

QUICK STATS

POLLSTAR CONCERT
MARKET RANK
#17

POLLSTAR 2021 REPORTED
LIVE REVENUE
\$43,415,294

NIELSEN DMA
NO. OF HOMES
1,459,260

POLLSTAR 2021 REPORTED
TICKET SALES
513,446

1

BIGGEST STADIUM SHOW

Grupo Firme
Sutter Health Park,
West Sacramento
\$1,059,640 Gross
9,921 Tickets Sold
\$106.81 Avg. Ticket Price
Music VIP Entertainment
9/26/21

2

BIGGEST AMPHITHEATRE SHOW

Luke Bryan
Toyota Amphitheatre, Wheatland
\$759,165 Gross
13,065 Tickets Sold
\$58.11 Avg. Ticket Price
LiveNation
10/10/21

3

BIGGEST ARENA SHOW

"Disney on Ice"
Golden 1 Center
\$1,059,200 Gross
27,932 Tickets Sold
\$37.92 Avg. Ticket Price
Feld Entertainment
9 shows beginning
2/17/2022

4

BIGGEST THEATRE SHOW

Bert Kreischer
Memorial Auditorium
\$371,637 Gross
6,268 Tickets Sold
\$59.29 Avg. Ticket Price
in-house, Outback Presents
2 shows 12/17/2021

5

BIGGEST CLUB SHOW

Jack Harlow
Ace of Spades
\$157,500 Gross
2,100 Tickets Sold
\$75 Avg. Ticket Price
in-house
2 shows beginning
1/16/2022

GOLDEN DESTINATION BUILDING THE FOUNDATION AND ATTRACTING THE FUTURE

BY RYAN BORBA

CONDITIONS HAVE LONG BEEN RIPE for California's capital city to grow beyond its reputation as a political base, agriculture hub and commuter town in the shadow of the Bay Area. But with mild winters, the relatively low cost of living and a healthy music and sports scene, it's still taken a little while to get there — and it's still a work in progress.

"It's taken a long time, but I think the city's on track," says Eric Rushing, life-long Sacramento resident, club owner and local talent buyer. Rushing opened the 1,050-capacity Ace of Spades club downtown in 2011. "It's still another 10 years out to be really blossoming, but we're getting there. With all the amazing talent between the amphitheater and the arena and small rooms like Ace of Spades and Harlow's and



WHEREVER I MAY ROAM: Aftershock Festival during Metallica's 2021 set. The festival has become a tourism magnet in Sacramento, with people flying in from as far as Sri Lanka.

the Goldfields, there's some great things going on in Sacramento and some great acts coming through the market."

Rushing and his business partner Bret Bair sold Ace of Spades to Live Nation in 2016 and Rushing became a full-time talent buyer with the company. He books and advises programming in clubs and theaters in the region while independently owning and operating a handful of other venues in the area.

Entertainment veterans like Rushing have seen the city evolve alongside sports. While he can proudly claim to have seen bands

like Nirvana, Pearl Jam and No Doubt play small, now-closed rooms like the Cattle Club in the 1990s, the city needed to grow to keep up with the changing live entertainment landscape.

That type of evolution takes major development and backing from civic leaders, the private sector and the local community. All participants in the market point to the opening of Golden 1 Center downtown in 2016 as the catalyst for growth.

"The fact that we just finished our fifth year anniversary is kind of crazy to us," says John Rinehart, president of business

operations for the Sacramento Kings, the arena's NBA tenant. "It seems like we just opened yesterday. When we decided to put the arena downtown, (Kings owner Vivek Ranadive)'s vision was 'let's build a world class entertainment center in the center of our downtown in the capital of California,' the fifth-largest economy in the world, and make it a destination where people can enjoy everything that the great city of Sacramento has, starting with world-class arts and entertainment lifestyle district anchored by Golden 1 Center."

The \$550 million, 17,500-ca-

capacity arena was built to anchor development in a city with not a whole lot going on downtown, tied to Ranadive's commitment to sustainability and technology.

It's gone on to be one of the busiest arenas in the world for touring artists, ranking No. 6 on Pollstar's 2021 Year End Top Worldwide Arenas chart. It came in No. 35 on the 2022 Mid-Year Arenas chart, with 239,126 tickets reported sold.

Over the past five years, 41 downtown properties valued at \$1.5 billion have been sold, with 25 developments currently under construction and 81 projects

SELECT VENUES IN PLAY - SACRAMENTO MARKET

VENUE	VENUE TYPE	CITY	AVG. TICKETS SOLD	AVG. GROSS	AVG. CAPACITY	AVG. CAP. SOLD	AVG. TICKET PRICE	SHOW REPORTS
Ace of Spades	Club	Sacramento	945	\$30,080	1,020	93	\$31.83	27
Auburn State Theatre	Auditorium / Theater	Auburn	333	\$13,452	340	98	\$40.40	1
The Basi Nationwide Amphitheater at the Fruityard	Amphitheater	Modesto	3,773	\$226,782	3,917	96	\$60.11	2
Belden Town Resort	Outdoor Venues	Belden	1,400	\$128,750	1,450	97	\$91.96	4
The Boardwalk	Club	Orangevale	241	\$3,936	400	60	\$16.33	1
Bob Hope Theatre	Auditorium / Theater	Stockton	1,012	\$53,259	1,616	63	\$52.62	79
The Center For The Arts	Auditorium / Theater	Grass Valley	595	\$36,302	694	86	\$61.01	2
City Studio Theater	Auditorium / Theater	Folsom	783	\$50,896	829	94	\$65.02	6
Colusa Casino Resort	Casino	Colusa	660	\$51,920	660	100	\$78.67	1
Crest Theatre	Auditorium / Theater	Sacramento	647	\$34,874	930	70	\$53.93	40
Discovery Park	Outdoor Venues	Sacramento	36,250	\$4,100,334	40,000	91	\$113.39	4
Faith Community Church	Auditorium / Theater	Acampo	850	\$23,410	850	100	\$27.54	1
Foster Family Theatre	Auditorium / Theater	Modesto	248	\$8,886	430	58	\$35.82	54
Golden 1 Center	Arena	Sacramento	7,824	\$596,175	10,665	73	\$76.20	163
Goldfield Trading Post	Club	Sacramento	315	\$6,951	436	72	\$22.09	7
Grand Theatre Center for the Arts	Auditorium / Theater	Tracy	488	\$18,681	499	98	\$38.29	1
Harlow's Nightclub	Club	Sacramento	213	\$4,782	416	51	\$22.46	221
Heart Health Park	Stadium	Sacramento	5,154	\$255,158	7,693	67	\$49.50	14
Holy Diver	Club	Sacramento	270	\$4,193	300	90	\$15.50	12
Ironstone Amphitheatre	Amphitheater	Murphys	4,294	\$288,175	4,831	89	\$67.11	14
Jackson Rancheria Casino & Hotel	Casino	Jackson	364	\$24,001	836	44	\$65.94	1
Mainstage	Auditorium / Theater	Folsom	688	\$36,916	829	83	\$53.62	11
Mary Stuart Rogers Theatre	Auditorium / Theater	Modesto	805	\$48,632	1,232	65	\$60.44	179
Memorial Auditorium	Auditorium / Theater	Sacramento	3,041	\$159,825	3,431	89	\$52.56	9
Miners Foundry Cultural Center	Auditorium / Theater	Nevada City	619	\$18,253	619	100	\$29.48	4
The Palms Playhouse	Club	Winters	113	\$2,260	210	54	\$20.00	1
Punch Line	Club	Sacramento	155	\$4,400	240	64	\$28.43	4
Robert and Margrit Mondavi Center for the Perf. Arts/UC Davis	Complex	Davis	1,183	\$37,158	1,761	67	\$31.41	1
Sacramento Convention Center	Complex	Sacramento	2,417	\$209,257	3,338	72	\$86.58	1
SAFE Credit Union Performing Arts Center	Auditorium / Theater	Sacramento	1,997	\$95,323	3,106	64	\$47.73	1
The Starlet Room	Club	Sacramento	80	\$1,106	201	40	\$13.79	56
Stockton Arena	Arena	Stockton	2,930	\$118,184	4,450	66	\$40.33	41
Sunrise Community Church	Auditorium / Theater	Fair Oaks	854	\$22,093	854	100	\$25.87	2
Sutter Health Park	Stadium	West Sacramento	9,921	\$1,059,640	10,305	96	\$106.81	1
Torch Club	Club	Sacramento	30	\$300	100	30	\$10.00	1
Toyota Amphitheatre	Amphitheater	Wheatland	11,461	\$587,057	16,643	69	\$51.22	8
Thunder Valley Casino Resort	Casino	Lincoln	3,803	\$181,248	5,500	69	\$47.66	1
Vacaville Performing Arts Theatre	Auditorium / Theater	Vacaville	465	\$31,900	485	96	\$68.00	1
Westside Pavilion At Black Oak Casino	Amphitheater	Salida	3,330	\$339,457	5,144	65	\$101.94	1

Based on Pollstar Boxoffice Reports 2019-22. Visit Pollstar.com for more Boxoffice, Route Book and Contact information including access to Pollstar Data Cloud.

SACRAMENTO AMPLIFIED

TOGETHERNESS AMPLIFIED

WE BUILT IT. THEY CAME.

\$6.5 Billion+ Investment
in Downtown Area

Over 1 Million Fans Through
Our Doors Every Year

Employment Hub for
Our Region

SUSTAINABILITY AMPLIFIED

GOOD AT DOING GOOD.

First LEED Platinum arena
in the NBA

100% Solar Powered

90% of Our Food & Beverages
Are Sourced from Within
150 Miles of the Arena

TECHNOLOGY AMPLIFIED

FAST & FORWARD THINKING.

World's Most Technologically
Advanced Arena

First Verizon 5G Venue
in the NBA

World's First In-Arena
Checkout-Free
Convenience Store

**Golden 1 Center has become one of the world's best sports and live events facilities
and the epicenter of entertainment for Sacramento and Northern California.**

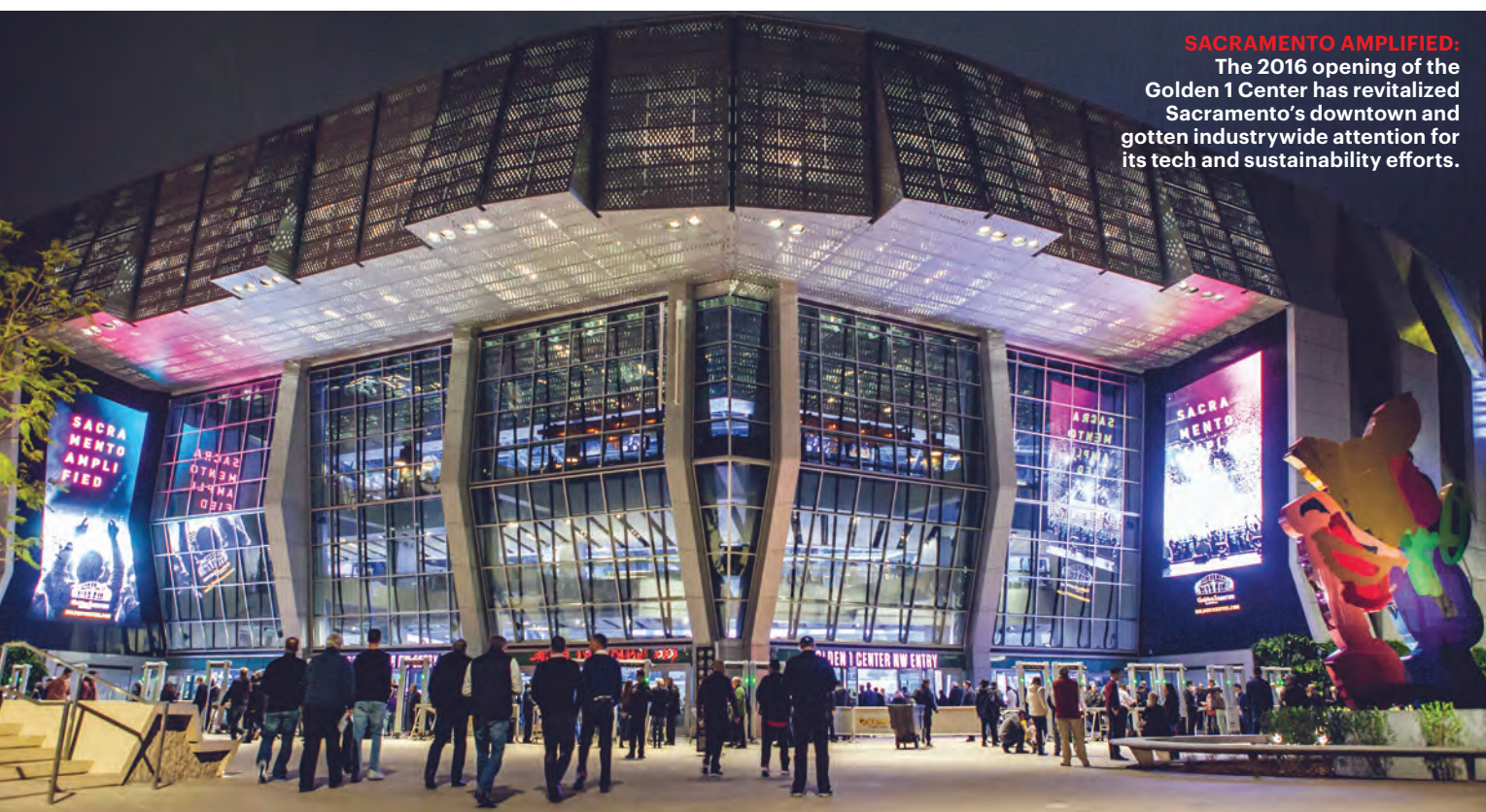
To book your next event, visit Golden1Center.com or contact
James Rasmussen at jrasmussen@kings.com or (916) 701-5314.

Golden1CENTER
Credit Union

SACRAMENTO – RECENTLY REPORTED TICKETS AND GROSSES

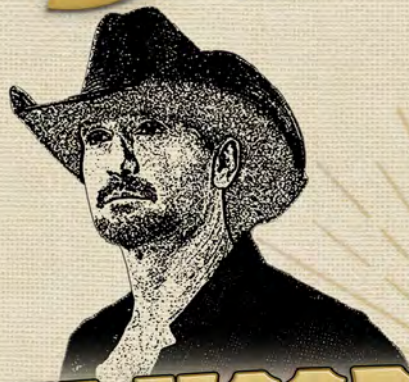
DATE	SHOWS	HEADLINER	VENUE	AVG. TICKETS SOLD	AVG. GROSS	AVG. TICKET PRICE	AVG. CAP. SOLD	PROMOTER
6/22/22	1	"Baby Shark Live!"	Memorial Auditorium	1,242	\$52,503	\$42.27	40	Premier Productions
6/10-11/2022	2	One Night In Memphis: Presley, Perkins, Lewis & Cash	Mary Stuart Rogers Theatre, Modesto	1,201	\$48,736	\$40.58	96	in-house
6/4/22	1	Vundabar	Harlow's Nightclub	456	\$8,344	\$18.30	100	in-house
6/2/22	1	Bedouine	Harlow's Nightclub	76	\$1,392	\$18.32	25	in-house, Folkyeah
5/29/22	1	The Emo Night Tour	Harlow's Nightclub	488	\$8,486	\$17.39	100	in-house
5/26/22	1	Mount Westmore: Snoop Dogg	Stockton Arena, Stockton	8,419	\$770,087	\$91.47	96	in-house, Bobby Dee Presents, Richter Entertainment Group
5/23/22	1	Robyn Hitchcock	Harlow's Nightclub	111	\$2,900	\$26.13	26	in-house, Folkyeah
5/22/22	1	Chris Perondi's Stunt Dog Experience!	Mary Stuart Rogers Theatre, Modesto	1,134	\$30,037	\$26.49	91	in-house
5/16/22	1	!!! (Chk Chk Chk)	Harlow's Nightclub	107	\$2,447	\$22.87	25	in-house
5/15/22	2	Lea Salonga	Mary Stuart Rogers Theatre, Modesto	1,223	\$76,167	\$62.28	98	in-house
5/13/22	1	Reik	Memorial Auditorium	2745	\$229,858	\$83.74	100	Loud and Live
5/13/22	1	Don Felder	Bob Hope Theatre, Stockton	940	\$43,550	\$46.33	86	in-house, Richter Entertainment Group
5/13/22	1	Escape the Fate	Goldfield Trading Post	600	\$15,549	\$25.92	100	in-house
5/13/22	1	"Menopause - The Musical"	Mary Stuart Rogers Theatre, Modesto	1,196	\$50,479	\$42.21	96	in-house
5/12/22	1	MC5	Harlow's Nightclub	144	\$5,760	\$40.00	34	in-house
5/12/22	1	Celtic Woman	Mary Stuart Rogers Theatre, Modesto	917	\$71,975	\$78.49	73	in-house
5/11/22	1	Eric Church	Golden 1 Center	10,420	\$1,090,291	\$104.63	100	Messina Touring Group/AEG Presents
5/8/22	1	For King & Country	Golden 1 Center	6,607	\$260,597	\$39.44	89	in-house, Smallbone Management
5/8/22	1	Neil Berg's "50 Years of Rock and Roll"	Mary Stuart Rogers Theatre, Modesto	508	\$22,976	\$45.23	41	in-house
5/6-8/2022	3	"On Golden Pond"	Foster Family Theatre, Modesto	186	\$4,752	\$25.46	42	in-house
5/4/22	1	Momix	Mary Stuart Rogers Theatre, Modesto	470	\$25,269	\$53.76	38	in-house
4/30/22	2	Charles Ross' "One Man Star Wars Trilogy"	Foster Family Theatre, Modesto	293	\$9,384	\$32.03	66	in-house
4/26/22	1	Hayes Carll	Harlow's Nightclub	362	\$8,770	\$24.23	85	in-house
4/26/22	1	"Blippi: The Musical"	SAFE Credit Union Performing Arts Center	1,997	\$95,323	\$47.73	64	Premier Productions
4/24/22	1	Ricardo Arjona	Golden 1 Center	5,108	\$671,363	\$131.43	87	Loud and Live

Based on Pollstar Boxoffice Reports. Visit Pollstar.com for more Boxoffice, Route Book and Contact information including access to Pollstar Data Cloud.



SACRAMENTO AMPLIFIED:
The 2016 opening of the Golden 1 Center has revitalized Sacramento's downtown and gotten industrywide attention for its tech and sustainability efforts.

SACRAMENTO CALIFORNIA
GOLDENSKY
OCTOBER 15 & 16, 2022.



TIM MCGRAW SAM HUNT



BROTHERS OSBORNE * MIDLAND * CARLY PEARCE



**MICHAEL RAY * PARMALEE * DIAMOND RIO
BRIAN KELLEY * LINDSAY ELL * LANCO
MATT STELL * ELVIE SHANE * ERNEST
BRITTNEY SPENCER * LILY ROSE * CHASE MATTHEW
MADELINE EDWARDS * BAILEY ZIMMERMAN * ALEXANDRA KAY
WILLIE D. MCCLUNG * MABILENE**

PLUS!

GOLDENSKY BEER FESTIVAL



CALIFORNIA CLUB: The scene before a recent Goth Babe gig at Ace Of Spades, which is credited with fostering the local music scene.

“It’s taken a long time, but I think the city’s on track. It’s still another 10 years out to be really blossoming, but we’re getting there.” — Eric Rushing, Ace Of Spaces

planned, according to data provided by the Kings. The arena sits in what is known as the Downtown Commons development, DoCo for short, which includes the \$190 million, 250-room Kimp-ton Sawyer Hotel, developed by Ranadivé, that also includes team office spaces.

The arena made substantial commitments in tech designed to “future-proof” the building, including in 2021 opening a Tesla Supercharger Station powered by solar energy produced at the arena. Commitments in sustain-

ability include being the first NBA venue to receive LEED Platinum certification.

Kings officials say the success of the arena shows the big bets and capital investment can be an example to other cities across the world.

“The level of investment required and the commitment to build a project like this is incredibly hard today but the conversations are getting easier, as we’ve seen,” said Kings senior vice president and general manager Alex Rodrigo. “This arena has

created a springboard for other facilities to open with that vision in mind, because this is a proven entity in itself. To take on that challenge, that risk to be innovative and forward-thinking, 10 years ago is something that gives us a tremendous amount of pride. As we’re building out the next five to 10 years and seeing where we stand in innovation, technology and community, we don’t take that lightly.”

Recent arena upgrades include the Row One Club premium space opened last year. Soon to be an-

nounced is another premium club space, named The Club presented by Red Hawk Casino.

DRAWING FROM AFAR

Officials with Danny Wimmer Presents saw Sacramento’s potential before the arena opened. The promoter’s Aftershock Festival has taken place in Sacramento since 2012 and grown to four days, attracting 40,000 daily attendees. The event, which features metal rock headliners such as Metallica, Judas Priest and Slipknot, has made a big impact on not just the city

DISCOVERY PARK • SACRAMENTO, CA

AFTERSHOCK

OCTOBER 6 • 7 • 8 • 9, 2022



THURSDAY

ROB ZOMBIE

Slipknot

EVANESCENCE

STONE TEMPLE PILOTS • KILLSWITCH ENGAGE • BAD RELIGION • GHOSTEMANE
 NOTHING MORE • ICE NINE KILLS • ALEXISONFIRE • CODE ORANGE
 FEVER 333 • CROWN THE EMPIRE • ROYAL AND THE SERPENT • POORSTACY
 PRONG • TAIPEI HOUSTON • DEAD SARA • CHERRY BOMBS • VENDEO
 SOLENCE • SUPERBLOOM • EVA UNDER FIRE

10-6-22

FRIDAY

DANZIG

KISS

lamb of god

CHEVELLE • FALLING IN REVERSE • MESHUGGAH • CLUTCH
 MOTIONLESS IN WHITE • SPIRITBOX • GWAR • IN FLAMES • APOCALYPTICA
 HELMET • JERIS JOHNSON • JOEY VALENCE & BRAE • AEIR • CROSSFAITH
 SET IT OFF • AGAINST THE CURRENT • WARGASM • MIKE'S DEAD
 NEMOPHILA • ORBIT CULTURE • ARCHETYPES COLLIDE

10-7-22

SATURDAY

PAPA ROACH

MY CHEMICAL ROMANCE

A DAY TO REMEMBER

HALESTORM • YUNGBLUD • THE DISTILLERS • THEORY OF A DEADMAN
 BEARTOOTH • CITY MORGUE • THURSDAY • ENTER SHIKARI • THRICE
 THE CHATS • AIRBOURNE • LILITH CZAR • ZEAL & ARDOR • H09909
 POINT NORTH • TRASH BOAT • MOTHICA • EGO KILL TALENT
 CROOKED TEETH • AS YOU WERE

10-8-22

SUNDAY

SHINEDOWN

MUSE

BRING ME THE HORIZON

ARCHITECTS • ACTION BRONSON • THE PRETTY RECKLESS • THE INTERRUPTERS
 THE STRUTS • UNDEROATH • JELLY ROLL • DIRTY HONEY • ZAKK SABBATH
 BAYSIDE • NEW YEARS DAY • AMIGO THE DEVIL • CAROLESDAUGHTER
 THE WARNING • MAGGIE LINDEMANN • BAND-MAID • THE MYSTERINES
 BLOODYWOOD • THE ALIVE • JARED JAMES NICHOLS

10-9-22



GOLDEN SKY: Tim McGraw, shown at the Toyota Amphitheater in Wheatland, is headlining the new Golden Sky festival at Discovery Park in October.

PHOTO BY C FLANIGAN/FILMMAGIC

SACRAMENTO-CHEAT SHEET



More people are calling California's capital city home, with the greater Sacramento region growing more than 11 percent from 2010-2020, and still gaining population during the pandemic as the rest of California lost residents.

THE CAUSE: Cesar Chavez Plaza sits in the city's downtown, marking where in 1966 the labor activist ended his 250-mile protest march to bring awareness of farm laborers' working conditions.



WAY BACK: Old Sacramento, a 28-acre National Historic Landmark District and State Historic Park, features buildings from the 1800s. The city was the start of the Pony Express, while local newspaper The Sacramento Union used Mark Twain as a contributor.



1985: The Sacramento Kings, which began as the Rochester Seagrams in 1923 and had stints in Cincinnati, Kansas City and Omaha, played their first season in the Golden State in 1985 at the old Arco Arena in the city's outskirts.

GOLDEN BOYS: Sacramento is home to major artists including Deftones (pictured), Papa Roach, Cake, Tesla, Daniel Johnston, Death Grips, Hella and many others. Deftones' Chino Moreno is pictured at Aftershock Festival in Sacramento.



but the greater concert landscape, drawing rock and metal fans from around the world.

"When I look at all the events we host in Sacramento, whether it's major conventions or sporting events or even the California State Fair, nothing produces hotel room nights like Aftershock," said Mike Testa, president and CEO of Visit Sacramento. For 2019's festival, 500 people came from Canada, plus visitors from London, Moscow and Sri Lanka to see their favorite bands. "The numbers we have show that Aftershock attendees are about 65% people that don't live in the Sacramento region, which is exactly what I want as the guy in charge of tourism."

DWP, headquartered in Los Angeles, is known for developing secondary markets into major destinations, promoting similar events in Columbus, Ohio, and Louisville, Kentucky, among others. When looking at the market as a potential festival home in 2012, Danny Wimmer Presents CEO Danny Hayes said the team "just fell in love" with Sacramento, where festival site Discovery

GETTY IMAGES / OLD TOWN: CAROL M. HIGHSMITH, BUYENLARGE, GETTY IMAGES

THE VENUE

— AT THUNDER VALLEY —

OPENING EARLY 2023



*Congratulations on being a dominant force in Northern California.
See you at the grand opening of The Venue!*

Cheers, Billy Brill and Danny Wimmer Presents



THUNDER
VALLEY
CASINO · RESORT

Park offers a lush setting with plenty of space, along with more predictable and favorable weather conditions than many markets.

Hayes said there's no space at the park to expand Aftershock itself, but there is room for other events.

For 2022 DWP has introduced a new country festival, Golden Sky on Oct. 15-16 at the same site, the following weekend after Aftershock and headlined by Sam Hunt and Tim McGraw. In 2019, the promoter first dipped its toes into country festivals with Hometown Rising festival in Louisville, where the event producer put on three consecutive festivals, dubbed "The Louisville Trifesta," that drew a combined attendance of 290,000.

"If you curate the right artists, that gets you a lot of initial attention," Hayes says of launching a new event. "Then you hope our DWP reputation gives people comfort to try a festival — this is a reputable company that does all these other festivals — they know they'll have a good experience and are willing

to take a shot on a first-year event."

Hayes says the shared-site, consecutive-weekend festival model is one the company hopes to continue in multiple markets, but current economic conditions and travel expenses for fans mean now may not be the time for overly aggressive expansion.

"This double-whammy of COVID and now a struggling economy — there's no doubt in my mind we're in a recession — Aftershock is feeling some of that effect because of its travel dependency," Hayes said.

Easing travel costs for festival goers would go a long way to alleviate that particular problem, he said.

"We don't have camping, we don't have the cheap accommodation option, and that's something we need to solve," he said. Hayes is working with Testa and city leaders to develop a camping program at Discovery Park. "There's always 4,000 to 8,000 people who really want to camp and will come every year."

For Golden Sky, more local fans are expect-

ed to attend the first few years, but the goal is to become a destination event similar to Aftershock, and hopefully include a camping option as well. Hayes says having Hometown Rising under their belts will help establish the event, as country festivals have their own learning curve.

"We did 35,000 per day; it was probably the second largest country festival that year behind Stagecoach, but we lost a lot of money on it," Hayes said of the Louisville event in 2019. "We learned quickly that 'the math' — what it costs to put a festival together, what you spend on various things, how much you charge for tickets — we got our butts handed to us." The event's success starts with booking, and Hayes noted confidence in DWP head of talent Del Williams, whose experience is not limited to rock music.

"We don't accept the adage that you're going to lose money in the first few years. We reject that notion," Hayes said. "But, that said, you need to be prepared to take losses. God knows we have taken our share."

"It's going to be one of the finest places to watch a show on the West Coast." — Jon Bow, Thunder Valley Casino Resort



FESTIVAL SHOCKER:
Aftershock Festival organizers
are working on a camping
component at the long-running
Sacramento event.

STEVE THRASHER

BETTING ON GROWTH, BEYOND

As Aftershock and Golden 1 Center have added to the overall Sacramento experience and helped develop the city into a destination for fans and touring artists, additional growth is occurring in the region.

Greater Sacramento is home to several tribal casinos, which have proliferated up and down the state since the early 2000s, expanding from bingo halls to full Vegas-style resorts. The concert venue trend expands to these properties, including The Venue, a new \$100 million facility at Thunder Valley Casino Resort that opens in early 2023. The concert hall is under construction with preparations to have the structure closed before the rainy season.

OTJ is the architect and the general contractor is McCarthy Building Companies. Akustiks is handling audio/video design with Schuler Shook serving as the lighting designer.

"It's going to be one of the finest places to watch a show on the West Coast," said Jon Bow, entertainment director at Thunder Valley, which is in Lincoln, California, about 30 miles from Sacramento.

"It will have about 4,600 seats. We're still playing around with the configuration, but we're going to have some A-list entertainment there. We're really looking to step up to the next level on several of our shows for 2023."

The Outdoor Amphitheater at Thunder Valley hosts a yearly outdoor concert season at the property, with Bow saying this year hosting more than 30 concerts, on the busy side of a usual year.

"We're off to a fantastic start," Bow says of the outdoor concert series, noting a recent Boyz II Men headline show. "It's the best start we've had in the more than a decade we've been doing it." The outdoor facility is booked by Billy Alan Productions, acquired by Danny Wimmer Presents in 2021. Bow says The Venue has already generated a lot of interest from the artist community, and they're "more than excited" to have support from Billy Alan CEO Billy Brill, and DWP's Del Williams and Joe Moallempour in bringing talent to the venue. "It's taking us to a different level," Bow said.

A new \$500 million Sky River Casino is opening in September in the Sacramento suburb of Elk Grove, 15 miles from downtown.

While no entertainment venue has been announced at that property, Bow says competition means increased focus on offering top-notch amenities, value and entertainment.

"There's always competition coming in, and you never know what's going to happen when the new, brightest thing pops up," he said. With a shortage of labor, Bow says it's a certainty that some staff, such as card dealers and housekeeping, will surely opt to work closer to the city.

"There's going to be an impact, but you have to welcome the competition and step your game up," he said. "One of the reasons we decided to offer this new venue is to set us apart from incoming and existing competition. We feel this venue does that. The guests are going to continue coming to us and continue coming back, and hopefully this will be more of their home for the long haul."

The arena and Aftershock affect artist availability for other venues, but overall, it's considered a positive.

"I do lose some shows to Aftershock and now Golden Sky but overall, it's healthy for the market," says Rushing, who

books Ace of Spades and owns two Goldfields locations, one in Roseville (600 capacity) and one in downtown Sacramento (300 capacity), along with the 150-capacity Old Ironsides downtown and the Folsom Hotel Saloon.

"I'm not booking rock shows on Aftershock weekend, and I'm not booking country shows on Golden Sky weekend. So I've got two of the biggest genres for Sacramento, rock and country, and I can't do either one of them for 14 days or 20 days," Rushing said with a laugh. "But the festivals are healthy and help the market grow. We all like-mindedly work together."

"The city is growing enough that it warrants these bigger shows," said Trevor Swenson, CEO and owner of talent agency Dynamic Talent International in Sacramento. He notes recent data showing the city among the fastest-growing markets in the country, gaining population during COVID while the state lost population overall.

Swenson notes the strength of comedy, country and legacy artists in the city, including at Toyota Amphitheatre in nearby Wheatland. Swenson moved from the midwest in the early 2010s to open

THE VENUE: An external rendering of The Venue, a 4,600-seat theater opening at Thunder Valley Casino Resort in early 2023.



THE DOSSIER

BY RYAN BORBA

Hard Rock Live Sacramento

THEATER

WHEATLAND, CA

CAPACITY: 2,500 SEATED
(3,000 GENERAL ADMISSION)Hard Rock
Ups The Ante In
Sacramento

The recently opened Hard Rock Live at the casino/hotel/entertainment chain's Sacramento property is the latest example of increased activity in not only the casino sector but the overall Sacramento market as well.

"We want to put this venue on the map," said Randy Maddocks, director of entertainment for Hard Rock Sacramento. "I think the people are going to come. If you speak specifically to the Sacramento-proper market, there isn't a 2,500-to 3,500-seat club or theater of our size and amenities."

Maddocks acknowledges the plethora of Native American casino properties in the area, which includes the nearby Thunder Valley Casino Resort that hosts its own outdoor series and in March broke ground on a standalone indoor theater venue. But he says, with a full slate of shows, state of the art amenities and top talent booked well into next year, the \$50 million-plus Hard Rock Live has appeared been a hit.

"We're looking to do 50 shows or so in our first year, and then gradually move on up and hopefully we can get to 100," says Maddocks, noting 2022 shows with Demi Lovato, Chel-sea Handler, Chris Rock, Bret Michaels and a UFC event he

says will resemble "a mini MGM Garden" with boxing ring, sky boxes and balcony seats fully activated.

Hard Rock Sacramento opened in 2019, the brand's first West Coast property. It's a partnership between Seminole Gaming, which owns the Hard Rock International brand, and the local Enterprise Rancheria Tribe. Shutting down four months after its grand opening due to the COVID-19 pandemic, Hard Rock elected in 2021 to go forward with expansion plans that included a gas station, convenience store, office space, warehouse — and event space.

"The entertainment venue was really the last component of the overall Hard Rock experience that we wanted to have available to really separate this property as an integrated destination resort from many of the other comparable products and amenities in the marketplace," said Mark BIRTHA, president of Hard Rock Hotel & Casino Sacramento at Fire Mountain. He says the strength of the Hard Rock brand was apparent upon opening.

"When we opened up our doors, we were surprised at how many people were coming two, three hours away, from the Bay Area," said BIRTHA. "They're making that drive on a daily basis because of the power of the brand and the experience

and product quality that we consistently deliver all around the world. It's been a positive performance on every level as we look to continue to grow our offerings and build loyalty with our guests and bring new guests to our property. It's been an amazing ride even though it's been quite chaotic, to say the least, over the last couple of years."

The venue itself boasts two public levels, with a retractable seating system on the first floor that allows for full general admission events, up to 3,500 or so capacity. Live Nation is the venue's booking partner for touring artists.

The venue's second level provides multiple VIP and premium options, including intimate meet and greet spaces that are convenient for artists and their teams, and include Hard Rock memorabilia, a full bar, VIP backstage area and removable risers and seats within VIP spaces.

"This one really sets the bar for this type of market, providing what larger elite venues bring to the table — incredible sound, incredible sight lines and, with the retractable seating system and removable chairs, you see a lot of flexibility in terms of the events you can host," says Olivier Berthiaume-Bergé of theater and interior designer Sceno Plus, which has worked with Hard

Rock on six projects.

Berthiaume-Bergé noted the varied types of events taking place at the venue, including a three-day wedding celebration. "The possibilities are almost infinite, and with very quick turnaround time," he said, also noting the L-Acoustics sound system and K2 line array.

Premium is a priority, with Hard Rock's memorabilia and artist connections playing into venue design.

"There's a sky box that directly overlooks stage left, an opera box situation that's very private and only a select few people will be there, or the artist's guests," Maddocks explains. "We're calling it The Porch, which is a reference to the song by Pearl Jam, and there's some Pearl Jam memorabilia in that space."

With fans coming from hours away, artists have also responded well to the new venue, the team said.

"Bret Michaels sound-checked longer than we anticipated because he liked it so much. He kept talking about how much he loves the room," Maddocks said. "He repeatedly mentioned that while he was on stage. We were the last show for him before the tour with Poison, Jon Jett, Def Leppard and Mötley Crüe, so it was cool to be able to get him before he goes off on the big Stadium Tour." ▀



NEW KID THE BLOCK: The 2,500-seat Hard Rock Live Sacramento opened in June with a Maroon 5 concert.

a booking agency with then-partner Rushing before buying back his stake and going solo. While on a recent trip to New York, noticing multiple arenas and clubs packed on the same night, Swenson said Sacramento comparatively punches above its weight.

"That's with a population of what, 11-14 million?" he said.

"Sacramento has 600,000 people, with multiple arenas and amphitheaters, and is doing the business."

Testa from Visit Sacramento says the success of players old and new in the market adds up to improving the experience for locals and, of course, bringing needed tourism.

"Since the opening of Golden 1, the music that's come to Sacramento has been vastly different, and we haven't had to go to the Bay Area or Reno to see shows," Testa says. "One weekend in 2019, we had Aftershock, a Chris Brown concert at Golden 1 Center, and Maná at Sutter Health Park where the minor league Giants play, and all three shows were sold out. It's



SACTO ACTIVE: The Golden 1 Center complex includes outdoor dining, retail and entertainment space.

great to see that."

That kind of success also continues the civic pride long demonstrated by the city's residents, fervent supporters of the Kings, as well as minor league baseball's Sacramento River Cats.

"People come out and support these things," Testa said. "The Amgen Tour Of California had its finish in Los Angeles one year, and watching on TV, there's (a few) people there, standing 15 feet apart. In Sacramento, people were

lined up 10-deep all the way down the street cheering this thing on. When an event like that comes to Sacramento, they own the city. When an event like that goes to one of the larger cities, it's just another event in that city."

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ARTIST'S TAKE

PAPA ROACH'S JERRY HORTON

TALKS HOMETOWN CLUB SCENE, COMING BACK TO AFTERSHOCK

BY GARY GRAFF



Hailing from Vacaville, California, roughly 35 miles from Sacramento, the members of Papa Roach viewed the state capital as a sort of rock 'n' roll Valhalla as they were cutting their musical teeth in high school bands.

Frontman Jacoby Shaddix and drummer Dave Buckner became friends at Vacaville High School, while guitarist Jerry Horton attended rival Vanden High School. With other bandmates they made their first public appearance at the Vacaville High talent show, performing the Jimi Hendrix Experience's "Fire" (not a winner, by the way). With bassist Will James, Papa Roach coalesced in 1993 and released its first EP, *Potatoes For Christmas*, the following year. Tobin Esperance joined on bass in 1996, in time for the group's first album, *Old Friends From Young Years*, in early 1997.

DreamWorks Records signed the group, and its 2000 release *Infest* vaulted the band to triple-platinum status, landing in the top five of the *Billboard* 200 (and Top 10 in the U.K.) with a pair of Top 10 Alternative Airplay singles, the No. 1 "Last Resort" and "Broken Home."

Papa Roach has continued the infestation ever since, releasing nine more studio albums — including *Ego Trip*, which came out during early April. Buckner was replaced by Tony Palermo in 2007, and this summer the quartet is co-headlining the Rockzilla Tour with *Falling In Reverse*, joined by *Hollywood Undead* and *Bad Wolves*. *VenuesNow* caught up with guitarist Horton during rehearsals in Sacramento (though he now lives in Nashville) for some memories about the Sacramento scene and his band's place in it.

VenuesNow: You guys got on the band path early, as teenagers.

Jerry Horton: Yeah. Even in our small town that we lived in we had a pretty good music scene. There were a lot of people in high school and right out of high school who were playing, and we all knew each other. When the band started we would just go and we'd play at anything we could get, or we would make up shows. We'd go to somebody's house and play or go to a coffee shop and play or whatever.

What was your first gig in Sacramento?

I want to say it was probably playing with Deftones at the Cattle Club. That place went through a lot of name changes. I don't remember what it was before the Cattle Club, but after the Cattle Club it was called Bojangles. That was just a staple for the scene. Everybody would go watch bands there. It was pretty funky in the

VIVA VACAVILLE:
Jerry Horton and
Jacoby Shaddix
of Papa Roach
pictured during a
festival gig in
Spain, 2017.

floor it was just anything goes. There were no barricades, either, so if people were crowd surfing they'd end up on stage and jump back off. It was just chaos. I want to say that was probably the first place Jacoby attempted ... he used to flip into the crowd for a while, and that was probably the first place he tried it and it didn't really work. They didn't catch him and he wound up on the floor. But there was a lot of that. We'd be in the middle of the song and he would be gone and we're just looking around for him like, "What? Where is he?" and he'd be in the middle of the crowd and drop the microphone and mosh. It was just crazy.

You mention Deftones, who preceded you into the major label world. What kind of relationship did you have with them?

They were a few years ahead of us in their development. They were the big local band and everybody was drawn to them. We did a few shows with them early on, and then as we progressed, we started doing our own shows and headlining and all that. I think Deftones kind of saw us as the annoying little brother; we would constantly badger them to do stuff with us, and they would rarely take us up on it. We weren't really, like, super close, but we got along.

Coming from "out of town," as it were, how did Papa Roach promote itself in Sacramento?

We didn't rely on the promoters to do the stuff. We were flyering and going around to other shows and selling ourselves and just getting out there and doing our own promotion. We all had jobs but on the weekends or whenever we'd have days off we'd either team up or we'd assign certain areas to certain guys and we'd go and flyer the posts at all the stoplights and all the major intersections. I remember we went to see Korn at the Cow Palace (in San Francisco), just a couple of years before we got signed. We had just made our first full-length album and

we would walk the line playing our music on a boom box and selling our CDs. You did whatever you had to do to get people to pay attention.

What were the other mainstay venues you played in Sacramento?

There was the Press Club at 21st and P. That was a bar that held maybe 75 people. It was really small. I remember I saw Deftones there and they covered an REO Speedwagon song — not a combination you'd think would work, but it was incredible. Then there was the Boardwalk, which was a little bit outside of Sacramento but close enough to be considered. It was pretty run-down; the sound system was from 1982 and there were blown speakers in it, and the stage again was really low. When you went to see a show there you weren't expecting amazing sound and lights or anything, but there were a lot of bands that came through there. I remember Suicidal played there, and Sevendust.

Was there a particular venue where you knew you'd "made it" if you headlined?

The Crest Theatre was the big one. It was 1,000 (capacity). There were a lot of seats, but there was a little (open) floor in the front so there was crowd surfing and stage diving and mosh pits. We played there later on, like right before we got signed. We felt like we'd made it, and it was awesome. All of our friends came to be there for us and congratulate us and be part of this crazy energy.

Is it still a big deal for Papa Roach to play Sacramento?

It still feels like a hometown show, for sure, even though some of us are gone now. We're going to play Aftershock (Festival at Discovery Park, in October). We're not headlining a stage but we're second to headline and we're already getting hit up by everybody, all our friends who want to come out to see the show. So we know it's gonna feel special. It always does. ▣

layout. The main room was kind of wide and there were posts all throughout, so it wasn't like a big, open area. It felt pretty packed and the stage was maybe a foot and a half off the floor, so it was really low. The ceilings were really low and the bar was 30 to 40 feet from the stage; there was a wall of glass and on the other side was the bar. People could go in the bar, have their drinks and kinda listen to the band but not get blown out. And then there was a little outside area where people could go. For packed shows, the main floor was full, the bar was full and the overflow was outside in this little patio area. It was a lot of fun.

What were the crowds like?

It was insane. When you're that young you throw caution to the wind. You just do what you do — crowd surfing, mosh pits. Even with all those metal posts in the middle of the



BACK TO SAC: Papa Roach has a high-profile slot on this year's Aftershock Festival in October, which guitarist Horton says is becoming a homecoming party of sorts.