

FLORIDA



FLORIDA IS a unique market, so big that it's impossible to pin down what genres are leading the way toward the ever-increasing attendance numbers that facilities are reporting.

Each corner has its own unique demographic. Miami and Orlando love hip-hop and electronic dance music. Tallahassee and Pensacola love country. Jacksonville is a rock paradise.

So, while you might find a different style of live music wafting from the smaller clubs and larger arenas in different parts of the state, what they all have in common is great weather and a market that's thriving on every level.

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SPOTLIGHT

IN A STATE THAT WELCOMES MANY GENRES,
VENUES ARE BUSY NIGHT AFTER NIGHT

wide wake

BY BRAD WEISSBERG

THE CIRCUIT

SWEET SPOTS IN THE SUNSHINE STATE DURING A BIG YEAR AT THE GATE

AMALIE ARENA, TAMPA
Kevin Preast, senior vice president of entertainment marketing



How did you do last year?

Great. It was one of our best years ever since opening the

venue. We had a really diverse mix of events that were well attended. We were slightly down from 2018 — but that was our best year on record.

Big shows

Smashing Pumpkins, Panic at the Disco!, Def Leppard, Game of Thrones Live Concert Experience, Barry Manilow, Winter Jam, Fleetwood Mac and Cirque du Soleil's "Crystal."

Changes

We installed a new taco stand, we added to our Corona Cantina and we're getting ready to revamp our concessions (with concessionaire Delaware North) and open up the concourse to incorporate the water and grounds into the building a bit.

What went right

Educating people on the Tampa music scene. We're creating a musical identity for the market. Our market is getting younger, more diverse, and the fans have more disposable income.

Challenges

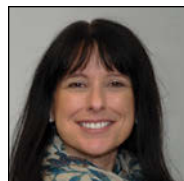
Elton John canceled with 24 hours notice. We actually had very little



Kiss performs at Amalie Arena in Tampa.

pushback and very few refunds. He'll be back in November. Travis Scott was another cancellation; at least we had a couple days on that one. We were the third date on the tour, and they couldn't fit the set into the arena.

RUTH ECKERD HALL, CLEARWATER
Susan Crockett, acting president and CEO



How did the venue do this year?

Everything is trending higher this year — the shows, the

attendance and the ancillary revenue.

Big shows

Bob Dylan, Ghost, Jackson Browne, John Mellencamp, Leon Bridges and Ken Jeong.

Changes

When our CEO retired at the beginning of the year, as the COO, I stepped in as acting president and CEO. We're renovating our facilities and blowing out the lobby with a 6,000-square-foot expansion



which will house a new intimate cabaret theater. The addition opens in October with more bar service and food options. Outside, we added more entry and exit lanes and we coupled that with free on-site parking which makes coming here a convenient, hassle-free visit.

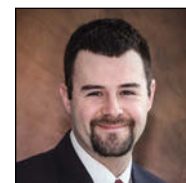
What went right

Through lots of planning, creativity and teamwork, we were able to maintain our level of activity and customer service despite being under major construction and re-directing our audiences on where to go and where to find what they needed. We held our breath, but we didn't skip a beat.

Challenge

Lopping off the front of our building, boarding up the main doors and looking at a bunch of sellouts headed our way.

ADDITION FINANCIAL ARENA, ORLANDO
Joe Imbriaco, general manager



How did you do last year?

It was one of the best years we've ever had. We were defi-

nately up from the previous year.

Big shows

Perfect Circle, Five Finger Death Punch, Migos and the Moody Blues.

Changes

Spectra has taken over our food ser-

CONTINUED ON PAGE 58

RECONSTRUCTED. REIMAGINED. REMARKABLE.



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For booking information, contact Kevin Brown at Kevin.Brown@cityoforlando.net or 407.440.7041.



CAMPINGWORLDSTADIUM.COM

Since reconstruction wrapped, we've welcomed WrestleMania, three NFL Pro Bowls, three annual bowl games and concerts by the Rolling Stones, Guns N' Roses, Metallica, Eagles & Jimmy Buffett and Beyoncé & Jay-Z, among other events. Got a big show? We'll help you get into it.

THE CIRCUIT

CONTINUED FROM PAGE 56

vice contract from Centerplate. We hired Allison Dobin as our marketing director and Nicole Williams as our director of finance.

What went right

The university has been growing, and when it grows, we grow.

Challenges

As with many university venues, the biggest challenge is always the calendar. We have two tenant (basketball) teams here, the men's and women's University of Central Florida Knights, and working around that and other university events can be tricky.

BROWARD CENTER FOR THE PERFORMING ARTS, FORT LAUDERDALE

Kelley Shanley, CEO



How did last year go?

It was a great year and we were up in attendance by 16 percent.

Big shows

We were fortunate enough to get "Hamilton" and many other great shows like "Dear Evan Hansen," three nights of Joe Bonamassa, Gladys Knight, America and great family entertainment like Peppa Pig and Daniel Tiger's Neighborhood Live.

Changes

We added an outdoor grab and go concession stand with pizza and craft beer.

What went right

We started a dinner program in a room that holds around 175 people before every "Hamilton" performance. It was an upscale buffet-type experience priced at \$29.50-\$34.50. It was so successful we are going to introduce the preshow dinner to every Broadway series show that we offer. We also

took steps to speed up the transaction time in the city-owned parking lots across the city. We got permission to bring in our own credit card vendor who got transactions times down from one minute to two or three seconds. Guest surveys say it's a huge improvement.

Challenges

Price points are always a challenge. We're in a high tourist area and there is a lot of competition for those tourist dollars. We often feel like if there's a secondary market, we did something wrong.

CAMPING WORLD STADIUM, ORLANDO

Allen Johnson, executive director of Orlando Venues



How did the venue do last year?

It was one of our best years ever. We've been averaging

one stadium show a year and last year we did two — Jimmy Buffett and the Eagles, which is our highest-grossing concert ever, and Beyonce and Jay-Z.

Big shows

Monster Jam World Final and the Electric Daisy Carnival.

Changes

We are in the process of starting a \$60 million enhancement to our 2014 reconstruction. We're going to add seats in the end zone and add premium seating, we're going to turn some outdoor clubs into indoor clubs, and we're going to enhance our parking lot and guest arrival area. This will all start in 2020 and will be done in phases. The building will not close for any long windows. We added a local barbecue restaurant called Four Rivers.

Last year's Electric Daisy Carnival drew over 100,000 fans to Orlando's Camping World Stadium.



What went right

We got the NFL Pro Bowl, our third consecutive one. Our EDC event had the largest attendance ever, with 100,000 people over two days.

Challenges

We did Beyonce and Jay-Z on a Wednesday night and had the (Camping World Classic college football game) on Saturday, which gave us a short window to clear the concert and get the football field ready. While I wouldn't advise this, we made it happen.

AMWAY CENTER, ORLANDO

How did you do last year?

We were up. We did 43 concerts, up from 34 concerts last year.

Big shows

Justin Timberlake, which turned into our top-grossing concert ever at Amway Center. We also had Pink, Sam Smith, Bad Bunny, Rod Stewart, Paul Simon and Fall Out Boy.

Changes

We're getting ready to make a plan for new renovations, but we are not certain yet what projects to tackle. Mike Weeman has come on as our venue security manager. An RFP will go out in 2020 for our food service contract. All of our current concessionaire Levy's options have run out and we are mandated by the city to run an RFP for contract.

What went right

We had the largest amount of Latin shows ever and they did very well for us.

Challenges

Elton John canceled 20 minutes

before he was to begin and we had to postpone with everyone already in the venue. Less than 200 people asked for a refund. And we offered anyone that paid for parking a free parking pass for the rescheduled show and we made accommodations for people who had ordered concessions in the suites.

YUENGLING CENTER, TAMPA

Rhett Blewett, assistant general manager



How did it go last year?

It was a great year. We took over the building in 2017 and

we're still learning about the facility and creating new relationships. We are definitely up from last year.

Big shows

Harlem Globetrotters, Sesame Street Live, Mike Epps, Practical Jokers and Underoath.

Changes

We tried to tackle our F&B program and added in new local partners like Hungry Howie's and Mr. Empanada. We also introduced some healthy food options. We also added in an all-inclusive club called Fifth Third Bank Club, and we are selling our loge boxes on an annual basis. Kelli Yeloushan has joined us director of booking.

What went right

We want to get big-name acts with name recognition in the venue and we are making a lot of headway.

Challenges

Traffic and parking. As we grow, we are seeing some stress points. ▣



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**FOR BOOKING INFORMATION,
CONTACT KEVIN BROWN:**

kevin.brown@cityoforlando.net | 407.440.7041 | amwaycenter.com

TOPSTOPS FLORIDA

Ranked by tickets sold. Based on data from concerts and events April 1, 2018-March 31, 2019, as reported to Pollstar. Data updated as of April 29.

RANK	VENUE	TICKETS SOLD	CAPACITY	GROSS	SHOWS
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MORE THAN 30,000 CAPACITY

1	Raymond James Stadium, Tampa	204,202	65,422	\$20,485,865	4
2	Hard Rock Stadium, Miami Gardens	129,726	65,000	\$19,431,408	3
3	Camping World Stadium, Orlando	85,276	45,000	\$13,124,033	2
4	TIAA Bank Field, Jacksonville	40,003	64,431	\$3,521,782	1

15,001-30,000 CAPACITY

1	AmericanAirlines Arena, Miami	534,717	20,000	\$44,445,913	52
2	Amalie Arena, Tampa	383,952	20,000	\$30,997,126	40
3	Amway Center, Orlando	351,840	17,000	\$32,545,657	59
4	BB&T Center, Sunrise	326,457	20,000	\$26,539,172	47
5	Coral Sky Amphitheatre, West Palm Beach	286,332	18,900	\$12,425,246	26

10,001-15,000 CAPACITY

1	VyStar Veterans Memorial Arena, Jacksonville	87,769	15,000	\$6,221,800	16
2	Silver Spurs Arena at Osceola Heritage Park, Kissimmee	61,245	11,400	\$1,520,991	22
3	Yuengling Center, Tampa	55,865	10,500	\$3,124,993	16
4	Coachman Park, Clearwater	5,386	13,500	\$391,445	1
5	Donald L. Tucker Civic Center, Tallahassee	4,368	11,700	\$210,972	2

5,001-10,000 CAPACITY

1	Daily's Place Amphitheater, Jacksonville	105,324	5,500	\$6,205,121	29
2	Hertz Arena, Estero	90,187	8,284	\$5,178,257	31
3	Pensacola Bay Center, Pensacola	36,290	9,450	\$1,968,908	11
4	Addition Financial Arena, Orlando	35,346	10,000	\$1,658,292	16
5	Watsco Center at the University of Miami, Coral Gables	24,386	7,972	\$1,850,553	8

2,001-5,000 CAPACITY

1	Broward Center, Au-Rene Theater, Fort Lauderdale	350,752	2,658	\$29,693,708	184
2	Dreyfoos Hall, West Palm Beach	263,377	2,195	\$15,145,842	154
3	Ruth Eckerd Hall, Clearwater	163,630	2,180	\$10,370,725	116
4	Ziff Ballet Opera House, Arsht Center, Miami	158,221	2,400	\$12,594,943	119
5	Carol Morsani Hall, Tampa	155,274	2,610	\$10,304,845	90

2,000 OR LESS CAPACITY

1	Florida Theatre, Jacksonville	115,910	1,900	\$4,581,999	99
2	Parker Playhouse, Fort Lauderdale	72,849	1,168	\$3,644,147	92
3	Capitol Theatre, Clearwater	66,775	800	\$4,032,517	128
4	Barbara B. Mann Performing Arts Hall, Fort Myers	38,940	1,871	\$2,759,164	29
5	Ponte Vedra Concert Hall, Ponte Vedra Beach	31,660	900	\$1,242,505	83

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University of Central Florida in Orlando, FL



Scene: Tallahassee

MIX OF COLLEGE STUDENTS AND POLITICIANS MAKES IT A DISTINCT MUSIC MARKET

MARK HINSON IS the former head senior music writer for Tallahassee's daily newspaper, the Democrat, and has been writing about the local music scene for 27 years. Kati Schardl is the current music writer for the Democrat. Together, they've seen the market grow from a strictly university town to a more diverse city with its own vibrant music scene.

Tell us about the Tallahassee music scene.

HINSON: Locally there is a lot of talent in Tallahassee; we are known for Creed and T-Pain. They are not indicative of the music scene, though. We are a college town so there are a lot of bands that appeal to college people that come



here. We've always turned out interesting bands. If you know where to go, you can see top-shelf music from college rock to country to avant-garde to rap. It's a diverse audience. We have definitely moved beyond just being a college town.

SCHARDL: It's a fun mixed bag. Small but mighty. It's a place where you can see national

and international acts as well as great local acts.

The popular perception is that we are into country music, but we cover all the bases.

We're big into jazz and blues; we have two world-class jazz programs at the universities, and because of that we'll get great talent like Winton Marsalis.

Do you get the big shows?

HINSON: Yes. Kenny Chesney was just here. That kind of show will play in our 14,000-capacity (Donald L. Tucker) Civic Center.

SCHARDL: The Civic Center also gets the package tours, like the Blues Is Alright Tour. Cascades

Park Amphitheater has a 3,500-capacity and has been trying to get more international acts.

What are the local popular venues?

HINSON: A very popular venue, the Florida State Club Downunder, is closed for a two-year renovation. Smaller shows will play The Moon, a 1,300-capacity room. Our jewel in the crown is the Bradfordville Blues Club, an old cement building that's been there a long time and has history. From the outside it looks like a tacky place, but there's a \$25 cover charge to keep out the riff-raff. It holds 120 people and you see incredible acts there. This kind of place is so authentic you would hardly think it could exist anymore.

SCHARDL: It's out on the edge of town. They get exceptional talent that will come through. ... There's also the Wilbury, which gets a lot of '80s acts.

Is there anything unique about the Tallahassee live music scene?

HINSON: It's the oddest thing, but Tallahassee has a tradition of huge walk-up sales. The fans here do not want to think so far ahead. Venues often report that a majority of their tickets are sold at the door. Why? Because people here are lazy and it's the South; the further north you go, the more Southern it gets.

SCHARDL: Tallahassee is what it is because of the students and the legislators. We are at the same time a young market and an old market. The locals love the summer when they can drive across town in five minutes. During the year that trip would be 45 minutes.

How are ticket prices in the region?

HINSON: Fair. They keep up. You will pay the same price here to see Eric Church as anywhere else. Where prices really matter are at the university level and those prices are so cheap here. You can see an opera or get a theater ticket for \$5. ▣

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Kelsey Coary

From: Tampa, FL

Company: TBSE

Rookie Year: 2017

Likes: My Job!, Cats, Astrology,

#SavingSpecies, Trying New Restaurants

First Concert I Attended Was:

Britney Spears

Favorite Genre of Music: Hip-Hop

Current Bucket List Concert: Bad Girl RiRi



Joe Maury

From: Middletown, NY

Company: TBSE

Rookie Year: 2019

Likes: Playing guitar & drums, sports, comedy specials, family time, milk and cookies

First Concert I Attended Was: Toby Mac

Favorite Genre of Music: Anything weird and introspective

Current Bucket List Concert: Kings Kaleidoscope



Angela Lanza

From: Philadelphia, PA

Company: TBSE

Rookie Year: 2013

Likes: Pencils, Popcorn, Coffee, Champagne, Music, Traveling, Fireworks, Family, Friends

First Concert I Attended Was:

Britney Spears, Oops I Did It Again Tour

Favorite Genre of Music: Alternative

Current Bucket List Concert: Elton John

BOOM-TAMPA

Learn more about Tampa's status as a boomtown at
AmalieArena.com/boomtown.

For booking information, contact Kevin Preast at kpreast@amaliearena.com or
Kelli Yeloushan at kyeloushan@tbepllc.com

Q&A

JAIME KELSALL VP OF CONCERTS, APA



JAIME KELSALL OF the talent agency APA has been working in the Florida market for the last 18 years. APA clients include Judas Priest, Blondie, Mary J. Blige and Million Dollar Quartet.

Tell me about the Florida market.

It's an extremely healthy market. It's an extremely crowded market. It's stable as far as attendance goes. It supports a number of different genres across the state.

Does the market shift as you travel across the state?

Absolutely. Certain genres will do better in different parts of the state. In Jacksonville, rock bands will do well; they won't do as well in South Florida or Tampa, mostly because Jacksonville has active rock stations dominating the marketplace. Hip-hop will not do as well in Jacksonville as they will in Orlando. (Electronic dance music)

is huge in South Florida and Miami but not in Pensacola, Tampa or Jacksonville. Florida is a huge state. Between all the arenas in Florida and all the performing arts centers there is a massive array of venues. Some of the geographic inconsistency can be attributed to the universities and where they are located across the state.

How many Florida cities are normally routed into a typical big-scale production?

Around three. When you get to the arena level, often an act won't want to do Orlando and Tampa because they pull from each other, and then you need South Florida play. But when it comes to smaller shows that go into PACs, you can route 10 of them in this state. There's plenty of secondary and tertiary venues.

How does Florida market differ from other big East Coast markets

You can spend a week in Florida just visiting

the midrange cities, where in Pennsylvania you could spend two days.

How is the business for smaller acts trying to break in to the business?

There's a lot of room in the 1,000- to 2,000-capacity venues. But it's such a big state that once you've gone out into the middle of Florida you have already spent four to five days in the state.

So smaller rooms will skip the market or just play Orlando or Tampa. On the House of Blues level, getting an avail is almost impossible.

Does having so many festivals play a part?

Yes. The festivals keep growing and they demand a lot of rules around where an act can play in proximity of the venue, with time constraints, making it harder and harder to book those states.

When you are competing with festivals booking 12-14 months in advance, often times you may be sixth or seventh hold. You need to have your game plan in place far ahead of time.

Are there any pluses to all those tourists?

We have to take into account that in a market like Orlando there are a lot of tourists, but we're not really advertising to them. A small percentage of tickets sold in any town is made up of tourists; 95 percent of the ticket buyers are locals. ▀

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