



# INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5



## A letter from the director

Greetings from the birthplace of Elvis!

I hope your 2018 is off to a fantastic start. This past month I had the honor of representing Region 5 at the IAVM Board of Directors midyear meeting. I can tell you that our association continues to reach new heights in terms of membership, with nearly 5,500 members. New projects being developed for members currently include the EMSSI security initiative, an energy management program, and an economic calculator template. Look for more information on these items in the coming months. In other news, registration for Venue Management School opened late last fall and is trending far ahead of past years. If you want to attend in 2018, sign up now before it's too late! Registration is also open now for our combined Region meeting in Lexington, KY April 22-24 and for Venue Connect in Toronto July 22-25. And a friendly reminder if you're headed to Toronto - make sure your passport is valid!

Sincerely,

Todd Hunt

January 1st, 2018

## **IAVM Committee Call for Volunteers**



Dear IAVM Member,

Volunteers are at the heart of what we do, and it is only because of the time and knowledge our volunteers contribute that we are able to fulfill our mission. We hope, therefore, that you will consider responding to this **Committee Call for Volunteers**.

As a volunteer, you will be making a difference to this industry, and giving back to other members. We hope you will also get value out of your service, making connections with other IAVM leaders and learning about the issues that face us all.

Among the many volunteer opportunities is service on one of the association's committees. IAVM has two types of committees: board committees and management committees. A board committee helps the board do its work, of oversight, strategy and member engagement. Management committees help IAVM's management do its work, of meeting the board's goals and effectively operating the association to the benefit of our members.

Below, you will find the list of opportunities available. To volunteer, **[CLICK HERE!](#)** **Even if you currently serve on a committee and wish to continue, you must indicate your interest on this application to be considered for renewal as all committee appointments have one year terms and term limits.** You may indicate your interest for no more than three committees, so please make sure that you rank your choices with 1 being your highest preference. Finally, given the level of interest in service, we can generally only place you on one committee with some exceptions, such as the Industry Affairs Committee, which is partially filled by specified representatives (sector directors of the board, for example).

*The deadline to respond to the Committee Call for Volunteers is March 9, 2018; appointments to board committees will be made by the First Vice Chair, while appointments to management committees will be made by the CEO in consultation with the committee chairs and vice chairs. Volunteers will be notified of their committee assignment by the end of May.*

IAVM welcomes your expertise and commitment to our active and talented group of volunteers. Should you have any questions, please do not hesitate to contact **[Rosanne Duke](#)**.

## WE WANT YOU!

Do you want to become involved in IAVM Region 5? Do you want to meet colleagues who share your passion for our industry? A great way to achieve your goal is to sign up for a Region 5 committee. You will receive far more than you give and make some incredible friendships to boot! You won't be sorry, so complete the form today and return as directed.

### Download the 2017 Volunteer Form

#### Region 5 IAVM News

### SAVE THE DATE

- April 22-24, 2018 -

After a great meeting in New Orleans this past spring, Region 5 is joining Regions 2, 3 & 4 for what is billed as a **Super Regional Meeting** in **Lexington Kentucky**.

The planning committee has been working in the background to provide you with a great opportunity to network and learn. We've got a great site, a reasonable hotel deal and a wonderful City Region 5 has never been to. If you have any program topics of interest, please share them with Courtney Dyer, CFE [cdyer@vbgov.com](mailto:cdyer@vbgov.com) and he'll pass along to the planning committee.

#### Newsletter Editor Opening

Robin Riedlinger, our current newsletter editor, will be stepping down from his role at the end of February. If you or someone you know is interested in stepping up and taking over the IAVM Region 5 newsletter, please contact us as soon as possible. Robin will be available to lend advice as needed.

#### Region 5 IAVM Job Postings

##### **Pensacola Bay Center - Business Development Manager**

The Business Development Manager is responsible for generating advertising sales &

sponsorship, creating PBC special events, group sales, and establishes alliances / partnerships with community organizations and businesses throughout the Pensacola area.

For full job description and application information, visit the employment page <http://www.pensacolabaycenter.com/connect/employment-opportunities>

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### **BancorpSouth Arena and Conference Center - Social Media Manager**

We're looking for someone to become our first ever Social Media Manager. This position will assist our Director of Marketing with social media campaigns, content creation, delivery and evaluation of strategies while also working closely with our Director of Ticketing on email campaigns to boost ticket sales.

For a full description and application information visit <http://careers.iavm.org/jobs/10621265/social-media-manager>

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**Please submit any job postings to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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### **Alabama**

**Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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### **Puerto Rico**

The Marketing Department planned and executed Coliseo's first public event after hurricane Maria! On December 14, we hosted **Parranda en el Choli** at our exterior plaza. We worked on all the details for this event. Besides the crisis on the Island after the hurricane we managed to get **10 sponsors confirmed and the Event was a Success!**



On social media, we focused on informing the people about changes in event dates as well as provide positive messages during difficult times, and even though we had low numbers during this period due to internet connection across the island and lack of events in the building, **we ranked for the first time in the Social Media Charts of Venues Today, #29 of the world!**



Even though the lack of events due to Hurricane Maria, sales were more important than ever. During the past months, Marketing Department provided sponsors and Suite Owners with a contract extension and payment exemption for the three months, due to Natural disaster. Since the show must go on, we received confirmation of two sponsorship renewals from Chivas and Absolut as well as renewal from two suite owners.

**Finance & Box Office:**

After cancellations and postponed events due to Hurricanes pass, finally, new events were booked and go on sale! During November, on Friday, November 3, the International Spanish singer Joaquin Sabina went on sale for his concert to be held on February 4, 2018, followed on November 29 by the local comedy "Nos Partio por el Medio" to be held on December 21 & 22, 2017.

During December, British singer Phill Collins went on sale for its March 23, 2018 concert, selling in less than 4 hours, 6,569 tickets, 43% of the event capacity! Also, El Despojo event, a local comedy/concert event, went on sale, within 2 weeks it had sold 81% of the event capacity.

**Green Efforts:**

For the past few months, Coliseo has been the center for all major donations for the people of Puerto Rico. Also, we were the main command center for Duracell to distribute batteries all across the island. Plus we became the largest kitchen in the island preparing free meals to communities in need. All these events generated large quantities of garbage and recycling materials. Our Set Up staff managed and supported the proper disposal of the waste generated by this event keeping the dumpster area organize, clean and ensure the distribution of the material in the corrected containers.





New Hire:



José Arroyo  
Finance Manager

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## Florida



ORLANDO - Orlando Venues, the City of Orlando department that manages five public venues including Amway Center and Camping World Stadium, has hired Ryan Fitzgerald as Event Coordinator. In his new role, Fitzgerald will handle event-related aspects for concerts, sporting events and family shows at the arena and stadium. Prior to joining the Orlando Venues team, Fitzgerald was an Event Manager for many years at CFE Arena, a 10,000-seat venue located in Orlando on the campus of the University of Central Florida. Before moving to the Sunshine State, he was an Event Manager at Colonial Life Arena in Columbia, South Carolina on the University of South Carolina campus. Fitzgerald graduated from the University of South Carolina with a bachelor's degree in Mass Communications.

"After 14 years in college arenas, I'm excited to be turning pro with Orlando Venues and to be a part of a

team that raises the standard when it comes to professional venues in the sports and entertainment industry," said Fitzgerald.

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## **Georgia**

**Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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## **Louisiana**



NEW ORLEANS - The Ernest N. Morial New Orleans Exhibition Hall Authority, the governing board of the New Orleans Ernest N. Morial Convention Center, has contracted with JD Russell Consulting, LLC to advise on Small and Emerging Business (SEB) outreach.

The firm will review, evaluate and recommend best practices to improve the effectiveness of the Convention Center's recently launched Small and Emerging Business Program. Other services will include program and policy review, outreach, advertising, tracking, reporting, and community engagement.

The Convention Center's small and emerging businesses initiative is a multifaceted program aimed at educating business owners about the

benefits of becoming state certified as well as raising awareness about new business and economic opportunities at the Convention Center.

"Small business growth is central to the development of our state and local economy, and we are committed to providing local vendors with business opportunities," said Bonita Robertson, Small and Emerging Business Committee Chair, Ernest N. Morial New Orleans Exhibition Hall Authority. "JD Russell Consulting has an excellent track record of developing overall strategic plans for SEBs and DBEs. Engaging with the Russell firm is part of our expanded effort to bring that message to an even broader cross section of the business community."

JD Russell Consulting has provided clients with complete Small Business and DBE Program related consulting services for over 50 years, collectively. Their team of subject matter experts has extensive experience assisting organizations in developing Small Business and DBE Programs, developing complete and effective strategic programs.

The Convention Center recently launched a new website, [www.exhallnola.com](http://www.exhallnola.com), as a resource for information on the small and emerging business program, including new business opportunities.

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NEW ORLEANS - The Ernest N. Morial New Orleans Exhibition Hall Authority (Authority) has named Michael J. Sawaya as president and general manager of the New Orleans Ernest N. Morial Convention Center and executive vice president of the Authority. He succeeds Robert L. "Bob" Johnson, who retired on September 25 after ten years of service.



"We could not be more pleased with the selection of Michael Sawaya to lead our Convention Center to its next level of success. He comes to New Orleans with a skill set and experiences that are the right fit at the right time. He recently led the Henry B. Gonzalez Convention Center through a major renovation, including the development of a convention headquarters hotel, that has shined a bright light on San Antonio as a major convention destination. The Authority had an impressive slate of candidates to choose from in a nationwide search. The Selection Committee and my fellow Commissioners were very diligent in making the right choice," said Melvin Rodrigue, Authority president.

Sawaya, a 40-year veteran of the hospitality industry comes to New Orleans from San Antonio, TX, where he served as Executive Director of the Convention and Sports Facilities (CSF) Department for the City of San Antonio. In his role as Executive Director, he oversaw operations of the Henry B. Gonzalez Convention Center, Lila Cockrell Theatre, Alamodome, and Asset Management and ground lease management for the Nelson Wolfe Baseball Stadium, Toyota Field Soccer Stadium, and the Grand Hyatt Hotel.

Sawaya's career with the City of San Antonio began in 2003, when he was hired to merge the Convention Facilities and Alamodome departments. Most recently, he directed the \$325M expansion of the Henry B. Gonzalez Convention Center - the largest single capital improvement project in the history of the City of San Antonio, and recently completed a \$60M renovation of the Alamodome. He served as Interim Aviation Department Director from 2008 - 2009 before returning to his role as Executive Director of the CSF Department in 2009.

Before joining the City of San Antonio, he served as General Manager of the Omni Severin Hotel in Indianapolis, IN, the Omni San Antonio Hotel, and 11 other hotels around the country. He also served as Chairman of the San Antonio Convention and Visitors Commission, President of the San Antonio Hotel and Lodging Association, as an executive committee member of the San Antonio Area Tourism Council, and on the board of directors of the Greater San Antonio Chamber of Commerce.

"I am thrilled at the opportunity to lead the New Orleans Ernest N. Morial Convention Center and to become a part of the New Orleans community," said Sawaya. "New Orleans's storied reputation as a world-class city and convention destination make it the ideal fit for me and my family, and I am excited about the vision for the future that together we will execute over the course of my tenure."

Sawaya holds a BBA from the University of Arkansas at Little Rock, and is a Certified Hotel

Administrator.

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NEW ORLEANS - New Orleans Convention Center officials welcomed a delegation from Orléans, France on Monday after it and New Orleans were officially named sister cities on January 5.

Tourism officials from Orléans met with New Orleans Ernest N. Morial Convention Center Vice President of Finance and Administration, Alita Caparotta and Sales Manager Stew Krane. The delegation was given a tour of some of the event space and meeting rooms the New Orleans Convention Center has to offer.

As part of the new sister city partnership, the New Orleans and Orléans mayors met to sign a document linking the two cities together to promote partnership and cooperation, and to begin collaboration on projects between partners in both cities.

The New Orleans Ernest N. Morial Convention Center was pleased to welcome the delegation from Orléans and looks forward to working with our new sister city in the years to come.



Pictured (Left to Right): Axel de Baumont, Director, Greater Orléans Office of Tourism; Alita Caparotta, Vice-President of Finance and Administration, MCCNO; Stew Krane, Sales Manager, MCCNO; Martine Grivot, Deputy Mayor for Territorial Promotion, Exterior Relations, Tourism and Festival of the Loire; Celine Cornier, Administrative and International Relations Manager, City of Orleans/Greater Orleans; Joseph Dunn, French Interpreter.

## Mississippi

Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)

## North Carolina

**DURHAM, N.C.** - Hosting a record number of sellout events in 2017, **DPAC** is once again ranked among the top theaters in America, according to three leading national magazines that cover live U.S. entertainment events and venues.

In their year-end published attendance and sales rankings, *Pollstar*, *Billboard* and *Venues Today* all placed **DPAC** among the top U.S. venues of its size and type. **DPAC's** 2017 calendar year entertained 462,055 guests and featured 211 events - including 113 sellouts, the most since the theater's 2008 opening. 2017 represents DPAC's ninth year of operation under the direction of **Nederlander** and **Professional Facilities Management (PFM)**.

DPAC was ranked 4<sup>th</sup> in *Pollstar* and *Billboard*, and 5th in *Venues Today*.

Pollstar 2017 Ticket Sales Theatre Venues			Billboard Magazine 2017 Gross Sales Venues under 5,000 Seats			Venues Today 2017 Gross Sales Venues 2,001 to 5,000 seats		
	Venue	Capacity		Venue	Capacity		Venue	Capacity
1.	Radio City Music Hall - New York, NY	5,900	1.	The Colosseum at Caesars Palace - Las Vegas, NV	4,000	1.	The Colosseum at Caesars Palace - Las Vegas, NV	4,000
2.	The Axis at Planet Hollywood - Las Vegas, NV	7,000	2.	The Fox Theatre - Atlanta, GA	4,600	2.	The Fox Theatre - Atlanta, GA	4,600
3.	The Fox Theatre - Atlanta, GA	4,600	3.	Orpheum Theatre - Minneapolis, MN	2,600	3.	Orpheum Theatre - Minneapolis, MN	2,600
4.	<b>DPAC - Durham, NC</b>	<b>2,700</b>	4.	<b>DPAC - Durham, NC</b>	<b>2,700</b>	4.	The Beacon Theatre - New York, NY	2,900
5.	Orpheum Theatre - Minneapolis, MN	2,600	5.	David A. Straz, Jr. Center for the Performing Arts - Tampa, FL	4,300	5.	<b>DPAC - Durham, NC</b>	<b>2,700</b>

"Our top priority is to be our guests' favorite venue for live entertainment, and

we appreciate their continued support," said Bob Klaus, General Manager at **DPAC**. "Thanks to **Nederlander** and **PFM**, DPAC competes to host every major live entertainment event in America that plays venues of our size. Our annual ranking as one of the top venues in the country reflects how hard we work to give all of our guests an outstanding live entertainment experience."

### **Broadway Leads the Way**

Leading the list of the highest attended shows in 2017 were the Rodgers & Hammerstein classic **The King and I**, winner of four Tony Awards in 2015 including Best Revival of a Musical, and **Finding Neverland**, which tells the story of playwright J.M. Barrie and the family that inspired Peter Pan.

"Our team in New York strives to bring the biggest Broadway hits to **DPAC** before they play any other theaters in the region," said Rachel Traversari, **DPAC's** Senior Director of Marketing. "Through our signature series, **SunTrust Broadway at DPAC**, live theater fans can enjoy the hottest new shows directly from New York every year."

### **2017 - Top Five Broadway shows at DPAC**

1. The King and I
2. Finding Neverland
3. Disney's The Little Mermaid
4. Love Never Dies
5. School of Rock

### **Something for Everyone**

In addition to Broadway blockbusters, in 2017 DPAC guests enjoyed a wide variety of concert, comedy and special events. Indie folk band **Bon Iver** - which added a second show due to popular demand - led DPAC's concert events in 2017, followed by 18-time Grammy-winning vocalist **Tony Bennett**, who was welcomed back to DPAC by another sold-out audience.

Comedy legends **Steve Martin** and **Martin Short**, joined by the Grammy-winning bluegrass band **Steep Canyon Rangers**, led DPAC's best-selling comedy events with two nights of their hit show "An Evening You Will Forget For The Rest Of Your Life." Top special events included Ira David Wood III's **A Christmas Carol**, a Triangle holiday tradition for more than 40 years; **Paw Patrol Live!** and renowned scientist **Neil DeGrasse Tyson**.

"As much as our guests love Broadway, DPAC is also known for its outstanding concerts, comedy performances, and special events," said Taki Pappas, Director of Programming for Concerts and Comedy at DPAC. "We work with talent agents and concert promoters across the world to bring amazing performers and experiences to DPAC for our guests to enjoy."

### **2017 - Top 15 Concerts at DPAC**

- |             |              |               |
|-------------|--------------|---------------|
| 1. Bon Iver | 6. Tori Amos | 11. Stephanie |
|-------------|--------------|---------------|

- |                       |                     |              |
|-----------------------|---------------------|--------------|
| Mills & Will Downing  |                     |              |
| 2. Tony Bennett       | 7. Fantasia         | 12. TAJMO    |
| 3. Earth, Wind & Fire | 8. Brian Setzer     | 13. Pixies   |
| 4. The Beach Boys     | 9. The O'Jays       | 14. Straight |
| No Chaser             |                     |              |
| 5. Steve Miller Band  | 10. Martina McBride | 15. Michael  |
| McDonald              |                     |              |

### **2017 - Top Five Comedy Events at DPAC**

1. Steve Martin, Martin Short and the Steep Canyon Rangers
2. Chris Rock
3. Adam Sandler
4. Trevor Noah
5. Jay Leno

### **2017 - Top Five Special Events**

1. Ira David Wood III's A Christmas Carol
2. Paw Patrol Live! Race to the Rescue
3. American Dance Festival 2017
4. Neil DeGrasse Tyson
5. Dancing with the Stars

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## **South Carolina**

**Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)**

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## **Tennessee**

NASHVILLE - The Music City Center is preparing to host the 2018 PCMA Convening Leaders conference which will begin Sunday evening. The three-day conference is expected to bring over 4,500 leaders in the event industry to Nashville.

The Professional Convention Management Association (PCMA) is the world's largest network of Business Event Strategists with almost 7,000 members and an audience of more than 50,000. Its members are largely made up of decision-makers from various associations, making this a critical opportunity to showcase all that Nashville has to offer as a convention destination.

"We are so excited to welcome PCMA to the Music City Center for the first time. This is the perfect opportunity to show potential customers the world-class convention destination Nashville has become and expand future sales efforts," said Charles Starks, President/CEO of Music City Center. "Many of PCMA's attendees have either not been to Nashville in many years or have never visited at all, and we can't wait to show them how the city has grown."

The Music City Center also announced it hosted 173 events with 181,926 attendees during the first half of fiscal year 2018, generating 86,408 room nights for a total of \$99.8 million in direct economic impact. Tax collections continue to outperform expectations, and the Music City Center portion of tax collections was up 56.34 percent year over year for October, with total year-to-date tax collections up 19.52 percent over fiscal year 2017.

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NASHVILLE - PCMA hosted their 2018 Convening Leaders event at the Music City Center last week, January 7-10, 2018. The three-day event brought over 4,500 Business Event Strategists to Nashville, breaking the record for PCMA's largest attendance in their 62-year history.

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PCMA announced strong financial growth and record revenues during the conference, reporting that its revenues have shown record increases to \$19 million with partnership activity contributing \$6.5 million in 2017. Its membership has also grown to over 7,000 Business Event Strategists globally, with over half of those joining this year's event.

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NASHVILLE, Tenn. - Following months of planning and construction, Nashville's Music City Center announced the grand opening of Fresh Pick Market & Cafe, a new fast-casual restaurant occupying the 2,500 sq. ft. street-level retail space at the corner of 8th Avenue and Demonbreun.

Open daily, the new market and cafe offers breakfast, lunch and dinner items along with grab-and-go snack and drink options and travel necessities. The cafe offerings include local beers, a full coffee bar featuring barista beverages, and an outdoor terrace with fire pits and additional seating for al fresco dining.

"With the new hotels and development on 8th Avenue, we wanted something that visitors, convention attendees, and locals who work in the area would be able to utilize on a daily basis," said Charles Starks, President/CEO of the Music City Center. "Our team has worked hard to develop a space and craft a menu that lends itself to fast, fresh and high-quality options."

Fresh Pick Market & Cafe will be operated by Music City Center's culinary team, led by Executive Chef Max Knoepfel and Director of Retail Teresa Gosse. The market and cafe is located on the third level of the Music City Center, across from Exhibit Hall D, and is accessible from inside the building as well as from Demonbreun and 8th Avenue.

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## **Virginia / Washington / Maryland**

Please submit your news to [iavmr5@gmail.com](mailto:iavmr5@gmail.com)

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## **Allied Member News**



*Creating the Science of Facility Management*  
Facility Operations, Evaluation & Analysis

Venue Solutions Group ([www.venuesolutionsgroup.com](http://www.venuesolutionsgroup.com)), an industry leader in operational consulting to the public assembly facility industry, is pleased to announce that registration is now open for the 2018 Venue Operations Summit ([www.venueopssummit.com](http://www.venueopssummit.com)) taking place in Nashville, TN April 29-May 1, 2018. VOS is the premier conference for our industry's operations and engineering professionals. This year's topics include leadership, risk management in housekeeping, vertical transportation maintenance, electrical system management, establishing KPI's, venue-specific Town Halls, life safety, and much more. Regardless of venue type, attendees can be assured of a program that will provide actionable information to assist you in your facility responsibilities, along with very valuable networking opportunities.

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STAY CONNECTED:



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