this point. It will play theaters of 1,800-4,500 seats and is being booked by Steve Schnepf, the Allan Wasser Group, New York City.

This marks the first collaborative effort between SFX and Warner Bros., noted Jonathan Hochwald, SFX Family Shows president.

Generations have grown up with

the Scooby Doo cast of characters, which has been on the air 31 years, Hochwald said. It's among his first collaborative efforts he believes appeals as much to several generations.

To ensure it has broader demographics than the young cartoon crowd, production is tapping some more adult sources, such as the Kids in the Hall comedy troupe out of Canada. Members of that troupe are involved in writing and directing the live show, including Jim Millan is director and Mark McK-inney.

The music is still being compiled, but it will include rock and alternative music, Hochwald said. "We're building a show that will

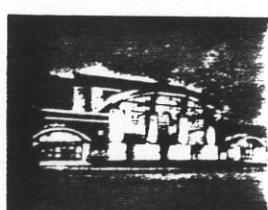
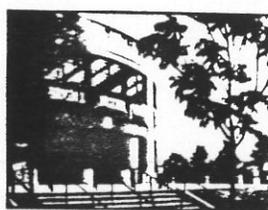
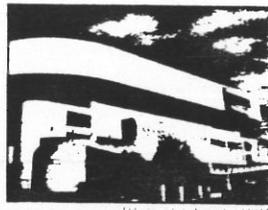
appeal equally to kids and parents."

The partnership with Warner Bros. and their various TV assets, including the powerful media clout of AOL Time Warner, parent company, can only enhance marketing efforts, he added.

There is a Scooby Doo feature film coming out in November which will help boost interest in the live tour as well, he said.

"Scooby Doo Live At Last" is expected to debut at the Palace Theater, Louisville, Ky. It will rehearse there before the Oct. 26-28 premiere.

Ticket prices will average \$25, he said. The first tickets will go on sale after Labor Day. □



SECONDARY MARKET VENUES

Adapting To Tour Market Is More Than Just Theater

By Cindy Stooksbury Guier
Venues in some secondary markets have learned that adapting is one way to survive in a competitive concert industry. With higher artists guarantees, shorter tours and fewer acts on the road, some secondary market facilities have become more creative and flexible in their effort to bring shows to their markets.

Both the Spokane (Wash.) Arena and the Boise (Idaho) State University Pavilion, for example, are having great success with their scaled-down theater setups. Other facilities, like the Van Andel Arena, Grand Rapids, Mich., are creating and promoting their own events, while venues like Memphis' Pyramid Arena and Mid-South Coliseum are paying particular attention to — and adapting to — competition in the marketplace.

One of the issues many mid-size and large facilities have had to address is the need to offer a theater-type setup, said Amy Brown, assistant general manager of the 12,500-seat Spokane Arena. That arena used to simply put up a curtain to scale down its size, but two years ago, at the request of booking agents who wanted a smaller venue for their artists to play, officials created the 6,500-seat "Star Theatre" at the Spokane Arena.

"We wanted it to be intimate and just throwing up a half-house curtain really didn't create the intimacy," said Brown. The facility purchased a floor-to-ceiling, side-to-side curtain that angles in toward the audience, giving a more intimate feel. Custom-designed chandeliers

a red carpet adorned with gold stars, decorative banners and other elements were added for the Star Theatre set-up.

"Our community's really embraced it because they know when an event's at the Star Theatre that it's going to be more intimate," said Brown. The facility presents four to six shows a year, such as Sarah Brightman and Barenaked Ladies, in the theater set-up.

"Star Theatre has given us the ability to attract shows that we might not have had the opportunity to bring into Spokane. It's been extremely well received," said Brown.

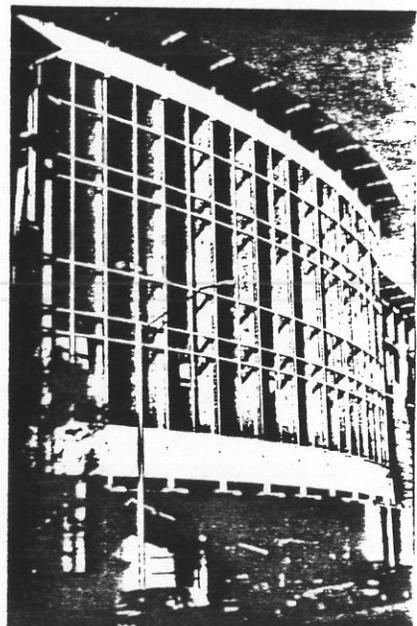
Overall, Spokane Arena is having a good year, she said. Family shows do particularly well there. The Harlem Globetrotters, a rodeo, an SFX Motor Sports event were all well-received. Ringling Bros. is scheduled for September, and the arena is working with SFX for its first free-style motocross. Brown said the arena is on track to do 12 to 15 concerts this year. The venue recently featured

98 Degrees and Paul Revere and the Raiders. Upcoming concerts include Godsmack in July and Moody Blues in August.

"We fight hard for concerts. We work very, very hard and one of the mechanisms is through the Arena Network. We're aggressive with trying to attract shows to our market. We also are cognizant of making sure we don't bring in too many shows and oversaturate the market."

Although concert bookings at BSU Pavilion are strong, Joyce Grimes, executive director, says it's more difficult to fill the seats.

Continued On Page 12



WORCESTER MASS. CENTRAL/CELESTA

Luring Shows Is No Mean Feat

By Cindy Stooksbury Guier

With today's touring business being impacted by everything from amphitheaters to the radio climate to artist guarantees, venues in secondary markets often have their work cut out for them when it comes to luring shows. For some facilities, landing a spot on a tour is more difficult than ever.

"The pricing on the acts dictates a high ticket price, and that sometimes will not allow for a deal to be made that will make financial sense at the ticket prices," said promoter Amy Granat, of Chicago-based Jam Productions.

Jim Walczak, general manager of the Rushmore Plaza Civic Center, Rapid City, S.D., and leader of the "Lost Cities" group of venues, said industry consolidation and high artist guarantees mean that it's often cost-prohibitive for even major promoters like SFX or House of Blues to bring shows to secondary markets. "The cost has changed so much," he said.

Also, when it comes to summer tours, a secondary or tertiary market probably won't get a show unless the market has an amphitheater, said Granat. When it comes to superstar acts, the number of tour dates is often limited, so acts might opt to skip the smaller markets.

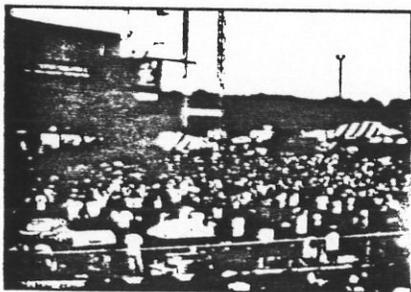
"Where in the past artists used to go out and hit all those secondaries and tertiaries, there aren't as many newer artists out there doing that," said Granat. "Groups like Aerosmith would go out and play everywhere. They used to go out and play, build their fan base, and year after year or every year or two they'd come out and play those markets again and be able to build their fan base so that no matter if they're hotter or colder...they would have a fan base that would support them."

"It is too bad more acts don't go out and play those marketplaces anymore because those marketplaces would love to see those acts," said Granat.

"It's an 'event' when a show comes to these communities," said Walczak. "It's not like when I was in Denver...and there would be 90 shows over the course of a three-month period. When an event happens in a Billings, Mont., or a Casper, Wyo., or a Sioux Falls, S.D., or a Bismarck, N.D., to the people that we represent, it's a big deal. And their money spends just as good in these markets, and as reasonably as it does in Minneapolis, Denver, Salt Lake City and Chicago."

The Lost Cities include 18 venues in 10

Continued On Page 12



HEKSHET PARK STAR PAVILION HEKSHET PA

Luring shows...

Continued From Page 11

states, spanning from Yakima, Wash., to LaCrosse, Wis. The group was created specifically to benefit the smaller-market venues. The facilities share in advertising and marketing costs and present themselves as good markets for a show to play, either as a stopover between major markets or perhaps as a string of secondary markets. "What we are about is connect-the-dots," said Walczak.

One of Walczak's biggest successes with the Lost Cities group was last year's Bob Dylan tour. Dylan's camp was interested in playing several of the Lost Cities markets, which were markets he had never played. Several of the venues landed dates on the tour. "Basically the tour did very well," said Walczak.

Some secondary market venues, like the Spokane (Wash.) Arena, have created half-house or theater setups to make themselves more attractive to shows that draw a smaller audience. Some venues are also creating or promoting their own shows, either on their own or with assistance of organizations like the Lost Cities or the Los Angeles-based Arena Network.

ON THE OTHER HAND

Keith Miller, vice president of the William Morris Agency's Nashville office, sees secondary and smaller markets as desirable, for several reasons. Miller says the rural markets of New York and Pennsylvania, for example, have strong population bases, and many markets have good 1,100- to 2,800-seat theaters.

"When you can bring a mid-line artist to those venues, they sell a lot

of tickets. They really do good business," said Miller, who added that he has put virtually all of his mid-line country acts through those type of markets.

Another advantage of secondary markets is that there is probably less competition for the entertainment dollar. "The big markets are getting more and more difficult to play because there is more and more competition for the dollar," said Miller. "Between the major sports — hockey, basketball, football, arena football, soccer — it's very competitive."

The cost of putting on a show can be less expensive in a smaller market as well. Radio advertising costs will be less expensive, for example. "The shows can be staged a little less expensively. That means the ticket price can stay more reasonable and everybody has a chance to make some money," Miller said.

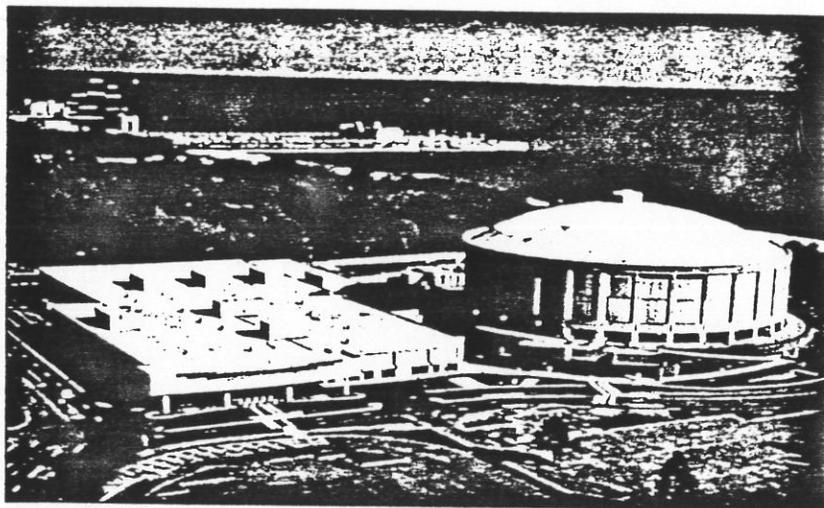
Also, any market that has a radio station that reports airplay to *Billboard* or the other industry trade publications would often be considered a "must-play" market.

Shows sometimes play a secondary market out of necessity. For major tours, Miller tries to keep jumps between tour dates to less than 400 miles.

"Between Minneapolis and Seattle, [secondary markets are] all you have."

"We are on the beaten path when they're traveling down the road in the middle of the week trying to get to the next stop," said Walczak.

"We're still a place where decent money can be made," he said. Walczak hopes that industry consolidation results in more secondary markets becoming part of the game plan for tours. □



Mississippi Coast Coliseum & Convention Center, Biloxi, Miss.

adapting to tour market...

Continued From Page 11

"Everything seems to be doing better if it's half-house or theater. It's tough to get the big acts. And competition obviously in Boise is very great," she said.

The 13,000-seat Pavilion used to be the only venue in the market, but now it competes with both the 13,000-seat Idaho Center in Nampa, and Boise's 5,000-seat Bank of America Centre.

Grimes said the concert business in general is becoming increasingly competitive. "I think people are wanting more and more. They're not only looking at a larger take of the house but sometimes part of the ancillary revenue as well. It's very difficult to make money doing these events."

Grimes believes a concert that's a true "event" will do much better. Brooks & Dunn's Neon Circus & Wild West Show, for example, features several popular country stars, plus a midway full of sideshow acts and other diversions. Although she was pleased to have the show, she expected to only break even on it.

"We are now trying to do events along with the concert so that we can find a way to have a little more entertainment," said Grimes. "If you're going to sell a \$50 ticket, you need more than one person up on the stage, unless it's a Pavarotti."

One of the best dates in BSU Pavilion's history was the Tim McGraw and Faith Hill tour last year. Other strong shows have included

the Harlem Globetrotters, Sesame Street and the Shrine circus. An event on Grimes's wish list is an ice show.

Like the BSU Pavilion, Memphis' major concert venues are feeling the pinch of competition. In the case of the Memphis buildings, competition comes from Tunica, Miss. Casinos in the gambling mecca, which is about a 45-minute drive from Memphis, present loads of entertainment each week.

"On any given weekend there's probably 20 acts performing down there," said Alan Freeman, general manager of the Pyramid arena. Freeman also oversees the operations of the Mid-South Coliseum for SMG.

The annual Memphis in May festival is also competition for the two venues. Freeman said this year's festival presented several dozen performers during a three-day period and sold 165,000 tickets.

"It is more of a struggle, because you have to really watch out what your competition is in a market like this. You need to really work on spacing the shows out so they're not cannibalizing each other," said Freeman.

"In a market like this, obviously, having a show on a Friday or Saturday is worth several thousand more tickets as opposed to having it on a weeknight. All those things we try to communicate with the agents that are routing the shows and the promoters that work this market."

Recent shows at the 20,000-capacity Pyramid have included Kid Rock, matchbox twenty, AC/DC, Elton John/Billy Joel and Eric Clapton. Aerosmith is set for September.

In mid-May, Freeman was busy negotiating with the NBA's Vancouver Grizzlies, who plan to relocate to Memphis, on what renovations need to be made to the Pyramid, which would be the team's temporary home until a new

FIRST UNION ARENA

How to draw a crowd

Matchbox 20 - Sold out. Prince - Sold out. Champions On Ice - Sold out. WWF, Monster Jam, Godsmack - Sold out. Show after show, you guessed it - Sold out. Located between NYC and Philly, Scranton/Wilkes-Barre is the hottest ticket around. You supply the show, we'll provide the facility, location and professional staff needed to give you exactly what you want. Just ask AC/DC, Neil Diamond, Elton John, Ice Cube, Red Hot Chili Peppers, WCW, Harlem Globetrotters and Bon Jovi, and they can sell it up in just two words - sold out.

SMG Sharpen your bottom line and call Andy Long at 763-270-3305 for booking information. www.firstunionarena.com

Continued On Page 13

adapting to tour market...

Continued From Page 12

arena is built.

The future of Memphis' 12,000-seat Mid-South Coliseum is uncertain. Freeman said SMG is still working on a long-term strategy for the venue. The company's contract expires at the end of the year. "It's an older facility; it needs some capital to keep it going," he said. Closing the facility is one of several options being considered.

Meanwhile, the coliseum continues to present events, but Freeman isn't booking anything beyond Dec. 31. David Copperfield rented the building for three weeks this past February for a television special. Recent shows have included Barenaked Ladies, Godsmack and the Shrine circus. Widespread Panic may return over Thanksgiving for three dates; the group sold out two shows at the coliseum last year.

Rather than wait for shows to come their way, officials at Van Andel Arena are creating some events of their own, said Lynne Ike, director of marketing for the 12,000-seat Michigan arena and the nearby Grand Center convention center.

One such event is the Great Lakes Irish Music Fest, set for Aug. 26. The event was presented by a local pub for the past four years. This year, the arena asked to pre-

sent it, with consulting support from the club. "We get a lot of headliners right out of Ireland," said Ike.

"That's kind of the shift that we're taking, trying to put on some of those events ourselves. If there is a recession that takes a turn with the economy, and many shows aren't out on the road, we'd still like to have different fests coming through here," she said. "The arena's not that old and we'd like to keep it at the forefront of everybody's mind and try to keep them thinking about coming downtown to the arena."

Meanwhile, the SMG-managed facility has featured quite a few big concerts recently, Ike said. Van Andel Arena doesn't feature as many shows as the 2,446-seat Devos Hall, located in Grand Center, which is currently undergoing a \$219 million expansion. "Devos Hall holds symphony, ballet, opera, Broadway shows, smaller acts... that's busy every single weekend."

Van Andel Arena has recently played host to Bon Jovi and 98 Degrees. Upcoming bookings include Pantera in June and Rod Stewart and James Taylor in July.

One of the busiest secondary market venues is the Mark of the Quad Cities, Moline, Ill. The

12,000-seat arena is having its best summer since 1994, said Steve Hyman, executive director. "We find ourselves included in the routing for really what are primary market dates for the first leg or only leg of a major concert tour," he said.

"We are seeing a minimum of one and in some cases two concerts per month, with July being probably the most active." In July, the facility has four concerts: Blink 182, Bon Jovi, Janet Jackson and Eric Clapton.

The lack of an amphitheater in the market is a big plus for the Mark. "Many, many times we become an indoor stopover between shed dates if they're going from Riverport in St. Louis to Tweeter Center Chicago," said Hyman.

The arena's hockey team — Quad-City Mallards — and Arena Football team — Quad City Steamwheelers — are popular draws.

Upcoming bookings include Ringling Bros. in August and possibly a Billy Graham crusade in October.

The Dane County Coliseum, Madison, Wis., has been reasonably busy, said Bill DiCarlo, executive director. The 10,000-seat arena, part of the Alliant Energy Center complex, was preparing for a Ringling date in mid-May. The facility also plays host to a Shrine circus

yearly, as well as a rodeo and monster truck events.

"We're pleased with the amount of touring shows that we've had come through," said DiCarlo. Those shows have included Kid Rock, Pantera, Mystikal, Sarah Brightman, Blue Collar Comedy Tour, 98 Degrees, Godsmack and Disturbed. Although the venue has nabbed several shows, the number of sellouts has been declining, DiCarlo said.

As of mid-May, the biggest event scheduled for the summer, the building's slow period, was the Dane County Fair.

Jim Walczak, general manager of Rushmore Plaza Civic Center, Rapid City, S.D., has seen bookings in his facility pick up over the last couple of months. "This is so cyclical. I've been at this for 20 years-plus, and basically right now what I think we are experiencing here is more of an upturn," he said.

In May, the facility played host to a Shrine circus and numerous local events, including a Cinco de Mayo celebration. Walczak is looking forward to a Three Doors Down/Lifehouse/Tantric date and expects to book a Bryan Adams date. A big event for the civic center is the Sturgis Motorcycle Rally. The building will serve as host headquarters for Harley Davidson

during the Aug. 6-12 rally, and will have a concert during the event.

Bill Chiesa, manager of Metropark Arena, Billings, Mont., said bookings are skimpy at his facility. "I can tell you the market for music in this part of the world — and probably across the United States — has been terrible. Nobody is coming through here," he said.

Diamond Rio and the Kinleys played a radio station concert there in May and drew about 6,000, some of which was free admission tickets. The arena had a successful run in May with Women of Faith. The inspirational event sold 10,900 \$50 tickets to each of two shows.

"They did a truckload of tapes and books. I'd like to have been a part of that," said Chiesa.

Chiesa said he would like to have five or six concerts a year, but has been presenting about three or four. On the schedule are Three Doors Down, Lifehouse and Tantric in July; Quiet Riot/Poison in August; and Sheryl Crow and Chris LeDoux, who will play during the Aug. 11-18 Montana Fair. Chiesa's hoping to land a Lonestar date for September. In December, the arena will have a Sawyer Brown Christmas show.

Chiesa is very excited about a November booking he has yet to announce. □

The South's New Hot Spot



ARENA AND EXPOSITION CENTER

JUST SOUTH OF MEMPHIS



TUNICA
MISSISSIPPI
ARENA & EXPOSITION CENTER

The Tunica Arena and Exposition Center offers new state-of-the-art facilities and accommodations, plus all the attractions of the South's hottest new resort and gaming destination.

- Largest indoor arena in Mississippi
- 48,000 square feet of exhibit space on arena floor
- Seating capacity of 6,500
- 14 luxury skyboxes
- 366 modular livestock stalls
- Over 1,100 paved parking spaces
- 66-space RV park
- Designed to accommodate a wide variety of events: rodeos, horse shows, motor sports events, concerts, family shows, exhibitions and trade shows

The Tunica Arena and Exposition Center is the newest attraction of The South's Casino Capital, with ten, big-name, 24-hour Vegas-style casinos. Our resort hotels offer 6,000 new rooms, top-name entertainment and spectacular dining at pleasing prices. And the Casino Factory Shoppes offer prestige labels at discount prices.

Discover the winning difference in Tunica. Call 662-363-3299

For your free Event Planner's Guide and your free value-packed Winner's Guide to Tunica.

3873 U.S. Hwy. 61 North • Tunica, Mississippi 38676 • (662) 363-3299 office • (662) 363-3152 fax • tunicaarenaexpo.com

STRATEGICALLY LOCATED

Florence Civic Center

For Booking Information,
Call John T. Mazzola, CFE
843/679-9417 • Fax: 843/679-9429

SMG

Events • Attractions • Rehearsals & Shows
Arena • Exhibition Hall • Auditorium

www.florenceciviccenter.com

ON I-95 & I-20 IN SOUTH CAROLINA

Ten Creative Ways To Fill Dark Days

By Linda Deckard

Keeping the lights on is always a challenge for arenas, particularly those in secondary markets. Here are some ideas about to be tried or already proven successes at U.S. facilities to fill those days that aren't blessed with a concert, sporting event or family show.

• **Party in the Parking Lot:** It's still in the design phase, but the First Union Arena, Wilkes-Barre, Pa., is looking into playing host to happy hour-type events in the parking lot every other Thursday night during the summer. They would tie in with a local beer distributor and book local bands. The

food and beverage concessionaire would set up portables, said Kathleen Bird, marketing director.

• **Rent Ice:** Youth hockey leagues are always looking for ice time. Tom Carroll, Hara Arena, Dayton, Ohio, said that arena started renting ice about two years ago and it "fills a lot of dark days." The ice is subleased to the youth hockey leagues which then lease it to teams. Carol Pollock, Pensacola (Fla.) Civic Center, also rents ice when the schedule allows and says the key is a relationship with amateur hockey programs, assuring enough ice time will be rented to justify the expense of putting down ice in the South in the summer.

• **Cooking School:** An event called The Cooking Show, produced by Homemaker Schools LLC, Greendale, Wis., was playing hotels and high school auditoriums. Scott Breckner, Breslin Events Center, East Lansing, Mich., saw the potential to make it a larger event. He talked them into playing his arena. It was sponsored by the local TV affiliate. They sold tickets and drew 3,100 the first year, compared to a usual draw of 600 to 1,000.

• **3-on-3 Basketball Tournament.** The Tacoma (Wash.) Dome partnered with its local sports commission, Pepsi and Pizza Hit to develop a basketball tournament in the dome. It takes place over a four-week period and draws teams from Vancouver, Wash., to the Canadian border. Pizza Hut advertised the event on 140,000 pizza boxes. The tournament drew 400 teams the first year and is expected to build to up to 1,000, said Ryan Shannon, marketing director.

• **In-Line Skate Park:** The Providence (R.I.) Civic Center will become an indoor skate park this summer, open daily and hopefully drawing thousands of teens. Larry LaPorte, manager of the building, said it will take about \$100,000 to build the park and the building is seeking a sponsor to fund the project. The potential gate from \$12 tickets is estimated at \$125,000, he said. The building would also benefit from parking, which is \$5 for daytime use, and concessions, which are handled by Aramark. The plan is to charge \$12 for a four-hour block of time, or \$25 for membership which entitles holders to a lesser daily charge of \$8. Jack Murphy, Octagon, Huntington Beach, Calif., is designing the park, which would be portable so if the arena books a concert or other event, it could be moved out. The plan is to operate the skate park from June through

Your best bet for a full house



Almost 33 million people visit Atlantic City every year, drawn by the non-stop, 24-hour excitement. Capitalize on all these visitors - plus thousands of local residents looking for entertainment - by booking your event in Boardwalk Hall. This newly renovated showplace features flexible, modern seating for up to 14,000 people, superior acoustics, and TV-ready wiring, all set in a unique beachfront location. Come to Atlantic City and be treated like a high roller. And with our professional and experienced staff, you're sure to win.

REOPENING IN OCTOBER 2001

Boardwalk Hall

AMERICA'S SEASIDE ENTERTAINMENT CENTER

For booking information, call Greg Tesone at 609-449-2046

Atlantic City
AMERICA'S SEASIDE ENTERTAINMENT CENTER

SMG

NJSEA
NEW JERSEY SPORTS & ENTERTAINMENT AUTHORITY

Continued On Page 15

ten creative ways...

Continued From Page 14

part of September, leading up to the Gravity Games which will be held in Providence Sept. 1-9.

• **Christmas In The Air:** Bill Holmes, Mississippi Coast Coliseum, Biloxi, is famous for his Country Cajun Crawfish Festival, an April event that nets \$150,000 in three days and has been running nine years. Now, he's added a new event with lots of potential — an outdoor symphony concert themed to Christmas. Put together in a rush this year, it nevertheless made about \$8,000 for the arena from a budget of \$30,000. Tickets were \$10 adults, \$5 for kids. For \$300, a gold sponsor could buy a table (42 were sold). Sponsors included a bank, and cell phone, insurance and beverage companies. There were two stages, one for youth choirs which performed prior to the show and during intermission, and one for the symphony. Holmes borrowed some Christmas lights from the city, added candlelight and hot chocolate, and made it a holiday event. "Now, we're part of the symphony package," he said.

• **Drive-In Theater:** This hasn't been done yet, but Russ Simons, Gaylord Entertainment Center, Nashville, is close to pulling it off. He will be able to park 50 cars on the arena floor, charging \$25 per car. The seats would be sponsored by a radio station, sold for dial position (i.e., 99 cents, \$1.01), and the Jumbotron would be used to view the movie. It can be lowered to serve the purpose.

• **Rib Festival:** The U.S. Cellular Center is about to embark on

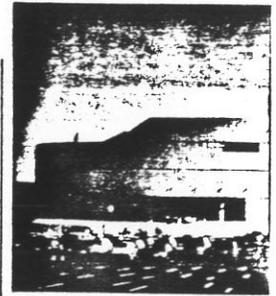
its 14th annual Ribfest. The event draws 25,000-30,000 outdoors. It attracts national vendors. Local bands entertain. Admission is \$2 and food is extra. Vendors are charged a flat fee based on space used. Sharon Cummins, arena manager for Compass Facility Management, said the bottom line last year was \$35,000 because of rain, but it usually makes \$50,000-\$75,000. This year, new additions will include a Family Fun Zone with inflatables and tests of

strength and a Blues Day.

• **Flea Markets and Super Garage Sales:** Several arenas have tried versions of this off and on. Pollock hasn't had one at the Pensacola building for awhile, but touts their success when all the elements line up.

Critical is having a weekend date and finding a media partner. Plus, "the staff gets to clean out their houses. We always give ourselves a booth."

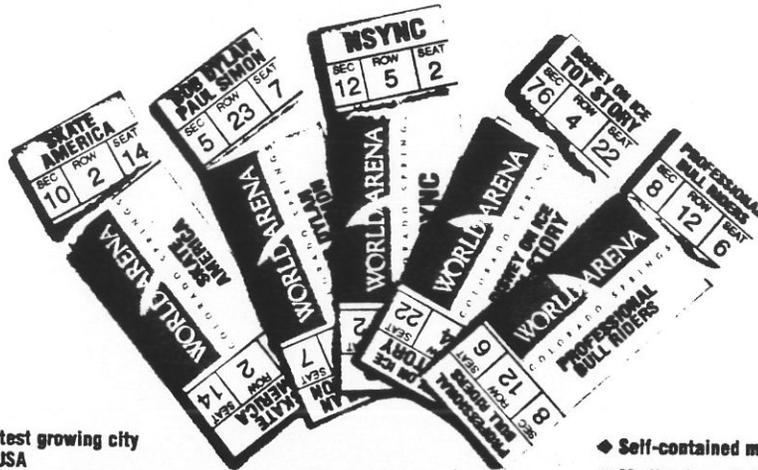
• **Join a Network:** There are several groupings of facilities that count on routing clout by packaging offers and sharing information. A prominent example is the Arena Network. Amy Brown, Spokane (Wash.) Arena, cited that avenue as critical in filling dark days with The Gorge in nearby George, Wash., and even the downtown park next door as competition. "We had a good season last summer and a strong summer coming up." □



World Arena, Colorado Springs, Colo.

They're tearing 'em up in Colorado Springs

The World Arena at the base of Pike's Peak is selling them as fast as you can bring them.



- ◆ 6th fastest growing city in the USA
- ◆ 3/4 million population base

- ◆ Self-contained media market
- ◆ Median household income 13% above national average



Eriesistable!

Located between Pittsburgh, Buffalo and Cleveland, the Erie Civic Center is a multi-purpose complex.



Louis J. Tullio Arena

- ▶ 7,500 seats
- ▶ 30,000 sq. ft. of exhibition space



Warner Theatre

- ▶ 2,500 seats
- ▶ Broadway
- ▶ Concerts
- ▶ Meetings & Seminars



erie civic center

PO Box 6140 • Erie, PA 16512
Contact: John Casey, Wells
phone: 814.453.7177 • fax: 814.453.9931
www.eriesicccenter.com

WORLD ARENA.

3165 Vandeventer Blvd.
Colorado Springs, CO 80905
www.worldarena.com

GLOBAL SPECTRUM

For booking call: Det. Lischick / General Manager

719.477.2100

Marketing

Smaller Markets Offer Unexpected Opportunities

By James Zoltak
Marketing events in smaller market towns involves many of the same basic principles as in larger cities, but

dealing with a smaller population and fewer media outlets can present opportunities that don't exist in a major metropolis. Of course, there are

unique challenges as well.

"I think it depends on the event," said Denny Magruder, who runs the Wheeling (W.Va.) Civic Center. "Sometimes it's easier because we don't have any competition. If we get a show like 'Sesame Street,' we don't have to market against a Disney On Ice at another arena, but then again, we've got an amphitheater about 25 miles away from us, so unfortunately we don't see much music here in the summer."

Targeting a potential audience in a smaller city is an easier task than in a major metropolitan area, according to some building managers.

"You are more able to quickly hone in on your target and the medium to reach them," said Tom Carroll of the Hara Center, Dayton, Ohio. "In a major market, to reach a modern rock audience, you may have five media outlets to choose from to try and sell a show. In a smaller market we might only have two primary outlets, and that focuses your marketing efforts because if you can hit both of those, you probably have the entire market tapped. The cost of marketing in a smaller market is a lot less."

Magruder agreed, saying that in some smaller markets, expenses are just not as high.

"With lower operating costs, we can buy advertising more inexpensively than in major markets, and union rates are lower in secondary and tertiary markets," he said.

Sometimes a small market city might be in the shadow of a major market and that poses unique challenges.

"The unique challenge promoters face is finding the right media outlet, either TV or radio, to deliver their message to the right population," said Ryan Shannon, marketing director at the Tacoma (Wash.) Dome. "For our venue, a lot of the media is centralized in Seattle and the promoters face the challenge of finding the right media to deliver messages into Seattle as well as Tacoma and other areas."

The Tacoma Dome markets itself as a regional facility, and even though it is considered a secondary market, its proximity to Seattle helps more than it hurts.

"To be honest, we actually benefit from the fact that we are only 30 miles from a major metropolitan area like Seattle and the fact that we have the largest facility in the region, we actually do a lot better job than smaller markets that aren't close to a big city," Shannon said.

The challenge for Shannon is communicating with divergent populations. Seattle and points north have populations that are more urbane, with many people working in high tech industries such as computer hardware and software or aviation. To the south is a more rural population with different tastes and sensibilities.

"We have to market ourselves to both sides of the coin," Shannon said.

"For example, we have the SFX Monster Jam and Arenacross events that pull a lot of people from the more rural, country areas to the south, but we also do high-glamour rock shows like Elton John and Billy Joel. We are able to cater the event schedule to hit both populations."

Jack Walker, marketing director for a cluster of city-owned facilities in Jackson, Tenn., said his situation is even trickier than the one in Tacoma.

"Our market is one and a half hours to Memphis and two and half hours to Nashville, and in this market people will drive to those cities and spend \$50 and not bat an eyelash, but if you try and charge that much here, they balk."

Walker said he doesn't understand the thinking behind that kind of price resistance, but he has to deal with it nonetheless.

"They'll say, 'I'm not paying that much to see an act in Jackson.' It's like going to a restaurant or to a hotel room. You can get comparable food and accommodations here that you can in a larger market, but you are going to spend substantially less. People around here know that and the mentality filters down, even though, by the time they're through, it's going to cost \$200 [in added travel and ticket costs to go to Nashville or Memphis]."

"The logic isn't there, but that's the reality of it."

A smaller amount of corporate dollars from which to draw is another challenge for the small market facility, said Tammy Koolbeck of the U.S. Cellular Center in Cedar Rapids, Iowa.

"There is not as much money at the corporate level and what money there is, well, they are certainly not used to be paying any kind of signage or suite prices," she said. "We've actually added a hockey team to the city and that's helped us because we are not the only game in town. Now, they have something to compare us to, and some people who never would have been interested in us at the U.S. Cellular Center because they haven't been here are interested now because they've been to the hockey arena. That's at least gotten me into a few more doors than before."

The 21-year-old facility, long known as the Five Seasons Center, was even able to land a naming rights sponsor last year, she said.

But the fact there are no major corporate headquarters in town makes things tough when trying to attract sponsorships or sell advertising, Koolbeck said. One strategy she likes to use in her pitches is to emphasize the fact that most people in Cedar Rapids find themselves in the U.S. Cellular Center at least once in the course of a year.

"I try to impress the importance of that on them, but it's hard sometimes to even get them to take the call," she said.

Tim Berry, who managed the Mid-

west Wireless Civic Center in Mankato, Minn., sees a bit of a double-edged sword when it comes to seeking advertisers in markets that lack corporate headquarters.

"Certainly you don't have a lot of corporate headquarters in secondary markets, but it does offer the local business community the opportunity to get their name on some shows that come in and to partner [with the facility], and it gives them a chance to get that 'show business' experience. I have found, and I don't think this is particular to Mankato, that there are significant dollars in the secondary markets."

Berry reckons that with a lot of companies, there has been a decentralization of resources allowing individual branches of a corporation to spend marketing dollars individually.

"We have been successful in finding sponsorships for a majority of the shows that come in," he said.

Another problem Koolbeck has had to contend with in her particular market are skyrocketing radio ad rates brought on by heavy consolidation in the radio industry.

"In many cases radio rates are much higher than you would think," she lamented. "I have a friend in Sioux Falls who can buy radio for 25 bucks."

Part of the Compass Facilities Group, the U.S. Cellular Center increasingly packages advertising deals with other facilities under Compass management.

"I can go to a client and say, 'For this price, you get all the buildings,'" Koolbeck said. "Many of the big arenas are not part of networks."

Another downside of being in a small market is limited resources, and this rears its head in a number of ways.

"We don't have a marketing director," Magruder explained. "We have 10 full-time employees. We do everything ourselves, including food service, so we don't have the advantage of having a professional, high-powered marketing person on staff. However, on the other side of that coin, people like my assistants and I, we don't specialize. It rounds us as management people. [At various times] we are involved in concessions or catering or box office or booking. That allows us to get a lot of experience."

And when more firepower is needed, outsourcing often offers a viable solution, Magruder said.

"We have a couple of really good ad agencies in town and we usually hire them on a commission or flat rate basis," he said.

"The advantage of having them is that they have some pretty good clientele bases."

These clients are often matched with the facility as sponsors of events, sources of group sales and other mutually beneficial roles, Magruder said. □

Stabler Arena

At Lehigh University

★ Award Winning Facility-Recognized Favorite of National Tours

Richard H. Fritz, Director
(610) 758-3770
Bethlehem, Pennsylvania

★ Beautifully situated and centrally located between New York City and Philadelphia. Minutes from I-78, the Pennsylvania Turnpike and major international airport.

★ 6,600 seat entertainment and sports center set up with rigging and power capabilities to handle the biggest shows.

★ Serving Eastern Pennsylvania and a well-developed tri-state market.

It's easy to be here.

150,000

Square Feet of Usable Flat Floor Space

6,000

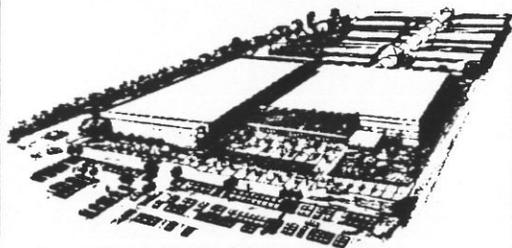
Free Parking Spaces

4,200

Concert, Stage Event Seating
In Our NEW Expo East

2,916,570

Population Within a 50 Mile Radius



Convenient suburban location in the heart of the largest growth area in Palm Beach County, Florida.

Bookings Beginning in February, 2002
Now Being Accepted

SOUTH FLORIDA EXPO CENTER

at the South Florida Fairgrounds
WEST PALM BEACH

For complete information and a comprehensive demographic profile of the market —
Contact Kris Pursell: (561) 790-5227, e-mail: kris@southfloridair.com

Nothing Secondary About Concert Experience In Secondary Markets

By Don Mooradian

Attending a concert in a secondary market venue is no second-rate experience, thanks to improvements in sound systems and, more importantly, the acoustic design of the building.

"Today, architects recognize the importance of sound systems and, especially, acoustics," said Ian Wolfe, vice president of Acoustical Design Group, in Mission, Kan., near Kansas City.

That's particularly true in secondary markets where facilities

usually have more than one use. "These facilities are multi-use and that has to be taken into consideration," said SMG's Richard MacKeigan, general manager of the 12,500-seat Van Andel Arena, Grand Rapids, Mich.

"If a facility truly wants to be 'multi-purpose,' acoustics is the best place to start," said Barry McKinnon, senior consultant with McSquared System Design Group, in North Vancouver, B.C. And improved acoustics work for everything, he said, from controlling

the noise level of a tractor pull to providing quality sound for a concert.

Even arenas with as few as 2,000 seats want to have first-rate sound systems and acoustics. The result has been a vast improvement in the overall sound quality, making concerts in small and medium-sized arenas a very satisfactory — if not highly pleasurable — experience, McKinnon and other observers agreed.

A facility's sound system usually is used for all of its in-house

public address needs with the exception of live music, whereas the acoustic characteristics of a facility are built into its design and are usually responsible for giving a building its own particular "sound."

Although concertgoers might assume performers merely show up at an arena and plug into the facility's sound system, that is seldom the case. "Touring guys don't like to use the house system. They prefer their own equipment. A smaller group playing in a bigger house than usual might use it, though," said Wolfe.

Sometimes performers use the building's downstage sound system as their feedback monitor system, though that does not happen often, said MacKeigan. "But there is now a lot of competition for acts among small and mid-sized facilities," he said, "and the more capabilities your building has, the more competitive you are."

A competitive edge is also important at center ice or center court. Wolfe said teams like to hear the cheers of their fans to give them the hometown advantage. Designing a building's acoustics specifically for this purpose usually results in a "harder" sound that is loud and readily bounces off walls.

But, said Wolfe, the acoustics for a concert should be more sub-

tle. "The acoustical requirements that work for hockey don't necessarily work for concerts. There has to be compromise," said Wolfe. Although there is a great deal of coordination between architects and the sound people, the client makes the ultimate decision as to what kind of system will best meet their needs, he said.

The 5-year-old Van Andel is home to the Griffins of the International Hockey League and the Rampage of the Arena Football League.

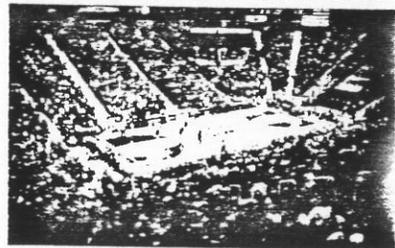
"In the minor leagues, there is a heavy focus on in-game entertainment," said MacKeigan. The arena's bowl is in a horseshoe configuration with the one exposed wall being acoustically treated. "The sound quality is very good, but a sporting event might feel just a bit quiet," MacKeigan said.

Some facilities, especially larger ones, try to alter acoustics to make the building more compatible with the needs of non-sporting events.

Large hung curtains are used in some cases, but unless they are of heavy velour, they don't do much except create a visual barrier, Wolfe said. Variable acoustics, for instance, the repositioning of acoustic panels, can provide flex-

Continued On Page 19

BRAMLAGE Coliseum



LOCATED IN MANHATTAN, KANSAS
BETWEEN KANSAS CITY AND DENVER
FULL-SERVICE FACILITY
FACILITY PROMOTES/CO-PROMOTES
SEATING FROM 2,000 TO 14,000
MULTIPLE RIGGING POINTS
FOR BOOKINGS CALL: CHARLIE THOMAS

For Info Call: 785/532-7600 or Email: bramlage@ksu.edu

Mid-MICHIGAN'S CONCERT CONNECTION

Dave Matthews Band • Bare Naked Ladies • WWF Monday Night Raw • Bob Seger • Brooks and Dunn • ... • Smashing Pumpkins • R.E.M. • Elton John • Cher • Bryan Adams • Reba McEntire • Garth Brooks • Whitney Houston • ... • Elton John • Cher • Bryan Adams • Reba McEntire • Garth Brooks • Whitney Houston • ... • Pearl Jam • Dave Matthews Band • ... • Pearl Jam • Dave Matthews Band • ... • Jack Breslin Student Events Center
Scott Breckner, Director
517.432.1989 • fax 517.432.1510
www.breslincenter.msu.edu

The Sound Is In The Details

By Don Mooradian

In many instances sound systems and acoustics for a building are designed after first determining what the primary purpose of the building will be, said Wolfe. A building with an emphasis on sports will lead in one direction, resulting in a harder, louder sound. A building with entertainment as its main focus likely will lead to a design that is softer and more refined.

There are essentially two basic sound system configurations, one being the "point source," in which all the sound in the main arena comes from a single location, such as the central scoreboard on a basketball court. The other type of arrangement, said Wolfe, is an "exploded cluster" or distributed sound system where speakers are placed at various locations throughout the main arena as for hockey.

The sound system has to perform many tasks and reach some very different kinds of spaces within the building including the large arena bowl, public concourses, luxury suites, clubs and restaurants, dressing rooms, ticket areas, entrances and exits, loading docks and other backstage areas.

Sound systems have to adapt to a variety of uses in the same building, sometimes within a very short period of time. These activities can include sporting events, concerts, conventions, graduations, political rallies, religious gatherings, flat shows, and banquets.

The acoustic and sound system design might take into consideration that return fans, supply fans, exhaust fans, smoke fans (used to clean smoke from indoor pyrotechnics) air pumps, cooling towers, chillers and other HVAC-related equipment can cause various levels of noise.

Also, roof and ceiling design and the types of materials for walls must also be taken into account. □

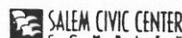
We Know How To Draw A Crowd.

Looking for big success in a smaller market? Look no further than Salem, Virginia. Salem is ideally located in the mountains of southwest Virginia, only four hours drive from major markets like Charlotte, Greensboro and Washington, making it a perfect stop on any tour. The Salem Civic Center is a first class facility with an experienced management team that has hosted major touring acts like Bill Cosby, The Harlem Globetrotters, Aaron Carter and Travis Tritt. Most of all, we have a track record of drawing sell-out crowds.

Call today for more details: 1-540-375-3004

Visit us on the web at:

www.salemciviccenter.com



nothing secondary..

Continued From Page 18

ible sound, but they are very expensive.

**RETRO SOUND/
FUTURE SOUND**

With competition for popular acts and shows increasing all the time and performers seeking the best showcases for their talents, older facilities find themselves needing to make upgrades in their sound systems and acoustics.

"Arena owners and operators are starting to realize they get a lot of benefit from good or improved acoustics," said McKinnon. Even small, community-sized facilities realize they can have more than, say, just an ice arena simply by improving the acoustics and sound system, he said. Some facilities can get acoustical improvements for as little as \$20,000, although the price varies greatly depending on the needs and characteristics of the building, McKinnon said.

Wolfe said some of the obstacles faced in retrofitting a facility include the difficult task of running wire through old or tight conduit, little room for equipment racks, and difficulties in bringing in some equipment like cranes to reach high ceiling areas.

One of the big advantages to retrofitting an older building for sound, though, is that the clients usually know exactly what they need and want to maximize the facility's capabilities. "The [retrofit] client is already knowledgeable about how the facility is being used and what things work or don't work," Wolfe said, adding that "with a new facility, money decisions might be made by government officials or agencies trying to decide what the facility will do."

This kind of situation sometimes results in mixed signals about the main function of the building and, consequently, uncertainty about what its capabilities should be.

In the meantime, technology's role in both old and new buildings will continue to expand. Already, many facilities have computerized light and sound adjustments. Computer controls are being used more often to help operators quickly adapt to different events in their facilities and, also, to memorize preferred settings for recurring events (such as a hockey game), said Wolfe.

And more and more, the users of arenas are demanding that the permanent sound systems — and the acoustics to support them — be high performance. "Even hockey teams want good sound systems. They want their music to rock," Wolfe said.

Another trend sees fiber optics rapidly becoming the unifying information technology pipeline used in many buildings. Fiber optics offer flexibility, although — because of the way packets of information are delivered in the

fiber pipeline — using audio on such networks can be tricky, said Wolfe. Improvements are anticipated in the future, though.

Also, theatrical consultants are being brought in to work with architects and sound people early on in the design process. "That only makes sense," said Wolfe. Essentially, it comes down to the better the production, the better the turnout and the better the revenue, he said. □



Norfolk (Va.) Scope

**CHATTANOOGA, TN's
SUPER VENUES - SUPER VALUES!**

The Historic
TIVOLI THEATRE
1,762 seats

- Low rental rates
- Excellent sightlines
- Computerized box office
- Ideal rehearsal locations
- 500,000 metro population

Soldiers and Sailors
MEMORIAL AUDITORIUM
3,866 seats

David E. Johnson, Manager 423.757.5195 • fax 423.767.3325
Administrative Office: 389 McCallie Avenue, Chattanooga, TN 37402
www.chattanooga.gov/showplaces

**Why do the top country singers
like to park their boots in
Fort Wayne, Indiana?**



**With 21% of the U.S. population nearby,
it's a profitable stop.**

Over 55 million people live within a day's drive of this prosperous regional market. Fort Wayne is a quick commute from every large city on your Midwestern schedule. And its non-metro location means you can blanket the entire Tri-State region (750,000+) with affordable local media.

Best of all, Fort Wayne is home to the Allen County War Memorial Coliseum, one of the top 10 highest grossing facilities* in the nation. An arena expansion with suites and expanded seating capacity to 13,000 will be completed in the fall of 2002. Call today for all the facts, figures and floor plans.

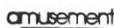


ALLEN COUNTY WAR
MEMORIAL COLISEUM
ARENA • EXPO CENTER • STADIUM

4000 Parnell Avenue • Fort Wayne, Indiana 46805

219-482-9502 • www.memorialcoliseum.com

Randy L. Brown, CFE, General Manager



*Source: 1995, 1996, 1997, 1998, 1999, 2000 Amusement Business
Boxscore for 5M to 10M seating



Facilities & Event Management
1999 & 2000 Prime Site Award

It's 'True': Winnipeg Site For New 16,800-Capacity Arena

By Don Muret

Officials in Winnipeg, Man., are finalizing details for construction of a new 16,800-capacity arena in a public-private financing partnership. The \$125 million (\$81 million U.S.) venue is to be built on the site of a 100-year-old building that formerly housed the Eaton's department store.

Titled the True North project, the facility will include 41 luxury suites, 1,500 club seats and two restaurants seating 450 total. Sink Combs Dethlefs of Denver is the architect of record. The public funding portion — coming from municipal, provincial and federal sources — amounts to \$38.5 million (\$25 million).

The arena would effectively replace 48-year-old Winnipeg Arena, current home of the American Hockey League's Manitoba Moose. "It's finally arriving at the end of its useful presence in the community in terms of economics and physical limitations," said Jim Millican, the project's vice president of operations.

Moose owner Mark Chipman is among arena investors. Pending a legal challenge surrounding the site's heritage status, groundbreaking was targeted for early next year for the eight-story, 800,000-square-foot structure. "Demolition is scheduled for August," Millican said.

There have been some discussions about private management, with SMG a possibility, according to Millican. He said Aramark is the front runner for the food concession contract, thanks to its presence at Winnipeg Arena. True North will

seek naming rights for the building.

An arena football franchise and pro lacrosse team could join the Moose as sports tenants, he added. "We're exploring all and are real interested in lacrosse. There is a minor league basketball [IBA] franchise in Winnipeg, but it generally plays to attendance of about 1,000, so it's doubtful if our arena would make a difference."

There are no prices set for pre-

mium seating, but officials are encouraged by interest from the corporate community.

There are 18 skyboxes in the existing venue. "Most, if not all of the existing suiteholders are eager to move across to the next place and we have a waiting list. The excitement of the new arena has generated a lot of cold calls from potential customers not in the current arena," said Millican.

The restaurants will be split into fine dining and the sports bar variety.

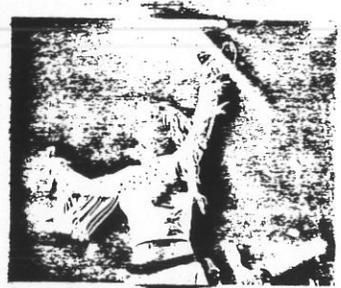
The Eaton's store, which closed after the chain declared bankruptcy in 1999, was a "hub" in the downtown area and the arena should "serve the same sort of meeting place access" in the community, explained Millican.

"Don Dethlefs said it was as good a site as any for an arena. If you

drew a target in the middle of downtown, this site would be the center. There are tremendous attributes. Almost 50 bus routes are dead-ending or starting at the building location.

"It will nestle very nicely into downtown. That's one of the primary reasons the government came to the table. Winnipeg's downtown has suffered some decline. This is a major part of the revitalization."

WE'VE OPENED FOR SOME OF THE BIGGEST NAMES IN THE BUSINESS.



From Edson to the Berkowitz, to Sidney Bechet, everyone's talking about what a show the Birmingham Convention Center can stage. And with open dates, top-notch facilities and a knowledgeable, helpful event staff, we'll make sure your next event is a total success. So believe what you're hearing: the Birmingham Convention Center is the place to be if you want your event to be a total blockbuster.

BIRMINGHAM City Wide Booking 1-877-THE-BJCC
WWW.BJCC.ORG

Irresistible!

Located between Pittsburgh, Buffalo and Cleveland, the Erie Civic Center is a multi-purpose complex.

Louis J. Tullio Arena

- ▶ 7,500 seats
- ▶ 30,000 sq. ft. of exhibition space

Warner Theatre

- ▶ 2,500 seats
- ▶ Broadway
- ▶ Concerts
- ▶ Meetings & Seminars

Erie Civic Center
PO Box 6140 Erie, PA 16512
Contact John Casey Wells
phone: 814.453.7117 fax: 814.453.9931
www.erieciviccenter.com

3,000 SEAT ARENA 1,000 SEAT LOUVER HALL 1,070 SEAT THEATRE 2,500 SEAT THEATRE 2,770 SEAT SUITE & BANQUET HALL



amusementbusiness.com

AUDS & ARENAS

SOUND OFF

Facility Managers Discuss Pros & Cons Of Premium Seating Issue

As club seats and suite sections continue to grow at arenas and stadiums, making up 10% to 15% of total seating, many facility and food service professionals are wondering if premium sections are reaching some kind of limit. AB's John Morell talked to some facility managers and food and beverage pros to find out whether they feel that premium seating is overdone.

Is it possible that newer stadiums and arenas are hurting themselves by opening and expanding premium seating areas in an uncertain economy? And can you have too much premium seating?

PAT GALLAGHER, San Francisco Giants Entertainment. There's a tricky balance that needs to be maintained with premium seating. First of all, economically you're probably familiar with what the market will bear in a downturn.

You'll hopefully know the demographics and market you're appealing to. You also have to take into account whether your facility is pri-

vately or publicly funded.

If a venue is privately financed, there's likely to be more of an appetite for premium seating since it's recognized that the ownership needs to seek out income wherever they can find it. With a publicly financed venue, a large, expanded area of premium seating can generate a bad image among the general public.

The concept of premium seating has proven successful and it's likely to always be around in some form. Consumers are also becoming more accepting of it and they realize it's a necessary method of raising additional capital.

TIM RYAN, Arrowhead Pond of Anaheim (Calif.). During the development of a stadium or arena, management has to make sure they have enough contractually obligated revenue coming in to pay the bills. But many artists who

book our facilities want to make sure their fans have accessible, affordable seating.

That's part of the give and take that has to occur. I don't think we'll ever

see a venue with too many premium seats, since owners are generally aware of what their market will support. On the food service side, it's true that a section of regular seating may give a higher return than a section of club seats because of food costs, added labor costs, etc. However, I think most food service corporations know that without these premium areas, the nice new arenas and stadiums wouldn't be built.

DOUG HAWKINS, Cutting Edge Concepts/Rose Garden, Portland, Ore. Premium seating challenges the food and beverage concessionaire, which improves the business.



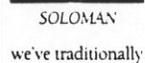
HAWKINS

You've got to be on top of service concepts and invest in a highly trained staff that addresses the needs of this set of premium customers. These customers are generally not as affected by fluctuations in the economy, as it pertains to what they order at a ballgame, so they're not as affected.

Can you stretch too far? It's possible, but if you're on top of the business you're aware when your service or products are lacking because your premium customers are the first to let you know. And sometimes good ideas have trouble working because the infrastructure isn't there.

Take in-seat food service. In order to make it work well, you've got to reduce the number of seats in a section to allow for room for servers to get to the customers. Is the facility willing to sacrifice those seats for that service? That's a tough question.

KELLY SOLOMON, Cleveland Browns: Everything we do is dependent upon customer demand and we're keeping a close watch on our premium seating. We have 8,600 club seats and 147 suites, which has worked out well for us. Our fan base is very strong and



SOLOMAN

we've traditionally done well in economic downturns, so I don't think the overall economy is a factor for us.

The important issue for us is how to make sure our premium seating remains special.

We regularly review our program to see that the suite and club seat experience stands out so that those customers see its value. □



CUT DOWN TO SIZE — Brad Parsons, left, ArenaNetwork, and Eric Bressler, American Airlines Arena, Miami, discuss the pros and cons of customized theater set ups in arenas. (AB Photo)

ArenaNetwork Theaters Add Scheduling Options

By Linda Deckard

For a decade, facility managers and promoters have talked of the need for more venues in the 5,000-seat range. Brad Parsons, ArenaNetwork, Los Angeles, says arenas in that group, most of them 15,000-20,000 seats, are investing up to \$600,000 each in just such a category and it's paying off.

Sarah Brightman performed in 22 of the ArenaNetwork buildings in 1999-2000, mostly in the "theaters," averaging \$300,000 per show for a total of more than \$6 million, Parsons said. That would not have happened without the theater option at arenas.

Of 35 venues that are members of the ArenaNetwork, a consortium of major arenas that can promote and co-promote, 17 have invested in a theater set up that is advertised and booked as though it were separate from the arena.

Upcoming tours playing theater set ups in ArenaNetwork facilities include O-Town for three or four dates, Aaron Carter in November, the original Guess Who in the fall, Songs of Worship with Michael W. Smith, booked through John Huie, and Child of the Promise with Carman, Debbie Boone, Avalon and Plus One, a Christmas tour. The set up works for family shows and concerts. The Theatre in the Clouds, Portland, the 5,458-seat version of the Rose Garden arena there, just did Snoop Dogg and other rap acts, Parsons added.

"Our goal is to add 10 shows a year to the schedule," Parsons said. So far, the theater option has added two or three shows a year for most member arenas, he said.

He lobbied Sarah Brightman to play that set up," Parsons recalled. Her production had outgrown the traditional theaters but ticket sales wouldn't justify an arena tour. The important element to the artist was environment and the ArenaNetwork venues claim to have created an intimate, 4,200-seat-average setting

that doesn't "feel" like an arena, Parsons said.

Keys to the success of making a theater of an arena are numerous, but a big component is the commitment of major money to creating the theater. The average was hard to pinpoint, but Parsons said arenas he works with spent anywhere from \$200,000 to \$600,000 to create a theater set up.

It's much more than a curtain, he emphasized. The idea is to make people forget they are in an arena. The move to create arena theaters has been going strong for two years, Parsons added.

To create the proper atmosphere, arenas have given the theater its own name, such as the Theatre in the Clouds in Portland, and The Theatre at Arrowhead Pond of Anaheim (Calif.). That serves to alert the audience it's different, Parsons said.

It's also critical that "people can't see behind the stage," he added. Curtains are walls to ceiling. Ambient lighting also creates atmosphere. "In Toronto [Air Canada Centre] they spent \$300,000-\$400,000 on special lighting."

Parsons said at this point, the arenas are "training" the community to understand theater shows are not just in the arena and educating the promoters, artists and managers this is a new type of booking.

ArenaNetwork venues that have invested in full curtain theater set-ups and/or lower bowl set ups, besides those mentioned, include: Assembly Hall, Champaign, Ill.; Schottenstein Center, Columbus, Ohio; Bi-Lo Center, Greenville, S.C.; Thomas & Mack Center, Las Vegas; American Airlines Arena, Miami; Idaho Center, Nampa, ARCO Arena, Sacramento, Calif.; Compaq Center at San Jose (Calif.); KeyArena, Seattle; Spokane (Wash.) Arena; Xcel Energy Center, St. Paul, Minn.; Leon County Civic Center, Tallahassee, Fla.; and the Lawrence Joel Vets Memorial Coliseum, Winston-Salem, N.C. □



Convention centers are reaching an unprecedented period of expansion. Join Amusement Business as we look at this fascinating phenomenon and the implications it has on the convention industry. Reach the industry's top decision makers with your ad in this special section of AB.

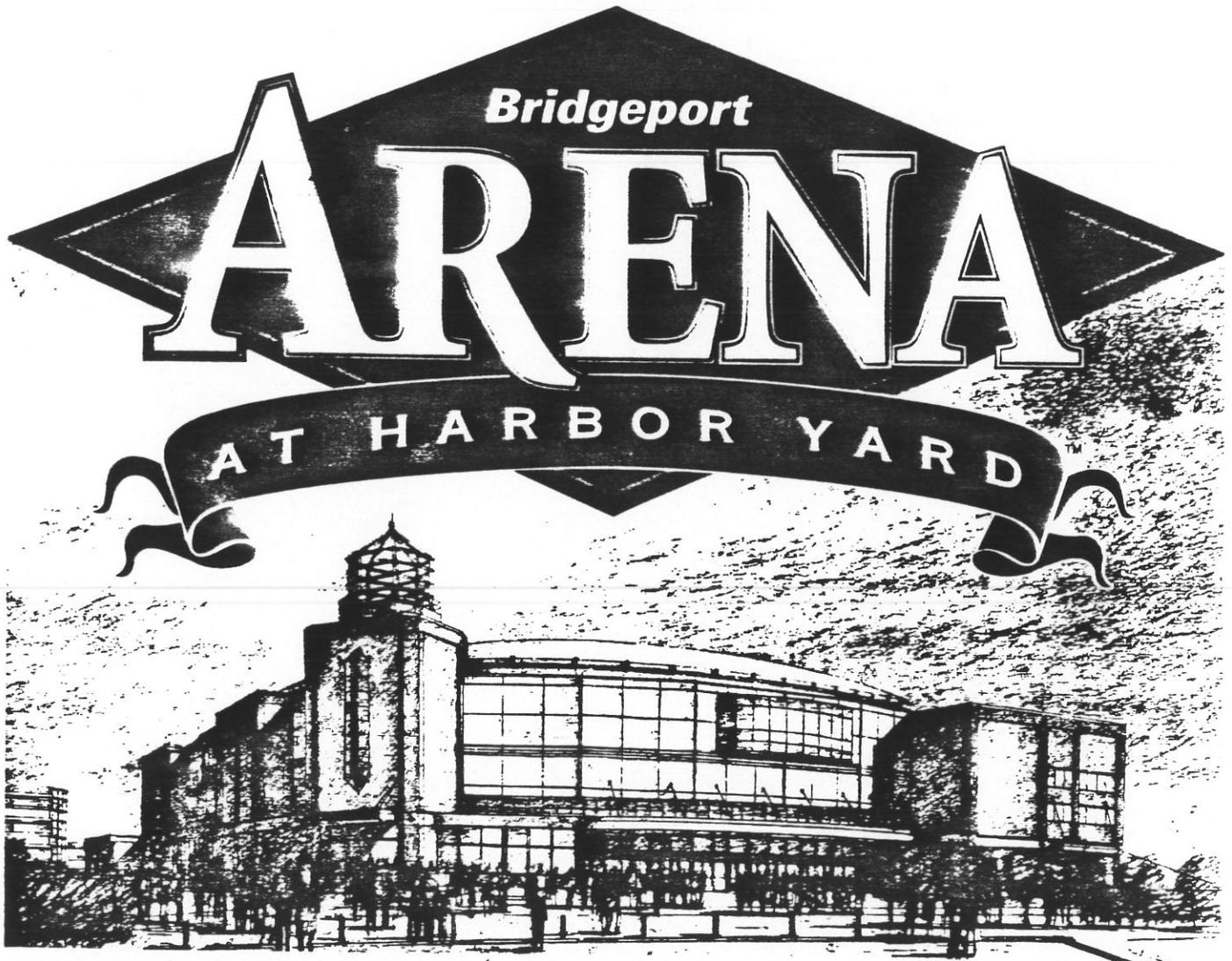
Distributed at IAAM's Convention Center Conference in Savannah, GA October 25 - 28, plus bonus distribution to trade show management companies.

Issue date OCT. 22 • Ad space closes OCT 3

Contact your nearest sales representative to reserve your space

amusement
business

Main Office 613.321.4250
Midwest 312.583.5516
West Coast/Asia 323.525.2316
FAX 613.327.1575 FAX 312.583.5503 FAX 323.525.2285



New Facility To Put Southern Connecticut On Touring Map

WRITTEN BY DON MOORADIAN



FACTS

TOTAL COST
\$58 MILLION
(\$35 MILLION FROM THE STATE;
\$8 MILLION FROM VOLUME SERVICES
AMERICA, THE REMAINDER FROM THE CITY)

TOTAL SIZE
220,000 SQUARE FEET ON 5.3 ACRES

FEATURES
REGULATION NHL ICE RINK
REGULATION NCAA BASKETBALL COURT
FIVE LOCKER ROOMS
FULLY EQUIPPED MEDIA AREA
BACKSTAGE CATERING KITCHEN

CONVERSION TIME
BASKETBALL TO ICE—2.5 HOURS
ICE TO BASKETBALL—3 HOURS

SEATING
10,000 SEATS MAXIMUM
8,500 FOR HOCKEY
6,000 FOR CONCERT OR THEATER
33 EXECUTIVE SUITES
1,300 CLUB SEATS
13 LOGES
3 HOSPITALITY SUITES

MAJOR TENANTS
AHL BRIDGEPORT SOUND TIGERS
FAIRFIELD UNIVERSITY (NCAA DIV. I)
MEN'S AND WOMEN'S BASKETBALL

BRIDGEPORT, Conn. — The population base is there, the money is there, the highways, airports and railroads are there and now an arena is there. Beginning this month, this waterfront community now has an arena to call its own: Arena at Harbor Yard, a new \$58 million facility able to seat 10,000.

And the arena brings with it a new American Hockey League franchise, the Sound Tigers, and an expanded home for Fairfield University's Division I basketball teams. It also offers a venue capable of playing host to an appearance this month by the Ringling Bros. and Barnum & Bailey Circus. This is particularly noteworthy since Phineas Taylor Barnum called the city home for decades and the circus has not played there since 1956. Both circus and arena officials are very excited about this "homecoming" of sorts.

"Fairfield County has never had an arena before, so this is the first of its kind," said Harold Bannon, Volume Services America's executive director of the arena. "This arena is not the biggest, but it is certainly the finest for our size. It is a high-tech, state-of-the-art facility — something Fairfield County residents would demand."

Bannon said the market has been untapped in the past, but believes it will be attractive to both promoters and patrons. "There are some promoters who don't know what

we'll have here. This is another viable market in the Northeast. It is a rich community with people willing to support this facility," said Bannon. The county has the fifth highest per capita income in the United States.

"People here have had to drive more than an hour into New York City if they wanted to attend a concert or see a family show," said Bannon.

A minor league baseball stadium opened four years ago on the lot next to the arena. The initial conversations about the need for an additional facility focused on what Bannon said was a "glorified ice rink." Roy Boe, long involved in professional sports, became involved, first looking at nearby Stamford as a

possible site for an American Hockey League team. Before long, Bridgeport's ice rink was evolving into an arena.

Volume Services America's personnel have worked with the Bridgeport business community to get the word out that the facility is not just for sporting events. "We've been working with the city to bring in community events," said Bannon. "We want to have something for everyone."

'COMMAND CENTER'

One of the most unique features of the building is a "command center" within the security office area. "This is a cen-



Continued On Page 10

new facility to put...

Continued From Page 9

tral point of control," said Dan Rubino, director of operations, explaining that various mechanical systems can be monitored and controlled from one large office shared by security and building supervisory personnel.

"We have information about every vital system in one room," he said. The advantage, of course, is that the arrangement will save time and cut down on anxiety when problems arise. "This is a very simple building to operate and maintain."

"The concourse is on the same level as the arena floor, which makes it easy to work," Rubino said. Also, he asked that the ice floor be recessed so now it is easy to move on and off the floor during other events. "I got tired of seeing people trip," he said.

Finding part-time help has not been a problem, Rubino said. And even though some full-time facility workers are frequently drawn to the bright lights of the nearby Big Apple, he is confident of having an experi-

enced crew working at the arena.

"People who have visited the facility, including promoters, are surprisingly pleased with the amenities and quality of work," Rubino said.

"It is a very user-friendly building."

Unique features of the building include a "light house" structure that will shoot beams of light straight into the air. It will be circled with neon lights, as will the main body of the building.

Also, there is no center-hung scoreboard, which gives the interior bowl a more wide-open appearance. There are long scoreboards on each of the long sides of the interior bowl and smaller scoreboards at either end of the interior.

FROM MENUS TO MANAGING

Volume Services America's first foray into facility management was

with the Bi-Lo Center in Greenville, S.C., a community adjacent to Spartanburg, where it is headquartered.

The facility opened in 1998, the same year Volume Services merged with Service America, a high-end food and beverage company headquartered in Stamford, Conn.

"We went into the Bi-Lo Center to see if facility management was a business we wanted to pursue. We had such a success with the BiLo Center that the company made a strategic decision to look for similar opportunities," said Dan Smith, senior vice president of facility management in the Northeast. Following the merger with Service America, the Bridgeport project presented itself. VSA made an \$8 million investment in the arena and also, became the food and beverage supplier for the adjacent minor league baseball stadium.

Some of the other factors that made the Bridgeport project attractive, said Smith, were that it will be the only facility between New York City and Hartford in a market with a large, wealthy population. Bridgeport is the largest city in Connecticut, and the facility is located right off of Interstate 95 in addition to having rail service to nearby communities.

There will be efficiencies in having a staff that can service two facilities within walking distance of one another, too, Smith said. "Our strategy has been to find the best possible people to manage the operations: industry veterans. It will be easy for the staff



From left, Lynn Carlotto, director of marketing, Harold Bannon, executive director of the arena; and Dan Rubino, director of operations.

to walk across the street," he said.

The key to the success of the Bridgeport facility will be in providing events for the entire community. The American Hockey League's new Sound Tigers will play about 40 games there and Fairfield University will be using the arena for its men's and women's basketball teams. But Smith pointed out that those sporting events would account for a small portion of the hoped-for 130-plus event days per year. "This is truly an entertainment facility as opposed to just a hockey or sports facility," he said.

Apparently, there is interest in the Arena at Harbor Yard with promoters anxious to get dates set, according to Smith. Although the formal announcements for specific dates have not yet been made, officials for the arena have said it will play host to all the types of events a community would expect at such a facility.

Even before the arena in Bridgeport was up and running, Smith said VSA is already looking at four or five more possible projects in the East, Midwest

and Western regions of the country. He said there are about 1,500 potential facilities in North America and only about 150 are under private management.

Although signs of an economic slowdown do not appear to be letting up, Smith is confident the impact on VSA's plans will be minimal. In such economic times, communities frequently look to outsource some operations, a situation that could bode well for VSA's plans to manage more facilities.

And as far as potential customers for such facilities are concerned, Smith said people may forego an expensive vacation and, instead, take a trip or two to the local arena for a sporting event or concert. "Typically, in a constrained economy, entertainment — not necessarily the really big shows — does well," he said.

In all, Smith is confident about VSA's plans for its future in facility management. "We've made a commitment and a significant capital investment to grow this business," he said. □

World Music Theater, Tinley Park, Illinois / Oslo Spektrum, Oslo, Norway / Georgia

A **Congratulations** New York

Minneapolis / The Spectrum, Philadelphia / The

Palace of Michigan / Los Angeles / Los Angeles

Center, Miami / Orleans / Orlando

Ontario / Arena, Delaware / Maryland

Illinois / Meadowlark / Jersey / Denville

Dome, Atlanta / Rapids, Iowa / Center, Colorado

Atlantic City / Waco, Texas / Columbus

Center, South Carolina / Center, North Carolina

Arena, Grand Rapids / Florida, Gainesville

Civic Center, Rapid City, South Dakota / Las Vegas Convention Center, Las Vegas, Nevada /

WE APPRECIATE BEING A PART OF YOUR NEW FACILITY



- Arena Solutions:
- Performance Stages
- Seating Risers
- ADA Stairs and Ramps
- Crowd Barricades
- Ice-floor Cover

StageRight Corp.
495 Holley St., Clare MI 48617
www.stageright-corp.com
(800) 438-4499, (517) 386-7393
fax (517) 386-3500

STAGERIGHT



Marketing Efforts To Tap Local Strengths

BRIDGEPORT, Conn. — Until now, residents of Fairfield County and its county seat, Bridgeport, have had to travel to Manhattan or Hartford to attend concerts, family touring shows and many other special events. But officials at the new Arena at Harbor Yard in Bridgeport say that will change.

"We think that when they see there is an alternative [to going into the city], we'll get tremendous support for this state-of-the-art facility," said Lynn Carlotto, director of marketing at the new building.

Its location is one of the big factors working in the new facility's favor. The building will be able to take advantage of the interstates criss-crossing southern Connecticut, one of the most important being I-95, which runs right next to the new arena.

Fairfield County has 800,000 residents and they spend a lot of discretionary income on entertainment, said Carlotto. And in addition to the immediate market, the arena is aiming at a wider regional market of 2 million to 3 million people, she said.

"Considering its size, the market has a real diversity of individual demographics and psychographics," said Carlotto. Students from nearby colleges will be targeted, as will the area's large resident family population.

Marketing to such an area will take careful planning, said Carlotto, since there is no television network affiliate in Bridgeport — a media market dominated by broadcasters in New York City. The media mix to reach the market will be geared to a variety of local outlets.

Cable television, local radio stations and suburban weeklies will provide the reach needed to connect with residents in the area, Carlotto said, adding that there is almost "too much [local] media" to choose from. "Since there has never been an arena in this market, there is no tried-

and-true approach," she said. "Besides, the Manhattan media is expensive. We'll be using more community-based media."

Carlotto said the new building, itself, would be an important marketing tool. "It's such a magnificent building, it should be easy to market," she said. "We realize you have to have events people want to attend. We know people don't buy tickets to the building itself. But the building will help give you an edge."

Apparently the market is responding. "We've had good response to the 'executive suites.' This market has never had an arena with suites. We're faced with an education process," said Carlotto, adding that once the business community sees the facility and what events will be held there, any remaining premium seating will go quickly.

"By using the term 'executive suites,' we're promoting the perception that this is a corporate investment, not something frivolous," said Doug Kay, premium seating manager. "Particularly in this economy, companies want to make sure they get a good return on their investment."

"We've gotten good local support, but we want to move out to a wider area," Kay said. Particularly attractive is nearby Stamford, a community thick with corporate headquarters. The arena will be good for company's that want to entertain clients or potential clients. And it also can serve as an attractive perk for employees, said Kay. "A lot of the employees who work in those offices live in this area. The arena is in their own backyard," he said.

"The main thing is that this is local and will have the types of events people would expect. Plus, it is a state-of-the-art arena," Kay said.

In addition to the 33 executive suites, there are 1,300 club seats, 13 loge suites behind the goal, and three hospitality suites. □

Bridgeport Arena Looks To Be Very Busy Place

BRIDGEPORT, Conn. — Hoops, swoops and whoops will soon fill the Arena at Harbor Yard, which is opening this week. The new facility will be the home of the American Hockey League's Sound Tigers and the Fairfield University's men's and women's basketball team.

It also will play host to a variety of entertainment events, including the Ringling Bros. and Barnum & Bailey Circus which will play later in the month, marking a return to the town that P.T. Barnum called home for much of his life.

The operators of the facility are excited about opening a market which has existed in the tall shadow of the Big Apple. "This is the first facility of its kind in Fairfield County and we will be trying to attract those people



ROY BOE
AHL's Sound Tigers

who would go to New York City for different kinds of sports and enter-

tainment," said Ron Boulia, box office manager. "We realize there is no way to compete with Madison Square Garden or Manhattan. But there are a lot of people here and a lot of money but no place to see a concert."

Hockey pucks and circus peanuts will help christen the new building. The Sound Tigers' first game is Wednesday, Oct. 10, against the Philadelphia Phantoms. On Friday, Oct. 12, they take on (sure to be) in-state rival, the Hartford Wolf Pack. Then on Sunday, Oct. 14, the team celebrates Kid's Day with a game against the Albany River Rats.

The legendary Roy Boe, who also founded the New York Islanders in the National Hockey League and the National Basketball Assn.'s New Jersey Nets, among other achievements, founded the team. He has spent the majority of his life in Fairfield County and lives 12 minutes from the new facility, where he plans to have an office.

The team will play about 40 games at the new facility. The new team will be affiliated with the New York Islanders, the team Boe helped found. And the Sound Tigers will have a ready-made rival up the road in Hartford about an hour away where the AHL's Wolf Pack, affiliated with the New York Rangers, plays in the civic center.

"Obviously, this is an exceptional building, one of the best minor league facilities in the world. It has tremendous creature comforts that will be great for the fans and great for the players," said Boe.

Then Ringling Bros. and Barnum & Bailey Circus will appear at

the Arena Oct. 24-28. "This is going to be really special for us. We are the living legacy of P.T. Barnum and we are returning to his town for the first time in 45 years," said Kenneth Feld, president, CEO and owner of Feld Entertainment, owners of Ringling Bros. and Barnum & Bailey Circus.

The circus hasn't been to Bridgeport since July 1956 when it was still under canvas. The following year, it began playing indoor venues. In the meantime, the closest it has gotten to Bridgeport has been Hartford and Madison Square Garden, the legendary venue that traces its origins to Barnum's Monster Classical and Geological Hippodrome, which opened in 1874.

Feld said a number of special events and displays are being planned at the arena and museum to coincide with the appearance of the circus.

"Our circus is the longest running hit in the entertainment business," Feld said. "It's going to be great for us to play in the town where Barnum was the No. 1 citizen. It's like com-

ing full circle back to where it all started." P.T. Barnum was once mayor of the city, had a clock factory there and founded a museum which is still in operation.

The arena will also play host to home games for Fairfield University's National Collegiate Athletic Assn. men's and women's team. There will be about 12-15 men's/women's double-headers during the season. The Division I team had been playing on campus at Alumni Hall, which holds about 2,500. It is anticipated that the new Harbor Yard facility, with its 9,000-10,000 capacity, will enable the school's fan base to expand.

TRADITIONAL SHOWS AND EVENTS

Although final dates have yet to be announced, the arena is anticipating visits from Champions on Ice, the World Wrestling Federation, Disney on Ice, the Harlem Globetrotters, Target Stars on Ice, SFX Motor Sports, Lipizzaner Stallions and Ringling Bros. and Barnum & Bailey Circus.

The arena also plans to play host to concerts and special events along with sporting events such as boxing, lacrosse, soccer, rodeo and arena football.

Trade shows, conferences and other business and community events also will be held at the facility.

"However, we do think that once people step into the building, they'll see it as a viable alternative to shipping the kids to the city to, for instance, see the circus," Boulia said. □

ticketmaster

is your ticket to
great entertainment
at the



Congratulations
on your Grand Opening!

**Congratulations
Bridgeport Arena
at Harbor Yard!**

We are proud to be
the supplier of your
portable seating.

clarín

The Clarín Guarantee
Strength Quality Comfort

sales@clarinseating.com 800.323.9062 clarinseating.com

Volume To Combine Traditional And Exotic On Bridgeport Menu

BRIDGEPORT, Conn. — Pesto, garlic, ginger and basil are just some of the flavors that will season the food at the new Arena at Harbor Yard in Bridgeport.

"There was a time when no self-respecting chef would work in an arena. Of course, that has all changed, now," said Paul Cyr, Volume Service America's general manager of food and beverage at the facility. "We want to bring in people who will think outside the box."

The menu planned for the arena is evidence of the diversity of the market and Cyr's attitude about how to serve those who will visit the new arena. In 1990, when Madison Square Garden was renovated to include luxury suites, Cyr designed the menus. "Our offerings here will be based on the type of food people would expect in that [New York] market, but without the high prices," he said.

The arena has one concourse where there will be six fixed concession areas: two for griddle/fry; two for hot dogs and other items; one for pizza; and one combo.

There are also two wider areas in the concourse: one atrium that will



PAUL CYR
Volume Services America's general
manager of food and beverage

likely house a liquor bar; the other part of the facility's unique lighthouse. Both will be served by portables offering various kinds of food.

"Overall, this is a fine facility. The work areas are efficient with top line equipment," said Cyr.

"Full-time staffing is a non-issue," Cyr said. And while the arena and its next door stadium neighbor, the Stadium at Harbor Yard, will share many staffers, training will be a big priority for the part-timers. "Like other similar facilities, many times we are the

first employee for some of these workers," said Cyr. "The most important thing for them to learn is how to be a good employee."

There will eventually be about eight to 10 full-time food and drink workers, and these people will likely be shared with next door neighbor, the Stadium at Harbor Yard, where Cyr also runs the food and drink operations. As many as 100-110 part-timers will be used at the arena, depending on the event.

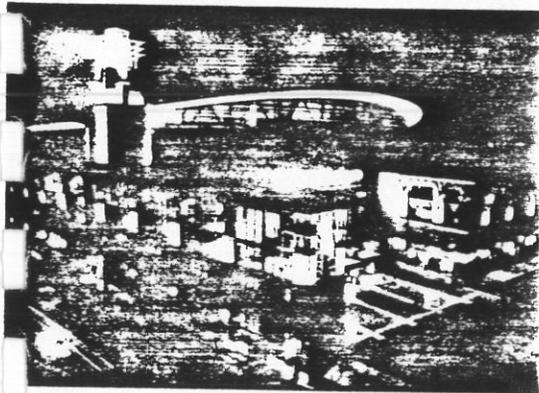
DIVERSE MENU

Cyr hopes to brand a slow roasted prime rib sandwich as a possible signature item at the arena. And, being from Maine, he will also offer up his own version of chowder.

The kitchen at the Arena at Harbor Yard will be serving a combination of traditional fare and high-end, exotic offerings. The grand opening menu for the executive suites will include lamb chops stuffed with spinach and goat cheese; chicken and shrimp scampi pasta; and tiger claws of pasta points tossed with chicken, shrimp, Andouille sausage and peppers in an Alfredo sauce among other dishes. □

NEW VENUES

Two new home venues for National Hockey League teams top the list of new arenas that opened in the year 2000. Among the new venues that opened during the year were a number of university facilities. Here is a review of some of the first-year highlights at these new facilities:



NATIONWIDE ARENA
Columbus, Ohio

Nationwide Arena, in Columbus, Ohio, opened September 2000 with 37 events in its first 30 days of operation. "We started the building out at full throttle," said Jay Cooper, general manager of the SMG-operated facility. "We learned how to go on with very little sleep," he joked. "But from the public's perspective, everything was ready to go. It was fairly smooth with no major hiccups."

Written by
Don Mooradian
Pam Sherborne
Steve Traiman
Cindy Guier

Cooper said one reason the \$150-million facility was able to take on so many events right after opening its doors is because it used the resources of its parent company, SMG. "We tapped into the network of other personnel at other SMG buildings. They brought in people experienced in different aspects of the operation and it really did help us," said Cooper. "Also, we have a very dedicated staff here in the arena and everyone worked really hard."

The first events in the building were a

pair of concerts by Tim McGraw and Faith Hill on Sept. 9 and 10, 2000, which drew a combined attendance of 38,848. The arena has a capacity of 18,500 for hockey and up to 20,000 for concerts, depending on configurations.

One year after opening, Nationwide Arena had hosted 203 events and welcomed 1.2 million guests. "We have been surprised at how quickly the arena and the 'arena district' have become a destination for Columbus and the surrounding area," Cooper said, adding that that includes both nights when there are events at the facility and nights when there aren't.

The area near the arena has been developed with retail and commercial projects. A large plaza outside the arena's entrance has become a gathering place for various community activities. It became all the more functional on New Year's Eve with the unveiling of a gigantic television screen on the wall of an adjacent parking garage. "It's kind of like a smaller version of Times Square," said Cooper.

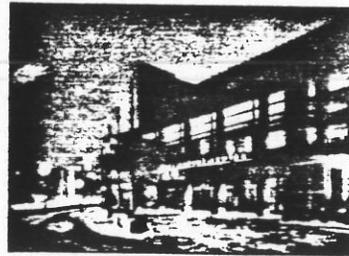
The Columbus Blue Jackets, the new National Hockey League expansion team which calls Nationwide Arena home, has garnered a 99.3% renewal rate on season tickets. The rate is among the very best rates in the league, Cooper said.

In addition to a variety of traditional family and touring shows, the arena has also hosted three small trade shows.

The Greater Columbus Convention Center, another SMG-managed building, is a short walk from the front doors of the arena. The two buildings have tag-teamed on at least two major gatherings during the past year and plan to do so in the future. "We're in discussion with several groups interested in using both buildings," said Cooper.

"The most pleasing surprise is how well the Blue Jackets and the arena have been received by Columbus. We're looking to build on that," said Cooper.

-D.M.



XCEL ENERGY CENTER
St. Paul, Minn.

Xcel Energy Center's major tenant, the National Hockey League's Minnesota Wild, sold out all 43 home games last year, the inaugural season for the expansion team and the arena. The community's enthusiasm was likely fueled by the team representing the return of the NHL to the state since the North Stars left Minnesota for Dallas in 1993, said Chris Hansen, president of the facility.

But there have been other reasons for the \$130 million facility's success. "People love the building. It's a spectacular building. It has a warm feel to it; nothing fancy but a nice, homey feeling," said Hansen. Some of its favorite attributes,

he said, include great sightlines, wide concourses and a good sound system. "This is by far the best sounding arena I've been in," said Hansen, a 32-year industry veteran. The arena can seat 18,800 for hockey and more for concerts.

"It took us a while to get going," said Hansen. The arena hosted eight to 10 concerts during the first September to June season. But from July until the end of December of this year, the total number will be 25. "We've got a remarkable number of concerts

Continued On Page 14



ONE YEAR LATER

NEW VENUES ONE YEAR LATER ...From Page 13

now," Hansen said.

July was a busy month at the arena with a Pantera concert on the 5th, Tim McGraw on the 6th, and Dido on the 8th. Eric Clapton played later in the month, bringing in a gross of \$1 million, the biggest gross in the facility's short history. Hansen anticipates two October Neil Diamond shows this past week will have been equally successful.

"The Twin Cities has always been a good market for all kinds of music," said Hansen. "We've been able to sell a lot of concert tickets and all the shows are doing well."

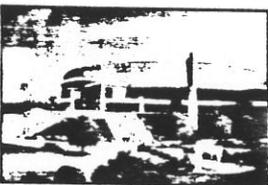
The arena is part of the large RiverCentre complex in St. Paul that also includes the Touchstone Energy Place convention center and the Roy Wilkins Auditorium.

"There's a lot of synergy among the buildings and the staff works in every part of the complex," Hansen said. "We work every event really hard. The staff is passionate about what we do. We treat every event as a special event."

Hansen said the staff is reviewing a number of ways to market the facility's non-hockey activities. They especially are focused on the half-house configuration for concerts so that the facility looks like more than just an arena with a curtain hung across the middle of it. Special lighting and carpeting are seen as possible changes.

There has been some minor tweaking at the facility: an indoor smoking area on the second level has been discontinued (the building is now totally smoke-free), some directional signage is being added, and another escalator may be installed.

-D.M.



CENTURYTEL CENTER
Bossier City, La.

Officials at this \$60.5-million city-owned facility expected to operate at a deficit in its first year, but so far, said General Manager Steve Tadlock, they have been in the black.

"We've exceeded our expectations," Tadlock said. "By the time our first year is over, we will have had a little over 120 events and our attendance should be at 350,000."

The SMG-managed facility held its first event Nov. 2, 2000. It houses two tenants, the Bossier City-Shreveport Mudbugs of the WPHL hockey league (which has merged

with the CHL), and the aI2 team Battelings. It seats up to 14,000 and features 16 luxury suites which can seat up to 16 people. The building also includes a club area, team store, two large food courts with exterior smoking areas and 4,000 on-site parking spaces.

Along with the hockey and arena football games, Tadlock said the building has hosted just about every touring show that was out in the last year. That includes such shows as Stars on Ice, Champions on Ice, Disney on Ice, Ringling Bros. and Barnum & Bailey Circus, Harlem Globetrotters, wrestling, monster trucks, professional bullriding and Sesame Street Live.

The venue has also had many successes with performances from such artists as Elton John, Creed, and Bill Gaither Homecoming. Tadlock said they opened the building with a sold-out performance of Elton John, with Creed and Bill Gaither also selling out. Other acts included an R.E.O. Speedwagon, Styx and Foreigner performance; Peter Frampton and Journey; and Lymyrd Skynyrd with Deep Purple and Ted Nugent.

Rod Stewart played the building and Tadlock said Matchbox 20 was set for Sept. 11, but after the terrorist attacks that day, the act cancelled and hasn't rescheduled.

Tadlock believes that one reason the building has been so successful in drawing performances is its location.

"We are 200 miles from any competing market," he said. "We are definitely another stop on the way through the central southwest. We are aware we are a secondary market, but we are also being aggressive."

Tadlock said they have rented the building and have co-promoted some events. Future plans don't necessarily include promoting events, but Tadlock said that will depend on the volume of business.

"If we aren't getting the business we need, we will promote it ourselves, but we'd rather stick with just renting and/or co-promoting," he said. "When you start promoting, you start competing with your own customers and we'd rather not do that."

-PS

HOLMES CENTER Appalachian State University, Boone, N.C.

The \$37 million Holmes Center at Appalachian State University (ASU) in Boone, N.C., has been a big success since opening Nov. 17, 2000, with a sellout crowd to see the Southern Conference Mountaineers take on the ACC North Carolina Tarheels, according to director Eddie Crawford.

The first year of operation had 62 event days, finishing out the ASU men's and women's basketball seasons, plus Bull Riding, an Edwin McCain concert, a home show and ASU events including graduation and convocation.

Funded by the state, the multipurpose, ADA-compliant facility seats 8,325 for basketball and 7,300 for end-stage concerts with a 100,000-lb.-capacity roof truss

for state-of-the-art in-house sound and a lighting system with shutters. Designed by Corley, Redfoot and Zack, the building has an exterior of stone and brick to fit in nicely with the Blue Ridge Mountains terrain, and with its beautiful landscaping complements the rest of the campus as well as the town of Boone.

Other features include a very large concourse to move patrons around the building quickly and easily; alcoves with built-in benches used as temporary merchandise stands that also create glass-enclosed towers on two sides of the building; and locker/dressing room areas with private vanities for each team member.

The concourse level is equipped with four permanent concession stands and one permanent merchandise stand as well as the alcoves noted earlier; six women's and four men's restrooms, all with flush sensor mechanisms; and a state-of-the-art Ecco-glo glow-in-the-dark, non-slip step nosing.

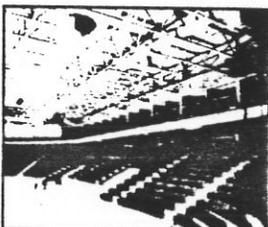
In addition to the main arena for sports, entertainment, university and community events, the multipurpose facility houses the ASU Dept. of Health, Leisure and Exercise Science. The academic side of center is equipped with state-of-the-art classrooms and laboratories.

For concert promoters and event planners, the building offers staging, chairs, tables, spotlights and other key services. Management has also developed an interactive CD-ROM that offers a "virtual tour" of the arena and backstage area, as well as area demographics, building policies and available equipment.

All information is available on the frequently updated website at www.theholmescenter.com, and an exterior electronic marquee advertises all events.

"For the Holmes Center, 2002 looks even more promising," Crawford said, "and we recently contracted with Tickets.com for our in-house ticketing system." He noted bookings for more concerts, bull riding events, conferences, trade shows, family shows and ASU men's and women's basketball, with ASU women's volleyball added to the schedule.

-S.T.



GUELPH (Ont.) SPORTS AND ENTERTAINMENT CENTRE

The \$12.7 million (\$21 million Canadian) Guelph Sports and Entertainment Centre

opened with great fanfare on Sept. 30, 2000, "and the building quickly won over the hearts and envy of everyone that has come through our facility," said general manager Mike Bigelli.

The project was the first venture for Nustadia Developments/International Coliseum Corp., committed to bringing multipurpose venues to smaller markets. It is a joint venture of Nustadia, Guelph Centre Partners, the Cochrane Group and PBK Architects.

"The first two events set the stage for the premier season's success," Bigelli noted, "with 5,100-seat sellouts." The facility opened with "Dreams On Ice," a self-promoted event with such stars as Elvis Stojko, Brian Orser, Yuka Sato, Kristy Sargent and Kris Wirtz. Days later was the opening of the Ontario Hockey League (OHL) regular season with a win by the main sports tenant, the Guelph Storm, over the Kitchener Rangers.

The building has been received well by all scouts, players and talent that have played the new venue, Bigelli said. "Our building has become rated the best building to play hockey in from most visiting OHL teams, coaches and especially the scouts, and it is by far the number one venue in the OHL," he said.

Other first season highlights included Spirit of the (Celtic) Dance, Carden Bros. and Shrine Circus visits, a Guess Who concert, and a National Hockey League Old-timers game with police and fire personnel.

PBK Architects had to creatively integrate the building into Guelph Mall Centre, the main downtown shopping mall in the heart of the city. With capacity of 5,100 for hockey and 6,300 for concerts in the round, the venue includes 31 luxury suites, 500 Club and Club VIP seats and a 330-seat full service sports bar. The design of the inner bowl provides excellent sightlines from everywhere in the building.

The first year has seen 58 event dates including concerts, boxing, trade shows, a beer festival, figure skating competitions and OHL hockey.

The building also has developed its own adult and kids summer hockey leagues that have proven very successful. The facility has had virtually 100% occupancy for its prime time hours from Oct. 1 to April 1, Bigelli added.

The Guelph Centre has promoted its own events and done some co-promotions as well, and he expects more activity in the 2001-2 season.

Already booked are Travis Tritt, plus four other concerts in final negotiations; an Arenacross BMX event; AWA Superstars Wrestling, a pro boxing card featuring lightweight Dave Nash and regional figure skating championships.

-S.T.



CINTAS CENTER
Xavier University,
Cincinnati, Ohio

"After one year of operation, we are just beginning to comprehend the opportunities available for this multi-use building," said Phil Jones, director of the \$46 million Cintas Center that opened in July 2000 on the Xavier University campus in Cincinnati.

"The uniqueness of the building, coupled with our goal to meet the needs of the university and the local business and social communities, puts the facility in a league of its own. The Cintas Center is making a positive impact on the Xavier campus and the Greater Cincinnati community."

The Cintas Center's three distinct uses make it a one-of-a-kind, state-of-the-art facility. The creative building design by NBBJ Sports & Entertainment combines a 101,000-capacity arena with 22 suites, 1,200 club seats, 3,800 premium seats and a 150-capacity club lounge; the 27,000-sq.-ft. Schiff Family Conference Center with the 12,000-sq.-ft., 675-capacity Jim and Caroline Duff Banquet Center; and a 21,000-sq.-ft., 450-capacity student dining hall.

The building is paying for itself through philanthropy, a seating program and bond issues, Jones noted, with day-to-day operations funding on-going operational costs.

During its first year, the Cintas Center hosted 994 events: 929 in the Conference and Banquet Center, and 65 in the Arena. Total estimated attendance was more than 350,000 from a combination of Xavier-sponsored and outside business and non-profit events.

The arena has enabled the university to bring large-scale events such as Southern Conference Mountaineers men's basketball and commencement back to campus.

In addition to women's basketball and volleyball, in its debut year the arena also hosted two nationally televised professional prize fights, USA Wrestling, three concerts, numerous high school sporting events and graduations, and three major religious events, including a program of the World Peace Council, Answer the Call and the Archbishop of Canterbury.

The conference and banquet facilities hosted numerous University events such as Homecoming and Founder's Day, which used to be hosted off-campus, as well as non-University business and non-profit meetings, multi-day conferences, dances, wedding

Continued On Page 16

NEW VENUES
ONE YEAR LATER

.. From Page 14

receptions and other social events.

Less than three months into the Cintas Center's second year of operation, the facility is operating at an increase of approximately 25% in planned arena and conference events, Jones reported. Current

bookings include a Bob Dylan concert, an NBA exhibition game between the Cleveland Cavaliers and the New Jersey Nets and the Moscow State Circus.

-S.T.

DeSOTO COUNTY
CIVIC CENTER
Southaven, Miss.

DeSoto County Civic Center celebrated its first anniversary Sept. 16.

"We just posted 346 events, so we're pleased," General Manager Stuart Taylor said a week after the one-year milestone. Taylor said he's

"not satisfied, but pleased" with the number of events to date. "That's more than we expected," he said.

The \$40 million facility consists of a 10,000-seat arena, a 20,000-sq.-ft. convention hall and a 400-seat theater. It is home to the Memphis RiverKings of the Central Hockey League and the Memphis Xplorers, a first-year Arena Football League team.

Taylor said the highlight of the year was the RiverKings going into the playoffs. A worship service, featuring a performance by Randy Travis, was another notable event,

as was the opening night pre-season National Hockey League game.

For the community overall, the highlight was the four high school graduations held at the facility. "We've never had a place in our county to hold those," said Taylor.

"We were very warmly welcomed when we opened. There was a big need [for] a place to hold local meetings and local entertainment events, local youth theater groups, things like that," he said.

In its first year the building hosted three concerts. The next one is a Nov. 3 Luther Vandross date. Tay-

lor said the gambling mecca of Tunica, Miss., a 15-minute drive from the complex, represents major competition for booking concerts.

Memphis' Pyramid arena, about a 20-minute drive, also presents some competition. "They have their college basketball games and now they've got the [National Basketball Assn.] Grizzlies there. They usually go after the big shows, where we're trying to find the smaller ones ourselves," Taylor said.

Key upcoming events at the DeSoto County Civic Center include Stars on Ice, returning in March, and the LoneStar Rodeo, Jan. 18-19. Bookings for the remainder of this year include RiverKings games, regular performances by the DeSoto Youth Theater, Easter Seals, a prayer breakfast, an arts and crafts show, an Ole Miss basketball game and local holiday parties.

-C.G.

When building a team, consider Contemporary Services as your crowd management provider

Contemporary Services (CSC) has pioneered peer-group security and has spent the past 34 years perfecting crowd-management techniques.

CSC's unmatched expertise has made it the world's largest crowd management company.

CSC, together with its sister company, The APEX Group, can provide you with a total security package - from crowd management to personal protection. It's your one source solution!

CSC's corporate structure ensures that all branches have the necessary tools and support to succeed.

CSC provides real staffing solutions and finds the best people for the job and event. CSC has a large pool of talent and therefore can bring you the best staff to make every event successful.

CSC works hard to understand its client's business needs and expectations. CSC is customer-focused and service driven.

CSC ensures that its employees stay on top of their game through training and on-going coaching.

CSC has worked every type of event imaginable, from concerts to sporting events to convention centers, large or small.

CSC's reputation speaks volumes and is the only real choice for crowd management services.

CSC does not just promise the best service. WE DELIVER.



THE APEX GROUP
EXECUTIVE SECURITY MANAGEMENT

Contemporary Services Corporation/The APEX Group ■ 1701 Superior Street ■ Northridge, CA 91325

v.800.754.5150 ■ t.818.885.0369

www.contemporaryservices.com ■ www.apex-grp.com

-P.S.

CONVENTION CENTERS

Omaha plans new convention center

State-of-the-art convention center and arena is expected to spark economic growth.

By Beth Mattson-Teig

A new \$280 million convention center and arena is expected to reshape downtown Omaha.

"It's really a very exciting thing, because it's going to bring a lot of people here," says Vicki Krecek, vice president of communications for the Greater Omaha Chamber of Commerce.

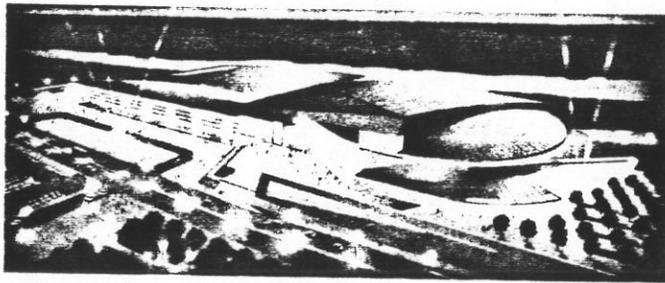
The new convention center and arena also is likely to spark additional hotel, restaurant, retail and entertainment development, adds Krecek.

The project is located on 104 acres of a 422-acre redevelopment site near the Union Pacific rail yards in downtown Omaha. The new state-of-the-art convention center and arena will nearly double the current amount of meeting space Omaha has to offer.

"What it does for the first time in the city's history is allow us to compete for large conventions," agrees Tim McNeil, manager of marketing and public relations at the Greater Omaha Convention & Visitors Bureau. Current meeting facilities have a capacity to hold about 3,000 people, so Omaha is limited to pursuing small and mid-size conventions. The new convention center will be able to accommodate up to 7,500 delegates.

Four separate areas allow the facility to hold up to four events at the same time, or all four areas can be incorporated to meet the needs of one large event. The project features 194,000 sq. ft. of total exhibition space; a 30,000 sq. ft. ballroom; 40,000 sq. ft. of meeting room space; an arena that can accommodate 14,600 to 17,000 spectators; and 5,300 parking stalls.

The design was created by a



Downtown Omaha's new convention center will be able to accommodate 7,500 convention attendees.

team of national design firms under the leadership of Omaha's DLR Group. The team also included NBBJ Sports & Entertainment of Los Angeles and LMN Architects of Seattle. Site grading began this summer, and a completion date is scheduled for fall 2003.

The larger capacity will substantially boost existing convention traffic. In 1999, the Greater Omaha Convention & Visitors Bureau processed over 520 conventions, which brought 250,000 delegates. An increase in convention traffic will be a boon for the Omaha economy. According to the Convention & Visitors Bureau, delegates spend an average of \$230 per day.

Project to spin off development

"An overwhelming majority of people in Omaha, as well as western Iowa, are very excited about the new convention center and arena," says Trenton B. Magid, president of Omaha-based World Group LLC, a commercial real estate services firm.

"There are expectations that the new convention center and arena will be a stimulant to development along the riverfront in downtown," agrees McNeil. Investment in riverfront redevelopment over the next decade is already estimated at more than \$4 billion, he notes. One of the first projects likely to be built is a major convention hotel. Although a developer has not yet been identified, a new, large hotel will be needed to accommodate the greater convention traffic.

Downtown Omaha has experienced a significant amount of development and redevelopment in recent years. Several new office projects are in the works, such as a

200,000 sq. ft. office building for First Data Corp.; a 40-story office tower for First National Bank; and a new \$100 million newspaper production facility for the *Omaha World-Herald*.

Downtown's Old Market District is another area that has seen substantial revitalization in recent years with new stores, restaurants and residential units. In addition, the city has joined forces with businesses and private citizens to improve Abbott Drive, the main corridor linking downtown with the airport.

New image anticipated for city

"The new convention center and arena has the potential to redefine our city," says McNeil. Historically, Omaha has been characterized not so much by a negative image, but rather as a city without an image, he says. The new convention center provides a catalyst for defining a clear and concise image, he adds.

Although the city is still in the process of crafting that new image, Omaha is hoping to create an identity that makes a big impression with national travelers. The Convention & Visitors Bureau has commissioned significant research on the metro area's appeal to regional and national travelers. One result of the research is a more targeted marketing effort.

"The downtown is a very viable part of the city in other parts of the country, and Omaha has never been known for its CBD," says Nancy K. Johnson, a principal with The Lund Co., an Omaha-based real estate services company. "My opinion is that the new convention center and arena is going to revitalize our downtown area and get it to where it needs to be."

Martin, Santana Lead Way For Latin...

Continued from Page 28

Gabriel's grosses of reported shows actually fell from 1999, when a similar number of concerts — 10 — made nearly twice as much with \$982,930.

Santana, Anthony, and Martin, the latter of whom broke out last year with the hit single, "Livin' La Vida Loca," all grossed more in 2000 than 1999 in concerts reported to AB.

LEADER OF THE PACK

Martin not only led the list, but also had the highest average gross per concert at \$843,987. Joan Sebastian, who came in at No. 8 of the top 10 Latin touring acts, held the No. 2 spot, with an average gross of \$642,414 per concert.

Gabriel came in third, averaging \$584,609 per concert, and Santana came in fourth at \$574,980.

Miguel, however, was the Latin artist to attain the highest position on the Top 100 Concert BOXSCORE list, coming in at No. 6, with an \$8,220,194 eight-show

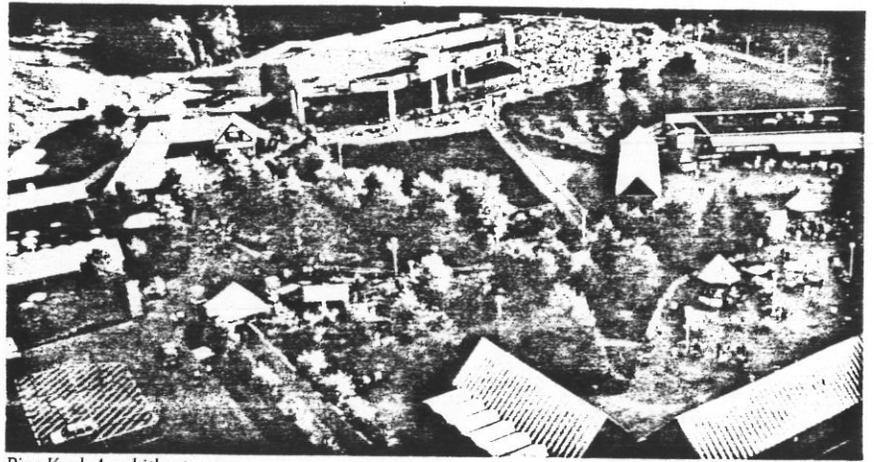
event at Auditorio Nacional in Mexico City.

Martin and Anthony were the only other two Latin artists to make that chart. Martin made four appearances, beginning at No. 27 with a \$2,944,760-grossing concert at the Sun Bowl at the University of Texas-El Paso, while Anthony's one show that garnered him a spot came in at No. 94 for three sellout shows at Miami Arena in Florida.

Vincente Fernandez, Ana Torrojo & Miguel Bose, Julio Iglesias and Carlos Vives also made the Top 10 Latin touring act chart. Chisholm expects the wave to continue, at least for Santana, as he noticed that audiences have gotten younger and more Latin.

"There seem to be more Latin acts and more Latin acts getting notoriety," he said.

"It's good for us and we like touring with other Latin bands. It gets us into the niche that's not in mainstream acts and allows us to cross over." □



Pine Knob Amphitheatre

Veteran Acts Make Big Splash At Top Of Chart...

Continued from Page 28

the high ticket prices did not hinder sales at all.

"I think she would sell out at whatever ticket price she has," said Brenda Tinnen, senior vice president of event and guest services at the Sta-

ples Center.

Peresman of Madison Square Garden noted that the \$2,500 tickets went the fastest. "They were the best seats in the house," he said.

The Phish concert created some work when Great Northeast Pro-

ductions of Boston decided to hold the show on undeveloped land in the middle of Florida.

Producers not only had to build a stage, but also had to create roads leading to the area for the single-ticket, two-night event. □

Amusement Business



Year-End 2000

CONVENTION CENTERS, THEATERS OPENED IN 2000

	FACILITY NAME, LOCATION	COST IN MILLIONS	OWNER/OPERATOR	CAPACITY/SIZE	SPECIAL AMENITIES
CONVENTION CENTERS	SAVANNAH INTERNATIONAL TRADE & CONVENTION CENTER Savannah, Ga.	\$83	Chatham County & Georgia International Maritime Trade Center Authority/SMG	330,000 square feet	100,000-square-foot exhibit space, 17 rooms with 25,000-square-foot meeting space, 25,000-square-foot ballroom; 406-seat amphitheater/auditorium, adjacent 403-room Westin Savannah Harbor Resort.
	SOUTH TOWNE EXPOSITION CENTER Salt Lake City, Utah	\$50	Salt Lake County/SMG	310,000 square feet	243,000-square-foot exhibit hall, 15,000-square-foot meeting space, 52,000-square-foot pre-function/concourse space.
	FORT SMITH CONVENTION CENTER Forth Smith, Ark.	\$33	City	140,000 square feet	40,000-square-foot exhibit and 5,400-square-foot meeting/ banquet space with eight breakout rooms, 23,000-square-foot pre-function area, renovated 1,374-seat Arkansas Broadcast Corp. PAC.
	KI CONVENTION CENTER Green Bay, Wis.	\$14	City/Regency Hotel	55,000 square feet	35,000-square-foot exhibit and 20,000-square-foot meeting/breakout space adjacent to 260-room Regency Hotel.
	LONE STAR CONVENTION & EXPO CENTER Conroe, Texas	\$12.3	Montgomery County/ County Commissioners Court	7,500 arena, 58,000 square feet	Complex includes 112,000-square-foot Expo Center with 7,500-capacity (5,000-permanent) 125-foot by 250-foot show ring; 58,000-square-foot Convention Center with 22,500-square-foot ballroom, 4,600-square-foot special events room, 3,600-square-foot breakout rooms; 120,000-square-foot covered support facilities.
	BROOKINGS AREA MULTIPLEX Bookings, S.D.	\$11.5	City/ Multiplex Area Board	6,500 arena, 42,000 square feet	Multipurpose venue includes 6,500-capacity arena with telescopic seating for 29,000-square-foot exhibit space, plus 9,000-square-foot annex and 4,000 square-foot concourse for total 42,000-square-foot flex space; in-house catering; administrative offices.
PERFORMING ARTS CENTERS, AMPHITHEATERS, EVENTS CENTERS	SACRAMENTO VALLEY AMPHITHEATER Marysville, Calif.	\$25	SFX	18,500	8,140 permanent seats (952 removable), 10,360 lawn spaces, 56 boxes, VIP boxholders' club, two public bar areas.
	GALLAGHER-BLUEDORN PERFORMING ARTS CENTER Cedar Falls, Iowa	\$23	Univ. of Northern Iowa	1,600, 300, 125	Three-hall complex includes tri-level, 1,600-seat opera house; 300-seat recital hall and 125-seat hall with 38-rank pipe organ; primary arts facility plus visiting artist presenter.
	GEORGIA FRONTIERE PAVILION Sedona, Ariz.	\$9	Sedona Cultural Park Inc.	5,500	Open amphitheater with portable concessions, 80,000 square feet for future shops, restaurants, galleries, museum.
	MESA DEL SOL AMPHITHEATER Albuquerque, N.M.	\$8	Bernalillo County/SFX	12,000	6,000 permanent seats, 6,000 lawn spaces, 38 boxes, VIP club, capacity expandable to 15,000.
	COORS PERFORMING ARTS CENTER Scranton, Pa.	\$6	Lackawanna County PAC Authority/ Metropolitan Entertainment Group	19,000	Permanent tensile roof; 7,000 permanent & 12,000 lawn seats, 53 box seats, 500 PSLs; 6,000 parking spaces.

SOURCE: Amusement Business BOXSCORE

Marketing Techniques of Small Town CVBs

By LynNita Puma, Staff Writer

How do small town convention and visitors bureaus (CVBs) compete for business against big cities like Boston, Chicago and Los Angeles? The sprawling metropolitan areas have the obvious advantages of major air carrier service, sizable convention facilities and hotel availability. But more and more small town CVBs are realizing the appeal of their unique locations, and are taking advantage of the latest marketing tools to reach their new audiences.

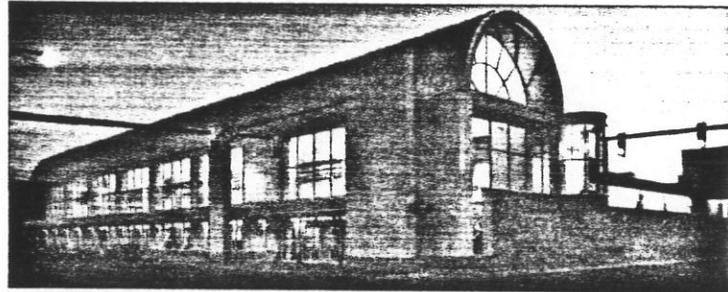
e-CVBs

Most CVBs have their own Web sites. Any meeting planner or event organizer can do a quick search on the Internet and turn up a nationwide list. A CVB's Web site usually includes comprehensive information for its area. For example, the Aurora Area Convention and Visitors Bureau (AACVB) site, www.enjoyaurora.com, offers information on local events, attractions, accommodations, dining, shopping, transportation, tours and available discounts. A special section for meeting planners includes facility information, a list of Planner Services and a "Request for Bid" program.

Keep it Together

The AACVB Web site not only promotes Aurora, IL, but also the surrounding cities of Montgomery, North Aurora, Oswego, Plano, Sugar Grove and Yorkville. Smaller cities working together to bring in business is a growing trend. According to Sue Vos, Executive Director for the AACVB, "You have to use your local connections to bring in more business."

Working closely with convention centers and exhibit halls allows some CVBs to save money. Jerry Keohane, Vice President/Director of Sales & Marketing of the Oncenter Complex—a Convention Center, Arena and Civic



Convention Centers and CVBs Working Together. The Onondaga County Convention Center, part of the Oncenter Complex in Syracuse, NY, shares resources with the Syracuse Convention and Visitors Bureau.

Center Theater in Syracuse, NY, says, "We do co-op ads, sales blitzes and share tradeshow booths with local hotels and the Syracuse bureau."

Many small town bureaus share offices with convention center management. The St. George, UT convention center voice mail system welcomes callers to both the Dixie Center and the St. George Area Convention & Visitors Bureau. Pam Hilton, Marketing Director for the Dixie Center, says, "We share housing because it's more economical. And in a small town, there's a lot of overlap in roles, so we can cut back in staffing."

Mining the Backyard

Neighboring towns, which are in direct competition with each other, actually can benefit from working together. "Visitors don't care where one town ends and the next one begins," Vos says. "They care about what is going on in the region. So it benefits the whole region to work together."

One way CVBs work together is by joining a state association. Aurora is a member of the Illinois Council of Convention and Visitors Bureaus (ICCVB), which is running a "Keep Your Meeting in Illinois" campaign. The campaign focuses on referring rotating meetings and events to other Illinois destinations.

Vos, who also serves as Vice President for the ICCVB, explains the benefits of

membership. "The association organizes marketing teams made up of CVBs around the state. These teams target specific groups: the meetings and convention industry, the sports industry and the motor coach industry. They cooperatively market to these industries as a destination state, which increases exposure for the small towns." The association also provides training. "At the quarterly meetings, we always try to have an educational component, covering topics such as, 'Tourism and Technology' and 'Web Based Practices,'" says Vos. Another benefit of association membership is a link on the ICCVB Web site, www.iccvb.org.

Exposure Through Association

State associations like the ICCVB and the New York State Association of Convention and Visitors Bureaus (NYSACVB) provide increased Internet exposure to small town CVBs. Even those CVBs that do not have Web sites yet have the opportunity to list their contact information on the state association sites.

The NYSACVB site, www.newyorkmeetings.org, separates information into two categories for each city. Meeting planners can skip over typical visitor information and go directly to the "Meeting Planners' Guide" for city listings. Each city listing gives the CVB link, which allows event organizers to

(Continued on p. 14)

Small Town CVBs,
continued from p. 12

get more details, including pictures of the exhibit space they are seeking.

For example, the NYSACVB site provides access to the Syracuse Convention and Visitors Bureau, which in turn provides access to the Oncenter Complex. The home page of the NYSACVB site points out one of the main benefits of a state association: access to "an unparalleled diversity of settings from the bright lights of bustling cities to the serene seclusion of lakeside mountain retreats."

Unique Settings

More small town CVBs are drawing attention to their unique locations. In St. George, UT, the appeal is the beautiful territory. Promotional material describes the 47,500 square foot convention hall in the Dixie Center as being "surrounded by the beautiful sandstone bluffs and red earth of Color Country."

Available outdoor activities such as golf, tennis, water sports, hiking and biking can give small towns a resort atmosphere, and CVBs are taking advantage of this appeal. Kelly Yatcko, Director of Public Relations for the Sarasota CVB, says, "We don't have a convention center yet, but we can accommodate smaller events. We have the beach, and unique places like the Mote Marine Laboratory & Aquarium. So we send out meeting guides with group tour package ideas and sample itineraries."

Sources: Sue Vos, Executive Director, Aurora Area Convention & Visitors Bureau, 44 W. Downer Pl. Aurora, IL 60506 (630/897-5581; Fax: 630/897-5589); Jerry Keohane, Vice President/Director of Sales & Marketing, Oncenter Complex, 800 S. State St., Syracuse, NY 13202-3017 (315/435-8000; Fax: 315/435-8099); Pam Hilton, Marketing Director, The Dixie Center, 1835 Convention Center Dr., St. George, UT 84790 (435/628-7003; Fax: 435/628-1619); Kelly Yatcko, Director of Public Relations, Sarasota Convention & Visitors Bureau, 655 N. Tamiami Trail, Sarasota, FL 34236 (941/957-1877; Fax: 941/951-2956; Web: www.sarasotafl.org).

Six Cities Release International Convention Calendar

By Heidi Genoist, Associate Editor
(hgenoist@tsweek.com)

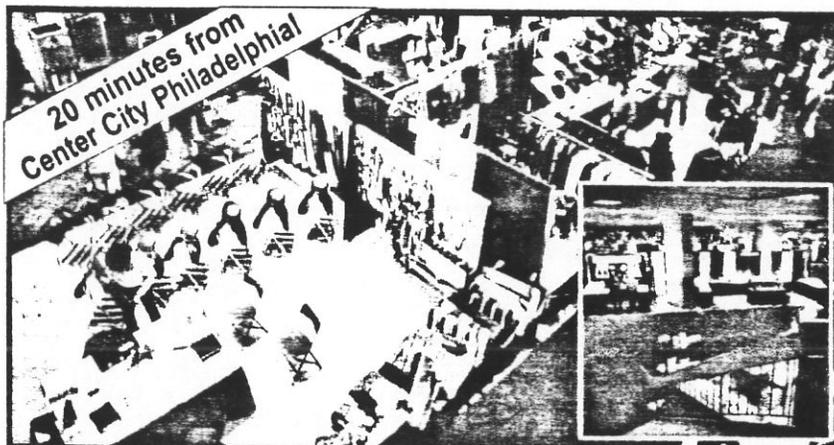
Six convention and visitors bureaus have joined forces to produce the 2001-2002 International Convention Calendar. The Orlando/Orange County Convention & Visitors Bureau, Inc. (Orlando CVB) published the calendar, which includes conventions in Atlanta, Chicago, New Orleans, Orlando, San Diego and San Francisco. Its English introduction and section headings are translated into French, German and Spanish.

William C. Peeper, President of the Orlando CVB, says the idea came from a similar calendar that his bureau has been publishing for eight or nine years. "My staff kept giving me feedback that this was a hot item when they went to international travel shows," Peeper says. "Since it was hot for us, I thought it would be even hotter if it were more comprehensive. So I sent a note to all the major gateway cities, and this is the result."

Peeper and his five CVB colleagues hope the calendar will become a tool that international travel industry professionals rely on to build specialized travel packages to U.S. conventions and expositions.

The calendar is divided into three sections: an overview; a combined city list of shows by category; and a chronological list of shows by city. Each city section opens with a foreword by its CVB, maps and other information that is useful to foreign travelers. The calendar will be mailed to a list of 2,800 travel and tourism contacts worldwide. Its first printing produced 20,000 copies.

Source: William C. Peeper, President, Orlando/Orange County Convention & Visitors Bureau, Inc., 6700 Forum Dr., Suite 100, Orlando, FL 32821-8017 (407/354-5586; Fax: 407/370-5002).



108,000 sqft of Renovated Convention Facilities

- Indoor access from the "Recently Renovated," Radisson Hotel and the Scanticon Hotel & Conference Center, totaling 488 Guest Rooms with over 50,000 sqft of meeting space. All centrally located to accommodate functions from 10 to 10,000 people.
- Show managers enjoy a "Right to Work," facility where they are in complete charge of their set-up and move-out.
- Acoustical coatings on walls and ceilings to enhance your presentations.
- Increased light levels with state-of-the-art fixtures for better visibility.
- Complimentary parking for 2,300.
- Space for 3,000+ Banquet/Conference attendees or 550 Exhibit Booths.

Dinning and entertainment at:

- Chumley's Steak House • Blue Grotto Italian Bistro
- Club 92.5 Country Music Saloon
- Lily Langtry's Restaurant & Showplace



1160 First Avenue • King of Prussia, PA 19406
610-337-2000 • Fax: 610-768-0183 • www.vfconventioncenter.com

indicating where each metal person should be at all times. She says, "We stationed them at key traffic areas, such as near the doors at opening and exit times and around concession areas at lunch. We rotated, so that one of the five was always in the booth."

Meanwhile, the booth was staffed with METALLON™ salespeople. "The metal people would hand the visitors off to the salespeople. We didn't expect the metal people to be extremely knowledgeable about the product. The whole idea was for them to explain why they were dressed that way and get people in the booth," Ziprik says.

The Metal Buzz

Draper says he is very pleased with the impression the metal people made on behalf of METALLON™ at the builders' show. "It's a guerilla tactic," he says. "It's not very expensive, but it is incredibly impactful, because it appeals to all the senses and makes people want to interact with us."

This impact can only be measured anecdotally for the moment, Draper says. "We are conducting a memorability study with people whose cards we swiped at the show, asking them if they can remember the metal people and whether they tie them to our product."

Draper says initial customer feedback indicates that many attendees thought the metal people were the highlight of the show. "The building industry media also has identified ours as one of the top exhibits," he says.

Draper reports that Metallon™, Inc. will use the metal people again for the upcoming *Kitchen/Bath Industry Show*, his company's second most important event. Although the concept will be the same, the actors will come from the Orange County, FL area, where the show will take place.

Sources: Shawn Draper, President, Metallon™, Inc., P.O. Box 1646, Parkersburg, WV 26102-1646 (866/382-5566; Fax: 304/485-1476); Kathy Ziprik, Public Relations Representation, 2655 Plantation Way, Douglasville, GA 30135 (770/577-8255; Fax: 770/577-8257).

Show Managers Choose Hotels as Venues Because of Event Size, Cost Savings

By Joan Mather, Senior Editor
(mcea@mediaone.net)

Hotels are the venue of choice for some events. Show managers say they choose hotels because of the service they offer, because they are cost effective, and because the entire event can be housed under one roof. Sometimes they choose to house their event in a hotel, even when space in a convention center is available.

Cost and Event Size Are the Main Determining Factors

"The size of the show is one of the determining factors," says Russell Flagg, President, Flagg Management, Inc. "We want to feel comfortable in our environment. For a smaller show, hotels are more accommodating. We don't get swallowed up." Flagg says this is true for the shows he produces that span up to about 25,000 net square feet.

Mickey Wright, President of Meeting Management, Unlimited, says that most of the shows she produces have a maximum of about 40 booths. "We meet in hotels because of the size of our events and because of cost," she says. Wright adds that she is able to negotiate free exhibit space as part of her package, something she wouldn't be able to do in a convention center.

Many of Wright's clients have a policy that all housing, meetings and exhibits must be under one roof. This criteria, alone, would exclude convention centers from consideration.

For the size of some events, hotels are more economical, says Mike Brennan, Director of Conventions & Meetings, Anthony J. Jannetti, Inc. Brennan says the decision to use a hotel or a conven-

tion center depends on several factors, including the size of the group and the size of the hotels in the destination. For example, a hotel such as Opryland can accommodate large convention business. "But if the group fits into a hotel, it can be cheaper," he adds.

Advantages of Hotels

According to Flagg show managers can command service and provide a friendly show experience for exhibitors and attendees in a hotel. "That doesn't mean we can't find that in a convention center, but in some we'd be overwhelmed by the size of the facility and the number of other events going on elsewhere in the facility," Flagg says.

Also, hotels offer exhibitors and attendees added value that is not available from a convention center, says Flagg. All events and housing are under one roof, so there's a convenience factor. As Flagg says, "They can take the 6:59 elevator and be on the show floor at 7:00."

Hotels are geared to offering service and special rates to attract smaller meetings. And there are health clubs and various other amenities that add to the enjoyment of the experience. Flagg markets these amenities as part of the promotional material for certain events he produces.

Brennan points out that hotels can also help show managers cut some of their other meeting-related costs. For example, they don't need busing or shuttle service.

Choosing a Hotel

Typically, exhibitors and attendees indicate what type of destination and venue they prefer. (Continued on p. 10)

Show Managers Choose Hotels, *continued from p. 9*

This can be done by pre- and post-show surveys and by attendance figures. Choosing a hotel is also easier when show managers listen to what attendees and exhibitors are saying at-show. "We try and stay close to our exhibitors and attendees and listen to their wants and desires," Flagg says.

For example, Flagg produced the *New York CPA Show* at a convention center. "It wasn't as successful as the promoters wanted it to be," Flagg says. Consequently, in 2001, the show will return to a hotel. "Attendees find hotels more accommodating and more convenient," he says.

Challenges of Choosing a Hotel

Finding space at hotels is becoming more challenging to show managers. "Hotels are fully booked most of the time, and there's a requirement for food service, rooms and other kinds of accommodations that must be contracted for in addition to the exhibit space, itself," says Flagg.

Wright mentions attrition penalties, tougher contracts and finding space as difficulties she has encountered. Sometimes, hotels are not as cooperative as show producers would like. Wright says that she has been trying to get room pickup figures from one hotel for over two weeks. The facility has not yet responded, despite multiple phone calls. "Today, in general, hotels are looking for the dollars," she says. "In some cases, once they have them, that's the end of the service."

Sources: Russell Flagg, President, Flagg Management, Inc., 353 Lexington Ave., New York, NY 10016 (212/286-0333; Fax: 212/286-0086); Mickey Wright, President, Meeting Management, Unlimited, 247 Douglas Ave., Portsmouth, VA 23707 (757/393-4288; Fax: 757/393-4389); Mike Brennan, Director of Conventions & Meetings, Anthony J. Jannetti, Inc., E. Holly Ave., Box 56, Pitman, NJ 08071-0056 (856/256-2300; Fax: 856/589-7463).

Hotel/Convention Center Complexes

The **Hyatt Corporation** plans to build a 1,500-room hotel adjacent to the Orlando Convention Center in Florida. Walkways will connect the hotel to the center. There will be more than 120,000 square feet of show space, including: two ballrooms (43,000 square feet and 30,000 square feet) and an exhibit hall (50,000 square feet). This is expected to be Hyatt's largest property.

Hyatt also plans to open a new \$220 MIL hotel in Denver in early 2004. The facility will be located across from the newly expanded Colorado Convention Center and will feature 1,100 rooms and a 30,000 square foot ballroom with 15,000 square feet of pre-function space. A 15,000 square foot junior ballroom and an additional 25,000 square feet of meeting space will also be included (312/920-2325; Fax: 312/750-8550).

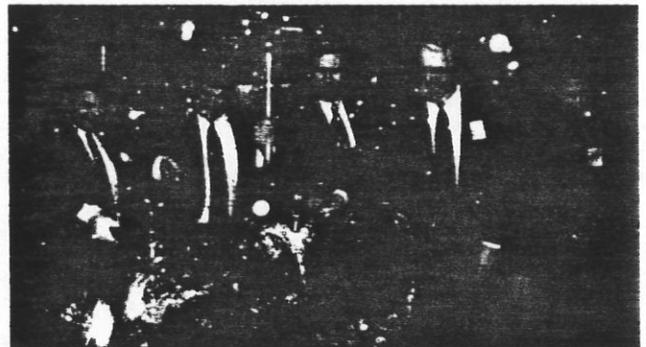
Almost four years after opening its doors, the Monona Terrace Community and Convention Center® in Madison, WI has announced the addition of the **Hilton Madison Monona Terrace Hotel**. An enclosed, climate-controlled skywalk offers a direct connection to the center. Owned and operated by Marcus Hotels & Resorts, the new property features 14 stories and 240 rooms overlooking Lake Monona (608/441-3946; Fax: 608/258-4950).

An \$85 MIL renovation and expansion has been completed on the **Greater Columbus Convention Center**. The expansion project began in June 1999. A new 15,000 square foot ballroom, 11 meeting rooms and 1,100 parking spaces were included in the expansion. The Center now offers 426,000 square feet of exhibit space, two ball-

rooms and a total of 61 meeting rooms. The interior was redecorated with new paint and wall coverings, carpeting and light fixtures (614/645-5165; Fax: 614/645-5159).

The **Emerald Tower**, a showcase hotel-within-a-hotel at the **Opryland Hotel Florida**, is scheduled to open in February 2002. It will be set apart from the other areas of the hotel, giving the feel of a small, quaint hotel with the amenities of a large resort. A glass elevator overlooking a landscaped atrium will take guests to the 362 guest rooms, 26 suites and nine Presidential suites. The Emerald Tower will feature a 3,600 square foot ballroom, 10 breakout rooms and 2 board rooms (615/902-8337; Fax: 615/902-8333).

In March, Renaissance Hotels opened its newest location, the **Renaissance Pittsburgh Hotel**. Along with 286 guest rooms and 14 suites, the hotel houses more than 10,000 square feet of meeting space. It is located adjacent to the David L. Lawrence Convention Center, in the Cultural District. The building has a unique U shape and features a seven-story lightwell to provide an excellent view from every room (412/562-1200; Fax: 412/562-1644).



Breaking the Ice at an Expanded Ohio Facility. County officials pound through a ribbon-shaped ice sculpture at the opening ceremony of the Greater Columbus Convention Center. Pictured (left to right) are: Bill Jennison, Executive Director, Franklin County Convention Facilities Authority (FCCFA); John Christie, Chairman, FCCFA; Rob Keck, CEO, National Wild Turkey Federation; Robert Woodward, member, FCCFA; and Guy V. Worley, Franklin County Administrator.



amusementbusiness.com

AUDS & ARENAS

ECONOMICALLY VIABLE

Variety Of Sites Being Converted Into Expo Centers To Lure Shows

By Linda Dechard

Entrepreneurs are converting a variety of sites into exposition centers in hopes of filling the need for priority scheduling and affordable rents for consumer and trade show producers.

Conventions traditionally get the first and best dates at the big convention centers and the costs are skyrocketing with the general cost of doing business. Converting existing space can be cheaper to construct and more cost efficient to operate, offering a more attractive package for the myriad of home and garden shows, boat shows, computer shows, etc.

Examples include a converted Sam's Club, a couple of farms and a tank factory. Mich Sauers, president of Global Spectrum, which has formed a specialty division, Global Expo Cen-

ters, to develop the concept, said converting warehouses to be expo-specific space is economically viable. Most conversion-construction means less zoning issues, because the properties are already in established commercial zones, thus minimizing impact fees paid to governments, he said. "Impact fees are high in Florida."

It's also "easy to convert a big box," like the Sam's Clubs, Sauers said.

Global Spectrum will move its operations offices, now located in Tampa, into the Pinellas Expo Center, further controlling costs. The investment is about \$1.5 million in Pinellas Park, Sauers said. Global Expo Centers is also in the process of closing deals for two more conversion projects.

"We're anticipating trends; being pro-active," Sauers said. It is difficult for convention centers to free up space for consumer shows; this is a viable alternative, he added.

Other conversion projects identified by AB are a diverse group, with a range of histories. One is a non-profit; one is a city project; one is private, for-profit. The common thread is that all lean on expositions, consumer and trade, as a major portion of business and all saved construction costs by converting existing commercial property.

Still, as a viable alternative to more traditional convention center space for trade shows, it's not a significant trend. David Korse, Imark Communications, chairman of the board of the Society of Independent Show Organizers, notes that the bottom line for trade shows is location, location, location. Availability is a problem at convention centers, sure, but the show still must be closest to the marketplace — "bring the mountain to Mohammed," he said.

The trend is toward more regional versus international events, because of the cost of travel, but that regional event still needs to be in the heart of things. As to the converted and historic expo centers, Korse said their attractiveness must meet the same criteria. "It depends on who the visitor [to the show] is. We all want them to be able to fall out of bed and be in the building."

CITY PROJECT

The city of Brooklyn Center converted what had been Earle Brown's farm into an expo center in the early '90s. Brown willed the land to the Uni-



SAUERS

versity of Minnesota which sold it to the city. Several uses were discussed, but the city finally settled on a civic center and commercial office space.

It later became an expo center with a bed and breakfast included. The 10-room B&B has become a corporate retreat, often used for key speakers or organizers. What was three office buildings became one, with the others converted for exhibits and meetings. "We're making too much money off the meeting space," said Bruce Ballanger, operations manager.

The original construction cost \$13 million, according to Ballanger. An additional \$2.5 million was invested two years ago, adding 3.5 acres of parking and converting the commercial office space to meeting space.

The former riding stable, where Brown trained his horses, is the main room for expos now. The entire property was once an 800-acre farm. The expo center occupies 11 acres with nine buildings, all with historic significance.

Judith Bergeland, general manager, said Earle Brown Heritage Center plays host to 1,200-1,400 events a year. Of those, two thirds are corporate, about 100 are wedding receptions, and the balance are trade shows and consumer shows.

The annual operating budget is \$3.9 million, Ballanger said. Bottom line, the expo center cleared \$370,000 last year, which was returned to the city general fund.

This year, they are on track to do much better, Ballanger said. As of April, the profit stood at \$219,000 already, from income of \$3.4 million.

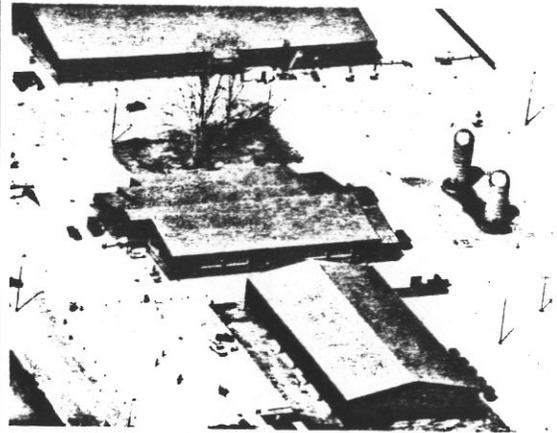
Size is a plus for these expo-specific centers, Ballanger believes. "My electrical per booth is \$50; at the big convention centers, it's probably \$100."

Earle Brown can accommodate 1,200 people for a sit-down dinner. A big part of business is luncheons, private dinners and dinner dances, he said. Location is a non-issue to Ballanger. "Either people want to be downtown [in hotels and convention centers] or they don't." Nothing external will convince them either way.

Brooklyn Center's investment has been a boon to the city, Ballanger said. "Since we opened, five new hotels have been built here."

A key to building business is customer service. Earle Brown is non-union. Its operated by a staff of 47, of whom four are full-time. Flik International, part of the Compass Group, does the food and drink.

Bergeland can recall only a few inquiries from people considering a similar project in their cities. "We have



A TOUCH OF HISTORY — The new trade mart buildings loom large beside the original silos from the Gonzales, La., farm that has been converted into the Lamar Dixon Expo Center.

the occasional visitor who is wondering what to do with a historic building. But there is nothing like this in Minnesota."

The unique aspect of Earle Brown is its historical significance and the public support for preserving that history. That same aspect will keep future expansion at bay. "We are what we can be," Bergeland said.

NOT-FOR-PROFIT

It's too early in the game to even determine an operating budget for Lamar Dixon Expo Center, Gonzales, La., near Baton Rouge. The trick is to not make a profit. All not-for-profit clients are given a break on the rent.

Construction has been funded by Mary Lee and Bill Dixon. When all is said and done, they will have invested about \$70 million, said Steve Bourg, who assisted by Flo Magee, is managing the facilities. The state contributed \$3 million for infrastructure. The Dixons want to stimulate the local economy and give back to the community. Any operating surplus will go back into operations and construction.

The site was a farm. The only structures left that are original are the silos and a cemetery, kept for the sake of history. The huge arenas and exhibition halls have been built from scratch, so it's not as much a conversion story. But like the rest of these projects, it's unique.

Bourg said the building is booked for 45 weekends this first year. It opened in January but is still literally under construction.

It has attracted some events that would have gone to a downtown convention center. Lobos did its home and garden show there, drawing 4,000 people. It had been held at the Centertex in Baton Rouge in years past, Bourg said.

The emphasis is on equestrian and 4-H events, but the 74,000-square-foot trade mart building is expected to be attractive to trade and consumer shows as well.

Rental rates are per day: \$750 for

the 3,000-seat main arena; \$500 for the 1,500-seat arena; \$750 for the 4-H building; \$1,000 for the trade mart; and \$800 for the banquet room that seats 500. Wayne Stabler Catering has the exclusive.

To generate more traffic and interest, the YMCA is headquartered at Lamar Dixon Expo Center, paying \$1 per year in rent, and there are plans to have more headquarters move in, including law enforcement and agricultural cooperatives.

THE ORIGINAL

The International Exposition Center was always a commercial enterprise. It was built by Park Corp. for \$50 million, a conversion of a plant first built by the U.S. War Department to manufacture B-29 bomber parts in 1942.

It was later used to produce armored vehicles. In 1977, Park Corp. purchased it for \$7 million for use as a warehouse. In 1985 it was converted to trade show space, playing host to the International Capital Goods Trade Fair Oct. 18-27 of that year. It offers 2.5 million square feet, of which 1 million is commercial space and 800,000 square feet is main floor exhibit space.

I-X Center's Eric German said the Park family was trying to duplicate the expo center they'd seen in Hanover, Germany. Today, it houses mostly trade and consumer shows. It has turned a profit for the last four or five years, German said.

Two years ago, the I-X Center property was sold to the city of Cleveland. Eventually, they are going to use it to expand the airport, but that's 10-15 years away. The city is then talking about building a new convention center.

Park Corp. is a holding company that buys real estate and then converts it. The I-X Center is the only parcel they've ever converted for this purpose. German hardly sees it as a trend. A key to making it financially successful, he said, is doing everything in-(ware)house. □

Amusement Business spotlight on

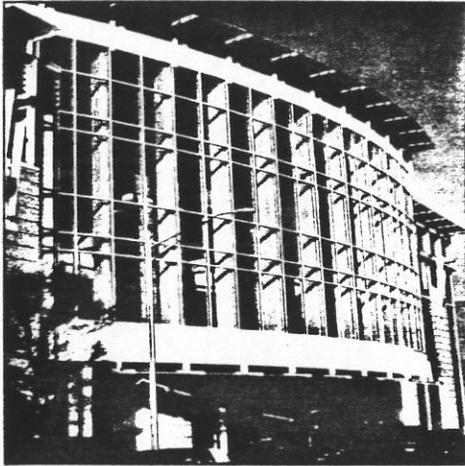


AB invites you to join us as we congratulate American Airlines Center on its grand opening this summer in Dallas. This premier sports and entertainment venue will be home to both the NHL Stars and the NBA Mavericks, and will also host concerts, family shows, conventions, and other special events. Don't miss this ideal advertising opportunity to congratulate Dallas' newest sports and entertainment facility. Call Jacqui Tavis at 323-525-2316 for more information.

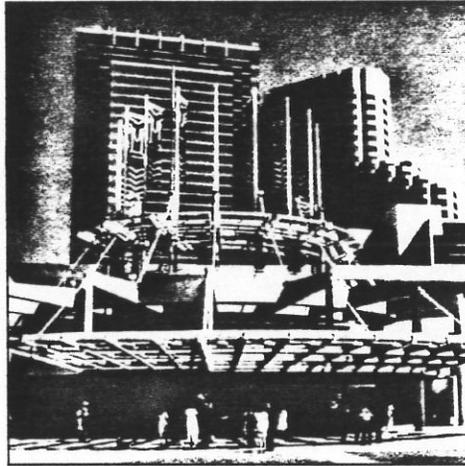
Issue Date July 23
Closes July 3

amusement
business

amusement
business
SPOTLIGHT



WORCESTER CONVENTION CENTER



TORONTO CONVENTION CENTER



DALLAS CONVENTION CENTER

C O N V E N T I O N C E N T E R S

Competition For Headquarter Hotels Heats Up As Construction Boom Continues

By Linda Deckard

Competition has intensified in the convention center business and the result is ever more creative ways to attract an essential convention-town ingredient — the headquarters hotel.

A study of the hotel business in Boston is typical. It showed convention hotel construction has remained flat for 25 years. For every new hotel on-line, one goes off-line, said David O'Neal, Conventional Wisdom Inc., Orlando.

On the other hand, convention center construction and expansion "has maintained its pace, which is breakneck," he said. "We're not seeing the convention quality hotels. Instead, the limited service, suite hotels are popping up; not the four-star hotels, except in Orlando and Las Vegas."

To change that trend, cities are finding innovative ways to cut threshold costs for convention hotel developers. In some cases, public/private development consortiums build and own the structure, bringing in the hotel chain to manage it. Some cities give away the land; some offer booking incentives. Sometimes the hotel gets concessions rights at the convention center.

Thom Connors, senior vice president/convention centers for

SMG, noted there are "no less than 30 cities trying to attract a developer to come into town and build a new hotel property to support a convention development [right now]." That's an unusually high number and reflects all levels of service, from small to large facilities, he said.

"To make a deal work, there has to be a substantial incentive from land to financing, 20%-80% of financing depending on the city," Connors said. He sees that as a function of competition, with more cities entering the convention market.

Focus groups always find the number, quality and proximity of hotel rooms are the top criteria for meeting planners and association executives. Connors sees more attention being paid to the effort to make the transition from convention hotel to the convention center seamless.

For the hotel developer, a lot depends on location, location, location. Hyatt Hotels manages the McCormick Place headquarters hotel in Chicago. The Metropolitan Pier and Exposition Authority owns it. That makes sense because that hotel depends totally on convention business, said Chris Schallmo, director of development, Hyatt Corp. Its location is not attractive to corporate business.

In today's market, it is more difficult to get a hotel loan, Schallmo said. There are rumors the business is overbuilt. In reality, some cities are, some aren't, but the lenders look at a national trend when assessing risk.

"There is a Catch-22," Schallmo said. "Half the time the experts say there are not enough hotel rooms. The other half say there is not enough convention space. Everyone has an opinion." And an expansion.

"We judge our brand and our ability to fill a hotel. We judge who really wants the convention center hotel to be there," Schallmo said. He wants to hear the convention center manager has to turn business away.

"Financing is topsy-turvy," O'Neal agreed. "Six months ago, there was money available. Now there's not. Six months from now it could be back."

Every deal is different. The goal for the city is economic impact and growth from outside money, but the means varies.

The under-construction Puerto Rico Convention Center, San Juan, is part of the 110-acre America's World Trade District development. The first phase is pegged at \$500 million, of which \$150 million is the publicly funded convention center and \$130 million is infrastructure which the government is funding.

The remainder is put out for RFPs as private development and includes a headquarters hotel across the street for the conven-

tion center, O'Neal said. The government is the catalyst for development and all of the pieces are there and waiting for private developers to add to the project.

In Omaha, Neb., where development is under way for a convention center and arena, the city is leading the charge to find a convention hotel developer, said Roger Dixon, manager of the facilities for the Metropolitan Entertainment and Convention Authority. "We are the carrot," Dixon said of the 195,000-square-foot convention center. The headquarters hotel will be connected to the convention center by a skyway.

Like many convention centers, the Omaha project has plenty of rooms in the region. Dixon cites 9,700 in five counties. But the downtown count is closer to 1,200, 530 of those committable to an association booking the center. Shuttle buses are a fact of life for any large convention, but the necessity of a nearby headquarters hotel is evident as well. "Just as important as expanding a convention center is expanding the room capabilities," Dixon noted.

Erik Warner, senior associate, HVS International, consultants on the Omaha project, adds that it's important to realize the boom in convention centers reflects a boom in business. Convention planners realize such gatherings are "one of the most effective ways of marketing products," Warner noted. "And it doesn't cost the people putting on the show that much."

To attract that business, the first two ingredients are a convention center and a convention hotel. But Warner adds it's important to remember there is a next step to revitalization that is essential in attracting conventions — the restaurants, attractions and mega-malls in the area. For a city to make the transition from an industrial economy to a more modern economy of a diverse number of downtown corporations, including a convention center, it needs things for people to do outside the meetings and outside the office. It's not just about the level of technology in the convention center or the number of rooms nearby. "They want an experience," Warner said of convention attendees.

It's not unusual for convention center managers to recall five- to 10-year searches for convention hotels. Bruce Sommer, America's Center, St. Louis, slugged through a six-year struggle to get a hotel that consumed "everybody in the city." His role was "to provide good data to show the growth expected." Schallmo confirmed hotel developers prefer that data from the convention center.

A Marriott Renaissance is now under construction. The \$280 million, 1,000-room hotel is publicly funded and privately managed.

O'Neal noted the Hyatts, Marriotts, Hiltons, Sheratons and

Continued On Next Page

competition...

Continued From Page 15

Adams Marks "have a strategy to operate hotels. Hotel companies are getting out of building hotels. They like to manage hotels."

The Hyatt Regency Wichita opened in September 1997 next to the Century II Convention Center. It took "five to eight years to get a hotel," said Jim Hess, convention center manager. He was part of the sales team and up to his ears in pro formas.

To get it done, Wichita became a partner in the process, offering financial incentives to make it more doable. The city created a business district, using bed tax funds to help pay for construction costs.

Hess has a shared booking and scheduling system with the hotel and the Convention and Visitors Bureau. "They have the ability to book all of my halls if they want to."

To make that doable, bookings are prioritized by number of room nights. For events requiring less than 200 room nights, bookings are for one year out and first come, first served. For 200-400 room nights, bookings are for up to two years; for more than 400, indefinite.

O'Neal noted the increased competition often results from exposition centers built in the suburbs siphoning off the flat shows and consumer shows that once booked downtown convention center. Hotel companies, like Gaylord Entertainment, are building destination hotels with a 1,000 rooms and 100,000 square feet of meeting and exhibit space. All that is driving competition.

Lakeland (Fla.) Center joined the fray, said Allen Johnson, manager of the building. Primarily an arena, it added exhibit space and then lobbied for a hotel. The result was a 148-room AmeriSuites adjacent to the hotel, leasing city land for \$1 a year and benefiting from \$200,000 in infrastructure. The hotel opened in January 1999. The city was so committed to finding a developer, it had offered a \$50,000 commission to the broker who brought the developer in. As it turned out, Johnson found one himself, looking through a magazine. He still remembers the ad—a guy holding a handful of dirt saying "if you have one of these [a plot of land] we have one of those [a hotel, shown behind him]."

But like most cities, Lakeland isn't done yet. Johnson said the original goal was 400 rooms, so the hunt continues for more hotel rooms.

O'Neal said his company advises every client: Have you planned for the expansion after the next expansion? □

NOT A BAD IDEA

Getting In Bed With CVBs

By Don Mooradian

Cooperation between convention center managers and local convention and visitors bureaus has been growing and is likely to continue growing in the future.

"Both entities can work together. I am a strong believer that both organizations should 'get married,'" said Mark Gatley, general manager of the Greater Fort Lauderdale/Broward County Convention Center. "The marriage is paramount to the success of the goals."

"Our relationship is very strong," said Dennis Edwards, vice president of sales and marketing for Fort Lauderdale Convention and Visitors Bureau of the area's convention center. The two organizations have regular meetings and attend trade shows together.

The Fort Lauderdale facility is managed by SMG, which recently began a program promoting cooperation with CVBs in markets where it manages facilities. During several SMG visits with meeting planners, it has invited CVBs to come along and promote themselves. "We let the CVB take the stage," said Gatley, adding SMG may expand the program in the future.

Such cooperation, in one form or another, is likely to continue and in-

crease throughout the industry. "In essence, we are selling the city as well as they are selling us," said Mick Conati, director of marketing and sales for the Evansville Auditorium & Convention Center, and other operations in Evansville, Ind.

The two organizations have split some advertising costs and shared marketing information. And their Web sites are linked. "We are continuing to talk about ways we can cooperate and share costs," said Conati.

Also in the early stages of developing a closer relationship are the Oregon State Fair & Expo Center and the Salem Convention & Visitors Assn.

"We've always had a good relationship, but we hadn't dedicated mutual resources," said Lin Wolfe, director of marketing and sales for the fair and center. The two groups now are discussing how they might allocate funds for shared marketing efforts.

Shared efforts are part of the everyday relationship at the Salt Palace Convention Center in Salt Lake City, where the CVB is located across the hall from the center's administrative offices.

"That is important because we can go back and forth across the hallway

very easily. The result is a close working relationship," said Allyson Jackson, director of sales and marketing for the facility. "If there is a question, you can just pick up a file and walk across the hall. Or you might run into each other in the lunchroom."

When the Salt Lake City CVB staff goes to Washington, D.C., or New York to meet with potential clients, someone from the convention center goes along, too. "We try very much to present a united front. We have a very solid relationship," said Jackson.

The building and the CVB will share the costs of a trade show if they both go. And the building will ante up with some type of sponsorship when a "FAM" (familiarization tour for meeting planners and others) is brought to town, said Jackson. The two entities also try to coordinate their advertising efforts so they don't overlap one another's work.

Some things the two organizations should look to do include presenting a consistent message and, when possible, a consistent logo. And the response mechanism should be through the CVB, said Gatley, who also has experience working with CVBs in the Northeast. □

NOW OPEN

The South's New Hot Spot

TUNICA

ARENA AND EXPOSITION CENTER

JUST SOUTH OF MEMPHIS



The Tunica Arena and Exposition Center offers new state-of-the-art facilities and accommodations, plus all the attractions of the South's hottest new resort and gaming destination.

- Largest indoor arena in Mississippi
- 48,000 square feet of exhibit space on arena floor
- Seating capacity of 6,000
- 14 luxury skyboxes
- 366 modular livestock stalls
- Over 1,100 paved parking spaces
- 66-space RV park
- Designed to accommodate a wide variety of events: rodeos, horse shows, motor sports events, concerts, family shows, exhibitions and trade shows.

The Tunica Arena and Exposition Center is the newest attraction of The South's Casino Capital, with ten, big-name, 24-hour Vegas-style casinos. Our resort hotels offer 6,000 new rooms, top-name entertainment and spectacular dining at pleasing prices. And the Casino Factory Shoppes offer prestige labels at discount prices.

Discover the winning difference in Tunica. Call 662-363-3299 for your free Event Planner's Guide and your free Winner's Guide to Tunica.

TUNICA
MISSISSIPPI
ARENA & EXPOSITION CENTER

3873 U.S. Hwy. 61 North • Tunica, Mississippi 38676 • (662) 363-3299 office • (662) 363-3152 fax • e-mail: tunicaarenaexpo@hotmail.com

Public Shows Grow In Stature, Profitability

By Don Mooradian

Convention center managers say public shows have become sophisticated events that can give local residents something to do on a quiet weekend or can draw large regional crowds to unique shopping and entertainment experiences. In either case, public or "consumer" shows contribute to the facility's profitability and re-enforce its role in the community, according to managers.

The International Exposition &

CONVENTION CENTERS

Conference Center in Cleveland offers a good example of some of the changes in the business. The 56-year-old building was once used to build tanks and was then a warehouse for a long time. It became a convention

and expo center about 14 years ago, said Eric German, vice president for marketing and special events at the 2.5 million-square-foot complex. It plays host to about 165 events per year, including everything from industrial shows to gem sales. As many as 2 million people will go through the facility in a year.

"In the beginning, it was mostly consumer shows. Sometimes we would get people who never did a consumer show before," said German,

adding that some of those early shows were successful and continued for many years. "But things are different today. The challenges for putting on that kind of show now are getting tougher," German said.

People have come to expect more when they attend a public show these days. "The crafts shows are less like the typical church bazaar they used to be and have become more artistic and sophisticated," said Donna Drews, executive director of the Mayo

Civic Center in Rochester, Minn. The center has about eight public shows per year, with the most popular usually being three crafts shows held in the spring, fall and just prior to Christmas.

The convention and expo calendar at the Mayo Civic Center usually includes a builder's show, the Golden Generation for senior citizens, a women's show, a bridal show, the three crafts shows, and a winter show promoting leisure activities.

There also are as many as 20 to 25 trade shows at the Mayo Civic Center during the typical year. The mix of public and trade shows at convention centers varies from location to location. In Cleveland, German said trade shows usually are more profitable than consumer or public shows.

But public shows "certainly help pay the bills," said Mike Sweeney, general manager of Fresno Convention Center in central California. "Historically, we try to have one public show per month and if we can do one a month, we're doing good."

"The public shows are important. More than anything, we are a multi-use facility and a part of the community," said Drews.

"The goal is not only to create economic impact but to provide the community a variety of entertaining things to do," said Bill Holmes, director of the Mississippi Coast Coliseum & Convention Center in Biloxi.

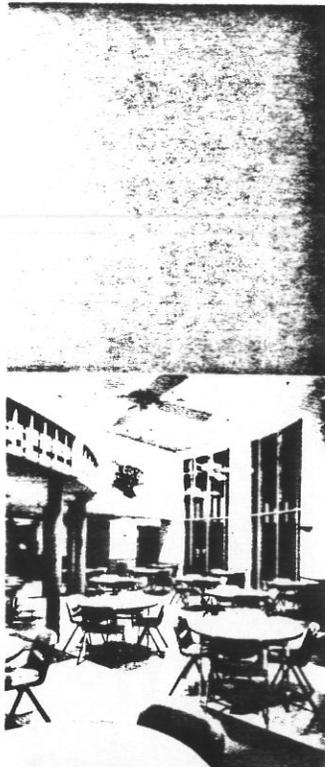
There is no question that the Biloxi facility is part of the overall local tourism industry. The growth of casino business along the coast has had a tremendous impact on the community. In 1992, there were 6,700 hotel rooms in the area. Now there are about 18,000 rooms. "It's nice when you've got 18,000 rooms nearby," said Holmes.

There are trolleys and shuttles moving people to practically anywhere they want to go. And whenever there is a public show at the convention center, they like to go there. "People who come to the casinos want to get out and see other things," said Holmes.

The area is home to hunting, fishing, golfing, historical sites and a 27-mile-long beach, 24-hour action at the casinos, and chefs from around the world. "All of that combined has contributed to our success," Holmes said.

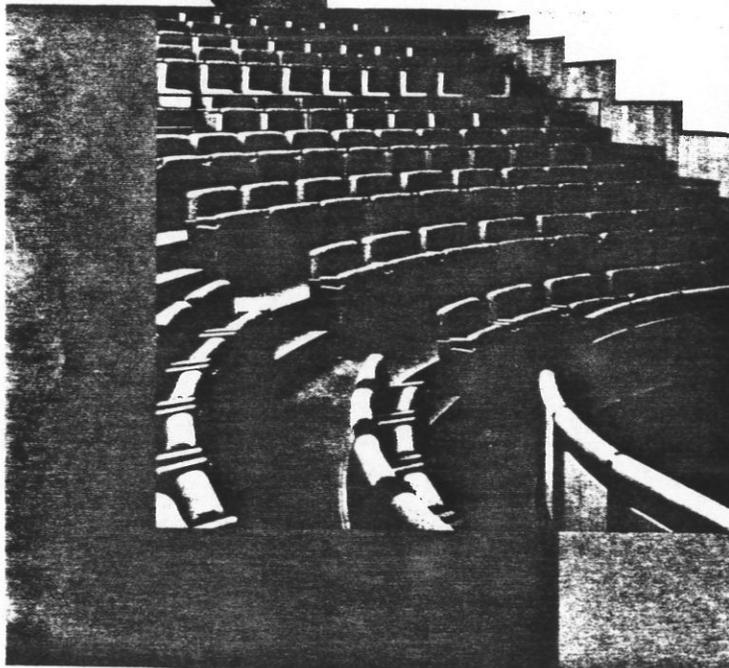
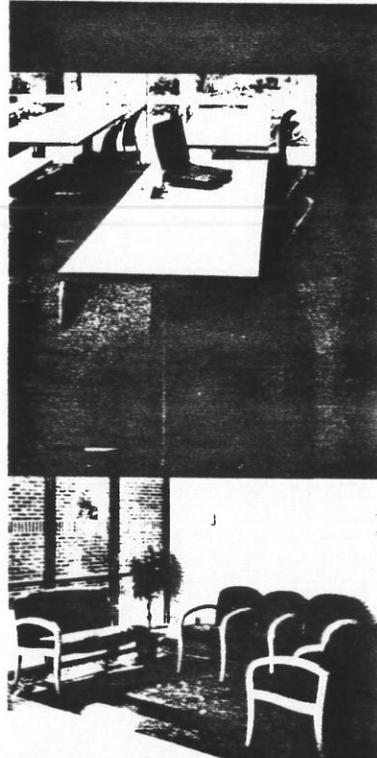
The center plays host to 15-20 public shows each year. The shows include gun and knife shows, a boat and camper show (taking up all 180,000 square feet of interior space plus 80,000 square feet in the parking lot), jewelry shows, and clothing shows. One of the biggest shows is a November arts and crafts show with 350 booths attracting up to 20,000 visitors during the weekend event. "There are play areas for the kids and the entire center is transformed into an arts and crafts city," said Holmes.

"Each show is popular within its own niche," said Holmes. The home and garden show is about twice as big



at the
CENTER

KI



Comfort, flexibility, and adaptability to the latest technology are the main attractions to any convention hall. At the center of all these possibilities is KI. From auditoriums and business centers to food service and lounges, KI has a completely unconventional range of furnishing options to fit your center. For more information call KI at 1-800-424-2432 or visit our website at www.ki-inc.com.

Continued On Page 19

public shows...

Continued From Page 18

as it was in 1992. Shows like the National Corvette Show or the National Mustang Show bring in participants from all over the country but they also attract local people interested in the classic automobiles, explained Holmes.

"This is a form of entertainment. It generates activity in the downtown core," said Drews, echoing a sentiment shared by others in the public show business.

Drews said that a number of years ago, on the first Saturday after New Year's, thousands of women showed up for a bridal show at the Mayo Civic Center, even though the temperature was 30 below zero with a wind chill of about 90 below zero.

"In this area of the country, there isn't anything that shuts us down anymore. Everyone drives an SUV. Everyone has a cell phone. The parking ramps are free on the weekends. We have skyways that connect buildings. It's a new mindset; a lot of it is attitude," said Drews.

"We're almost recession-proof," said German, explaining that in good times, people like to come out and shop for items such as sporting equipment, recreation vehicles, and so forth. "During bad times, maybe people aren't buying as much but they like to come out to the show, buy an ice cream cone and just window shop," he said.

LOCAL TOUCH

The International Exposition & Conference Center in Cleveland, with about 800,000 square feet of space in the main hall, has a few of its own consumer events, such as an indoor carnival held in April, to coincide with school breaks, pet shows and Halloween events in October.

The Biloxi facility has put on a few of its own shows, including a Crawfish Festival with Winn-Dixie grocers as a partner.

Between 3,000 and 4,000 people attend the one-day Golden Generation show for senior citizens. The show is usually held in September and those who exhibit include insurance companies and hospitals along with local restaurants and travel agencies. "The visitors come in the morning for the free donuts and they stay all day," said Drews.

She has been with the facility for 18 years, said she has seen several changes during that time. For instance, in the past there was frequently some entertainment component in the public shows. "Now, though, the entertainment is constant from the time the doors open until the doors close," she said.

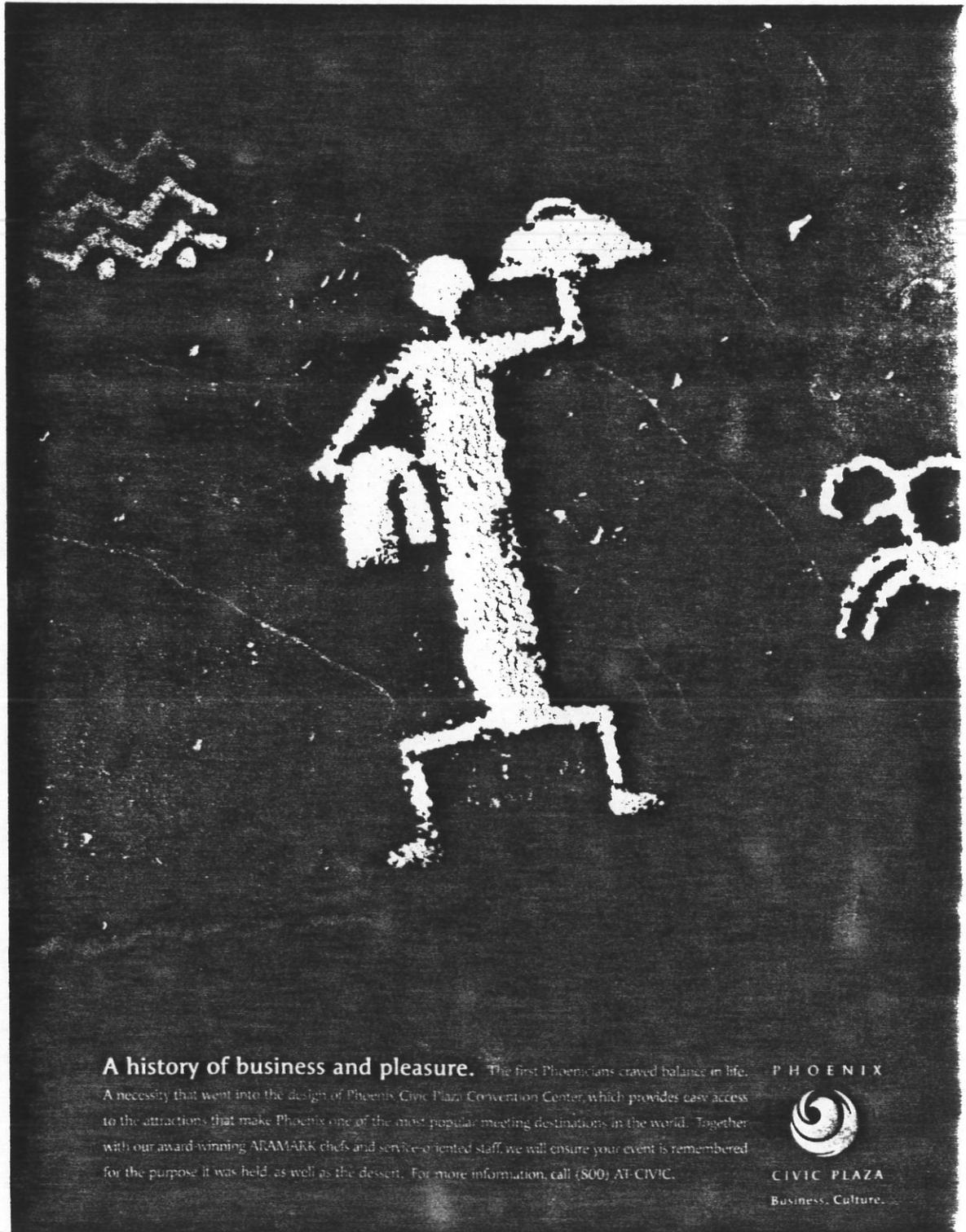
"Public shows are a very important part of our menu. They have been successful," said Holmes of the Biloxi facility he manages. The 23-year-old center produced a profit of \$343,000

in fiscal year 1999. Profits are pumped back into the facility. It is currently undergoing a \$180,000 upgrade to its lighting. There have also been seating improvements and the building is wired with fiber optics. "And we hope our convention business will double in the next several because of preliminary plans for a large hotel next to us," said Holmes.

Other facility managers are hoping the pieces of the tourism puzzle will come together soon. In Fresno, Sweeney said the community is

short on housing for tourists and transportation infrastructure. "However, our new facility may enable some of that to happen," Sweeney said, referring to 75,000 square feet of new convention space completed in late 1999. □

convention
centers



Eriesistable!

Located between Pittsburgh, Buffalo and Cleveland, the Erie Civic Center is a multi-purpose complex.



Louis J. Tullio Arena

- ▶ 7,500 seats
- ▶ 30,000 sq. ft. of exhibition space



Warner Theatre

- ▶ 2,500 seats
- ▶ Broadway
- ▶ Concerts
- ▶ Meetings & Seminars



erie civic center

PO Box 6140 • Erie, PA 16512
Contact: John Casey Wells
phone 814 453-7117 • fax 814 455-9931
www.erieciviccenter.com

A history of business and pleasure.

The first Phoenicians craved balance in life. A necessity that went into the design of Phoenix Civic Plaza Convention Center, which provides easy access to the attractions that make Phoenix one of the most popular meeting destinations in the world. Together with our award-winning ARAMARK chefs and service-oriented staff, we will ensure your event is remembered for the purpose it was held, as well as the dessert. For more information, call (800) AT-CIVIC.

PHOENIX



CIVIC PLAZA
Business. Culture.

Convention Centers — New Construction, Expansion & Renovation

FACILITY NAME LOCATION OPENING IN 2000	COST IN MILLIONS OPENING	OWNER/OPERATOR CAPACITY IN SQUARE FEET	ARCHITECT
KENTUCKY INTERNATIONAL CONVENTION CENTER LOUISVILLE, KY.	\$72 EXPANSION/RENOVATION JAN.	COMMONWEALTH OF KENTUCKY/KENTUCKY STATE FAIR BOARD 460,000	GODSEY ASSOCIATES, ELLERBE BECKET
LACROSSE CENTER LACROSSE, WIS.	\$14.4 EXPANSION MARCH	CITY OF LACROSSE 50,000 ADDITION	HSR ASSOCIATES, ELLERBE BECKET
SAVANNAH INT'L TRADE & CONVENTION CENTER SAVANNAH, GA.	\$83 MAY	CHATHAM COUNTY & GEORGIA INT'L MARITIME TRADE CENTER AUTHORITY/SMG 330,000	TVS&ASSOC., HANSEN ARCHITECTS, HAYNES ROBINSON
CALGARY EXHIBITION & STAMPEDE CALGARY, ALTA.	\$31 EXPANSION/RENOVATION MAY	CITY/CALGARY EXHIBITION & STAMPEDE LTD. 114,000	N/A
TELUS CONVENTION CENTRE CALGARY, ALTA.	\$60 EXPANSION MAY	CITY/CALGARY CONVENTION CENTRE AUTHORITY 120,000	GRAHAM EDMUNDS
INDIANA CONVENTION CENTER INDIANAPOLIS, IND.	\$45 EXPANSION PHASE 1 JULY; PHASE 2 EARLY 2001	MARION COUNTY CONVENTION & RECREATIONAL FACILITIES AUTHORITY 120,000	BLACKBURN & ASSOC./BROWNING, DAI, MULLINS & DEAROLF
TUNICA ARENA & EXPOSITION CENTER TUNICA, MISS.	\$20 AUG.	TUNICA COUNTY/CONVENTION & VISITORS BUREAU 6,000 ARENA, 48,000 SQ. FT.	PRYOR-MORROW ARCHITECTS
LONE STAR CONVENTION & EXPO CENTER CONROE, TEX.	\$12.3 AUG.	MONTGOMERY COUNTY/COUNTY COMMISSIONERS COURT 7,500 ARENA, 38,000 EXHIBIT HALL	KIRKSEY & PARTNERS
MONROE CIVIC CENTER CONFERENCE CENTER MONROE, LA.	\$3.7 EXPANSION AUG.	CITY 30,000	HERBERT LAND & ASSOC.
KI CONVENTION CENTER GREEN BAY, WIS.	\$14 SEPT.	CITY/REGENCY HOTEL 55,000	ODELL ASSOC.
SALT PALACE SALT LAKE CITY, UTAH	\$43 EXPANSION OCT.	SALT LAKE COUNTY/SMG 148,000	MHTN ARCHITECTS
BROOKINGS AREA MULTIPLEX BROOKINGS, S.D.	\$11.5 NOV.	CITY/MULTIPLEX AREA BOARD 6,500 ARENA, 42,000	MILLER, SELLERS, HEROU
SOUTH TOWNE EXPOSITION CENTER SALT LAKE CITY, UTAH	\$60 DEC.	SALT LAKE COUNTY/SMG 310,000	GILLIES STRANSKY BREMS SMITH ARCHITECTS
FORT SMITH CONVENTION CENTER FORT SMITH, ARK.	\$27 DEC.	CITY 140,000	GUEST REDDICK ARCHITECTS
To Open in 2001			
DULUTH ENTERTAINMENT CONVENTION CENTER DULUTH, MINN.	\$20 EXPANSION JAN. 2001	DULUTH STATE CONVENTION CENTER 65,000	STANLIS JOHNSON ARCHITECTS/LMN
GREATER COLUMBUS CONVENTION CENTER COLUMBUS, OHIO	\$81 EXPANSION FEB. 2001	FRANKLIN COUNTY CONVENTION FACILITIES AUTHORITY/SMG 150,000	KARLSBERGER ARCHITECTS
HENRY B. GONZALEZ CONVENTION CENTER SAN ANTONIO, TEX.	\$32 RENOVATION APRIL 2001	CITY	KELL MUNOZ VIGODSKY, TVS&ASSOC.
BLAIR COUNTY CONVENTION CENTER ALTOONA, PA.	\$50.4 MAY 2001	BLAIR CO. CONVENTION CENTER & SPORTS FACILITY AUTHORITY* 115,000	L. ROBERT KIMBALL & ASSOC.
EL PASO CONVENTION CENTER EL PASO	\$20.7 EXPANSION/RENOVATION MID-2001	CITY/SMG 75,000 NET EXPANSION	JOHN M. CARSON AIA/DOWNTOWN ARCHITECTS
WASHINGTON STATE CONVENTION & TRADE CENTER SEATTLE, WASH.	\$188 EXPANSION/RENOVATION SUMMER 2001	STATE OF WASHINGTON 350,000	LMN ARCHITECTS
SAN DIEGO CONVENTION CENTER SAN DIEGO, CALIF.	\$216 EXPANSION SEPT. 2001	SAN DIEGO UNIFIED PORT DISTRICT/CITY & SAN DIEGO CONVENTION CENTER CORP. 890,000	TUCKER SADLER & ASSOC./HNTB
SOVEREIGN CENTER READING, PA.	\$32 SEPT. 2001	BERKS COUNTY CONVENTION CENTER AUTHORITY/SMG 185,000	STV ARCHITECTS/PBK ARCHITECTS
COBB GALLERIA CENTRE ATLANTA, GA.	\$22.7 EXPANSION FALL 2001	COBB-MARIETTA COLISEUM & EXHIBIT HALL AUTHORITY/COBB GALLERIA CENTRE 36,000	SMALLWOOD, REYNOLDS, STEWART, STEWART & ASSOC.
BROWARD COUNTY CONVENTION CENTER FT. LAUDERDALE, FLA.	\$33 EXPANSION NOV. 2001	BROWARD COUNTY/SMG 230,000	HNTB
MEMPHIS COOK CONVENTION CENTER MEMPHIS, TENN.	\$79 EXPANSION/RENOVATION LATE 2001	CITY/SMG 300,000	LMN ARCHITECTS
NEW WILDWOODS CONVENTION CENTER WILDWOOD, N.J.	\$68 LATE 2001	N.J. SPORTS & EXPOSITION AUTHORITY 260,000	LMN ARCHITECTS
Open in 2002-2004			
MINNEAPOLIS CONVENTION CENTER MINNEAPOLIS, MINN.	\$191 EXPANSION JAN. 2002	CITY OF MINNEAPOLIS 372,000	CONVENTION CENTER DESIGN GROUP
FORT WORTH CONVENTION CENTER FORT WORTH	\$70 EXPANSION/RENOVATION JAN. 2002 PHASE I, MARCH 2003 PHASE II	CITY 133,000	HOK/CARTER BURGESS
AUSTIN CONVENTION CENTER AUSTIN	\$110 EXPANSION/RENOVATION SPRING 2002	CITY 470,400	PAGE SOUTHERLAND PAGE
THE PALMER EVENTS CENTER AUSTIN, TEX.	\$46 SPRING 2002	CITY 70,000	BARNES TANIGUCHI & CENTERBROOK
NEW HARRIS COUNTY EXPOSITION CENTER HOUSTON, TEX.	\$200 APRIL 2002	HARRIS COUNTY SPORTS & CONVENTION CORP./SMG 1.4 MILLION	HERMES REED
SOUTHEAST TEXAS ENTERTAINMENT COMPLEX BEAUMONT	\$55 APRIL 2002	JEFFERSON COUNTY/SMG 85,000 EXHIBIT HALL, 15,000 AMPHITHEATER, 7,200 ARENA	LONG MAGNUSON ARCHITECTS
NEW KNOWVILLE CONVENTION CENTER KNOWVILLE, TENN.	\$110 MID-2002	KNOWVILLE PUBLIC BUILDING AUTHORITY 500,000	TVS&ASSOC., MCCARTY HOLSAPLE MCCARTY
RENO-SPARKS CONVENTION CENTER RENO, NEV.	\$105 EXPANSION MID-2002	RENO-SPARKS CONVENTION & VISITOR AUTHORITY 200,000	LMN ARCH.
GEORGIA WORLD CONGRESS CENTER ATLANTA	\$250 EXPANSION JUNE 2002	STATE OF GEORGIA/GWCC AUTHORITY 1.4 MILLION NET EXPANSION	HEERY/TVS
DALLAS CONVENTION CENTER DALLAS	\$125 EXPANSION/RENOVATION JULY 2002	CITY OF DALLAS 302,000 NET EXPANSION	N/A
OVERLAND PARK CONVENTION CENTER OVERLAND PARK, KAN.	\$60 SUMMER 2002	CITY/GLOBAL SPECTRUM 90,000	TVS&A
SHREVEPORT CONVENTION CENTER SHREVEPORT, LA.	\$85 LATE 2002	CITY/SMG (TENTATIVE) 300,000	SLACK ALOST MIREMONT & ASSOC./HOK
GREATER RICHMOND CONVENTION CENTER RICHMOND, VA.	\$162 EXPANSION EARLY 2003	CITY/GREATER RICHMOND CONVENTION CENTER AUTHORITY 765,000	TVS&A/Scribner, Messer, Brady & Wade
RIVERSIDE CENTROPLEX BATON ROUGE, LA.	\$35 EXPANSION EARLY 2003	CITY/SMG 150,000	SKIPPER POST & ASSOC./LMI ECHL KINGFISH
GEORGIA INTERNATIONAL CONVENTION CENTER COLLEGE PARK, GA.	\$100 EARLY 2003	CITY/COLLEGE PARK BUSINESS AND INDUSTRIAL DEVELOPMENT AUTHORITY 205,000	SMALLWOOD, REYNOLDS, STEWART & STEWART
WASHINGTON CONVENTION CENTER WASHINGTON, D.C.	\$685 MARCH 2003	WASHINGTON CONVENTION CENTER AUTHORITY 2.3 MILLION	TVS&ASSOC./D&P/MARIANA
DAVID L. LAWRENCE CONVENTION CENTER PITTSBURGH, PA.	\$328 EXPANSION MARCH 2003	SPORTS & EXHIBITION AUTHORITY OF PITTSBURGH & ALLEGHENY COUNTY 400,000	TVS&ASSOC., VITETTA GROUP, KELLY-MAIELLO
CAMBRIA COUNTY CONFERENCE CENTER JOHNSTOWN, PA.	\$8.25 MID-2003	CAMBRIA COUNTY 40,000	HAYS LARGE ARCHITECTS
ORANGE COUNTY CONVENTION CENTER ORLANDO, FLA.	\$748 EXPANSION 2003	COUNTY 1 MILLION	HHCP, HBPM, TVS&ASSOC.
DENVER CONVENTION CENTER DENVER, COLO.	\$268 EXPANSION 2003	CITY & COUNTY 400,000	FENTRESS BRADBURN
OMAHA CONVENTION CENTER/ARENA EL PASO	\$281 LATE-2003	METROPOLITAN ENTERTAINMENT & CONVENTION AUTHORITY 950,000	DLR/LMN ARCHITECTS/NBBJ SPORTS & ENTERTAINMENT
WORLD EXPO CENTER KISSIMEE, FLA.	\$215 EARLY 2004, PHASE I	MAIN STREET DEVELOPMENT CORP. 989,000	FARMER, BAKER, BARRIOS
OSCEOLA COUNTY CONVENTION CENTER KISSIMEE, FLA.	\$85 EARLY 2004	COUNTY/MAIN STREET DEVELOPMENT CORP. 145,000	TBD
VANCOUVER CONVENTION & EXHIBITION CENTRE VANCOUVER, B.C.	TBD/EXPANSION LATE 2004	PROVINCE OF B.C. 400,000	LMN

* OPERATED BY MOUNTAINS C&VB & SODEXHO MARRIOTT

SOURCE: AB RESEARCH

CONVENTION
CENTERS


ALL STAR
CARTS & VEHICLES INC. • MODULAR FOOD & MERCHANDISING KIOSKS • CARTS • 1-800-831-3166

Why do so many major amusement parks come to us to build their carts?

We are the #1 manufacturer in high quality carts!

Built and certified to NSF specifications.
Visit us at www.allstarcarts.com

Latte And Laptops Land On
Convention Center Menus

By Pam Sherborne

A cup of coffee just won't do anymore. At least not for today's conventiongoer.

It has to be Starbucks coffee. And not just Starbucks coffee, but a Starbucks coffee latte.

And while enjoying that latte a place to plug in a laptop and check e-mail would be nice.

So, as a result, food and beverage operators are hustling to supply. They are bringing in more upscale choices and trendy styles, more seating and some with Internet access, and more recognized brands of food and beverage. Perhaps the key word is choice.

"Groups are looking for healthier and lighter foods," said Mark King, general manager, Culinaire International, the food and beverage operators at the Dallas Convention Center. "They are wanting more vegetarian offerings like wraps and salads. They want smoked or seasoned meats. They are looking at fresh and trendy multigrain breads, instead of plain, white bread. And branding is definitely a trend. People are more willing to pay more for branded foods because they know what they are getting."

David Berman, executive chef for

the in-house food operations at Broward County Convention Center, Fort Lauderdale, Fla., said they are breaking the old rules for typical banquets and concessions stands with upscale menu items such as sushi and chicken wraps.

"We do fine dining for the masses," Berman said. "There is nothing ordinary about what we do."

The message Susan Glecier, sales and public relations director, Century II Convention Center, Wichita, Kan., said her food and beverage department is receiving from convention planners is, "Thanks for the choice." Glecier said three years ago when the 303-room Hyatt Regency, which is attached to the center, opened, the food operations went to the hotel chain. But, what was also done was the provision by Hyatt to subcontract with a local concessionaire, Wichita Canteen.

"The food requests go to the Hyatt," Glecier said. "Then, they decide if they will do the project or subcontract with Wichita Canteen. The Hyatt does all of the more complicated food requests, while Wichita Canteen handles the smaller food operations. If they just want popcorn or more standard fare, Wichita Canteen will handle it."

This has enabled Century II Convention Center to offer anything from paper plates to fine china "at an affordable price."

"Our clients have really appreciated these options," she said.

Glecier said she, too, has seen the national move to foods with more nutritional value and although they have no national chains in the center as yet, they are offering upscale brands such as in coffee. The center offers a Flavored Coffee Bar.

The coffee phenomenon is the one trend which seems to be alive and well across the country, according to Leslie de Vries, vice president of sales, Convention Center Services Group, Aramark, which has food and beverage contracts at approximately 30 convention centers nationwide.

"We have Java City and Starbucks

in our facilities and they are doing great," de Vries said.

In addition, "conventioners are looking for fresh, high quality foods," she said. "For example, at the Las Vegas Convention Center, we have a restaurant called the Banners. We serve Caesar salads there, made to order, as well as made-to-order pastas and stir fry. We have a visible chef. We will always need some pre-packaged items, but the fresh-made, action stations are growing in popularity."

She said they also like to look at local flavors, such as serving salmon in Seattle. Bringing national and regional branded food into a center, and mixing it with some of Aramark's own brands, has been successful. For example, de Vries said at the Los Angeles Convention Center they have a local brand called Jody Maroni's sausage and a Wolfgang Puck Market Express, known for its wood-burning stove pizzas.

"And, when we ask our customers what they want for their concession stands and food courts, they say more seating," she said. "They want convenience and variety. For catering, they want creative and fun food, not traditional. They want to offer trendy coffees and fruit smoothies. Their conventioners want to grab a cup of coffee, plug into the Internet and check their e-mail."

The coffee craze is also in Volume Services America buildings. Shaun Beard, vice president, convention centers west, Volume Services America, said Starbucks is in buildings such as Louisville, Ky., and Denver, and California locations including San Jose, Sacramento, and San Diego.

Beard has also seen two different dynamics between needs in the West and needs in the East. He said in the West, the tech companies are more inclined to bring people in and feed them breakfast, lunch and dinner, and anything in between. In the eastern part of the country, for many trade shows and flat shows, there has been an increase in retail food sales. □



OUR PAST

The 102nd Presidential
The Beatles
Flowers

OUR PRESENT

San Francisco Flower & Garden Show
Grand National Redwood Horse & Stock Show

OUR FUTURE

Picture Your Event Here!

COW PALACE
PO Box 34206, San Francisco, CA 94134
To Book Your Next Event,
Call Bill Mendes - 415/469-6085
www.cowpalace.com



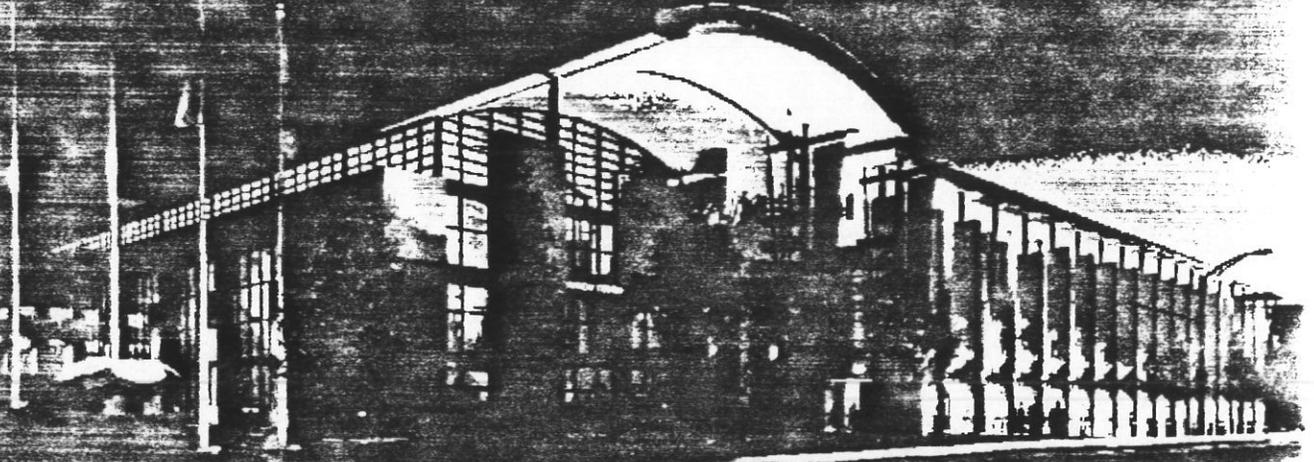
Convention Centers featuring Clarin portable seating solutions...

Albuquerque, Atlantic City, Austin, Cervantes, Cincinnati, Cleveland, Dallas, El Paso, Fresno, Hot Springs, Long Beach, Miami Beach, Myriad, Northern Kentucky Convention Center, Norfolk Scope Cultural & Convention Center, Reno Sparks, Salt Palace, San Angelo, San Antonio, Sharonville, Tarrant, Tucson, Tulsa and Winnipeg

clarin
The Clarin Guarantee... Strength, Quality, Comfort

sales@clarinseating.com 800.323.9062 clarinseating.com

Convention Centers



amusement
business

SPOTLIGHT
SPOTLIGHT
SPOTLIGHT

Venues Feel Double Whammy Of Economy, War

By James Zoltak

Managers of U.S. convention centers had been trying to put on a brave face when asked how the slowing economy was affecting business. The events of Sept. 11, and the resulting hit taken by the travel and other industries, have made that all the more difficult.

For obvious reasons, the impact of the terror attacks was felt almost immediately at the Jacob Javits Convention Center in New York.

"Before Sept. 11 we were doing fine," said Javits Center spokesman Mike Eisgrau. "Whatever impact there was (from the economy) was impacting the industry, but our shows were still booked. We were loaded up. All major show dates were filled through 2003 and we had some bookings through 2017."

"Obviously, we are eight minutes from ground zero and the center was converted, almost immediately, to a major disaster relief center."

In early October, as crews began to enormous task of clearing the rubble in downtown Manhattan, Javits Center officials set about getting back to business.

The center announced that 23 major trade shows, conferences and conventions are on its event calendar

through the end of December, with more business expected to be booked.

"I think we lost only one show, the Point of Purchase show," Eisgrau said.

Some parts of the facility were still being used to support the continuing relief efforts at the World Trade Center site, but the moves toward normal operation prompted Javits Center President and CEO Gerald McQueen to praise his staff for first shifting so quickly into "emergency mode" and then making the difficult transition back to some semblance of business as usual.

"Javits is determined to do its part in restoring the economic vitality of the state and city and we extend a sincere 'Welcome back' to all of our show managers, exhibitors and attendees," he said.

On the opposite side of the country in San Diego, a major destination for vacationers and business travelers alike, business had been suffering prior to Sept. 11.

"We were already beginning to see those (downward) trends," said San Diego Convention Center Director Carol Wallace. "Then business travel pretty much disappeared."

Nonetheless, the center lost only one show in the immediate aftermath of the attacks and the reasons for the cancellation were tragically obvious.

Continued On Page 12

venues feel doubly whammy...

Continued From Page 11

"It was called the Financial Planning Assn. and they were scheduled to bring their convention to San Diego on Sept. 12. They were waiting for their attendees to arrive and couldn't continue because over 70% of their exhibitors were based in the World Trade Center. So you would expect them to cancel their meeting."

Other events have rescheduled mid-September events for later in the year, Wallace said.

"Wendy's International has decided to cancel (it's early-October convention) this year, but they are coming back in 2004," she said. "Even though the conventions are being held, you are seeing much reduced attendance. We just finished the Council of Neurological Surgeons and they were off 10-15% (from their expected atten-



James L. Knight Int'l Center, Miami

Convention Centers

dance of 4,000)."

Holiday parties scheduled at the center have been canceling in droves as no one wants to plan celebrations in a time of war, Wallace said.

"Our major markets are associations and corporate (conventions)," she explained. "Things are still going along, we're still confirming business. Last week we confirmed three conventions for future years. Over the long term our industry has been one of the most recession-proof. We book so far into the future it's like a battleship; you can't turn on a dime. In short term, however, San Diego's destination hotels are being hit very hard.

Some of them in September had single-digit occupancy. We're working with them and the convention and visitors bureau to see what kind of marketing plans can be put together to help with short-

term occupancy," she said.

Another major meeting, convention and exhibition facility, the Washington State Convention & Trade Center, also saw things go from bad to worse.

"Prior to 9/11, things were heading in a direction I don't think any of us were terribly thrilled about. The markets were soft, the economy was soft and we were beginning to notice a lot higher sensitivity on the part of clients in terms of what they were spending on ancillary revenue. Steak might have ended up being chicken. They were really getting back to basics," said facility director John Christison.

Attendance levels at conferences and trade shows were also beginning to drop off, he said.

"It wasn't dramatic, but it was tracking where the economy was going. All of us were beginning to hunker down and get ready for

lean times. What happened on Sept. 11 has obviously exacerbated things dramatically," said Christison. "We lost several pieces of corporate business immediately. They couldn't get people in. Then we went through a cycle where a lot of association groups were being very nervous. They started calling asking questions. We haven't lost a lot of that business. Now we're seeing events are going to go on, we are still booking, but everyone is concerned about levels of attendance and what that's going to do."

The fallout of the attacks (and the economy) also affects debt payments for many facilities financed by bonds.

"A lot of convention centers are funded based on hotel/motel taxes as a base for payment of debt service," Christison said. "We happen to be one of those, so the fewer people who stay in hotels, the less money there is to convert to debt service. And there are a lot of new and expanded buildings that are just coming on line. A lot of projections were based on the steady growth of industry."

Things didn't seem as dire at the Ernest N. Morial Convention Center in New Orleans.

Director of communications Sabrina Written said the facility, one of the nation's largest, had not seen a rash of cancellations.

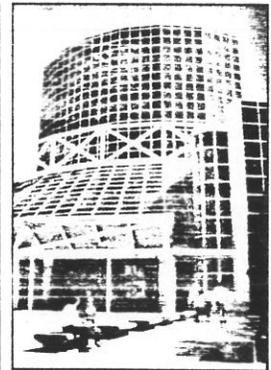
"We haven't really had any cancellations far out in the future," she said. "There was one group (Electronic Commerce World) that was based out of New York. They had a 2002 event that they are looking to book at another time."

She said only two shows had cancelled outright. Others have rescheduled from the weeks immediately following the attacks.

Written said that the Morial Center strives to have multiple shows in the building at any given time. "We don't necessarily try to book all large events."

"This year we didn't have as many corporate groups like Com-

puter Associates or Microsoft," she said. "Our corporate business was a little lower this year, but we have more association business. In general, attendance-wise, it's a little early to tell. I don't think we will be as strong as last year. Definitely with what happened September 11, that really threw a wrench in everything and it will affect our overall attendance. Before that, for some events, some numbers were lower, some were higher, but overall we are



Los Angeles Convention Center

seeing fewer people being sent to conventions. Whereas in the past a company may have sent four, now they are sending two."

The bottom line, Written said, was that the facility's 75% occupancy prior to September 11 could very well drop.

"We only lost two shows, so overall I think we are doing pretty well. It's going to take some time to see how this will affect our industry, especially our building," she said.

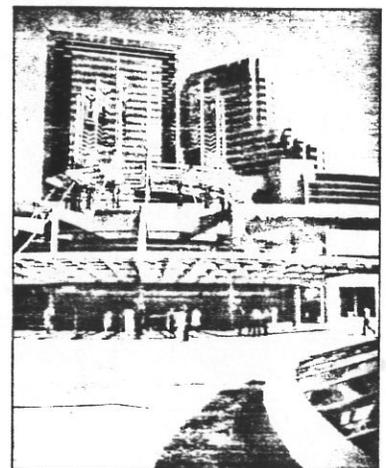
Bob McLain, Montgomery (Ala.) Civic Center, believes the fear of travel will help tertiary markets to some extent. "Alabama is a huge state and we're the center of the state." He expects more regional business.

One event did cancel, for a loss of about \$50,000 gross, he added.

Joe Floreano, Rochester (N.Y.) Riverside Convention Center, rescheduled everything but Microsoft.

He expects a drop in attendance will be the main effect "if nothing else happens."

Jim Donnelly, Seagate Center, Toledo, had one cancellation, a concert, Sept. 12. On the convention side, he expects more state and regional business and has already gotten some new inquiries. □



Toronto Convention Center

OUR PAST





OUR PRESENT




OUR FUTURE

Picture Your Event Here!



COW PALACE
PO Box 34206, San Francisco, CA 94134
To Book Your Next Event
Call Bill Mendes - 415/404-4106
www.cowpalace.com

RUNNING OUT OF SPACE

Recent Expansions Start From Scratch

By Linda Dechard

The convention center industry seems to have reached a new expansion phase — only this time expansion means starting over.

In Washington, D.C., and Boston, the existing convention centers are landlocked and obsolete. Instead of expanding, both cities are in the process of building brand new buildings in brand new locations.

The debate continues as to whether convention centers are over-expanding for most cities, with those exceptions, but more than one operator told AB they will be landlocked with this or the next expansion. Perhaps Boston and Washington, D.C., will not be that different for long.

Lewis H. Dawley, general manager and CEO, Washington (D.C.) Convention Center, noted there were insurmountable constraints to ex-

house reports said if we expanded, by our third year we'd be at 45% occupancy of the expanded space. The reality is we're at 50% the first year."

San Diego already has over 270 conventions booked into the expanded convention center.

"San Diego is a strong market. It was a good investment for our city. Every city can't say that," Wallace said. "Cities want convention cen-

ters because they are economic generators, but the numbers have to back it up."

John Christison, Washington State Convention Center, Seattle, believes that "truthfully, the industry is at a condition of having overbuilt ourselves to a point all of us are beginning to suffer a little. We've added so much room inventory it's forcing us to keep our prices below a level

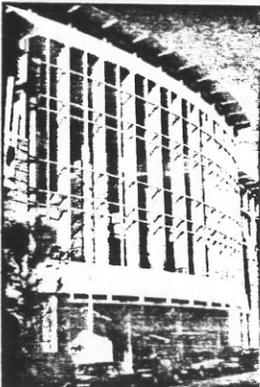
where we can even begin to recapture our operating costs. As long as there is that much available space to sell, we'll be faced with that dilemma."

He feels the philosophical question is: If we had curtailed this building boom and let the marketplace catch up with the inventory, would it not have allowed prices to have gone up? "We've been so far ahead

of the curve in terms of building that we keep ourselves in this condition of being in constant competition with available space," Christison said.

"What I'm hearing more and more from operators I know, all of whom have bigger buildings than I do, is that they're looking for multiple

Continued On Page 15



Worcester (Mass.) Centrum Centre

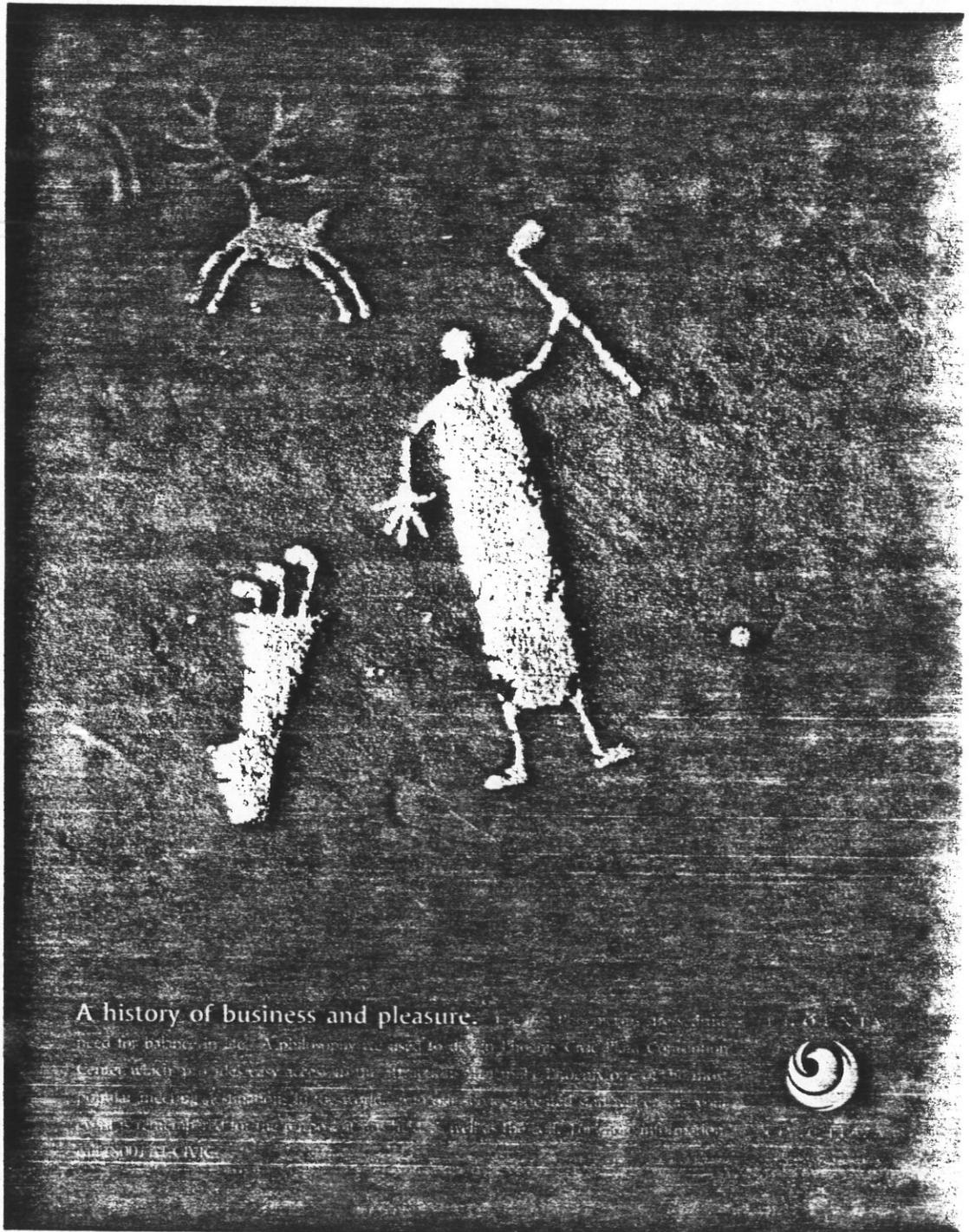
panding the 18-year-old convention center there, but that wasn't the ultimate determining factor. "Sometimes facilities reach a point when they are really beyond renovation. I don't think you could have renovated and updated it to what modern standards would be. It would be so different from the new building."

The new Washington Convention Center will be three times as big and will cost considerably more. "The new one will be basically the most expensive one ever built at \$770 million," Dawley said. "There have been buildings that cost more built in phases. But for one building, opened at one time, this will be the most expensive."

Dawley thinks this is not the end of it. "The last three buildings I've worked in — Minneapolis, Philadelphia and Washington — are all new convention centers. I've only done one expansion."

"You can't retrofit or expand anymore. It's like the automobile — you can only put a new engine in it for so long before the body wears out."

Carol Wallace, San Diego Convention Center, has just completed a traditional expansion to that 10-year-old venue. "The Price Water-



A history of business and pleasure.



CONVENTION CENTER NEW CONSTRUCTION, EXPANSION & RENOVATION

FACILITY LOCATION	COST IN MILLIONS OPENING DATE	OWNER/OPERATOR MAJOR TENANT	ARCHITECT SIZE/CAPACITY
OPEN IN 2001			
DULUTH ENTERTAINMENT CONVENTION CENTER DULUTH, MINN.	\$20 EXPANSION JAN.	DULUTH STATE CONVENTION CENTER	STANLIS JOHNSON ARCHITECTS/LMN 65,000 SQ. FT.
GREATER COLUMBUS CONVENTION CENTER COLUMBUS, OHIO	\$81 EXPANSION FEB.	FRANKLIN COUNTY CONVENTION FACILITIES AUTHORITY/SMG	KARLSBERGER ARCH. 255,000 SQ. FT.
INDIANA CONVENTION CENTER INDIANAPOLIS, IND.	\$45 EXPANSION APRIL, PHASE 4	MARION COUNTY CONVENTION & RECREATIONAL FACILITIES AUTHORITY	BLACKBURN & ASSOC./BROWNING, DAY, MULLINS & DEIDRENF 150,000 SQ. FT.
BLAIR COUNTY CONVENTION CENTER ALTOONA, PA.	\$54 MAY	BLAIR CO. CONVENTION CENTER/ALTY/ALLEGHENY MOUNTAINS C&V/B & SODESHO	L. ROBERT KIMBALL & ASSOC. 115,000 SQ. FT.
HENRY B. GONZALEZ CONVENTION CENTER SAN ANTONIO, TEX.	\$32 RENOVATION MAY	CITY	KELL MUNOZ VIGODSKI, TVSS&ASSOC. 190,000 SQ. FT.
WASHINGTON STATE CONVENTION & TRADE CENTER SEATTLE, WASH.	\$188 EXPANSION/RENOVATION AUGUST	STATE OF WASHINGTON	LMN ARCH. 325,000 SQ. FT.
SAN DIEGO CONVENTION CENTER SAN DIEGO, CALIF.	\$216 EXPANSION SEPT.	SAN DIEGO UNIFIED PORT DIST./CITY & SAN DIEGO CONVENTION CENTER CORP.	TUCKER SADLER & ASSOC./HNTB 890,000 SQ. FT.
PINELLAS EXPO CENTER PINELLAS PARK, FLA.	\$2 SEPT.	GLOBAL SPECTRUM	ALDE, SHANDE & WILLIAMS 110,000 SQ. FT.
COBB GALLERIA CENTRE ATLANTA, GA.	\$22.7 EXPANSION NOV.	COBB-MARIETTA COUSELM & EXHIBIT HALL AUTHORITY/COBB GALLERIA CENTRE	SMALLWOOD, REYNOLDS, STEWART, STEWART & ASSOC. 36,000 SQ. FT.
BROWARD COUNTY CONVENTION CENTER FT. LAUDERDALE, FLA.	\$33 EXPANSION DEC.	BROWARD COUNTY/SMG	HNTB 230,000 SQ. FT.
TO OPEN IN 2002			
DAVID L. LAWRENCE CONVENTION CENTER PITTSBURGH, PA.	\$328 JAN. 2002, PHASE 1*	SPORTS & EXHIBITION AUTHORITY OF PITTSBURGH & ALLEGHENY COUNTY	RAFAEL VINOLY 1.5 MILLION SQ. FT.
OPRYLAND HOTEL FLORIDA KISSIMMEE, FLA.	\$400 FEB. 2002	OPRYLAND HOSPITALITY GROUP	HENEDAK BOBO GROUP 400,000 SQ. FT.
MINNEAPOLIS CONVENTION CENTER MINNEAPOLIS, MINN.	\$207 EXPANSION APRIL 2002	CITY	CONVENTION CENTER DESIGN GROUP 372,000 SQ. FT.
RELIANT CENTER HOUSTON, TEX.	\$200 APRIL 2002	HARRIS COUNTY/SPORTS & CONVENTION CORP/SMG	HERMES REED 1.4 MILLION SQ. FT.
NEW WILDOODS CONVENTION CENTER WILDWOOD, N.J.	\$68 MAY 2002	N.J. SPORTS & EXPOSITION AUTHORITY	LMN ARCHITECTS 260,000 SQ. FT.
AUSTIN CONVENTION CENTER AUSTIN, TEX.	\$110 EXPANSION/RENOVATION MAY 2002	CITY	PAGE SOUTHERLAND PAGE 470,400 SQ. FT.
FORT WORTH CONVENTION CENTER FORT WORTH, TEX.	\$70 EXPANSION/RENOVATION MARCH 2002, PHASE I**	CITY	HOK/CARTER, BURGESS 146,000 SQ. FT.
THE PALMER EVENTS CENTER AUSTIN, TEX.	\$48 JUNE 2002	CITY	BARNES TANGELUCCI & CENTERBROOK 131,000 SQ. FT.
NEW KNOWVILLE CONVENTION CENTER KNOWVILLE, TENN.	\$95 JUNE 2002	CITY & COUNTY/SMG	TVSS&ASSOC., MCCARTY HOLSAPLE MCCARTY 500,000 SQ. FT.
EL PASO CONVENTION CENTER EL PASO, TEX.	\$20.7 EXPANSION/RENOVATION FEB. 2002	CITY/LMI	JOHN M. CARSON AIA/DOWNTOWN ARCHITECTS 80,000 SQ. FT.
DALLAS CONVENTION CENTER DALLAS, TEX.	\$125 EXPANSION SEPT. 2002	CITY	HKS ARCHITECTS 350,500 SQ. FT.
RENO-SPARKS CONVENTION CENTER RENO, NEV.	\$105 EXPANSION OCT. 2002	RENO-SPARKS CONVENTION & VISITOR AUTHORITY	LMN ARCH. 400,000 SQ. FT.
MEMPHIS COOK CONVENTION CENTER MEMPHIS, TENN.	\$93 EXPANSION/RENOVATION FALL 2002	CITY/SMG	LMN ARCHITECTS 300,000 SQ. FT.
MID-AMERICA RECREATION AND CONVENTION COMPLEX COUNCIL BLUFFS, IA.	\$75 FALL 2002	CITY/SMG USHL OMAHA LANCERS	HNTB 50,000 SQ. FT., 7,500 ARENA
SOUTHEAST TEXAS ENTERTAINMENT COMPLEX BEAUMONT, TEX.	\$55 FALL 2002, SPRING 2003	JEFFERSON COUNTY/SMG JEFFERSON COUNTY FAIR	LONG MAGNUSON ARCHITECTS 48,600-SQ-FT EXHIBIT HALL, 15,000-SEAT AMPHITHEATER, 7,500-SEAT ARENA
OVERLAND PARK CONVENTION CENTER OVERLAND PARK, KAN.	\$56 DEC. 2002	CITY/GLOBAL SPECTRUM	TVSS&A & DLR ARCH. 237,000 SQ. FT.

* MARCH 2003, PHASE 2** SPRING 2003, PHASE II

SOURCE: AB RESEARCH

BIG NAMES IN CONVENTIONS BELIEVE

"Masterpiece Creations catering bolsters our national and local sales by tailoring menus to satisfy each event planner's specific needs. Our executive chef excels at the challenge of serving hotel-quality cuisine that favors a variety of budgets."

Teresa Evetts Horton
Executive Director
Nashville Convention Center



Nashville Convention Center ★ Exhibit hall banquet seating for 9,000 ★ 11,000-sq.-ft. ballroom ★ 22 meeting rooms ★ Let our innovative approach to premium-level catering improve your facility's financial performance and industry ranking. Call Pia Brown at 864-598-8687 and let us make a believer out of you.

VOLUME SERVICES AMERICA
CATERING & RETAIL DINING

FOOD ★ BEVERAGE ★ MERCHANDISE ★ FACILITY MANAGEMENT

Convention Centers

Convention Centers
featuring Clarin portable
seating solutions...

Albuquerque, Atlantic City, Austin, Conventies,
Cincinnati, Cleveland, Dallas, El Paso, Fresno,
Hot Springs, Long Beach, Miami Beach, Myriad,
Northern Kentucky Convention Center, Norfolk,
Scope Cultural & Convention Center, Reno Sparks,
Salt Palace, San Angelo, San Antonio, Sharonville,
Tarrant, Tucson, Tulsa and Winnipeg



clarin

The Clarin Guarantee:
Strength. Quality. Comfort.

sales@clarinseating.com 800.323.9062 clarinseating.com

recent expansions...

Continued From Page 13

events to fill up buildings. That means realistically, we're all still fighting in the same pot."

In the tertiary markets, expansion is still looking wise. "We're looking at doubling our size," said Bob McLain, Montgomery (Ala.) Civic Center.

The building is 26 years old. "Everything has changed and the numbers have grown," McLain said. "Expansion is the only way to keep up with the competition," he said, voicing the usual philosophy. The cost would be \$78 million, of which \$56 million is the convention center, which would then have 168,000 square feet of exhibit space. It would be part of a major riverfront development.

The spillover effect from conventions helps everywhere, from the malls to the restaurants to the hotels. "It keeps the city vibrant. You have to expand," McLain said.

It's that competitive factor, agreed Joe Floreano, Rochester (N.Y.) Riverside Convention Center.

In 1985, the Rochester center was big enough to handle 85% of the business. Now, it can only handle about 35%. "Every year, we get smaller because the business gets bigger," Floreano said. "You have to match or exceed the competition to remain a player."

Is it overgrown? "Sure," Floreano said, "except in some markets, like New York City that have a steady clientele."

For the rest, Floreano would recommend diversification. His in-house food service grossed \$4.2 million last fiscal year, 63.2% of the building revenue. Even if the economy sours and conventions shrink in these uncertain times, diversifi-

cation will keep Rochester healthy.

Jim Donnelly, Seagate Center, Toledo, Ohio, thinks only a certain number of cities can or should have the mega centers. For Toledo, at 160,000 square feet total, the size is right to reel in the spin-off, regional business. He will be adding a 25,000 square foot ballroom and eight meeting rooms. But that is planned to further accommodate Toledo's niche market — the meetings that "can't go to the

big cities and pay those rates."

STARTING OVER

The new Washington Convention Center is across the street from the existing one, but it wouldn't be feasible or practical to connect them, Dawley said. The city is currently deciding what new development will grace the old site. Choices include hotels, residential, and destination, such as a music museum from the

Smithsonian, an outdoor amphitheater, and other arts and cultural entertainment options. It's a 10-acre site in the heart of Washington, D.C.

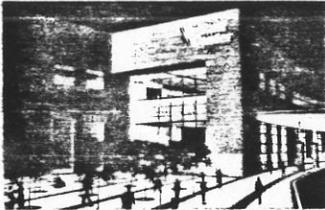
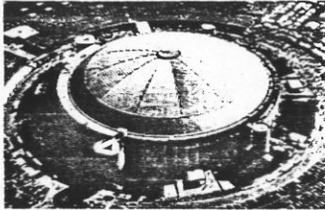
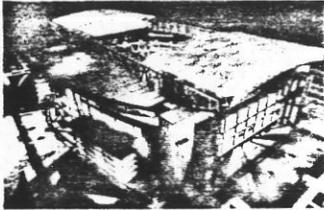
Future physical expansion is also in the mix. "We are looking at the existing building site as a potential expansion. If we wanted to add 300,000 square feet of exhibit space, when the city determines development of the site, we would have space available."

But it would have to be built from scratch. There is no retrofitting what's there, he said. "There are so many things you have to have in a new building. We have a \$4-million arts program, the finishes will be beautiful. We'll have a state of the art building not only for the user but from an operations standpoint. We'll have computerized mechanical sys-

Continued On Page 16

HOUSTON TEXAS USA

WHAT DO YOU EXPECT FROM THE LAND OF BIG TRUCKS, BIG RANCHES AND BIG HAIR?

Reliant Park in Houston, home of the Reliant Astrodome, takes a back seat to nobody when it comes to sheer size. But our versatility is also huge. Whether it's the world's biggest rodeo or simply the biggest impact imaginable for a crowd of 300, you'll find the right facility. OK, so we'll be the largest event site in America next year when the new Reliant Stadium and Reliant Center are finished. That still won't match our Texas-size capacity to get it right for you.




RELIANT HALL RELIANT ARENA RELIANT ASTRODOME RELIANT STADIUM RELIANT CENTER

For Booking Information, contact Jeffrey C. Gaines at 1.800.776.4995 or fax 713.799.9840.

reliantpark.com jgaines@reliantpark.com

Eriesistable!

Located between Pittsburgh, Buffalo and Cleveland, the Erie Civic Center is a multi-purpose complex.



Louis J. Tullio Arena

- ▶ 7,500 seats
- ▶ 30,000 sq. ft. of exhibition space



Warner Theatre

- ▶ 2,500 seats
- ▶ Broadway
- ▶ Concerts
- ▶ Meetings & Seminars



erie civic center

PO Box 6140 • Erie, PA 16512
Contact John Casey Wells
phone: 814.453.7117 • fax: 814.455.9931
www.erieciviccenter.com

recent expansions...

Continued From Page 15

tems; the doors will have electronic hardware. You just can't go back in an old building."

He recalls that when he first came to Washington, an internet hub was installed in the old center.

"It kind of works but it really isn't a network that's built into the building. The existing building was built in the era of the block walls and not very esthetic design. It reminds me of convention centers built in the era when you went into a convention

center and didn't know what city you were in.

"Now, the design of it has to do with the city it's in. Washington is a city of monuments.

"The design of the convention center is another great monument in the city," he said.

"From outside the ballroom, you'll be able to see the Washington Monument and the Capitol. The old convention center just looks like another government building. All of the new buildings say something about the

city and they have the finishes," he added.

The new Washington Convention Center isn't the biggest. It will have over 2 million square feet, with 800,000 square feet of exhibit space. "But it will serve our market, which is the association market. We're not a major trade show destination like a Chicago. We have a 60,000-square-foot ballroom. We have large concourse areas for large meetings.

"Size isn't all of the issue. It's about the building. We're committed to

Convention Centers

making it state of the art."

NICHE MARKETING

Even before San Diego entered the convention market in 1989, it was a great visitor destination, Wallace

noted. "When the convention center opened, we just built on that reputation and now more things have been added to enhance San Diego," Wallace said. "That's what you find in strong cities."

One secret to success is niche marketing. San Diego focuses on the medical meetings market and the corporate market. "We're not looking to build two million square feet, but we do want to have a million. We have 500,000 now. We want that larger medical meeting or corporate meeting, or to do two at one time," Wallace said. "But we're not after Comdex and we never will be."

Phase III is probably 10 years down the road for the San Diego Convention Center. "We'll be ready to start construction in five years. The city has begun the process to get a new hotel, which should be on line in 2004. There's a new ballpark being constructed, delayed because of litigation, but the plan is to open it in 2004. With the ballpark, the hotel, the hotels in the ballpark district, we'll have the capacity to support Phase III expansion."

Wallace started her career in Dallas in 1979 when they had just opened Phase I. "When you look at Dallas today, the facility is phenomenal, and it goes for the major trade show and medical meetings. They're looking for another expansion because they have the land to do that."

Phase III will landlock San Diego. "We'd have to do what Washington, D.C., is doing, put a facility in a whole different area" to grow a fourth time, she said.

"There is a point when you max out your resources and improve what you already have," Wallace believes. "The numbers have to work."

Seattle's niche has been medical, scientific and high-tech meetings. To accommodate the market, Seattle just finished a 210,000 square foot expansion which doubled the building's size. It opened July 9.

Christison has now reached the landlocked phase. In the beginning, there was a very, very strong push to put the convention center in close proximity to the majority of the hotel inventory. "A lot of buildings, as we are, have been pushed into a very tight urban environment where expansion is tough. We just did our last expansion. There's no way I could squeeze any more onto this site."

Christison agrees with Dawley that in the future, if this rate of growth continues, there will be a number of urban centers that can't get any bigger and still need to capture a bigger piece of the market. Those will have to pull up stakes and find a new spot and build a brand new building. "We're good for the foreseeable future, but who knows," Christison said. □

Rock & Roll

The Ultimate Arrangement

Heart-stopping roller coasters, extreme water sports and five miles of white, sandy beaches are a natural draw for the ultimate concert venue. When completed in December 2001, the new Wildwoods Convention Center will have:

- Flexible capacity up to 7,000 seats
- Unparalleled customer service
- Four major metropolitan areas within four hours' drive
- 12,000 rooms, all within minutes



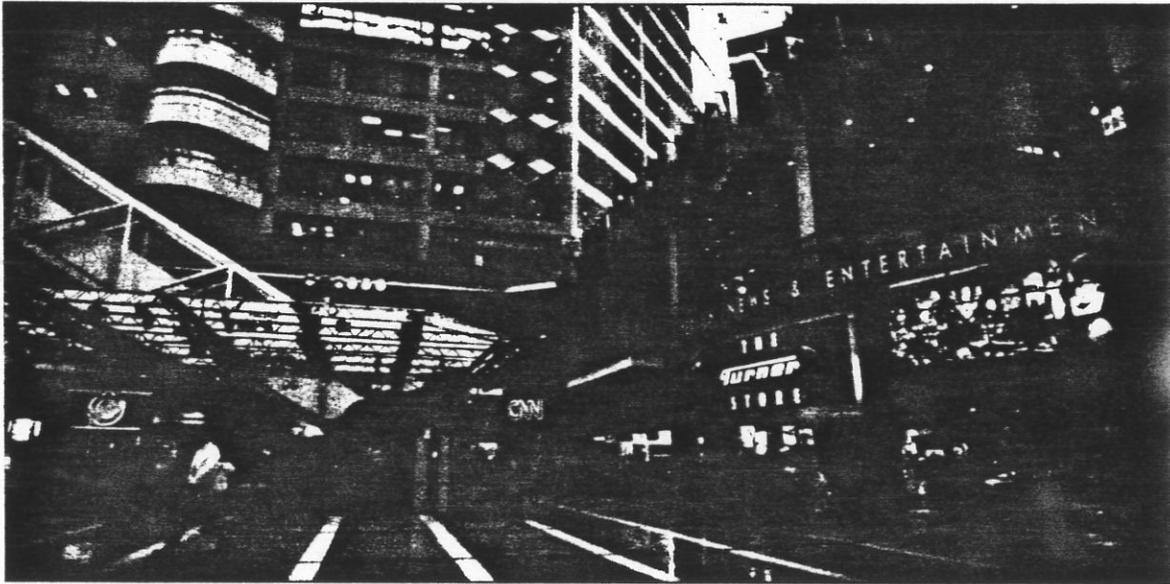
For more information call 1-800-WW-BY-SEA or visit www.WildwoodsNJ.com

New Jersey
WILDWOODS
Convention Center

NISEA

OTHER DEVELOPMENTS

Mixing Sports With Retail



CNN Center, renovated last year by Turner Properties, is adjacent to Atlanta's Philips Arena and the Georgia Dome, home to the city's professional basketball, hockey and football teams.

Is Ann Taylor on its way to Camden Yards? Will you be eating at Morton's in Staples Center? Retail is meeting professional sports in the newest ballparks and arenas.

Paul Jacob and Thom McKay

Play ball ... the wave ... sky boxes ... what does this world have to do with shopping? As more traditional anchors have floundered or consolidated, many developers are creating venues beyond malls and entertainment centers as media for their expertise. Arenas and other sporting venues have emerged as an intriguing option, offering the opportunity for significant economic payoffs, complex urban locations and an appealing pool of moneyed, educated consumers ... the typical professional wrestling fan notwithstanding.

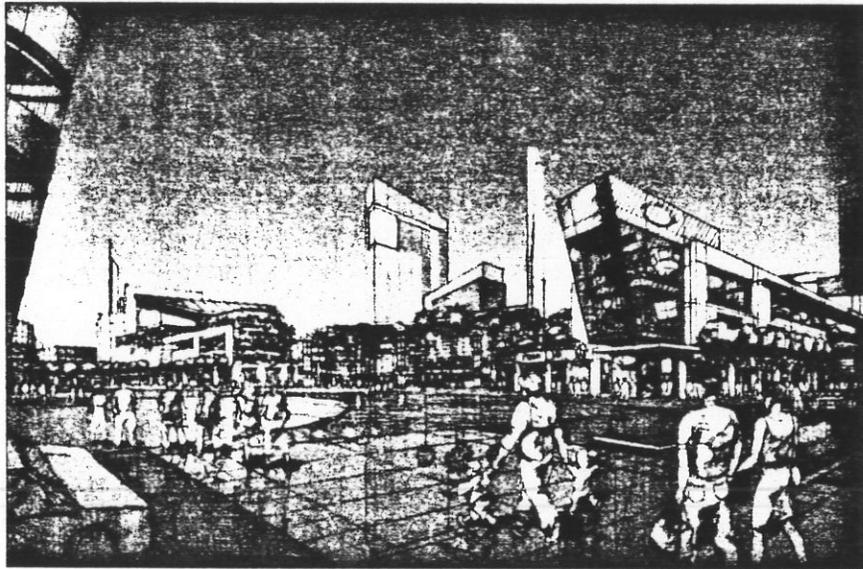
Beginning with Baltimore's Oriole Park at Camden Yards, sports venues have experienced a significant resurgence in the last decade. Along with

Baltimore, new stadiums or arenas in Cleveland, Atlanta, Denver, San Francisco, Washington, D.C., and Los Angeles, among others, have popped up in the most unusual places — in downtown locations of first- and second-tier cities. Major league baseball alone has opened some 10 new parks in the last eight years.

Camden Yards, designed by HOK Sport with RTKL as urban designer, proved that these massive behemoths did not have to be located out in the suburbs like weird alien spaceships that just landed in an ocean of surface parking. Camden Yards sits comfortably and proudly in the heart of Baltimore, relying on neighboring parking garages, public transport, some his-

toric buildings and the tourism draw of the city's Inner Harbor as its keys to success. And, of course, the Orioles play there, too. New parks in Atlanta (Turner Field), and Cleveland (Jacobs Field) also rely on dense downtown locations and other tourism draws, creating a type of built-in nostalgia and conjuring up romantic notions of a bygone era. Suddenly, magical places like Ebbets Field and the Polo Grounds were possible again.

But these special places also introduced a new factor into the equation — the seductive possibility that retailing could thrive on the large number of crowds that attend events. The possibility is indeed intriguing, and the last few years have seen many devel-



Adjacent to Staples Center, the L.A. Entertainment Center will contain retail that is being masterplanned by L.A. Arena Company.

operators, retailers and franchise owners tinkering with the retail mall formula and attempting to apply it to stadiums. What this has shown, however, is that a new sports formula is not quite like the old mall formula or even the new entertainment formula. In fact we believe these sports-related opportunities are unique to each location across a broad spectrum of factors. They are not formulaic at all.

THE FAN EXPERIENCE ... THE SHOPPER EXPERIENCE

Let's begin with the experience. Consider the experience in two ways — the shopping experience and the fan experience. While the two are far from being the same thing, they are not necessarily mutually exclusive. For example, both shoppers and fans would agree that many of the practical issues they face, like parking, getting to their destination, value or the potential for joy or disappointment, overlap.

Remember those articles, books and speeches where we talked about bundling retail and entertainment and choreographing the guest experience? Well, if you understand the potential emotional commitment of a fan and of a shopper, you can begin to imagine an environment that capitalizes on both those desires. The shopper is

there for a purchase; the fan is there for the game. Any experience the shopper has (what they see, smell, touch, etc.) must augment the purchase; any experience the fan has (what they see, smell, touch, etc.) must augment the game. This may sound dogmatic or overly simplistic, but it goes to the heart of the issue: shopping is a commercial exercise with recreational undertones, and going to the game is a recreational exercise with commercial undertones. Understand that and you're more than halfway home.



Camden Yards, Baltimore.

Okay, you say, a lot has been made in the last few years of the importance of "the experience" to shopping, but this philosophy does not necessarily apply to sports fans. Consider the conflicting demographics (or psychographics) of a professional wrestling fan and an Ann Taylor customer. The mind reels.

We agree ... to a point. In some recent work with a major league franchise, focus groups were conducted with fans to test the acceptability of certain commercial activities — incorporating national retail chains, fashion retail, themed restaurants and children's play areas, among other ideas. The message the fans sent back was that, sure, these ideas were great, but they were strongly disinclined to accept anything that distracted from the game. A very vocal and important group of customers goes to the stadium to see sports, not buy a sweater or get a tattoo, and anything that distracts from that is a potential impediment ... to the game, to repeat visits, to one's loyalty to the franchise (i.e., the brand). We can rationalize some of this by saying that many of those taking part in the surveys might be considered "hard-core" fans and thus give us a skewed sample, but we cannot ignore the message.

These announcements are neither an offer to sell nor a solicitation of an offer to buy any of these securities. These offerings are made only by the prospectuses.
©2000 Credit Suisse First Boston Corp. All rights reserved.

NC
RE

F
L
C
S
C
N
C
V
W
T
C
S

And yet, there is still something intriguing about those large crowds. One of the most attractive aspects of Camden Yards is Eutaw Street, a long, open-air promenade flanked on one side by an historic warehouse and on the other by the ballpark. Prior to game time, fans meander through this wonderful urban space, vacuuming up a surprisingly appealing food offer, some retail and the general pre-game vibe. Smoke billows from open barbecue pits and the place simply hums with excitement. While this space has nothing to do with the game, it is where the fan experience unfolds. Eutaw Street in many ways defines Camden Yards, makes it distinctly Baltimore, and it is here where the pre-game experience becomes enjoyable. The goal, of course, is to extend that experience on the front end (get fans to the park earlier) as well as the back end (keep them there after the event).

Not all venues have as fortunate a location as Baltimore. In fact, the more downtown becomes a viable location, the less public or open-air space becomes a possibility. Many new arenas, especially basketball/hockey venues, are situated in downtown locations with little if any large public gathering space. But therein lies the opportunity, that they are part of a larger urban fabric. The challenge here is to build on the drawing power of the sports venue and the large crowds they can attract as a key element in the creation of a viable commercial district.

Our work for the Los Angeles Arena Land Company, master planning the 33 acres around Staples Center, illustrates the point. The success of Staples Center has provided the much-needed critical mass for development in the area. That achievement has increased the momentum for downtown Los Angeles to become the central place that accommodates a rich, vibrant, a round-the-clock environment with a variety of shops, services, entertainment, places to eat and cultural offerings appealing to both residents and visitors. Much like a traditional anchor, the sport venue becomes part of a greater whole. The event becomes

more than just the game, and the experiences of shopping and sport have an opportunity to connect.

Dealing with crowds has always been a major challenge in retail and entertainment, and sport arenas are no different. Pedestrian flow is obviously a key to how we deal with crowds at a very utilitarian level. To achieve this, emphasis must be placed on a safe and memorable pedestrian environment. Urban design solutions should give primacy to open-air street frontages incorporating continuous sidewalk-oriented, ground-floor storefronts.

Many hard-core fans — especially concert-goers — show up several hours prior to the show, making queuing a genuine challenge. Having the opportunity to browse various commercial offerings is a natural; after all, retailers clamor for crowds just outside their door (surely some of them will walk in and buy something). Sports venues can take advantage of this pedestrian flow by positioning retail and food offerings at the street. These uses then can also function 24/7, even when a game is not scheduled.

THE MERCHANDISING MIX

What kind of retailing can be directly related to the sports experience? Fashion retail seems a stretch (would you buy a pair of chinos on the way to a basketball game?), though some portable consumer goods (CDs, books, etc.) may be appropriate, with food a very logical answer. It seems almost cliché to say that the typical fan has an insatiable appetite for hot dogs, sausages and beer. And it is axiomatic that every arena should have a sports bar with lots of screens, interactive games and perky wait staff who introduce themselves before serving you ... but how many of these places can be truly viable? We are clearly seeing a major shake-out of the theme restaurant industry and, sadly, sports bars do fall into that category.

While a sound merchandising strategy is an obvious first step in any retail enterprise, a greater challenge in sport retail is the food strategy. Many

arenas rely on a very comprehensive and very lucrative concessions business to make the bottom line sing. Anything that jeopardizes that — and major chain restaurants and rogue hot dog vendors just outside the gates do offer competition — is considered the enemy.

Savvy operators are getting very smart in developing a food offer of diverse cuisine at various price points. Houston's Enron Field boasts such gourmet delicacies as tomato and mozzarella salad and basil-pesto mashed potatoes, while San Francisco's Pac Bell Park does a very credible sushi. Atlanta's Philips Arena has several outposts from one of the city's top restaurant operators, Buckhead Life Group, which features a selection from such glitzy restaurants as Buckhead Diner and the Atlanta Fish Market. It's not your typical ballpark fare, but you get the idea.

Keep in mind, though, that consumers aren't simpletons, and taking a family of four to a game is no small expense. If there is a perceived sense that concessions do not offer the value consumers demand — however trendy the food may be — fans simply will stop buying. While many concessionaires may think they have a captive audience, consumers have repeatedly proven their canniness in finding value and a good, inexpensive meal.

But of course, this is the typical fan. As arenas become more complex and more expensive to operate, the corporate dollar becomes the more important and far more profitable engine. Corporate boxes, suites, club levels and premium service have all stepped to the fore in today's arena design, offering a golden opportunity for spin-off revenues from higher-end concessions, retail and other sponsorship platforms. And yet few arenas have truly taken advantage of serving the retail/commercial needs of this potentially lucrative market.

Similarly, sponsorship and advertising is a natural extension of sport retail and can often serve as a significant revenue stream for developers or owners. The big-business worlds of

NOW

LEASING

indiana

Vincennes

Big Lots Plaza

Up to 33,000 SF available. Will build-to-suit. Come join Big Lots and Beuhlers Buy Low.

new hampshire

Concord

New power center development of 150,000 SF on I-393 and Loudon Road. Located across from Super Wal-Mart and 1/4 mile from Steeplegate Mall and Home Depot.

north carolina

Jacksonville

Crosspointe Centre

Phase II strip center development of 210,000 SF with Marshall's, Old Navy, Goody's Family Clothing, Books A Million, and Michaels. Located on Western Boulevard and Highway 17.

new york

Bridgehampton

New center development of 30,000 SF located on Montauk Highway and Ocean Avenue.

Developers Realty Corporation

P.O. Box 17335 / West Hartford, CT 06137

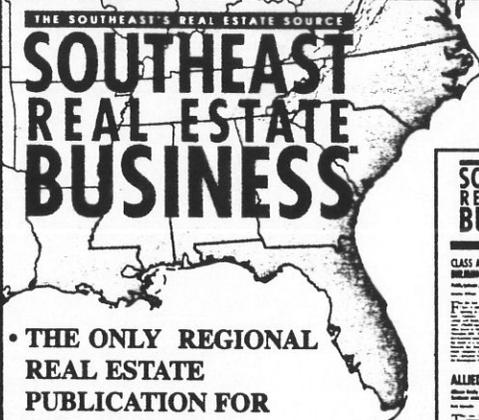
Contact: Joseph Baranowski / 860-233-6221 / 860-232-2227 fax

E-mail: joe@developers-realty.com

Circle No 38 On Reader Service Card

THE SOUTHEAST'S REAL ESTATE SOURCE

SOUTHEAST REAL ESTATE BUSINESS



- THE ONLY REGIONAL REAL ESTATE PUBLICATION FOR THE SOUTHEAST!
- OFFERING A MONTHLY CIRCULATION OF 20,000.

SOUTHEAST REAL ESTATE BUSINESS

CLASS A OFFICE PROJECT OPENING IN DOWNTOWN BIRMINGHAM FOR FIRST TIME IN 12 YEARS

ALLIED FORCES

ST. JOE REVIVES EXPANDING BUSINESS TO NORTHWEST FLORIDA

FOR ADVERTISING INFORMATION, CONTACT:
 Scott France,
 Vice President/Associate Publisher
 Tel: (770) 952-4300
 E-mail: scott@francepublications.com

TO SUBSCRIBE, CALL (770) 952-4300 or
 E-mail: circulation@southeastrebusines.com
 Fax (770) 952-2010

sport, sponsorship, advertising and information have collided into a jumble of ancillary industries and fortunes. Major players such as Anheuser-Busch, Nike, Wheaties and Coke have always understood the value of sponsorship deals with athletes and cross-branding with major franchises or events, and this opens the door for new retail opportunities.

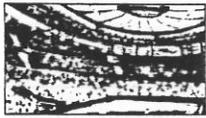
Our design for a new retail and entertainment destination for Fleet-Center in Boston emphasizes the value of ever-changing advertising and media (which you lease by the minute) over the value of a conventional retail lease (which you lease by the year). The goal was to create a multi-media platform for sponsors and advertisers who would capitalize on the association with a winning team, location and brand.

Naming rights are a phenomenon that has only just begun to catch on. While they seem to be the bastion of capital-rich tech companies right now, it is only a matter of time before retailers, manufacturers and developers move into the game.

Finally, possibilities abound in the advent of new technologies. How long will it be before fans attend the game with a hand-held computer? A Palm Pilot in Yankee pinstripes is surely just around the corner. If I can order luxury goods from an airplane, I can certainly download the latest pitching stats, place an order for a hot dog and beer and buy the super deluxe warm-up jacket from the gift shop without having to leave my bleacher. And have the jacket shipped to my home address.

The world of sport has some very significant relationships with our consumer desires and also, we believe, with our urban fabric. The two together can make for an interesting pastime. **SCB**

Paul Jacob and Thom McKay are directors of ID8, the entertainment division of RTKL. Jacob is based in the firm's Los Angeles office. McKay is based in Baltimore.



amusementbusiness.com

AUDS & ARENAS

Year In Review 2000

Consolidation, National Tours Have Affect On Venues Over Past Year

OVERVIEW

By Linda Dechard

The year is only as good as the prime tenants make it for most venues, which is why Russ Simons, Gaylord Entertainment Center, Nashville, hit the nail on the head when summarizing 2000 this way: "Any year you get a Bruce Springsteen date is a good year."

Consolidation of the concert industry, particularly promoters, continues to be the major influence in the success or failure of the bottom line at arenas. As mega promotion companies like SFX gear up to wield the muscle they've bought, more and more concerts bear their corporate logos.

"We're seeing more national tours," noted Peter Luukko, president of Comcast/Spectacor Ventures, Philadelphia, which owns the First Union Center and First

Union Spectrum there and the Global Spectrum private management firm. "That makes it easier for arena managers. They're simpler deals, quick and more efficient, because it's the same.

"You certainly have to be consistent in your deals, because you're dealing with the same people," Luukko continued.

He was watching with interest the "new" player — Concerts West — as a division of the Anschutz Entertainment Group and with Irving Azoff, Azoff Entertainment, as one of the co-chairmen (AB, Dec. 11). "Irving is a player; for sure Irving will mix it up," Luukko said. "He'll be a force."

The whole SFX acquisition scare was possibly over-rated. Simons suggested that "SFX was our Y2K," referring to the unfounded fears a computer glitch would cause havoc Jan. 1, 2000. "It was much

ado about nothing," Simons summarized.

The big stories of 2000 in AB often centered around SFX. In chronological order, some of the headlines heralded:

- Comcast-Spectacor bought a majority interest in Globe Facility Services. The new company, which combined GFS and Comcast-Spectacor venues, was christened Global Spectrum (AB, Jan. 17).

- The Kingdome, Seattle, hosted its last season, a sellout for football. The building was imploded (Jan. 31).

- The World Wrestling Federation announced plans to launch the XFL, a spring football league to begin play in 2001 (Feb. 14).

- Clear Channel Communications sealed the deal to buy SFX Entertainment for \$3.3 billion in stock and \$1.1 billion in debt

Continued on Page 38



Fifth Third Field, Dayton, Ohio

More Than \$2.4 Billion Spent On New Venues

CHART ANALYSIS: See chart, page 60

By Steve Traiman

Picking up where the old century left off, new venue openings kicked off the new millennium with a bang.

A total investment of more than \$2.4 billion is represented by an eclectic group of 34 arenas, stadiums, convention centers, amphitheaters, performing arts centers and theaters.

Major debuts include a trio of arenas, the Nationwide Arena in Columbus, Ohio; Xcel Energy Center in St. Paul, Minn.; and CenturyTel Center in Bossier City, La.

Three Major League Baseball stadiums helped the leagues to a new attendance record: Houston's Enron Field, Pac Bell Park in San Francisco and Detroit's Comerica Park, while the National Football League welcomed Paul Brown Stadium in Cincinnati.

A quartet of new exposition centers include the Savannah (Ga.) International Trade & Convention Center, Salt Lake City's South Towne Exposition Center, the Fort Smith (Ark.) Convention Center and the Tunica (Miss.) Arena & Exposition Center.

Here's a sampling of creative design elements and innovative fan amenities from the new venues of 2000:

- Virtually all have pro-active Web sites that offer fans detailed coming-attraction information, seating plans, online ticketing links and special needs contacts.

- Many are wired for fiberoptic telecommunications that open the door to such offerings as in-seat cell phones, PDA (personal digital

assistant) rentals and in-booth laptop computer hookups.

ARENAS

The \$150-million Nationwide Arena, home of the expansion National Hockey League Blue Jackets, is described by General Manager Jay Cooper as "a state-of-the-art facility that's one of a kind."

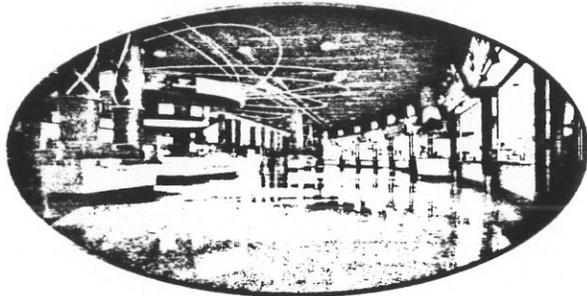
Privately funded by Nationwide Insurance Enterprise and the Dispatch Printing Co., the building is leased to the Blue Jackets and operated by SMG.

For the anchor structure within a 95-acre downtown redevelopment project, the architectural combine of NBBJ and Heinlein + Schrock created a 70-foot-tall, glass-enclosed atrium, open lobbies and concourses, two 80-foot-tall 'party towers' that anchor the stage end, and a practice ice rink, the first for any NHL arena. The six seating levels, all with excellent sightlines, include 52 suites and 1,500 club seats, with capacity of 18,500 for hockey, 19,500 for basketball and up to 20,000 for concerts.

The Greater Columbus Convention Center, just a block away, is adding 255,000 square feet for a total of 1.7 million when completed early next year. "Having two buildings just a block apart makes them very marketable as a combination," observed Robert Newman, SMG regional general manager.

As the new home of the expansion NHL Minnesota Wild, the \$160 million Xcel Energy Center is described by HOK Sport lead architect Ray Chandler as "a great piece of architecture that blends into the context of St. Paul and the

Continued on Page 36



ENERGY. SYNERGY. SUCCESS.

Houston's Compaq Center is a crowd pleaser. Each year, over 2 million guests are drawn to our easy-access location and unmatched amenities. Clients return year after year for another sold-out success. Contact Jerry MacDonald or Byran Blaum. Two of the pros who make us Houston's power venue. 10 E. Greenway Plaza, Houston TX 77046-1002. Phone: 718-843-3900. www.compaqcenter.com



They Said It

“

“Obviously, we have some explaining to do to the promoters.”

ANDY LONG, First Union Arena, Wilkes-Barre, Pa., on the fact this was the third building with First Union as a title sponsor; and then it changed to Sovereign Bank. (AB, Jan. 31)

More Than \$2.4...

Continued from Page 30

old buildings in the area.”

Creative elements include locating the arena floor 30 feet below street level with entrances into the main concourse. A wall of glass at the front opens up the west wall, so approaching visitors can see a glow of activity inside the arena. Once inside, there are vistas of the St. Paul Cathedral, the state capitol, the history center and the Mississippi River valley.

One unique element is the Zamborjan, an organ made to look like a Zamboni ice resurfer. With 72 suites and 2,800 club seats, the venue can handle 18,600 for hockey and from 13,475 for end-stage concerts up to 19,355 for in-the-round events.

In Bossier City, La., the \$56.5 million CenturyTel Center was designed by the A&E Design Group for ease of operations, with the backstage area split in two. Food-service, operations and storage are in one half, and performers, lockers and administration in the other, in keeping with the newest trend to keep these functions out of each other's way, said General Manager Steve Tadlock.

Located next to the kitchen, the freight elevator goes all the way to the catwalk, and there are dedicated power connections in one major parking lot for potential outdoor events. As home to the Western Professional Hockey League Mudbugs, the venue has 16 suites with catering service, and seats 12,440 for hockey, 13,300 for basketball and up to 14,000 for concerts.



Nationwide Arena

The \$12.7 million (U.S.) Guelph (Ont.) Sports & Entertainment Centre is the first venture for International Coliseum Corp./Nustadia Developments and PBK Architects, committed to bringing multipurpose venues to smaller markets.

As part of the Guelph Mall Centre, it is home to the Ontario Hockey League Storm, with a seating capacity of 5,000. General Manager Mike Bigelli notes such features as 31 suites, 350 club/VIP seats, 350 lounge-level seats and expansive team lockers and performer dressing rooms.

BALLPARKS

This year's MLB record attendance of 72.7 million is credited in a large part to the three new stadium openings, each with innovative design elements. The \$276 million, 42,200-capacity Enron Field in Houston had HOK Sport incorporate the historic Union Station as the main entrance with an Astros

team store, a retractable roof with natural grass, 75 private and two party suites, 4,700 club seats and a Ruggles Restaurant with outdoor terrace seating overlooking the field.

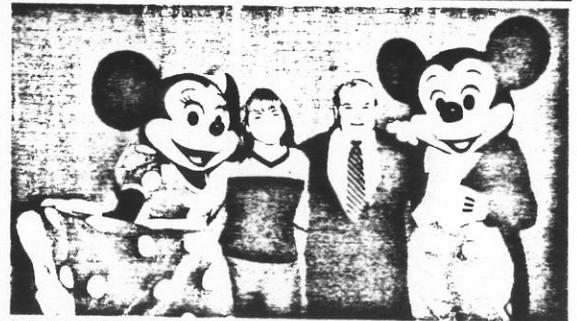
Detroit's \$300 million, 40,400-capacity Comerica Park used a combine of SHG, HOK Sport and Rockwellgroup to include 90 pri-

vate and 10 party suites, 4,000 club seats, a 5,000-square-foot Tiger Den Lounge, 2,000-square-foot Club Lounge, 300-capacity Ballpark Club, a Food Court, Beer Garden and Tigers' Hall of Fame Museum Walk.

San Francisco's \$319 million, 40,800-capacity Pac Bell Park is served by ferry, BART, train and bus service, and offers a waterfront public promenade. Focusing on fan amenities, the HOK Sport design includes 63 suites and a 5,100-seat club level with concierge service and gourmet concessions, an outdoor food court plaza and adjacent special restaurant facility.

HNTB Sports Architecture is responsible for a quintet of new minor league baseball facilities. Included are the \$40 million, 10,400-capacity Raley Field in West Sacramento, Calif., for the AAA PCL River Cats; the \$34 million, 12,000-plus capacity Louisville (Ky.) Slugger Field for the AAA

Continued on Page 58



MILWAUKEE DOINGS — Wisconsin Center District President Dick Geyer gets together with Welsh soprano Charlotte Church and Minnie and Mickey Mouse of "Disney on Ice." (Photo by Frankie B. Cole)

Amusement Business



Year-End 2000

TOP VENUE GROSSES-NORTH AMERICA ONLY

Compiled from AB BOXSCORES, Dec. 13, 1999—Dec. 4, 2000.

VENUE TYPE	GROSS TICKET SALES	HEADLINER, SUPPORT ACTS	TOTAL ATTENDANCE	TOTAL CAPACITY & NO. OF SHOWS	TICKET SCALE	PROMOTER(S)	VENUE, CITY, DATE(S)
AMPHITHEATER	\$2,524,111	DAVE MATTHEWS BAND, GUSTER	74,313	75,234 three shows	\$45.50, \$30.50	SFX Music Group	Deer Creek Music Center, Noblesville, Ind., June 22-24
STADIUM — 40,000 OR LESS	\$1,398,175	'N SYNC, PINK	31,871	32,295	\$49.75, \$39.75	SFX Music Group	Hersheypark Stadium, Hershey, Pa., July 30
STADIUM — 40,001 & MORE	\$6,145,912	DAVE MATTHEWS BAND, BEN HARPER & THE INNOCENT CRIMINALS, OZOMATI	136,695	150,201 three shows two sellouts	\$45.50	SFX Music Group	Giants Stadium, East Rutherford, N.J., July 11-13
FACILITY — 5,000 OR LESS	\$7,529,840	RADIO CITY CHRISTMAS SPECTACULAR	207,687	324,000 72 shows	\$55, \$10	Radio City Entertainment/ Brass Ring Prods.	Fox Theatre, Detroit, Nov. 26-Dec. 30
FACILITY — 5,001 - 10,000	\$62,790,198	RADIO CITY CHRISTMAS SPECTACULAR	1,248,775	1,283,989 217 shows	\$97, \$29	Radio City Entertainment	Radio City Music Hall, New York, Nov. 4-Jan. 5
FACILITY — 10,001 - 15,000	\$1,355,460	BACKSTREET BOYS	30,610	two sellouts	\$45, \$37.50	SFX Music Group	Bryce Jordan Center, Penn State University, University Park, Pa., Feb. 11-12
FACILITY — 15,000 & MORE	*\$18,231,213	BARBRA STREISAND	15,842	two sellouts	\$2,500, \$1,500, \$750, \$500	in-house	MGM Grand Garden, Las Vegas, Dec. 31-Jan. 1

SOURCE: Amusement Business BOXSCORE

* Denotes house record.

More Than \$2.4 Billion Spent On New...

Continued from Page 56

Redbirds; the \$23 million, 10,000-capacity Fifth Third Field in Dayton, Ohio, for the Class A Midwest League Dragons; and the \$19.4 million, 8,500-capacity Smokies Park in Sevierville, Tenn., for the Class AA Southern League Lookouts.

Martin DiNitto, HNTB national director, minor league ballpark design, emphasized "the key is to make each park uniquely its own as the context of the architecture is important to that city. Fan interaction and intimacy of the ballpark is very important, with family entertainment areas to bring repeat visits. Minor league baseball has maintained a low-cost initiative, supported with better revenue generators like private suites and corporate picnic areas that are virtually sold out."

OUTDOOR CONCERTS

A trio of new amphitheaters got

exceptional high marks for their opening seasons. The \$6 million, 19,000-capacity Coors Performing Arts Center at Montage Mountain near Scranton, Pa., has an eye-catching tensile roof covering 7,000 permanent seats. Architect Jim Kane of the Springwood Group said, "It's very important for general admission attendees to have a quick exit, so many of the new sheds like ours are built with an eye to easy freeway access."

Dennis Paoletti, whose company installed the sound system, believes the most important feature for all amphitheaters is a noise monitoring system, based on concerns for surrounding residents and/or wildlife.

SFX opened a pair of new sheds out west: the \$25-million, 18,500-capacity Sacramento Valley Amphitheater in Marysville, Calif., and the \$8 million, 12,000-capacity Mesa Del Sol Amphithe-



Xcel Energy Center

ater in Albuquerque, N.M.

In California, Heller-Manus architects set off the shed against the surrounding agricultural area, with 8,140 permanent seats, 56 boxes and a VIP boxholders' club. There's a giant fountain with three waterfalls and walk-through misters, and at night the 20- to 30-foot-tall trees are lit with twinkling lights.

Mesa Del Sol architect Sustaita & Associates used the mountain setting to face the audience west, taking advantage of the stunning sunsets, and incorporated 6,000 permanent seats, 38 boxes and a VIP club, with total capacity expandable to 15,000 in the future.

COMMUNITY SERVANTS

The \$83 million Savannah (Ga.) International Trade & Convention Center tops the list of new expo hall debuts. The architectural venture of TVS&A, Hansen Architects and Haynes Robinson took advantage of the historic Savannah Harbor environment to combine 100,000 square feet of exhibit

space, 25,000 square feet of meeting space and a similar size ballroom, and a 406-seat amphitheater/auditorium, with the adjacent 403-room Westin Savannah Harbor Resort marketed as a conference headquarters.

The \$20 million Tunica Arena and Exposition Center was built by the county and is operated by the Convention & Visitors Bureau to meet the needs of casino operators in what is one of the top U.S. gambling destinations. Pryor-Morrow Architects designed the venue for multipurpose use, with 2,000 permanent seats expandable to 6,000 for concerts plus 14 luxury suites; 48,000 square feet of arena floor space for exhibits plus 13,000 square feet of concourse area; two 20-foot by 20-foot loading doors and a large catering kitchen.

"We are another amenity to be offered to guests to help the casinos better market themselves," said Executive Director A.C. Chapman. □

They Said It

“

"I feel the loss.

It's sad it's ending

this way again."

STU HURWITZ, Springfield (Mass.) Civic Center, of his newly-earned distinction of managing the last building on the Ice Capades 2000 route under new ownership



HISTORY REPEATS ITSELF — Kenny Rogers checks out a photo of his 1982 concert at the Peoria (Ill.) Civic Center before taking the stage there Dec. 4. With him is Debbie Ritschel, arena general manager.

Amusement Business



Year-End 2000

TOP VENUE GROSSES—OUTSIDE NORTH AMERICA

Compiled from AB BOXSCORES, Dec. 13, 1999—Dec. 4, 2000.

VENUE TYPE	GROSS TICKET SALES	HEADLINER	TOTAL ATTENDANCE	TOTAL CAPACITY & NO. OF SHOWS	TICKET SCALE	PROMOTER(S)	VENUE, CITY, DATE(S)
STADIUM — 40,001 & MORE	\$6,468,990 (4,316,757 pounds)	TINA TURNER	123,222	124,000 two shows one sellout	\$112, \$82, \$60, \$45	Marshall Arts Ltd.	Wembley Stadium, London, England, July 15-16
STADIUM — 40,000 OR LESS	\$1,937,951 (12,781,174 markka)	TINA TURNER	42,201	two sellouts	\$46	Welldone Agency/ Marshall Arts Ltd.	Finnair Stadium, Helsinki, Finland, Aug. 9-10
FACILITY — 5,000 OR LESS	\$373,970 (228,560 pounds)	BARRY MANILOW	7,717	7,754 two shows	\$111.26, \$27.82	Kennedy Street Entertainment/ Andrew Miller Presents	Cardiff (Wales) International Arena, Jan. 11-12
FACILITY — 5,001 - 10,000	\$1,089,382 (750,005 pounds)	ROBBIE WILLIAMS	27,448	three sellouts	\$39.94, \$36.31	DF Concerts	Scottish Exhibition & Conference Centre, Glasgow, Scotland, Oct. 16-18
FACILITY — 10,001 - 15,000	\$1,086,722 (660,220 pounds)	BARRY MANILOW	23,981	27,456 three shows	\$111.93, \$27.98	Kennedy Street Entertainment/ Andrew Miller Presents	Wembley Arena, London, England, Jan. 14-16
FACILITY — 15,000 & MORE	\$3,135,521 (1,933,478 pounds)	SPICE GIRLS	81,309	four sellouts	\$38.92 \$35.68	S.J.M. Concerts	Earts Court, London, England, Dec. 11-15, 1999

SOURCE: Amusement Business BOXSCORE

SoCal BUZZ

(Continued from page 18)

San Diego

Development Soars

BY DAVID W. MYERS
Editor

SEVERAL DEVELOPERS are moving forward with major projects across San Diego County, even as a local brokerage firm reports that leasing activity in the region's office and industrial markets is cooling and one of the county's largest employers says it will move to smaller, less-expensive digs.

In Downtown, Catellus Urban Development has announced plans to start construction early next year of a 26-story, 507,000-sf office tower on a site near the Santa Fe Depot. It would be the first office highrise to be built in the area in a decade.

San Francisco-based Catellus has hired LA-based architectural giant Daniel, Mann, Johnson & Mendenhall to design the building. It would stand on a parcel bounded by Broadway, Pacific Highway and a future extension of C Street. A 20-story, 373,900-sf tower would be built later on a neighboring parcel, raising the total cost of the devel-

opment plan to about \$255 million.

Meantime, San Diego officials voted earlier this month to increase the amount of money the city will contribute toward construction of a new Downtown baseball stadium by \$16 million. The City Council, sitting as the Redevelopment Agency, voted unanimously to raise its stake for acquisition of land for the project from \$61 million to \$77 million.



San Diego's Proposed Ballpark.

The ballpark is the cornerstone of the city's latest Downtown redevelopment plans,

and several office and retail projects in the area have been postponed until a timeline for construction of the sports facility is solidified. About half the cost of the \$450-million stadium would be financed by taxpayers.

A bit south, in Chula Vista, construction of the \$72-million Gateway Chula Vista office and retail center is moving forward at H Street and Third Avenue. Coast Pacific Properties and Chula Vista Asset Management are principals in the development partnership.

McCabe Harris of San Diego is the architect for the three-building, 347,000-sf redevelopment project. The \$24-million, 100,000-sf first phase began in March and is set for completion in January.

All this development activity comes in the wake of reports by locally based Burnham Real Estate Services that leasing in the county has slowed dramatically (see Industry Economics, below). It also comes as many of the county's largest employers continue to cut staff and, in some cases, throw some of their current space back on the market.

Late last month, computer-making giant Gateway Inc.—which announced plans to layoff about 3,000 of its 24,000 workers nationwide earlier this year, including several hundred in California—said it would move its corporate headquarters from San Diego's University Towne Centre area to less-expensive Poway, about 15 miles away. In making the move to Poway's Parkway Business Centre, Gateway will also reduce the overall amount of space it uses by more than 42,000 sf.

The move will save the company about \$140 million over the next 10 years, a Gateway official says.

"I feel sorry for the folks in University Towne Centre, but this move will be a real boon for us," says Poway Chamber of Commerce CEO Jim Baumann.

(Section continues on page 22)

Industry Economics

First-Quarter Leasing Slump

Two new reports from San Diego-based brokerage giant Burnham Real Estate Services says that leasing of both office and industrial/R&D space across the county has dropped sharply, as companies fret about the state's energy crisis and wait to see if the economy regains its lost steam.

Office leasing plummeted

to just 62,200 sf in the first quarter of the year, one of the studies by Burnham reveals. The net absorption rate dropped to its lowest level since the recession in 1991, when a net 243,000 sf was leased in the entire year.

But the study says the office market remains in good balance, with a vacancy rate of just 7.4%. That's up

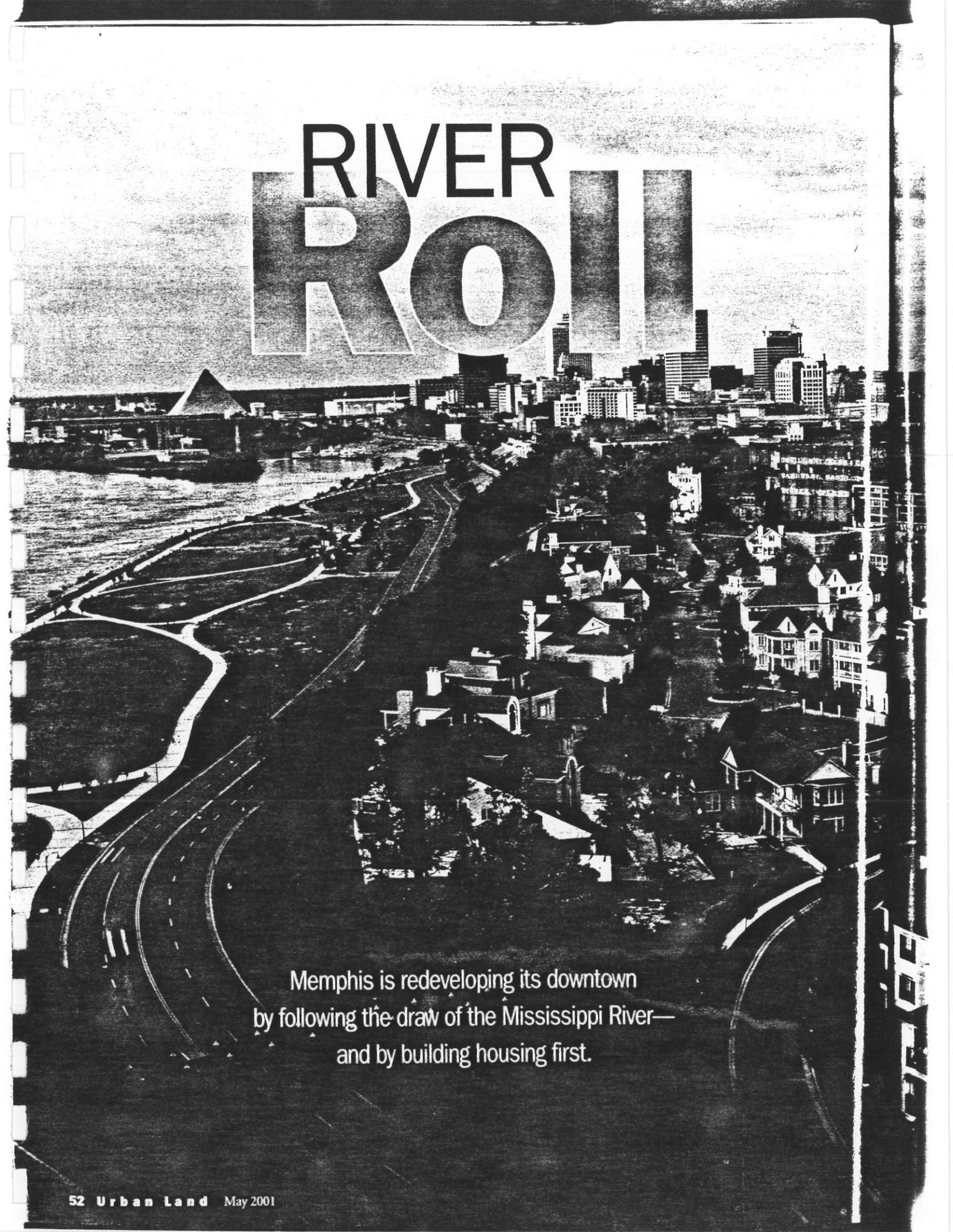
only slightly from 6.5% at the end of 2000. More than 763,600 sf of new office space was completed during the first three months of 2001, and another 3.7 million sf are scheduled to come on line by the end of the year, the report adds.

A separate Burnham study says that net absorption in the county's industrial/R&D sector in the first quarter totaled just 247,000 sf, down sharply from an average of 975,000 sf

in the first quarter of each of the previous four years.

Mike Philbin, Burnham Real Estates director of transactional services, says there's no cause for alarm. "If annualized, the first quarter's net absorption would equate to nearly one million sf of net absorption—a still very respectable amount of activity."

Fortunately, adds Philbin, construction of industrial space also has slowed so there's little fear of overbuilding.

An aerial, black and white photograph of Memphis, Tennessee. The Mississippi River flows from the top left towards the center. In the background, the downtown skyline is visible with several skyscrapers. The foreground and middle ground show a mix of residential housing, including large houses and smaller buildings, interspersed with trees and roads. The overall scene depicts a city in the process of redevelopment.

RIVER ROLL

Memphis is redeveloping its downtown
by following the draw of the Mississippi River—
and by building housing first.

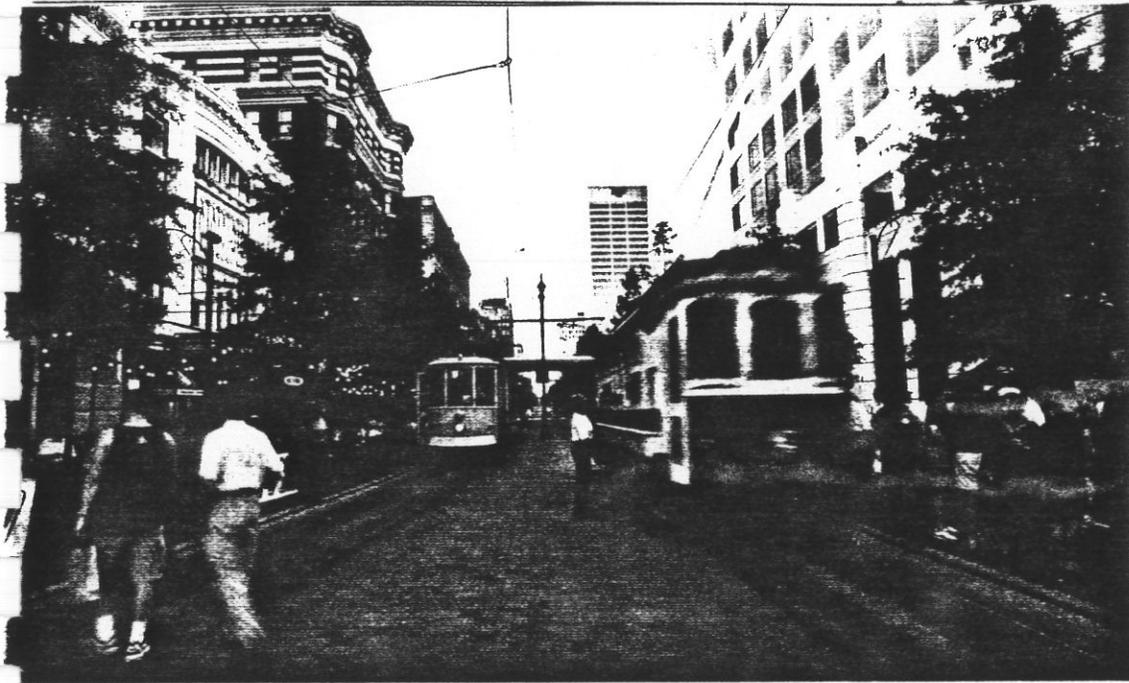
JEFF SANFORD

Today, more people live in downtown Memphis than in downtown Houston. So, how has America's 18th-largest city managed to bring more people back to its core than Houston, the fourth-largest city? How has Memphis, drawing from a metropolitan area of just over 1 million people, built a downtown, market-rate, residential population of more than 8,000? More than the number of downtown dwellers in Houston—with a metropolitan statistical area (MSA) population of 4.2 million—and even the number of residents in the downtowns of Dallas, Charlotte, and several other larger urban centers. How have the planners and managers of Memphis's central city ignited what can only be described as a boom in residential development? And how has Memphis succeeded at this task where so many other urban centers have failed? Credit could be given to good planning, good planning management, and good luck. There is no single answer to these questions, but the many answers all begin with a single Memphis asset—the Mississippi River.

Other cities have waterfronts—some on the very same river—but Memphis and the Mississippi River share a common history rich in lore, lies, and a series of seminal triumphs and tragedies. And this cultural quirk is what turned Memphis's first downtown redevelopment plan upside-down. (See "Memphis Moves," page 56, February 1999 *Urban Land*.)

Like most U.S. cities in the late 1960s and 1970s, Memphis was moving to stop the exodus of commercial and retail interests to the far suburbs to stabilize its critical downtown tax base. The effort resulted in a formal 15-year master plan that centered on the development of new office, shopping, and entertainment complexes in and around the central business district. Eventually, the planners said, the city should look to provide new housing, sited principally along and nearby its historic riverfront. The housing was expected to follow the commercial projects and occur in the last years of the process. But in the recession economy of the mid-1970s, Memphis discovered it could generate almost no demand for new commercial space downtown. The city

© TONY GUSGORN



Among the projects that helped to spur the downtown turnaround in Memphis was the completion of a five-mile trolley system. ◀

The multipurpose 21,000-seat Pyramid arena is home to area athletic events, as well as concerts. ▼

© TONY GILSON

was to learn, however, that it did have an immediate market for downtown housing, owing to the following:

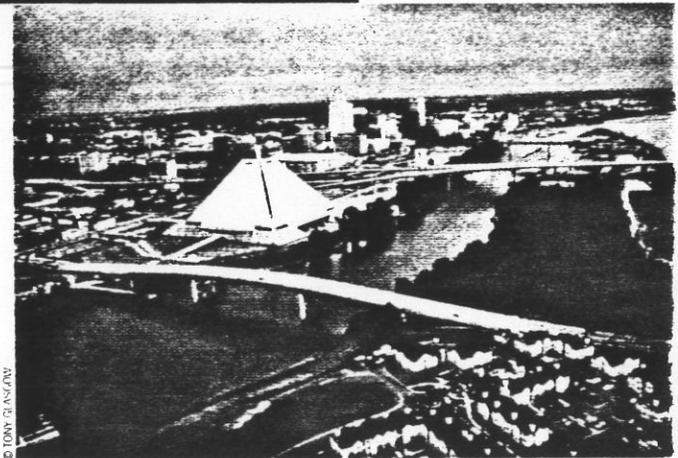
- A good stock of attractive, usable buildings vacated during the rush to suburbia.
- An inventory of historic and architecturally significant offices and warehouses abandoned by a much-changed cotton industry.
- A handful of people with modest amounts of capital and lots of pioneer spirit.
- A riverfront offering one of the only truly distinctive places a Memphian could live.
- A riverfront that provided Memphis's only escape from the Levittown-like sameness of the suburbs, and that offered the sole place to watch a blazing sun sink into the river's broad Arkansas shore, and to reflect on one's ancestors.

At that time, housing was not simply downtown's best market; it was that area's only market.

As Memphis approached the 1980s, the downtown claimed a small core of round-the-clock residents who breathed life into streets that previously had been deserted at night and on weekends. These residents pushed for residential issues such as police protection and garbage collection, and for needs such as grocery stores and parking spaces. They jogged and walked their dogs; they wanted newspaper deliveries and cable television. These residents were bent on making downtown nothing less than a living and livable neighborhood.

These small bootstrap successes, and the public interest they generated, prompted downtown leaders and city officials to focus on residential development and to put in place the money and programs to support it, including a new, professional management agency with the legal clout to get things done.

In 1977, the Center City Commission was established as a public/private partnership to spur redevelopment. Armed with the tools to make things happen, it moved immediately to build the future of downtown Memphis on a small, but growing, demand for modern, market-rate, single- and multifamily housing. By implementing a publicly subsidized, low-interest loan pool; granting tax freezes; issuing bonds; assisting private developers in the assembly

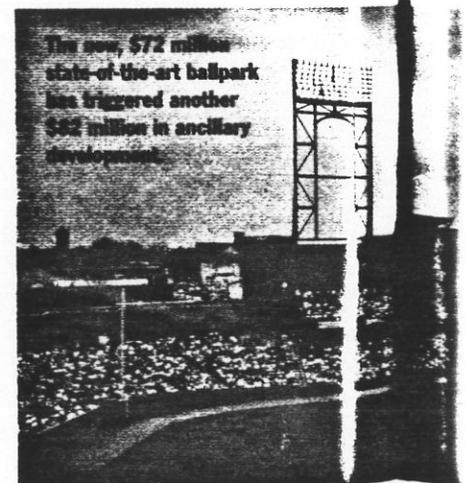


© TONY GILSON

of land; and providing expert staff counsel in planning, finance, design, and marketing, the commission helped to launch a period of growth that today impresses even the most optimistic of its founders.

Projects spurring the downtown turnaround throughout the 1980s and into the mid-1990s include the following:

- Reopening the Peabody, considered by some to be the South's grandest hotel.
- Redevelopment of the historic Beale Street Entertainment District, home of the blues and birthplace of rock 'n' roll, now the most popular tourist attraction in Tennessee.
- Opening of the multipurpose, 21,000-seat Pyramid arena, home of the Tigers, the University of Memphis basketball team; NCAA men's and women's regional tournaments; and a full range of concerts.



The new, \$72 million state-of-the-art ballpark has triggered another \$22 million in ancillary development.

■ Completion of a five-mile downtown trolley system, today moving annually more than 1 million businesspeople, residents, and visitors around Main Street, Beale Street, the Civic Center, and sites along the riverfront.

More than \$2 billion worth of new commercial and residential development recently has opened or now is underway in downtown Memphis, including:

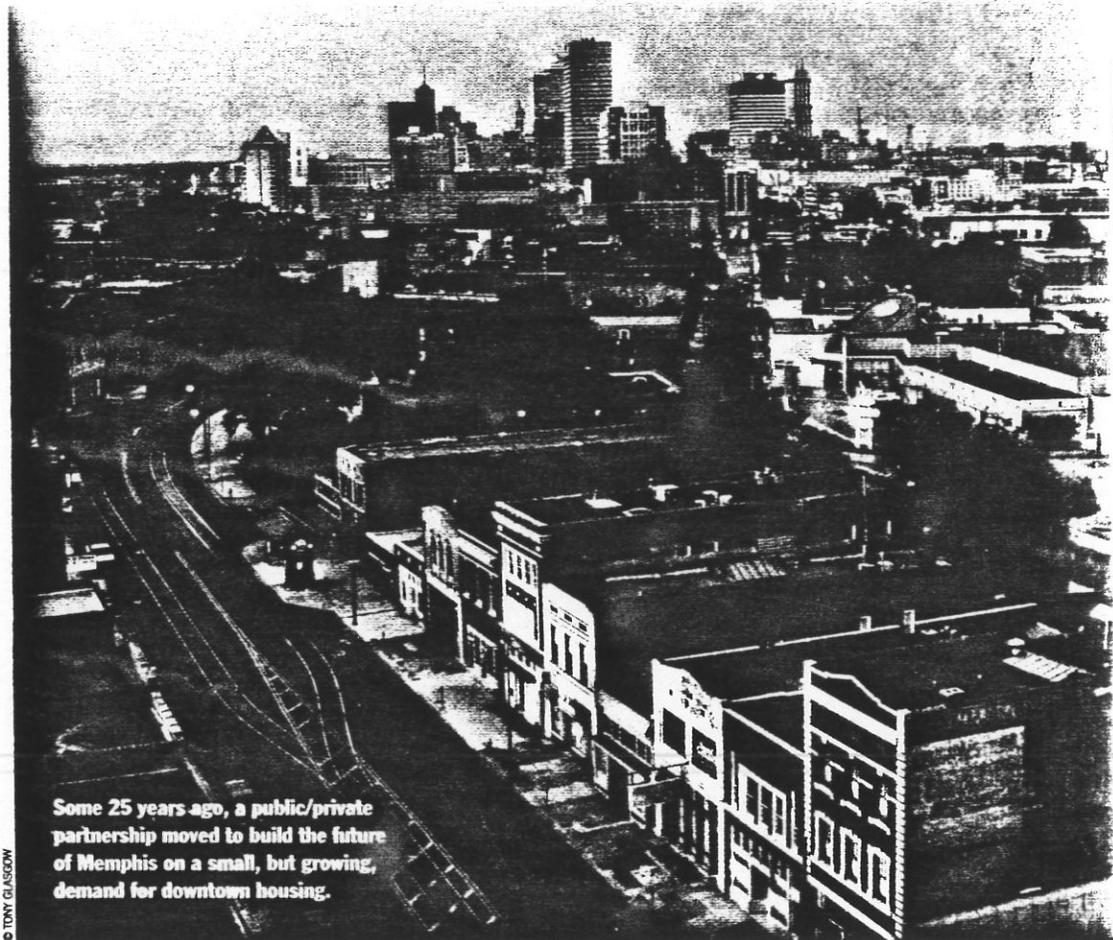
■ A new, \$72 million state-of-the-art ballpark for Triple-A baseball's Memphis Redbirds, a team that drew 920,000 fans last year in its inaugural season, and a project that has triggered another \$82 million in ancillary development.

■ The \$1 billion-plus expansion of the downtown campus of St. Jude Children's Research Hospital.

■ The 300,000-square-foot Peabody Place Entertainment and Retail Center, with a 22-screen cineplex, a variety of restaurants, and entertainment and shopping venues. Coupled with new and renovated office spaces, apartments, stores, and parking facilities in surrounding neighborhoods, Peabody Place is one of the largest mixed-use historic restoration projects in the United States.

■ A \$92 million, 150,000-square-foot expansion of the Memphis Cook Convention Center, including a new 35,000-square-foot exhibition hall, and a 30,000-square-foot ballroom, plus a 2,100-seat center for the performing arts.

■ A \$10 million addition to the National Civil Rights Museum.



Some 25 years ago, a public/private partnership moved to build the future of Memphis on a small, but growing, demand for downtown housing.

© TONY GLASSON

■ A new, \$14 million public elementary school for children living downtown and those of downtown employees.

■ A \$25 million renovation of Memphis's old Central Station into a modern Amtrak rail and local public transportation facility—with 63 market-rate apartments on top.

■ Construction of a manufacturing facility for world-famous Gibson guitars and the Rock 'N' Soul Museum, one of the Smithsonian Institution's only permanent exhibitions outside Washington, D.C.

Most Memphis officials concur that these projects can be traced back to the residential base that began to develop in the downtown area almost 25 years ago. In 1976, the dwellings in the downtown core numbered somewhere in the low hundreds. By 1989, the number of new and renovated apartments and condominiums there

had reached almost 1,600. By 1995, the number had doubled to more than 3,000 and the downtown population had hit 5,000. The growth during that period was sparked by an agreement between the city government and private developers that opened up residential development land across the top of Chickasaw Bluff, situated at the south end of downtown and looking down and across the Mississippi. The lure of the bluff and the river views it offered were powerful draws, and a "new town in town"



PHOTO: TONY GLASSON

Harbor Town, a planned development of 4,000 residents, is located on Mud Island, a finger of land that stretches out into the Mississippi River.

comprising upscale cooperatives and single-family homes quickly grew.

Also in the early 1990s, at the north end of downtown, a planned development called Harbor Town was approved for Mud Island, a finger of land stretches out into the river. Featuring narrow, pedestrian-friendly streets, vest-pocket parks, and sensitive design, Harbor Town and the local developer who conceived it, Henry Turley, have received national attention. Mud Island, with Harbor Town as its centerpiece, now is a community of 4,000 residents, none of whom were there just ten years ago.

Despite the almost explosive growth of housing in downtown Memphis, apartment occupancy rates consistently have supported more, not less, development. As of March, the occupancy rate for downtown apartments, with monthly rental rates as high as \$2,500, was 96 percent, significantly higher than the apartment occupancy rate for the Memphis area as a whole. Moreover, the average downtown apartment rent this year is \$733, or \$0.82 per square foot, compared with \$635, or \$0.58 per square foot, for the rest of the Memphis market. The average price of a downtown residential



JEFFREY JACOBS/MIAMI STUDIO

property is \$192,092, or \$108 per square foot, compared with the metropolitan area's \$127,170, or \$63.25 per square foot.

This financial success has caught the attention of national developers and has generated a new wave of interest among local developers as well. The result has been a second boom in residential planning and construction, fueled in part by the Center City Commission's financial incentives and assistance programs.

Current projects include a 385-unit, market-rate apartment complex adjacent to and overlooking the Memphis Redbirds's Auto-Zone Park; 400 new apartments on Mud Island; 112 luxury apart-

The lure of the historic Mississippi riverfront has been credited with much of the city's success with spurring redevelopment.

ments in the heart of the downtown core in what was a vacant, 15-story office building; 130 lofts in a former warehouse complex along the river's bluff; and new lofts in, around, and above some 18 new art galleries, shops, and restaurants in the trendy South Main Historic District.

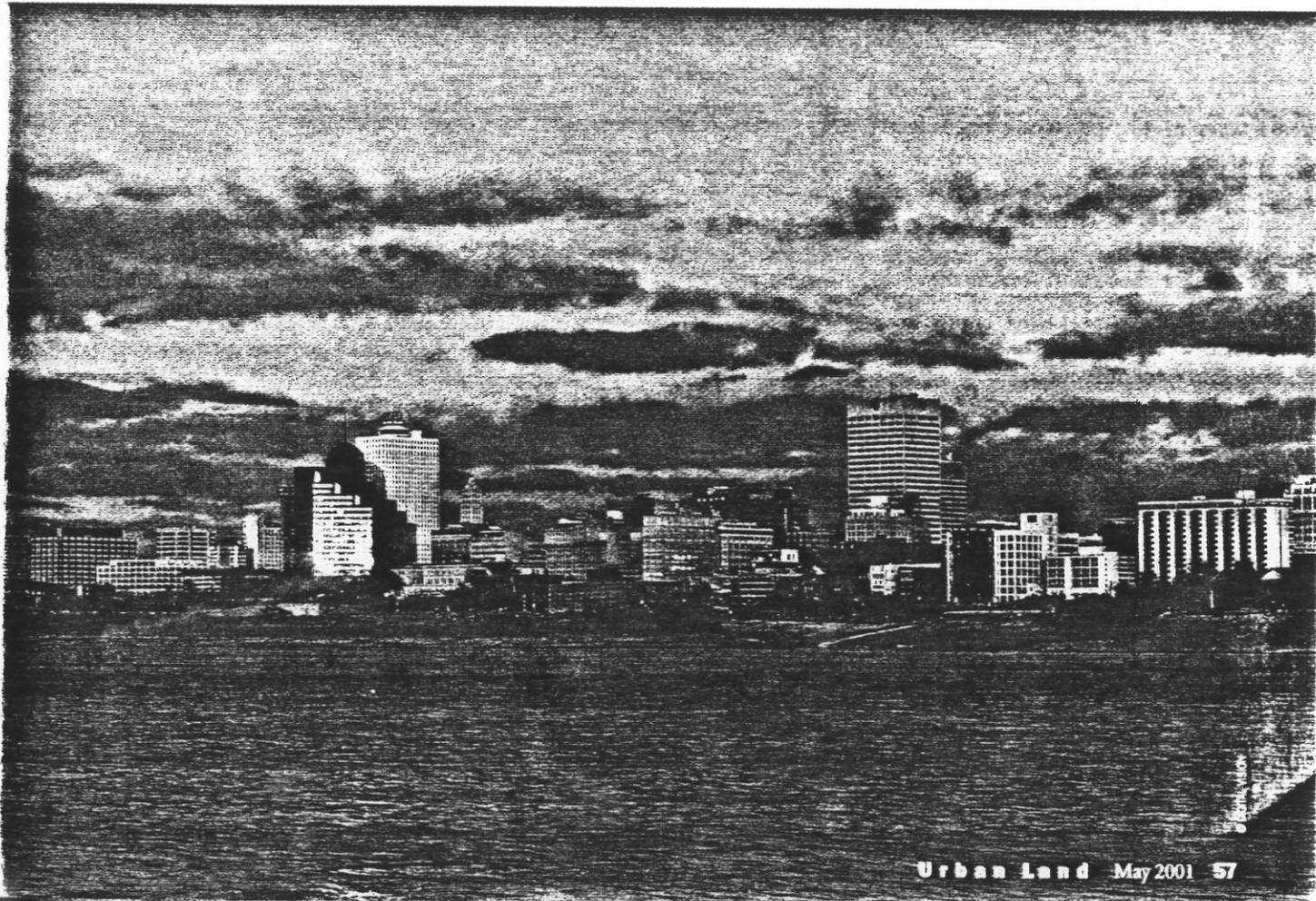
These projects, along with other new single-family homes, apartments, and condominiums under construction on the river's bluff, on Mud Island, and in the traditional core of downtown—about 1,500 new units in all—should boost the city center's population to 10,000 within the next year or so. According to a 1998 study by the Washington, D.C.-based Brookings Institution, the market-rate residential population of downtown Memphis could climb as high as 14,000 by 2005.

City officials, led by Mayor Willie Herenton; the Memphis housing authority; Memphian Jack Belz, developer of Peabody Place; and Turley are poised to launch Uptown, perhaps the most ambitious of all the residential and redevelopment projects undertaken by the city so far. Uptown will be located on the northern edge of downtown, abutting the large and expanding research and treatment campus of St. Jude Children's Research Hospital, in the midst of several declining 19th-century neighborhoods and two 1950s-style public housing complexes. One of the complexes will be leveled, creating space on which affordable single-family homes and

apartments are to be built. The other will be renovated into modern, affordable family housing. The balance of the project area, including hundreds of vacant lots that will be purchased from private owners, will be used for a wide variety of affordable housing. The Uptown project, which should change the face of an entire section of downtown, is designed to move forward on a public/private funding budget totaling \$193 million and is scheduled for completion in 2015.

If the past is prologue, the Mississippi River will cast its spell on Memphis for generations to come. As when Mark Twain wrote *Life on the Mississippi* in 1883, people will continue to be drawn to this mighty river, to walk along its bluffs, sit on its banks, gaze at it, float on it, fish in it. But neither Twain nor any Memphian could have predicted that a century later, people—by the thousands—would return to downtown to live by the river. Was it good planning? Good vision? Good luck? Yes. But ultimately, there is just no getting around it: The Memphis success story ends where it began—with the Mississippi River. ■

JEFF SANFORD IS PRESIDENT OF THE MEMPHIS CENTER CITY COMMISSION.



Skating To Success

Nationwide Realty Investors' Arena District provides 24/7 buzz for downtown Columbus, Ohio.

Bringing major league hockey to Columbus, Ohio, has kept the new Nationwide Arena downtown hopping about 50 times this past year with pre-season and regular season games. And, who knows, the Blue Jackets might soon be an NHL playoff fixture.

Even better, the Arena, a joint venture of Columbus-based Nationwide and Dispatch Printing Company, is busy another 100 nights a year with shows, concerts and other sporting events. In all, Nationwide Realty Investors President Brian J. Ellis expects the Arena — on its own — to draw nearly 2 million people each year to Columbus's downtown.

Nationwide Realty Investors is the real estate arm of Nationwide, one of the largest diversified financial services and insurance providers in the United States, with \$120 billion in assets and more than 35,000 employees. Nationwide Realty Investors is active throughout the United States with a diverse portfolio of office, re-



tail, hotels, luxury apartments and development land. Directly and through joint ventures, Nationwide Realty Investors controls more than \$900 million in real estate investments.

Now, Nationwide is well underway with its development of the

high-energy, \$500-million Arena District, a spectacular mixed-use urban development. Features include more than 600,000-square feet of office space for downtown, retail, dining, residences, an urban-scaled cinema and a novel indoor-outdoor performance center which can be an intimate jazz cabaret one night, and a country concert amphitheater with seating under the stars, the next. The Arena District has become the hub of a burgeoning downtown Columbus, bringing business together with entertainment and residential; and integrating older neighborhoods with the construction of newer neighborhoods. A few steps away is the highly successful Columbus Convention Center. Expected soon to accommodate close to 1.5 million visitors per year, the currently expanding center has been ranked among the 25 Most Active Convention Centers in North America. As might be expected, plenty of hotels are close by.





"With its entertainment venues, office opportunities, ample parking, traffic, great restaurants and residences, the Arena District defines high energy, which will complement and further stimulate all the exciting expansion in downtown Columbus," says Ellis. "We have created a demand generator. Our office leasing is going extremely well and we continue to at-

tract interest from highly successful local and national restaurants. We are now focusing our attention on attracting the same high quality retailers. The combination of office, entertainment, restaurant, retail and residents who

savor this convenient, urban lifestyle is the formula for meaningful 24/7 use that all developers are striving for today."

FIRST TO SCORE

At face-off time, Nationwide Realty Investors sought strong tenants to get the Arena District off to a rousing start and to keep everyone well fed along the way. According to Ellis, the

Arena District has already proved its salt for the project's pioneer tenant: Buca Di Beppo Italian Restaurant.

"Buca Di Beppo opened in May of 1999. It is one of the nation's best-reviewed and most successful restaurant concepts, with many excellent locations, but the downtown Columbus site has already claimed the Number 1 ranking. That's impressive and indicates the strength of this market," Ellis says.

Other restaurants that have since launched include: Gordon Biersch Brewery Restaurant, a German brew pub and restaurant; O'Shaughnessy's Public House, a 299-capacity pub and casual dining establishment, whose owners are native to Columbus; Chipotle Mexican Grill, specializing in gourmet burritos; Starbucks Café; Blue Jackets Bistro, featuring casual bistro dining; and the Black & Blue, an upscale, French-inspired, open kitchen dining experience.

Bounded by North High Street to the east, Neil Avenue to the west,

K Kimco Realty Corporation

We are Ready ... to invest

\$1,000,000,000

in 2001!

**KIM
LISTED
NYSE**

**Kimco Realty Corporation has
\$1 Billion ready to invest in 2001.**

We are seeking shopping centers that are:

Institutional grade, with long term leases;

100,000sf or greater;

Well located in key growth markets or regional locations;

Able to be financed to 70% - 75%.

If you have a property that meets our criteria, give us a call. We can be creative in structuring a deal and have the ability to handle the purchase of portfolio acquisitions.

To learn more about us, log onto the web at www.kimcorealty.com.

For more information contact:

Edward Senenman, Dir of Acquisitions
516-869-7230 edward@kimcorealty.com

Georgia Misoulis, Sr. Acquisitions Analyst
516-869-7235 gm@kimcorealty.com

Elaine Hassan, Acquisitions Analyst
516-869-7280 elaine@kimcorealty.com

Vince Giovinco, Acquisitions Analyst
516-869-7264 vince@kimcorealty.com

Spring Street to the south and railroad tracks to the north, land uses and attractions rising from The Arena District's 95 acres include:

- The Nationwide Arena, at 685,000 square feet, home of the NHL Columbus Blue Jackets (opened Fall 2000).
- As much as 1.5 million square feet of office space. Five buildings comprising approximately 600,000 square

feet are already completed, with three more under construction. The buildings have been designed to provide density to the overall project and range from four to eight stories, with provision for high-end, first-level retail. Ellis expects to do exceptionally well with business workers, Arena District residents, as well as sports and entertainment patrons. While develop-

ments like The Arena District are meant to enhance and serve the Columbus metro area, Ellis adds that it will help attract conventions to an already busy Convention Center schedule and even draw a modest amount of tourism that didn't exist before.

"Now, Columbus has become a super Midwest weekend or two- or three-day getaway, much as Nashville or Lexington might be," Ellis says.

- Innovative entertainment venues, including the eight-screen Arena Grand Theatre with 1,700 seats (opening August 2001), the PromoWest Pavilion (opening Fall 2001) and, Arena District Television or ADTV, the giant outdoor video screen unveiled this past New Year's Eve.

- Covered and surface parking totaling 15,000 spaces, apportioned to best serve all of the convention, entertainment, lodging and business activities of The Arena District and surrounding downtown, as well as intelligently accommodate both vehicular and pedestrian traffic.

- Abundant green space, including tree-lined Nationwide Boulevard, the Arena District's pedestrian-friendly "Main Street." McFerson Commons, a 3-acre park named after former Nationwide CEO Dimon McFerson, features the historic Union Station Arch; and outdoor plazas at the East and West Arena plazas.

Overall, the festival atmosphere is solidified by an intelligent architectural and space planning design. The Arena District's early industrial look, sprinkled with cutting edge design like the ADTV screen and plenty of open glass for nighttime lights to serve as a welcome beacon, integrates well with its surroundings.

The Arena District's Master Plan was developed by Myers Schmalenberger of Columbus in collaboration with Sasaki and Associates of Boston.

MAJOR LEAGUE STATUS; SMALLER TOWN SMARTS

Columbus takes its place among a string of comfortably sized, progressive

RAZOR

CONCEPT

DESIGN THAT MOVES

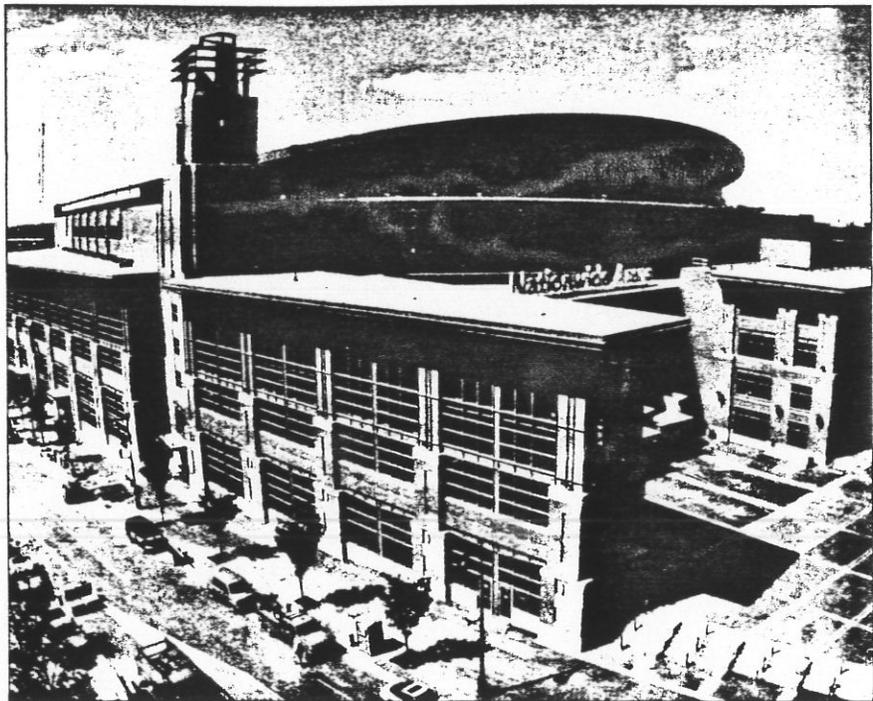
Baltimore 410.727.6773 Boston 617.225.0200
Fort Worth 817.222.8500 Los Angeles 714.327.1600

www.c-b.com info@c-b.com

but modest Midwestern city successes, including the likes of Indianapolis, Indiana, and Nashville, Tennessee.

In some cases, prosperity is served by government and education, and Columbus is home to both Ohio's state government and the sprawling campus of The Ohio State University. However, as pointed out in a recent *Wall Street Journal* report (February 22, 2001), Columbus is one of those cities that has found a comfortable, recession-resistant middle ground "between new and old economies." Diversity is the key, with strong contributions from financial services, health care, retail, the food industry and wholesale trade. In fact, manufacturing accounts for only 11 percent of the city's employment.

Like Tennessee, home turf for delivery giants FedEx and UPS, Columbus has proved an excellent location, and is far enough south to capitalize on the economic potential of shipping and distribution. Its once-mothballed



Rickenbacker Air Force Base, 20 miles southeast of the city, has emerged as one of the nation's leading express and distribution "megaplexes." Renamed Rickenbacker International Airport, the 5,000-acre airfield is the world's largest airport dedicated solely to cargo.

performance home, are highly anticipated by Columbus's movie, concert and club-goers.

"Certainly, it's a highly competitive entertainment marketplace," Ellis says, "And it's been demonstrated in other areas that people will by-pass or hopscotch other venues for something as compelling and exciting as the Arena District."

Designed to go "inside or outside," 24,000-square-foot PromoWest Pavilion, developed by Nationwide Realty Investors and Columbus-based PromoWest Productions, will accommodate from 500 people to 2,500 people indoors. The pavilion's stage can also be rotated, turning the venue into an outside stage and amphitheater, holding up to 4,000 people. Ellis expects 200 events at the PromoWest Pavilion to draw as many as 250,000 people each year.

"The Pavilion is perfect to handle events or performances needing a larger space than what a restaurant or club would offer, but more intimate than the Nationwide Arena. All forms of entertainment in the Arena District will be able to find their best stage and setting," Ellis emphasizes. **SCB**

- Randall Shearin

Open your **MENS WEAR STORE**
where New York shops.

**The
Manhattan
Mall**

**THE NEW
MANHATTAN
MALL**

Stores from 1,500 to 35,000 sf
plus anchor opportunity.
Average in excess of \$1,000/sf.

JANE SEGALL
212-596-3700

NATIONWIDE ARENA: NOT THE ONLY GAME IN TOWN

The new NHL franchise, the Columbus Blue Jackets, does represent a coming of age and claim, in Midwestern style, to major league status, as it has for cities like Nashville and Indianapolis, but it is only one component of the project's potent entertainment mix.

Opening this year, the Arena Grand Theatre, to be managed by the Drexel Theatre Group, with its multi-level design, balcony seating and Bistro Club level; and the PromoWest Pavilion, an all-weather, all-season, many-sized

stadium



Austria is to have a new stadium which promises to be unlike anything they've had before. Hold on to your seats.

Kaernten Arena

It all started with a man and his love of football. There's nothing unusual about that - the world's full of men who worship the game. But there's something quite remarkable about this man. For this is Egon Putzi, a man who so loves football that he took over his home team, Bad Bleiberg, and took them from the lowest league in Austria, to lead the second league in five years. His aim is to take them up to the Austrian premier league by spring 2002.

And if that weren't enough, Putzi now wants to build a stadium for his team, but not just any stadium. It's taken 18 months for his company, holding and operations conglomerate, Putzi Beteiligungs-und Handelsgesellschaft mbH, working with design company, TREE AG, to develop a concept Putzi was satisfied with. But satisfied he is and for good reason - the Kaernten Arena is unlike anything seen in Europe.

SO MUCH MORE THAN FOOTBALL

Putzi's original idea to build a soccer stadium has grown into a multi-functional concept where soccer is just one element. "We realised very early on that it did not make sense to just build a soccer stadium," says Harald Rohrer, project manager for the development, "With the high cost of construction and the expected loss of about Euro 1 million per year, in line with most stadiums, we tried to develop a multi-functional concept."

This concept includes two arenas, holding 45,000 and 30,000 people respectively, a four star hotel with 200 rooms, coffee shops, bars, a kindergarten and a sports entertainment park

The Kaernten Arena is the first private stadium in Austria. Unlike its competitors, the arena has been designed to provide entertainment for every day of the year with its combination of sport, entertainment and attractions.

with around 90 elements. A collection of sports themed attractions, the sports entertainment park is set around the stadium centrepiece. Designed to appeal to a wide range of ages and interests, the park will feature a Soccer Hall of Fame, a Dragster Coaster, a Formula One test track and Sega Gameworks, as well as a host of other sports themed attractions.

ENTERTAINMENT 247

Much of the 45 hectare site will be covered to allow year round entertainment. "Ninety per cent of the elements are indoor," explains Rohrer. "You can't go to all the trouble of organising an event and let it get spoiled by the weather."

The developers envisage hosting five big concerts a year and up to twenty smaller events. In theory any mix is possible says Rohrer: "We could have a soccer tournament together with a rock concert and a motorcar competition lasting three to four days."

Located close to Villach and Carinthia, 10 minutes from the Italian border, the Kaernten Arena has a catchment area of 22 million people. KPMG analysis shows a potential of 1,75 million guests a year. The costs to date are in the region Euro 7 million and the company has already had offers to sell the brand for Euro 20 million. "We have tried to develop a completely European concept and design as the majority of our guests will be from Europe," says Rohrer.

The concept will be continually updated with new attractions added every year. The developers say there's nothing like it in Europe. Here hoping.

SHOPPING CENTERS TODAY

October 2001



International Council of Shopping Centers

www.icsc.org

Growing pains for hybrid malls Outdoor portions need work, experts say

By EDMUND MANDER

Hybrid malls — part enclosed, part open air — were designed to excite shoppers bored with the conventional mall, lure them back and keep them there longer. But developers have had a tough job getting people to visit the outdoor portions at all.

"What we're going through is an education process."

— James L. Czech, Urban Retail Properties

Not only have the outdoor sections opened piecemeal, plagued by the delayed opening of anchor tenants such as cinemas and restaurants, but shoppers have been slow to accept the dual concept.

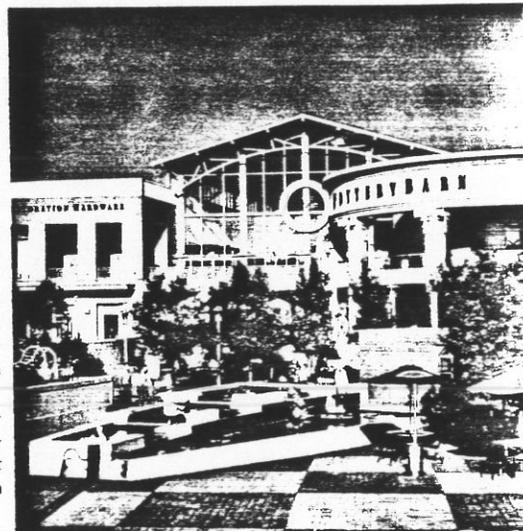
When Mall of Georgia in Buford opened in August 1999, featuring both an enclosed mall and an attached outdoor sec-

tion, the industry heralded it as the first major change to the mall layout since the 1956 opening of Southdale Center, Edina, Minn., the first enclosed shopping center. Mall of Georgia, 1.4 million square feet on the inside, features a 140,000-square-foot outdoor "village" containing big-box retailers, some local and national stores, restaurants and entertainment, and was developed by Atlanta-based developers Ben Carter Properties and Scott Hudgens Corp., in partnership with Simon Property Group.

Other "inside-outside" malls opened in quick succession, including Westcor's Flatiron Crossing, Broomfield, Colo.; Urban Retail Properties Co.'s Galleria at Roseville (Calif.) near Sacramento; and Valencia Town Center, north of Los Angeles.

But, alarmingly for developers, for a while people

See **HYBRID MALLS** page 76



Galleria at Roseville, one of the first hybrid malls in America.

Centers turn to curfews as last resort to cope with teens

By DEBRA HAZEL

James C. Kramer, CSM, manager of Colonial Mall, had a problem. His center in Brunswick, Ga., had become a hangout for loitering teens and, more alarmingly, a surrogate baby-sitter for younger children.

"This weekend, we had six little girls between 3 and 9 years old in the mall at 11 p.m. waiting for a ride," he said one day in August. "We once had a 9-year-old and a 13-year-old here at 1 a.m. on a weekend, waiting for a ride." In both cases, center security and local police

made sure the children got home.

For Colonial Properties, owner of the mall, the solution was to establish a parental escort policy; it was the second mall in the Colonial portfolio to do so. To shop in the center on Friday and Saturday evenings, children under 18 must be accompanied by an adult.

The move was made after other measures taken over 18 months had proved ineffective, Kramer said.

Colonial, based in Birmingham, Ala., is not alone. Last March, CBL & Associates Properties established

similar requirement at its Hamilton Place mall in Chattanooga, Tenn., its second project to do so. Yet in establishing escort policies, center managers are facing an issue still controversial in the industry: how to deal with unruly youngsters, who can be a mall nuisance today, while not alienating potential shoppers of tomorrow.

As a result, parental escort policies, or curfews, remain relatively rare; the largest mall developers have curfews at less than a handful of centers, and some have none at all.

See **CURFEWS** page 77

Columbus discovers streetscape concept

By EDMUND MANDER

Former cornfields in Columbus, Ohio, are growing their most lucrative crop yet: a nearly \$2 billion midtown.

Easton, a 1,200-acre development in the city's northeastern quadrant, will add up to 6 million square feet of office space — equal to half of what Columbus already has in its downtown — plus 1,500 apartments, three hotels and up to 4 million square feet of retail.

At its core is Easton Town Center, a collection of fashion retailers,

restaurants, comedy clubs and other types of entertainment that has boosted the nightlife in Columbus, while Easton as a whole is doing wonders for the city's day life, officials say.

"What we're building essentially here is a small town," said Marshall Rose, chairman of The Georgetown

See **EASTON** page 25

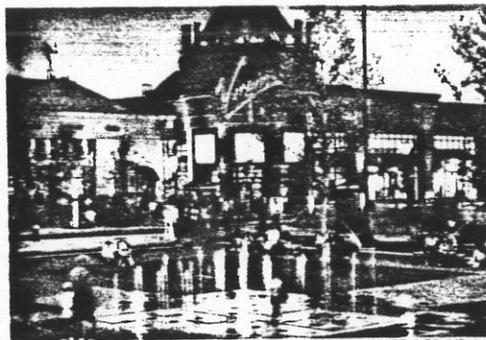


PHOTO: CRYSTAL FOUNTAINS

Easton Town Center, Columbus, Ohio, is one of a new breed of centers that relies on outdoor streetscapes.

Arena/retail synergy sometimes elusive

By DAVE BODAMER

In the movie "Field of Dreams," a ghostly voice instructs Kevin Costner's character, "If you build it, he will come," which inspires the farmer to uproot some of his farmland and build a baseball diamond that becomes a nexus for deceased ball-players. For some cities, though, simply planting a sports arena in the middle of an urban landscape has not had the same magical effect on retail development.

But a handful of ongoing projects, where development of retail and other commercial space is planned in conjunction

See **STADIUMS** page 38



The San Diego Padres are teaming with the city for a stadium project.

*****5-DIGIT 90024
156325 PLT 6

RAYMOND E. BRAUN
ECONOMICS RESEARCH ASSOCIATES
10990 VILSHIRE BLVD., STE. 1500
LOS ANGELES, CA 90024-3917

**SPECIAL REPORT
ON ASIA STARTS
ON PAGE 45**

Development & Leasing

Stadiums

from page 1

with sports venues, is showing that it is possible to use these facilities as centers of economic development.

"An arena can't stand on its own and be an instant draw for other development," said John Filipos, managing director of Insignia ESG, Washington, D.C., a retail real estate brokerage firm. "Picking a location that is synergistic with commercial, retail and office uses is the key in using a sports facility as a cornerstone for other growth."

Washington's MCI Center, Nationwide Arena in Columbus, Ohio; and San Diego's as-yet-unnamed baseball stadium are all centerpieces of ongoing development projects in those cities. In each case, the city has rezoned the areas around the new facilities and drawn up cohesive master plans — an approach that stands in stark contrast with the past decade, when sporting venues were plunked down without any long-term scheme for associated development; in some cities, such as Buffalo and Phoenix, development alongside new venues has been minimal.

But that is not the case with Washington's MCI Center, which opened in 1999 on a site

bordering F Street and 7th Avenue. The stadium is near the city's geographic center but is east of its densest business and commercial districts. The arena, which was paid for entirely by Abe Pollin, the owner of Washington's NBA and NHL franchises, is in an area that was the center of commercial activity until the 1968 riots drove businesses away.

"It took a giant leap of faith by Mr. Pollin to build the arena downtown," said Seamus Houston, senior director of marketing and communications for Washington's downtown Business Improvement District (BID). The BID has authority over a 110-square-block area in the sector of the city in

which the arena was constructed. Houston estimates there are 55 developments under way with a cumulative value of \$5.5 billion.

The arena itself features a few retail tenants, and the owners are discussing opening up its F Street wall for streetscape retail development. Moreover, Western Development Corp., Washington D.C., is building the \$200 million mixed-used Gallery Place project that will share a plaza with the arena (SCT, April 2000). Confirmed tenants at Gallery Place include a Virgin Megastore, Jillian's, a 12-screen AMC theater and two restaurants.

Growth in downtown Washington has been helped by rezoning to increase the amount of housing, and rents in the area around the arena have gone from about \$20 per square foot to more than \$70 per square foot since the arena opened, Filipos said.

Columbus gets an NHL arena

An arena is also the centerpiece for downtown development in Columbus, Ohio.

In 1997 the NHL granted an expansion franchise to the city to begin play in 2000. Nationwide Realty Investors, Columbus, the real estate arm of the Nationwide insurance company, stepped forward soon after with a plan to finance and build the Arena District, a \$500 million project encompassing a new stadium, 1.5 million square feet of commercial and office space, 500 apartments and several entertainment venues. The arena opened last year, and the rest of the district is under construction.

The arena alone would not have been enough to make the district vibrant, explained Brian Ellis, Nationwide Realty Investors president. Although it is expected to host 175 events a year and draw about 2 million people, "We really needed to do more" to spur other business, he said.

Part of the plan entails other entertainment venues, including an eight-screen movie theater opening this fall and the PromoWest Pavilion, a live music performance space that will host 200 events a year. Ellis estimates that the movie theater and the Pavilion will bring another million customers into downtown Columbus annually.

The first round of retail tenants is a collection of bars and restaurants, including Buca Di Beppo, an Italian restaurant that opened in May 1999, which claims this to be its highest grossing site in the company's chain.

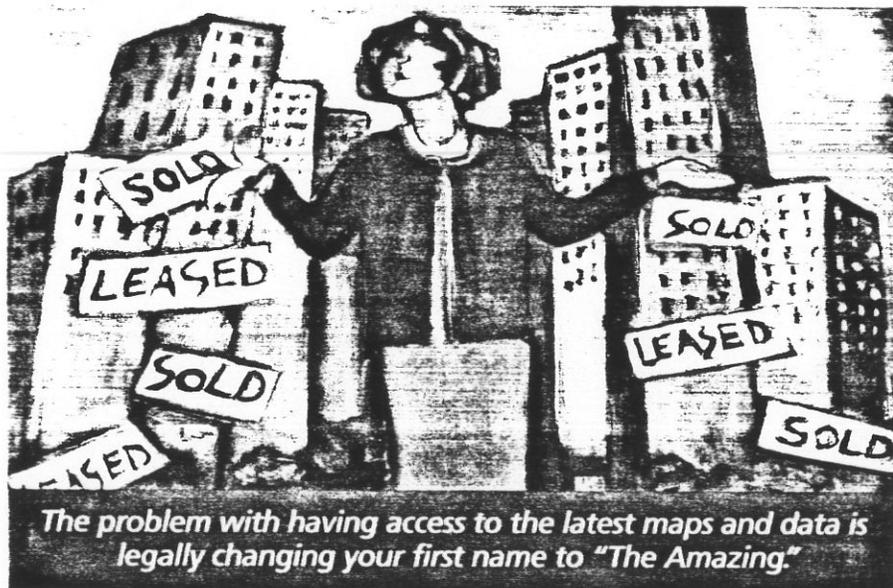
Columbus' tenants illustrate a common aspect of sports facility redevelopment zones: The first wave of retail often comes in the form of restaurants and bars.

"People want to have a bite to eat after work, before the event," Filipos said. "After the event, they don't just want to jump in their cars and go home."

San Diego's ballpark district

On the West Coast, the San Diego Padres are building a new ballpark downtown. The Padres, along with the city and the San Diego Redevelopment Agency, have assembled a "ballpark district" encompassing 26 blocks to hold the stadium and associated development. It will include 200,000 square feet of retail, 350,000 square feet of office space and 800 hotel rooms.

See **STADIUMS** page 40



The problem with having access to the latest maps and data is legally changing your first name to "The Amazing."

Scan/US is now integrated with Census 2000 maps and data.

As a retailer, commercial broker, leasing agent or consultant, you can't afford to trust some fly-by-night company when the stakes are this high. The market mapping company you know and trust, with the experience and knowledge of four censuses under its belt, will help you make better-informed decisions with affordable software that's, as always, ready to use straight out of the box. Don't let it go to your head.

Creating custom product feature brochures, analysis which integrates Census 2000 information into Census 2000 programs. This feature allows you to easily generate comparative market maps and reports and better visualize important population trends, evaluate existing or potential locations, and adjust marketing plans accordingly.

Scan/US BasePak Starts at just \$495

30-day money-back guarantee Ask about our money-saving bundles.

PC Computing 5 out of 5 rating



"For over twenty years, I've depended on Scan/US data experts to provide me with reliable market data for daily real estate and marketing decisions. And Scan/US' market mapping tools allow me to quickly explore all dimensions of that data to facilitate this decision-making process."

Bob Sheehan Independent Retail Consultant, former Director of Market Research at The Richard E. Jacobs Group

Ask us about our new report service!

Scan/US Professional Market Mapping

For a free demo and sample report, visit us online at www.scanus.com or call 1-800-2ScanUS (1-800-272-2687)

Stadiums

from page 38

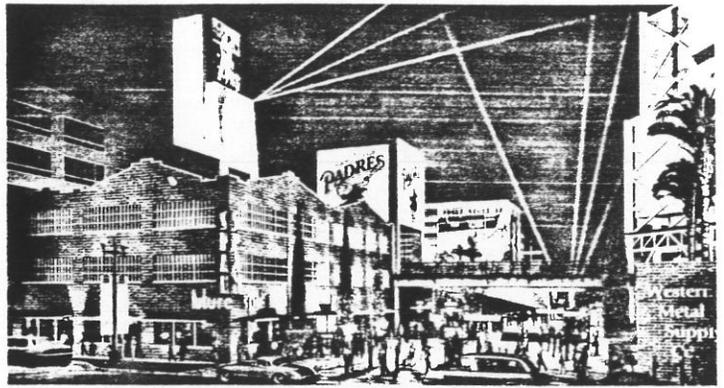
"The city and the Padres basically formed a partnership to develop the ballpark together," said Albert A. Corti, a principal at locally based Corti Gilchrist, which has been brought in as the project's retail advisor and leasing agent. "In order for the city to participate, they required the Padres to develop other commercial uses within the district."

The team expects the project to be completed by the 2004 season. The delays, however, have kept Corti Gilchrist from con-

firmed tenants for the retail portion, although they've talked with dozens of suitors, Corti said. Los Angeles is poised to join this list, with the City Council in early September approving a plan to rezone 27 acres near the Staples Center sports arena as a \$1 billion shopping and entertainment district.

Learning from successful projects

In planning new projects, developers have looked to previous models — both good and bad. The most common example cited as a successful integration of sporting facility and urban setting is Baltimore's Oriole Park at Camden Yards, which moved the Orioles



The San Diego Padres are building an arena complex that encompasses 26 blocks.

Some people say we redefined shopping.

We say
She
did.



She is time-starved and destination-driven.

The Summit gives her open-air, drive-up shopping.

She wants upscale stores.

The Summit gives her Tommy Bahama, BCBG, Williams-Sonoma, bebe and now...Saks Fifth Avenue.

She likes it when we understand her. So we don't just take her shopping. We take her to The Summit.

Birmingham and Louisville
Coming in 2003-2004 to additional US markets.



Vision • Creativity • Agility

The Bayer Companies
Bayer Properties Incorporated, Bayer Realty Company LLC
1.800.66.BAYER, 205.939.3111, www.bayerproperties.com

from the city's northern outskirts to the tourist-friendly Inner Harbor.

Oriole Park, which was finished in early 1993, coincided with other revitalization activity, including the Harborplace shopping center and the renovation of the National Aquarium. Since then, other pieces have been added to the area, including a new football stadium, the PowerPlant retail facility and infrastructure linking Inner Harbor to Baltimore's Little Italy.

"You take the 3 million people coming for baseball games annually and the 70,000 to 80,000 coming to eight football games and that has to have a positive effect on our business," said Michael Durham, president of the Harborplace Merchants Association.

The main difference between Baltimore and what developers are trying to create now is that Baltimore's growth was not part of a long-term scheme or the product of one development entity; Inner Harbor's redevelopment occurred before plans for Camden Yards were approved.

A lack of a cohesive plan or coordinated group has, in some cases, led to mistakes. In Buffalo, N.Y., for instance, the recently built Marine Midland Arena has failed to spur development, Ellis of Nationwide said.

A similar problem has arisen with Bank One Ballpark, in downtown Phoenix, which cost \$238 million and opened in 1998. While the stadium generates \$167 million annually, \$129 million of that is spent at the ballpark, and only \$38 million goes to the surrounding district, according to a study produced for the Downtown Phoenix Partnership by Elliott D. Pollack and Co., a local economic and real estate consulting firm. Cases like Phoenix have led some economists, including Roger Noll, with the Brookings Institute, Washington, D.C., and author of a book on the economic impact of stadiums, to argue that sporting facilities do not create new revenues for cities. He contends that such facilities instead shift spending from one part of a city to another.

But handled the right way, stadiums can generate new wealth, according to Brian Raabe, an economist from Samford University, Birmingham, Ala., who specializes in stadium and convention center impact. "It's not the size of the city, it's not the quality of the teams, it's not the novelty of the park that determine a stadium's impact. What turns the project is management skill. It's a long-term effort and more often than not it's up to the commitment of the people involved."