

## PRESS RELEASE

**Contacts:** David A. Hales, City Manager  
City of Bloomington  
[dhales@cityblm.org](mailto:dhales@cityblm.org)  
(309) 434-2210

July 17, 2013

### **U.S. Cellular Coliseum's Economic Impact is Over \$98 Million**

*In FY 2014 the Coliseum grossed \$3.9 mil in ticket sales and had a record Operating Profit of \$176,759*

Based on information in a newly released year-end report, officials with the U.S. Cellular Coliseum have announced that records show pleasing numbers in both ticket sales and attendance.

According to the report, the coliseum grossed \$3.9 million in ticket sales, and hosted nearly 300,000 fans and supporters from May 2012 through April 2013.

A record high operating profit for the coliseum was reached this past fiscal year at \$176,759, without auditor's adjustment's.

The economic impact of the U.S. Cellular Coliseum over the past 7 years (opened April 2006) is over \$98 million based on Bloomington-Normal Convention and Visitors Bureau and the Illinois Office of Tourism standard formulas used to measure economic impact from tourism. These formulas measure the total effects of direct and/or indirect recirculation of income.

"Despite a recovering economy, the U.S. Cellular Coliseum's overall performance and economic impact to the local community was a success," said Bart Rogers, Vice President of the Central Illinois Arena Management.

Detailed in the report, the City of Bloomington and its surrounding communities received an economic contribution of nearly \$13 million due to the entertainment scene that the coliseum provides. This has been a consistent average since 2009.

Maintaining its track record over the past five years, the coliseum was able to host more than 200 events including sold out performances by various music artists, and sporting events.

Most notably, Luke Bryan, a Country and Western singer, broke the coliseum's all-time single attendance record when nearly 15,000 fans flocked to the coliseum for Bryan's two-day concert tour. The arena also hosted five other sold out ticket events during the year.

"It is very exciting to see what this facility in seven years ultimately means to Bloomington and the surrounding area," said Rogers. "We will continue to strive to increase the number of profitable events held at the Coliseum as being the largest entertainment attraction in the Bloomington /Normal metro area."

Recognizing the success of Bloomington's entertainment hub, "Venues Today", a premier concert and convention industry publication, ranked the coliseum second as the busiest and most successful mid-size venue in the Midwest, just behind Toledo, Ohio's Huntington Center.

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# YEAR END REPORT

(MAY 1, 2012 – APRIL 30, 2013)



*ciam*  
central illinois arena management



### GENERAL MANAGER'S REPORT - EXECUTIVE SUMMARY

#### VICE PRESIDENT/GENERAL MANAGER, BART ROGERS

As our seventh year of operations concludes, I am pleased to present the Year End Report of our activities on behalf of Central Illinois Arena Management. Despite a recovering economy, the U.S. Cellular Coliseum's overall performance and economic impact to the local community was a success. This year, the Coliseum brought in \$3.9 million dollars in gross ticket sales and close to 300,000 patrons attended events held at the U.S. Cellular Coliseum. That's approximately 2 million people in seven years. The estimated overall economic impact was over \$13 million dollars to Bloomington and the surrounding communities. The U.S. Cellular Coliseum exceeded the projected unaudited net operating profit for FY 2013 by over \$79,000.

For the fifth consecutive year, the U.S. Cellular Coliseum successfully booked over 200 events with sold out shows featuring: Luke Bryan (2 shows), Bassnectar, Kid Rock, Pretty Lights, Rob Zombie, MMA Fights and Shinedown. In February, Luke Bryan's 2-day concert tour broke the all-time single attendance record for an entertainer with close to 15,000 fans.

It is very exciting to see what this facility in seven (7) years ultimately means to Bloomington and the surrounding area. We will continue to strive to increase the number of profitable events held at the Coliseum as being the largest entertainment attraction in the Bloomington/Normal metro area.

We truly appreciate the support of Mayor Renner, the City Council, City Manager Hales, Deputy City Manager Adkins and members of the city staff – without whom we could not effectively perform our duties.

Respectfully Submitted,

A handwritten signature in black ink that reads "Bart Rogers". The signature is written in a cursive style.

Bart Rogers  
Vice President/General Manager  
Central Illinois Arena Management

# 2012-2013

## YEAR END REPORT

### General Manager's Letter Year End 2012-2013

This manager's letter is an integral part of these statements. Those reviewing and evaluating the financial results shown in the statements should consider and understand the following:

1. These are combined statements showing Revenue, Operating Expenses and Net Operating Profit as well as accrued and non-operating expenses. The management contract between Central Illinois Arena Management, Inc. and the City of Bloomington defines "Revenues", "Operating Expenses" and "Net Operating Loss/Profit". As defined, all interest, depreciation, amortization expenses and extraordinary expenses are not operating expenses. Nor are Capital Costs (also a defined term) operating expenses. The equipment replacement savings fund is not an expense.
2. These statements reflect accrued expenses not payable in the current month and extraordinary expenses which are identified as non-operating expenses pursuant to the management contract.

## **U.S. Cellular Coliseum Announces Net Operating Profit (U.S. Cellular Coliseum Ranked Among Elite Midwest Facilities)**

### 2012 -2013 Highlights

1. 237 scheduled events
  2. 13 million dollar economic dividend to the local community
  3. Ranked #2 Facility by Venues Today magazine
  4. 292,217 attendance for FY 2013
  5. 6 sold out concerts/3 major trade show/convention events
- 
1. A total of 292,217 patrons attended 237 events from May 2012 - April 2013 at the U.S. Cellular Coliseum. This is the fifth straight year the U.S. Cellular Coliseum has sold over 290,000 tickets in a fiscal year.
  2. The net operating profit without auditor's adjustments for the U.S. Cellular Coliseum for the fiscal year 2012 – 2013 is \$176,759.
  3. Highlighting the year were six (6) sold out ticketed events. Top country artist, Luke Bryan performed two back-to-back shows in February, continuing a string of sold out country shows at the U.S. Cellular Coliseum. Multi-talented Kid Rock was back for his second performance at the U.S. Cellular Coliseum in front of 7,252 fans. Two of the hottest groups in the country, Bassnectar and Pretty Lights amazed the crowd with their lights and dance music and comedian, Rodney Carrington performed in front of another large crowd for the second time. Other

premier concerts and events appearing throughout the year were rock and roll legends Rob Zombie and Marilyn Manson, rockers Shinedown and Five Finger Death Punch, WWE Smackdown, Mannheim Steamroller and comedian Mike Epps. Three major trade shows/convention events once again were highlighted this year at the Coliseum. The Festival of Trees, a fundraising effort for the local Baby Fold drew over 10,000 people during the 4 day event. Over \$150,000 was raised this year. The Bloomington Home Expo 2013 attracted over 12,000 patrons over a weekend in March. Over 200 vendor booths filled the entire U.S. Cellular Coliseum along with the attached Pepsi Ice Center. (see attached list of events).

4. The U.S. Cellular Coliseum also received national recognition from Venues Today, the premier concert and convention industry publication. Bloomington's facility was ranked second behind the new Huntington Center in Toledo, Ohio, as the busiest and most successful mid-size venues in the Midwest.
5. In cooperation with the Pepsi Ice Center, close to 9,000 young and adult hockey players, figure skaters and skating classes rented the U.S. Cellular Coliseum during the 2012 – 2013 year.

6. The U.S. Cellular Coliseum, BMI Concessions and the building tenants partnered with many local nonprofit organizations to generate approximately \$70,000 in revenues back to charities through the sale of concessions and game related activities throughout the year.
  
7. The estimated contribution to the local economy for the entire fiscal year is approximately \$13,400,000 based on Bloomington-Normal Convention and Visitors Bureau and the Illinois Office of Tourism standard formulas used to measure economic impact from tourism. These formulas measure the total effects of direct and/or indirect recirculation of income.



# 2012-2013

## YEAR END REPORT

### U.S. Cellular Coliseum Highlights

#### Hockey – Indoor Football - Basketball

- The Bloomington Blaze returned for their second season and held 33 home dates in the facility. Plus, in their inaugural season, the Junior Blaze Hockey team, a tier 3 Midwest Junior Hockey League hosted 23 home games at the U.S. Cellular Coliseum
- The Bloomington Edge Football team joined the Championship Professional Indoor Football League (CPIFL) playing 6 home games this season.
- Local resident, Scott Henderson took over the ownership reins of the Bloomington FLEX, a minor league professional basketball team which currently plays in the Premier Basketball League. The FLEX hosted 8 regular season games and 3 playoff games this season.
- Illinois State University Hockey returned for another year, playing eleven of their season's home games in the facility.

#### Community Events

- IHSA Competitive Cheerleading State Finals returned for the seventh consecutive year.
- IHSA Competitive Dance State Finals started the first year of a five year contract.
- IHSA Dual Team Wrestling State Finals returned for the fourth consecutive year.
- Twisted Athletics Cheerleading and Dance Association returned to the venue for their third year in a row, hosting a two day national event. Participants and patron attendance doubled. This event was named "Makin Noise for Toys" they collected and donated over 500 new toys to Toys for Tots.
- A second time event at the US Cellular Coliseum, put on by the Back to School Alliance, the Back to School Party, brought in almost 3000 families who received school supplies and backpacks.
- The State Farm Holiday Classic returned to the facility for the third year, hosting a combination of girls and boys basketball games over three days in December.

## Concerts and Special Events

- Five concert sellouts – Rock concert Shinedown and Five Finger Death Punch, Electronic DJ Bassnectar, Kid Rock and country artist Luke Bryan (2 sold out performances).
- Record breaking sellout for Luke Bryan’s February 17<sup>th</sup> show’s on-sale that took place on November 30<sup>th</sup>. The show sold out in less than one minute, sparking the addition of the second performance.
- The rise in popularity of Electronic Dance Music (EDM) shows led to two successful shows with Bassnectar and Pretty Lights. Both shows had capacity crowds.
- Rob Zombie and Marilyn Manson joined forces for a Twins of Evil “Halloween” themed show with a capacity crowd.
- Comedian Rodney Carrington returned to perform in the newly constructed “Theater at the U.S. Cellular Coliseum”, for a Valentine’s Day performance..
- Night Storm Teen Dance Party hosted three events in the summer, providing a safe environment for teens.
- WMBD hosted their first trade show in our facility, the Living Well Women’s Expo, selling out all booths in it’s first year.
- Returning for the 3rd year, the Baby Fold’s Festival of Trees celebrated the holiday season with traditional Christmas trees and ornaments.

**Coliseum Fund**  
**Profit & Loss Budget Performance**  
**with**  
**Accrued, Operating and NonOperating Expense**  
May 2012 - April 2013  
*UNAUDITED*

	<u>May '12 - Apr 13</u>	<u>Annual Budget</u>
<b>Revenues/Operating Expense</b>		
<b>Income</b>		
400000 · Income		
401000 · Box Office Convenience Fees	148,653.82	129,871.00
401500 · Club Memberships	66,229.01	168,000.00
402000 · Concessions Revenue	259,559.85	339,700.00
403000 · Suites	370,620.67	438,250.00
403500 · Ticket Facility Fees	186,103.33	206,250.00
404000 · Sponsorships	608,482.23	756,000.00
404500 · Naming Rights	270,947.28	276,000.00
405000 · Parking Deck	82,538.08	95,900.00
405500 · Box Office/ Rental	28,617.52	23,600.00
406000 · Coliseum Rental	571,043.13 (1)	491,600.00
<b>Total 400000 · Income</b>	<b>2,592,794.92</b>	<b>2,925,171.00</b>
410000 · Reimbursed Expenses - Income		
411500 · Football Reimbursement	624.00	0.00
412500 · Hockey Reimbursement	1,460.00	0.00
<b>Total 410000 · Reimbursed Expenses - Income</b>	<b>2,084.00</b>	<b>0.00</b>
420000 · Event Income		
421000 · Event Labor	271,717.67	169,782.00
421500 · Event Advertising	57,572.50	78,000.00
422000 · Event Services	92,509.62	88,500.00
422500 · Other Event Costs	35,301.88	33,000.00
423000 · Event Income	238,012.50	75,500.00
<b>Total 420000 · Event Income</b>	<b>695,114.17 (2)</b>	<b>444,782.00</b>
430000 · Merchandise Income		
431000 · Merchandise Commission	14,196.00	700.00
431500 · Merchandise Taxable Sales	339,407.39	252,000.00
432000 · Sales Tax Collected	26,303.61	19,544.00
<b>Total 430000 · Merchandise Income</b>	<b>379,907.00</b>	<b>272,244.00</b>
440000 · Other Income		
441000 · Gift Certificate Sales	3,088.00	4,100.00
441500 · Interest Income	1,945.81	7,280.00
<b>Total 440000 · Other Income</b>	<b>5,033.81</b>	<b>11,380.00</b>
<b>Revenues</b>	<b>3,674,933.90</b>	<b>3,653,577.00</b>
<b>Operating Expense</b>		
600000 · Payroll Expense		
601000 · Wages		
601100 · Salaried	907,485.13	904,000.00
601150 · Regular	427,079.46	394,600.00
601200 · Overtime	24,800.97	35,375.00
601300 · Commissions	7,329.94	2,840.00
<b>Total 601000 · Wages</b>	<b>1,366,695.50</b>	<b>1,336,815.00</b>

**Coliseum Fund**  
**Profit & Loss Budget Performance**  
**with**  
**Accrued, Operating and NonOperating Expense**  
May 2012 - April 2013  
*UNAUDITED*

	<u>May '12 - Apr 13</u>	<u>Annual Budget</u>
<b>602000 · Employer Taxes</b>		
602100 · FICA expense	97,004.89	102,266.35
602150 · FUTA tax expense	3,302.58	4,550.00
602200 · SUTA tax expense	21,818.66	44,978.25
<b>Total 602000 · Employer Taxes</b>	<u>122,126.13</u>	<u>151,794.60</u>
<b>603000 · Voluntary Deductions</b>		
603100 · Pension - 401 K	0.00	0.00
603150 · Insurance		
603151 · Health Insurance	69,141.16	84,000.00
603152 · Life Insurance	1,951.44	700.00
603150 · Insurance - Other	38.95	0.00
<b>Total 603150 · Insurance</b>	<u>71,131.55</u>	<u>84,700.00</u>
<b>Total 603000 · Voluntary Deductions</b>	71,131.55	84,700.00
<b>605000 · Miscellaneous</b>		
605150 · Uniforms	2,209.00	2,550.00
<b>Total 605000 · Miscellaneous</b>	<u>2,209.00</u>	<u>2,550.00</u>
<b>600000 · Payroll Expense - Other</b>	-53,526.73	-37,580.00
<b>Total 600000 · Payroll Expense</b>	<u>1,508,635.45</u>	<u>1,538,279.60</u>
<b>610000 · Reimbursable</b>		
611000 · Football	25.00	0.00
613500 · Parking Fund	51,142.50	74,700.00
614000 · Basketball	2,285.15	0.00
<b>Total 610000 · Reimbursable</b>	<u>53,452.65</u>	<u>74,700.00</u>
<b>620000 · Other Contractual Services</b>		
621000 · Security	36,028.16	19,780.00
621500 · Cleaning/Janitorial	5,536.00	0.00
622000 · Trash Removal	13,197.36	21,000.00
623000 · Credit Card Fees	25,031.67	46,600.00
623500 · Management Fees	146,997.41	146,143.08
624000 · Payroll Service Fees	3,664.23	4,000.00
625000 · Ticket Printing Fees	2,244.50	1,530.00
625500 · Finance Charges	984.46	800.00
626500 · Pest Control	2,640.00	3,000.00
627000 · Medical	7,442.00	12,000.00
627500 · Internet/Cable Expense	14,993.29	3,600.00
628500 · Ticketmaster Fees	16,711.53 (3)	6,000.00
629000 · Miscellaneous	290.88	0.00
<b>Total 620000 · Other Contractual Services</b>	<u>275,761.49</u>	<u>264,453.08</u>
<b>630000 · Commissions</b>		
631000 · Football	3,840.10	10,500.00
631500 · Hockey	25,023.99	38,280.00
632000 · CIAM	158,139.40	138,000.00
<b>Total 630000 · Commissions</b>	<u>187,003.49</u>	<u>186,780.00</u>

**Coliseum Fund**  
**Profit & Loss Budget Performance**  
**with**  
**Accrued, Operating and NonOperating Expense**  
May 2012 - April 2013  
*UNAUDITED*

	<u>May '12 - Apr 13</u>	<u>Annual Budget</u>
<b>640000 · Promoter Expense</b>		
641000 · Merchandise	267,220.24	176,750.00
641500 · Event Meal Expense	73,000.85	53,950.00
642000 · Production Expense	64,111.80	42,707.00
642500 · Other Promoter Expense	144,124.89	74,460.00
643000 · Promoter Advertising	135,772.31	276,000.00
643500 · Sales Tax Expense	25,689.00	17,677.00
<b>Total 640000 · Promoter Expense</b>	<u>709,919.09 (4)</u>	<u>641,544.00</u>
<b>650000 · Administrative Expenses</b>		
651000 · Insurance	104,624.48	132,000.00
660000 · Building Maintenance	53,222.94 (5)	45,229.00
665000 · Building Furnishings & Supplies	47,299.54 (5)	25,500.00
670000 · Building Alterations	8,734.88	16,666.70
675000 · Training	6,469.38	3,900.00
680000 · Advertising Expense	32,781.57	12,000.00
681000 · Sponsorship Expense	33,935.19	32,000.00
690000 · Other Supplies	11,372.35	2,816.00
695000 · Janitorial Supplies	22,748.18	24,000.00
700000 · Maintenance & Repairs	16,750.78	29,005.00
705000 · Maint. Service Agreements	19,124.18	44,000.00
710000 · Bank Service Charges	120.00	225.00
715000 · Miscellaneous	2,258.91	12,000.00
720000 · Automobile	5,094.36	4,100.00
730000 · Equipment Rent	22,342.46	19,200.00
740000 · Printing and Reproduction	7,977.98	5,420.00
745000 · Postage and Delivery	3,957.94	5,020.00
750000 · Dues and Subscriptions	14,371.04	15,000.00
755000 · Telephone and Fax	35,804.39	44,500.00
760000 · Office and Computer Supplies	6,741.42	6,000.00
765000 · Gift Cards	3,864.05	2,600.00
<b>Total 650000 · Administrative Expenses</b>	<u>459,596.02 (6)</u>	<u>481,181.70</u>
<b>775000 · Professional Fees</b>		
775100 · Legal Fees	5,718.00	6,000.00
775150 · Accounting Fees	0.00	3,500.00
775200 · Audit Fees	3,500.00	0.00
775250 · Miscellaneous	1,500.00	0.00
<b>Total 775000 · Professional Fees</b>	<u>10,718.00</u>	<u>9,500.00</u>
<b>780000 · Travel &amp; Entertainment</b>		
781000 · Entertainment	1,165.22	0.00
781500 · Meals	2,448.50	0.00
782000 · Travel	19,161.17	7,583.00
782500 · Mileage	97.68	4,250.00
<b>Total 780000 · Travel &amp; Entertainment</b>	<u>22,872.57</u>	<u>11,833.00</u>

**Coliseum Fund**  
**Profit & Loss Budget Performance**  
**with**  
**Accrued, Operating and NonOperating Expense**  
May 2012 - April 2013  
*UNAUDITED*

	<u>May '12 - Apr 13</u>	<u>Annual Budget</u>
785000 · Utilities		
785100 · Electricity	180,439.86	239,000.00
785150 · Gas	57,812.44	77,000.00
785200 · Water	31,963.69	32,000.00
Total 785000 · Utilities	270,215.99 (7)	348,000.00
Total Operating Expense	3,498,174.75	3,556,271.38
Net Operating Income	176,759.15	97,305.62
 ***Other NonOperating Expense		
Management/Tenant Professional Fees	23,947.00	0.00
Total NonOperating Expense	23,947.00	0.00
Net Income/(Loss) After NonOperating Expense	152,812.15	97,305.62

\*\*\*Per Sections 2.4, 3.4, 5.8, 8.1 of the Management Agreement

Financial Statement Highlights

- (1) Coliseum rentals increased over \$37,000 from FY 2012. The continuation of trade shows and Pepsi Ice Center Coliseum rentals attributed to this increase.
- (2) The U.S. Cellular Coliseum has continued to see profitable shows for FY 2013.
- (3) The U.S. Cellular Coliseum is now utilizing a mail manager service through TicketMaster. Thus resulting an increase in monthly TicketMaster fees. By utilizing this service, we are able to increase our client base and ticket sales.
- (4) With the increase in Event Revenues comes an increase in Event Expense.
- (5) As the U.S. Cellular Coliseum ages, the cost of maintaining the building will increase. The bulk of the expense for this year was for HVAC maintenance and supplies.
- (6) Continued conservative approach to spending helped maintain cost in the Administrative expense area.
- (7) Constant monitoring of utilities and looking for new ways to reduce energy usage helped maintain this area of expense for FY 2013.

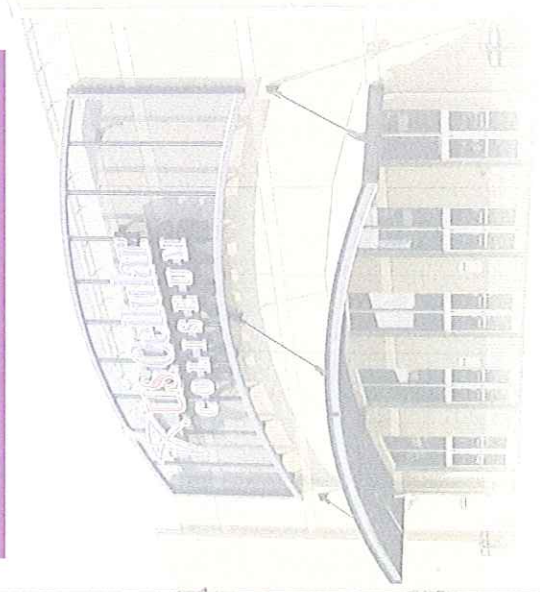
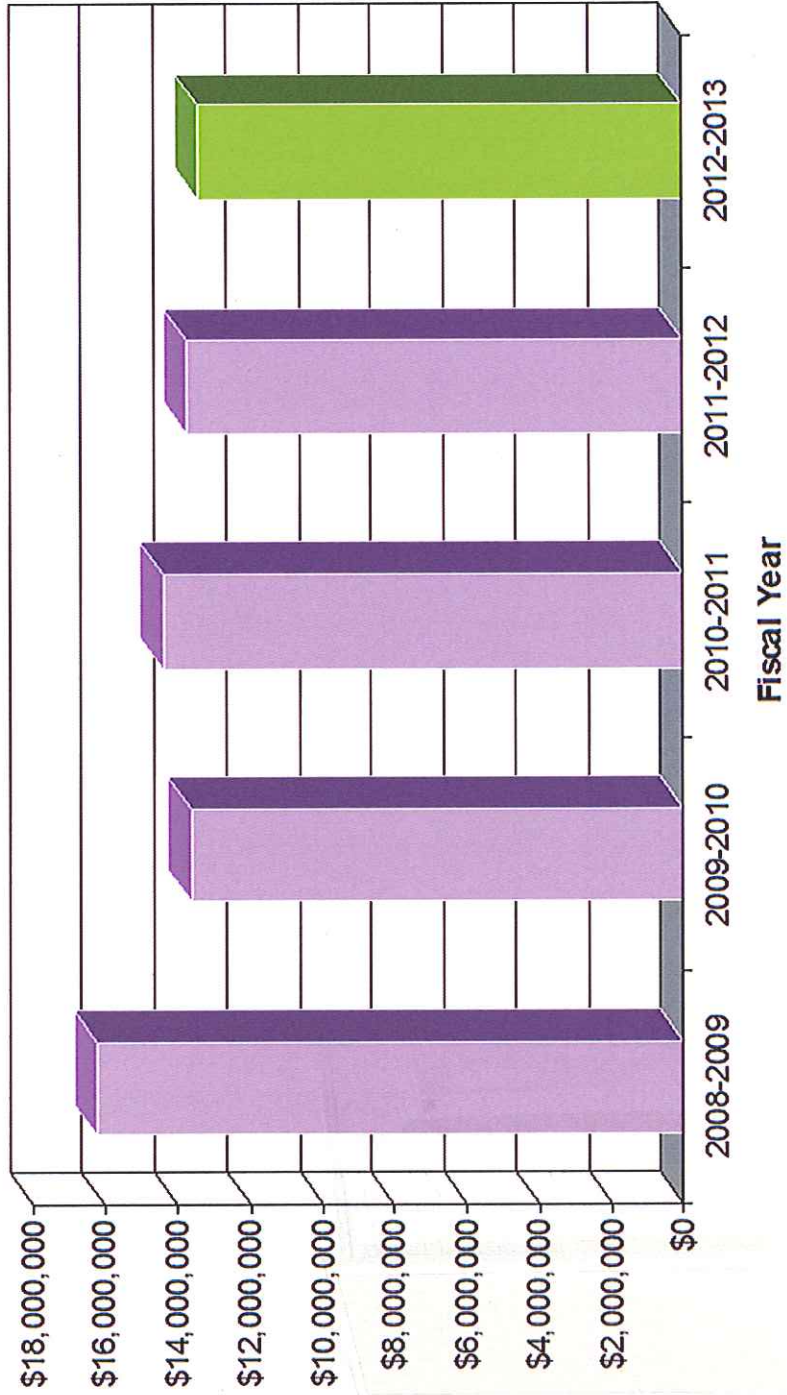


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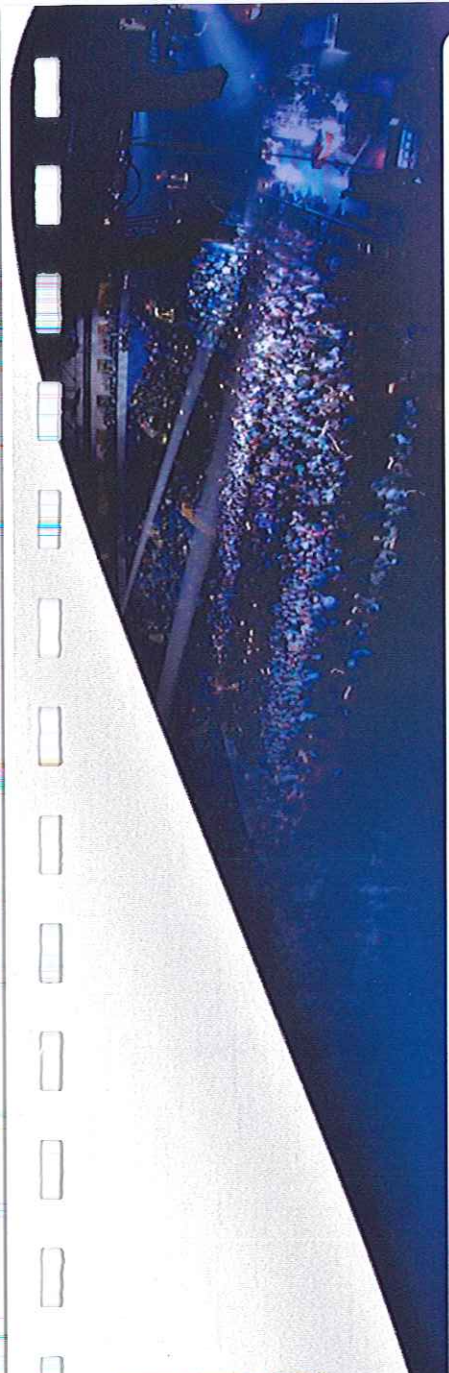
2008-2009 - \$16,216,190  
 2009-2010 - \$13,621,097  
 2010-2011 - \$14,400,835  
 2011-2012 - \$13,747,502  
 2012-2013 - \$13,442,430

### Economic Impact

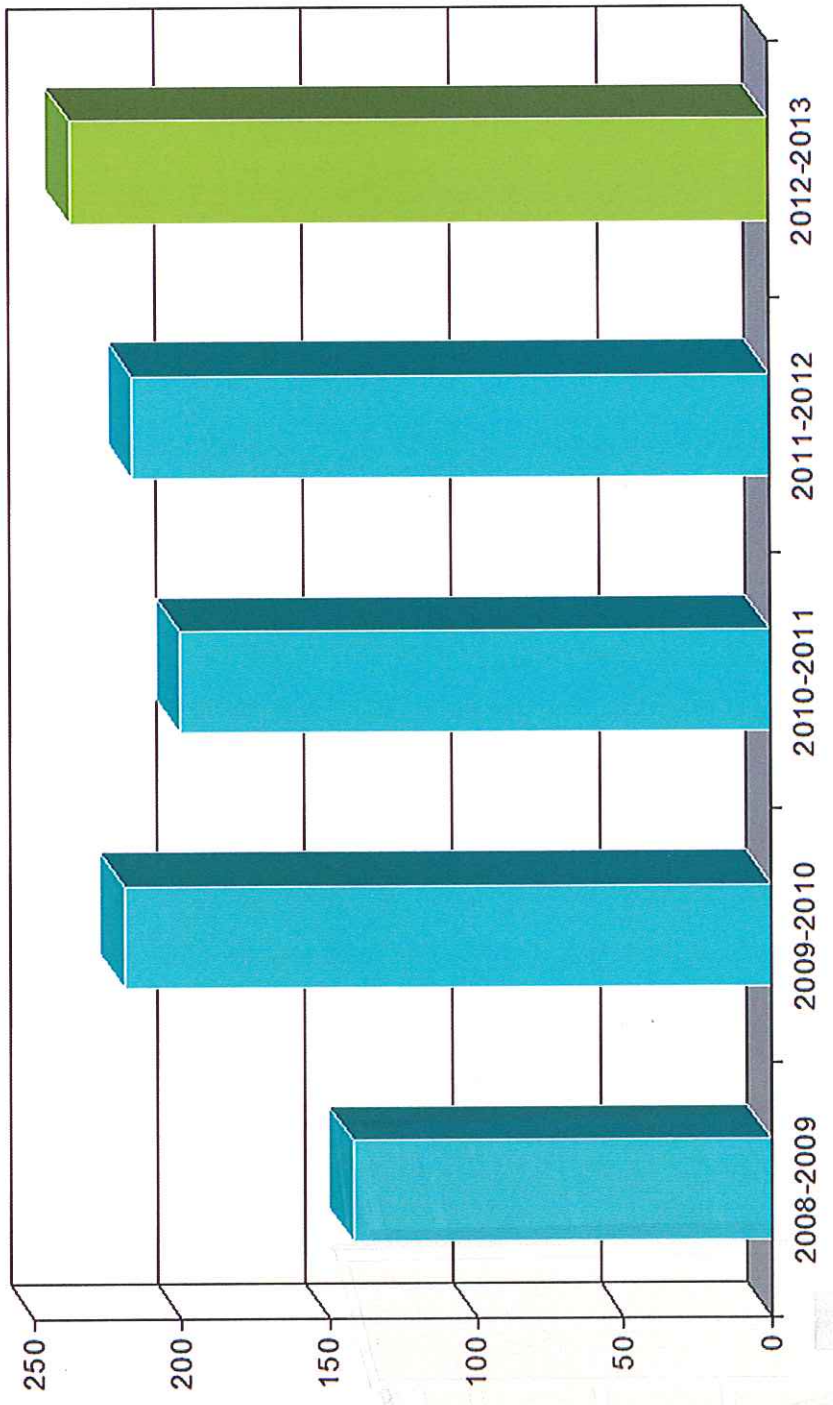




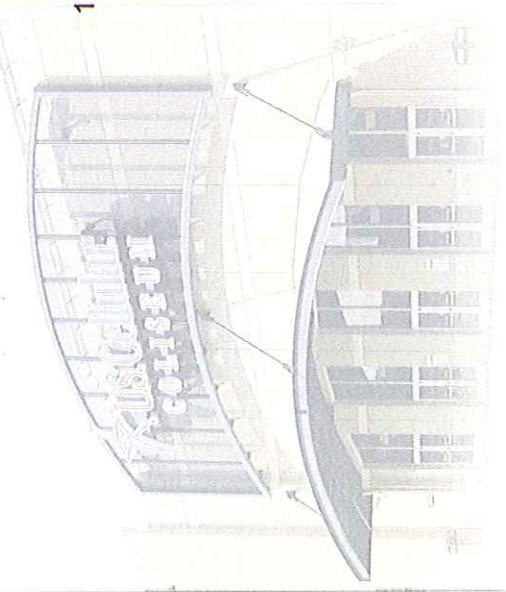
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### Total Events



2008-2009 - 142  
2009-2010 - 219  
2010-2011 - 200  
2011-2012 - 216  
2012-2013 - 237



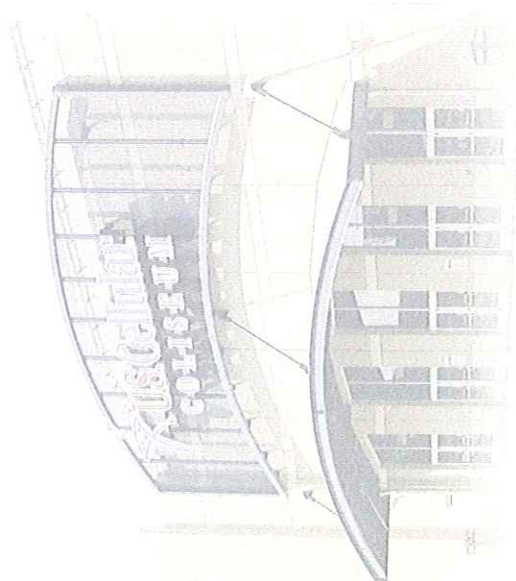
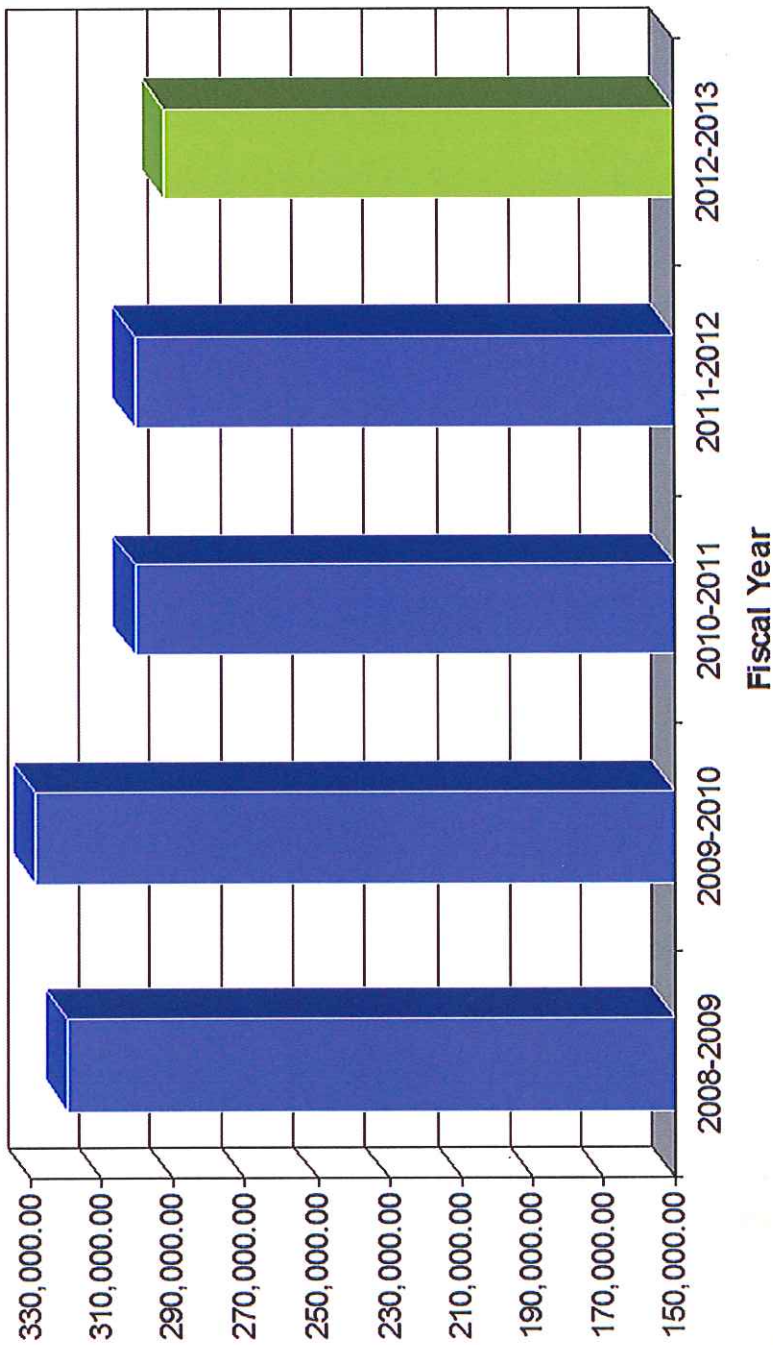




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2008-2009	-	319,932
2009-2010	-	328,815
2010-2011	-	300,494
2011-2012	-	300,553
2012-2013	-	292,217

### Attendance



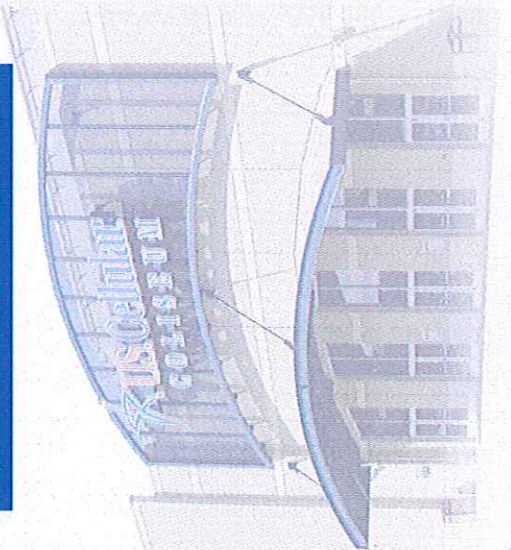
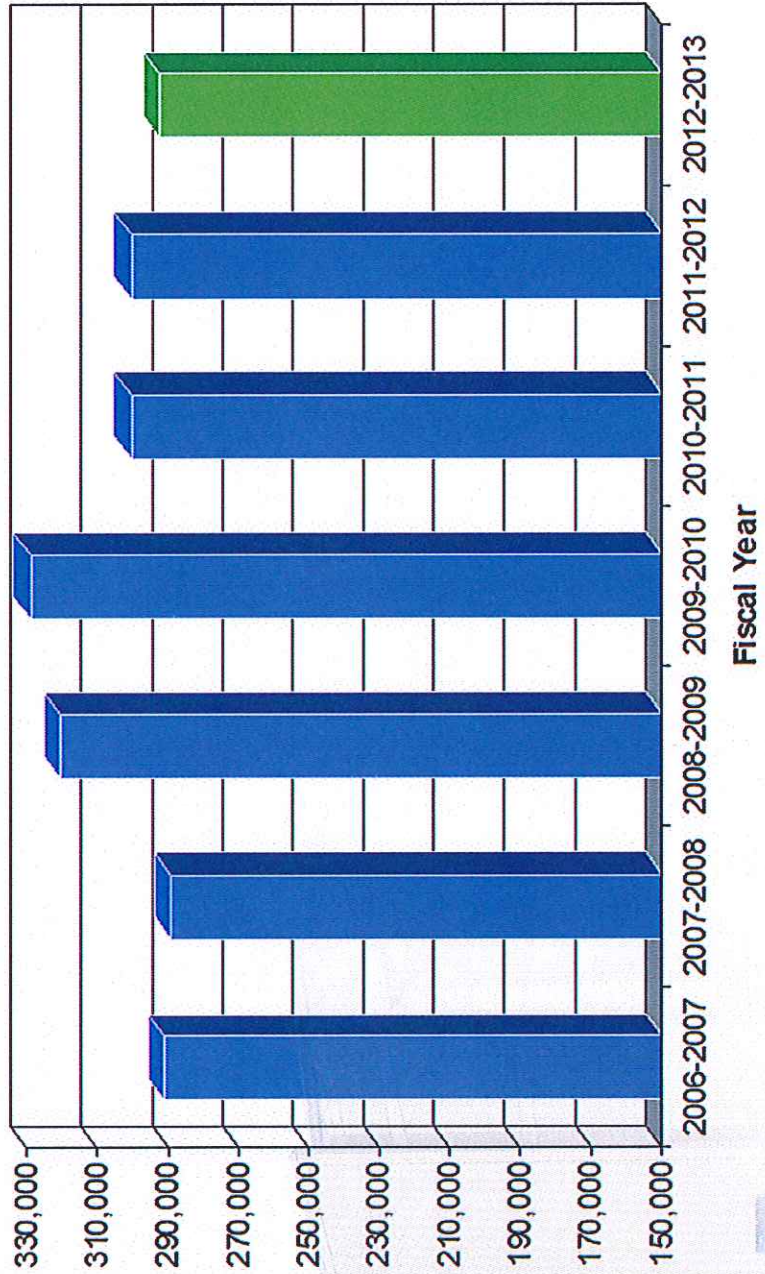


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2006-2007 - 291,281  
 2007-2008 - 289,374  
 2008-2009 - 319,932  
 2009-2010 - 328,815  
 2010-2011 - 300,494  
 2011-2012 - 300,533  
 2012-2013 - 292,217

**TOTAL = 2,122,646**

**Attendance**



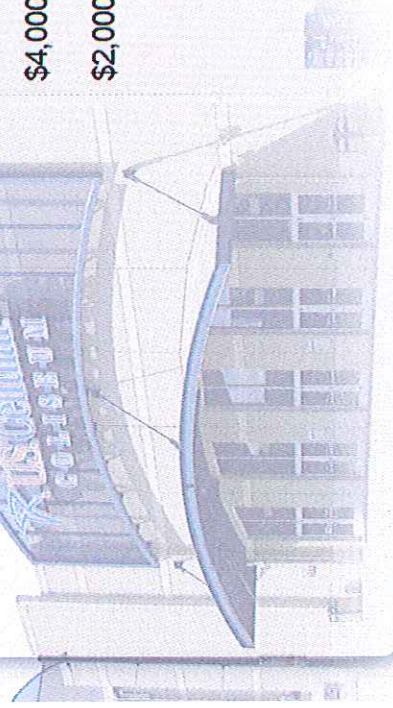
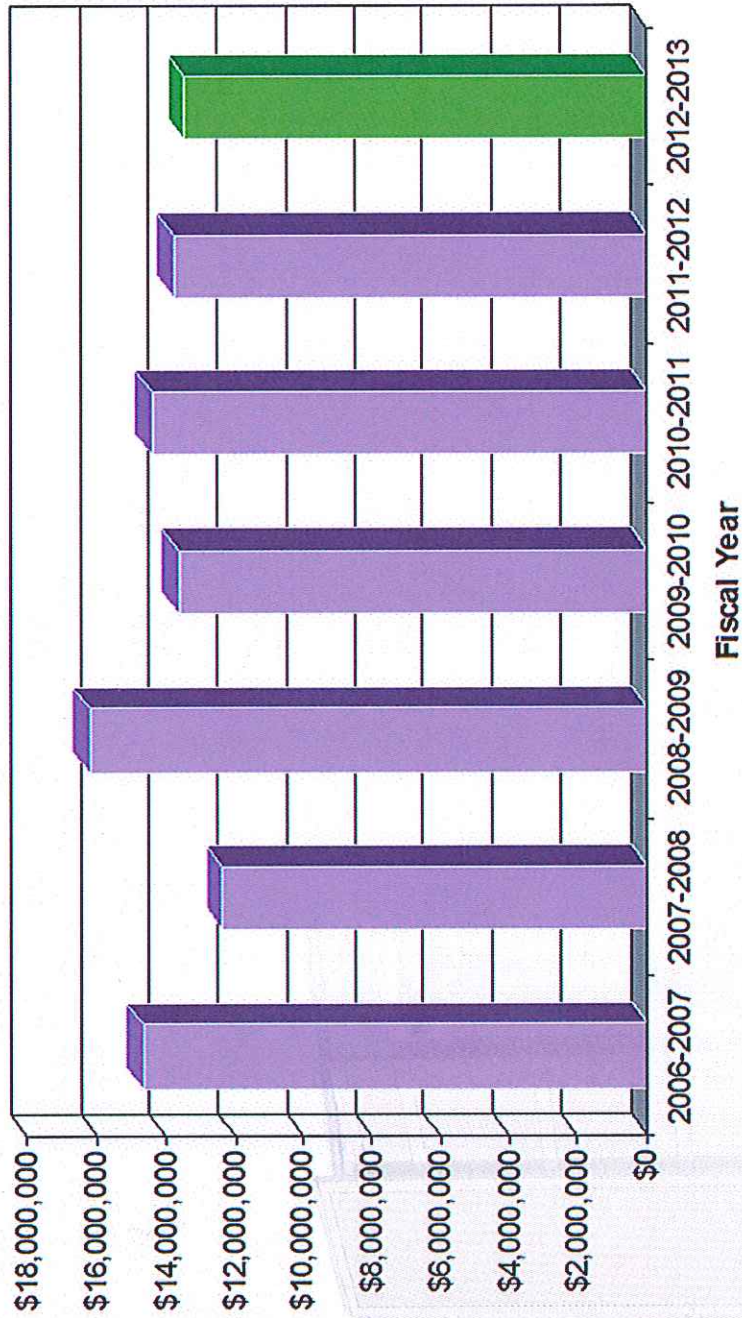


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2006-2007 - \$14,645,914  
 2007-2008 - \$12,362,790  
 2008-2009 - \$16,216,190  
 2009-2010 - \$13,621,097  
 2010-2011 - \$14,400,835  
 2011-2012 - \$13,747,502  
 2012-2013 - \$13,442,430

**TOTAL = \$98,445,758**

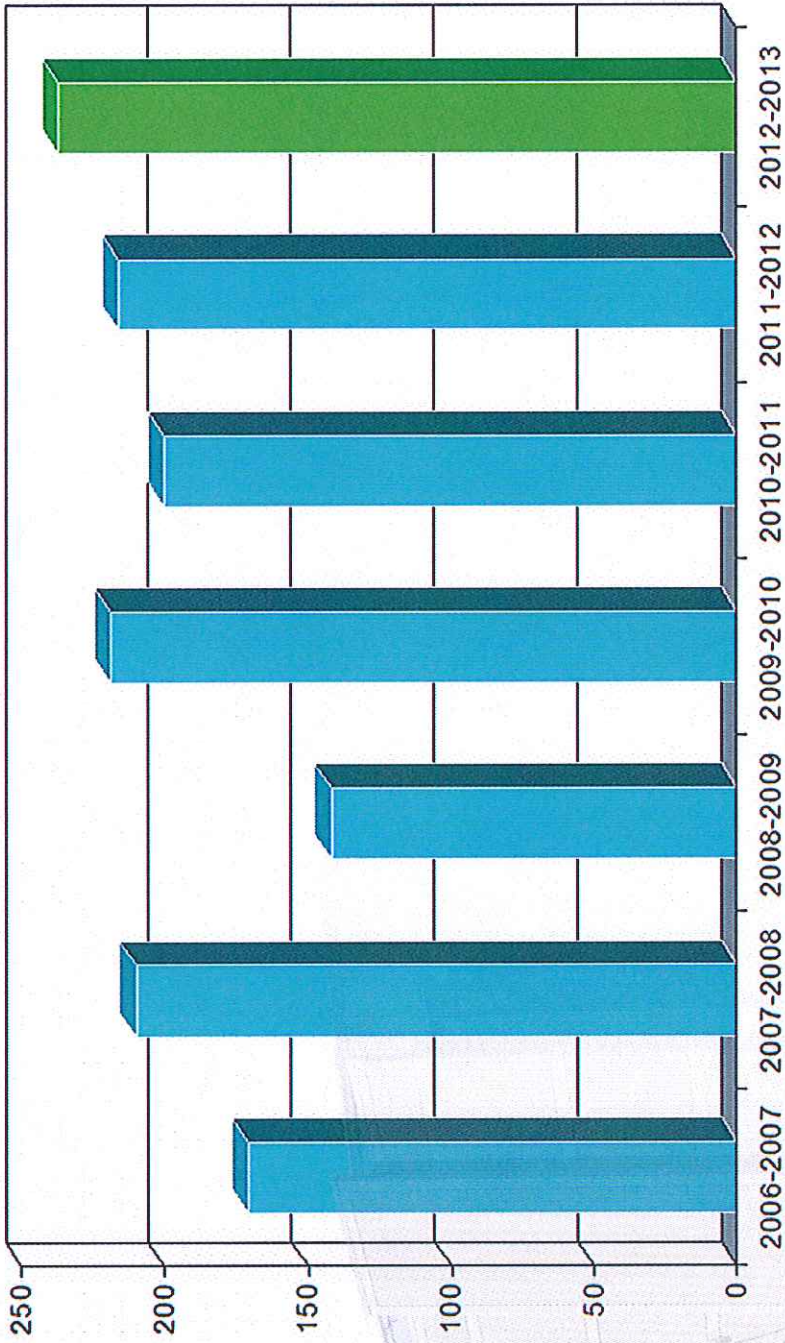
### Economic Impact



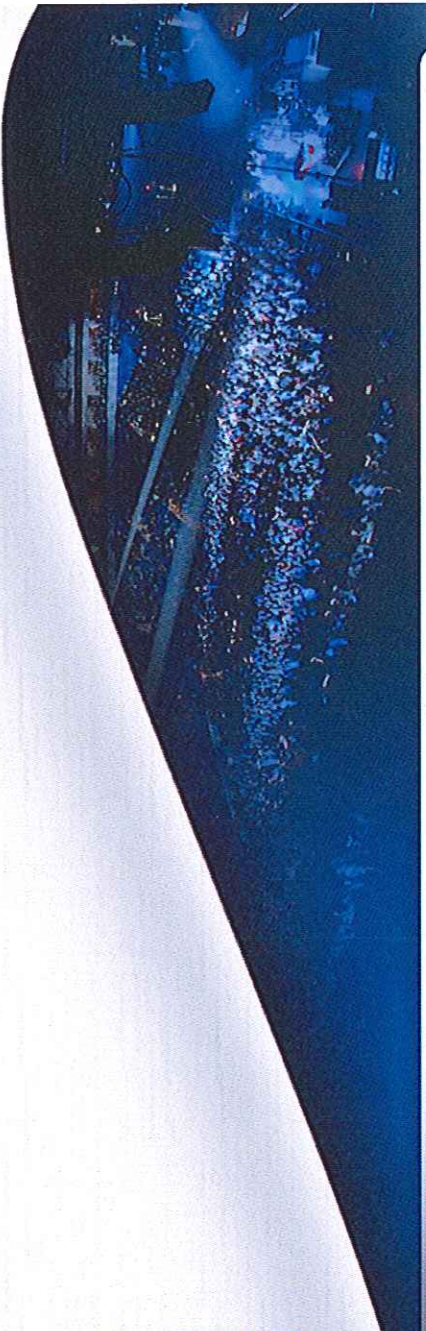
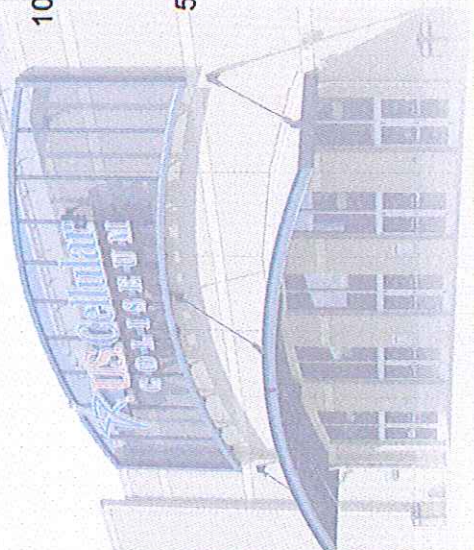


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**Total Events**



2006-2007 - 171
2007-2008 - 210
2008-2009 - 142
2009-2010 - 219
2010-2011 - 200
2011-2012 - 216
2012-2013 - 237
<b>TOTAL = 1395</b>



# 2012-2013

## YEAR END REPORT

### Venues Today

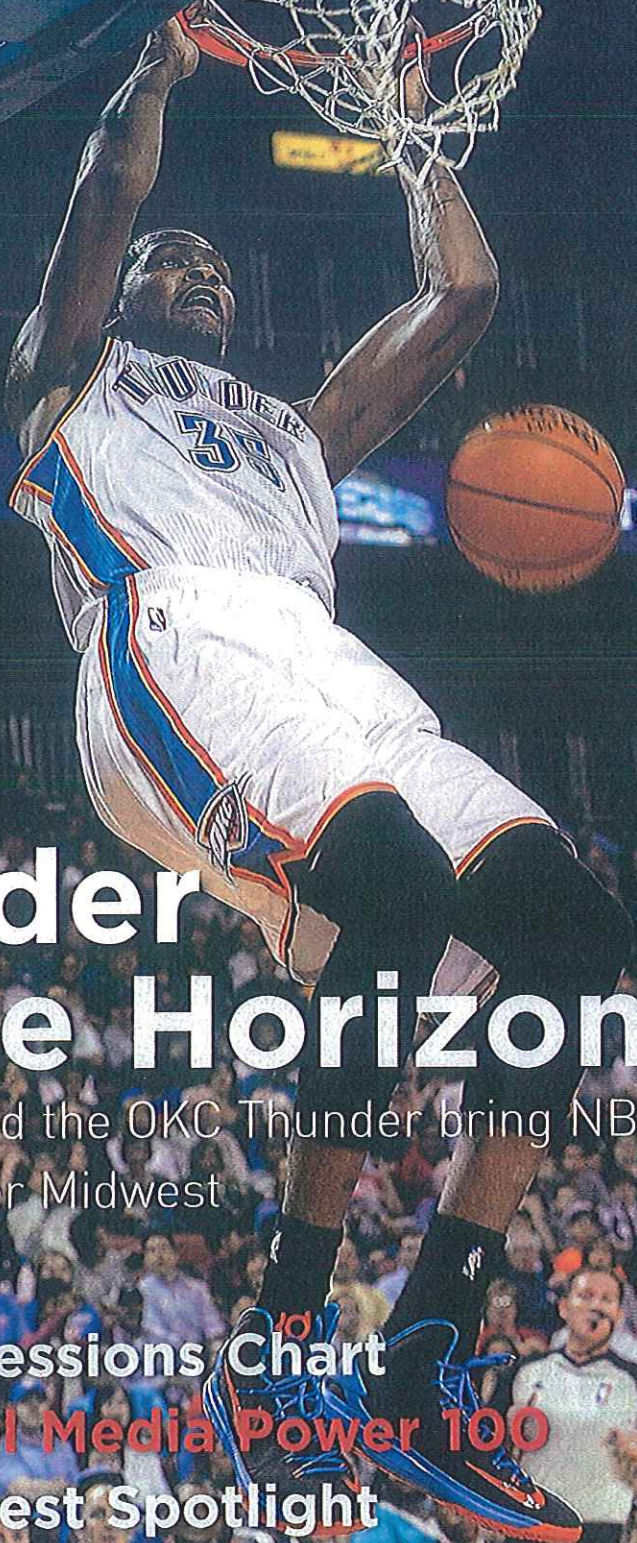
Venues Today is the most prestigious and recognized Arena Management Monthly publication in the Industry. Venues Today Magazine touches the following industries: Arena Management, Professional Sports, Music Agency/Promoters, Convention and Fairs.

Once a year, the publication features the Top Arena Spots in three regions: (East, Midwest and West). In 2013 U.S. Cellular Coliseum was the #2 ranked Top Arena Spot in the entire Midwest for arenas in capacity of 5,001-10,000 seats. With competition all around us in Champaign, Springfield, Rockford and Peoria....all venues are fighting for the same act or tour to stop and play in one of our buildings. This ranking continues to show the community and peers alike just what the U.S. Cellular Coliseum has become in the concert/promoter industry. The U.S. Cellular Coliseum is smaller in size than our local competition, but our market attributes and the history of quick sellouts has made the Coliseum a destination for national tours!

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# Venues

TODAY



## Thunder on the Horizon

Kevin Durant and the OKC Thunder bring NBA swagger to lower Midwest



Concessions Chart  
Social Media Power 100  
Midwest Spotlight



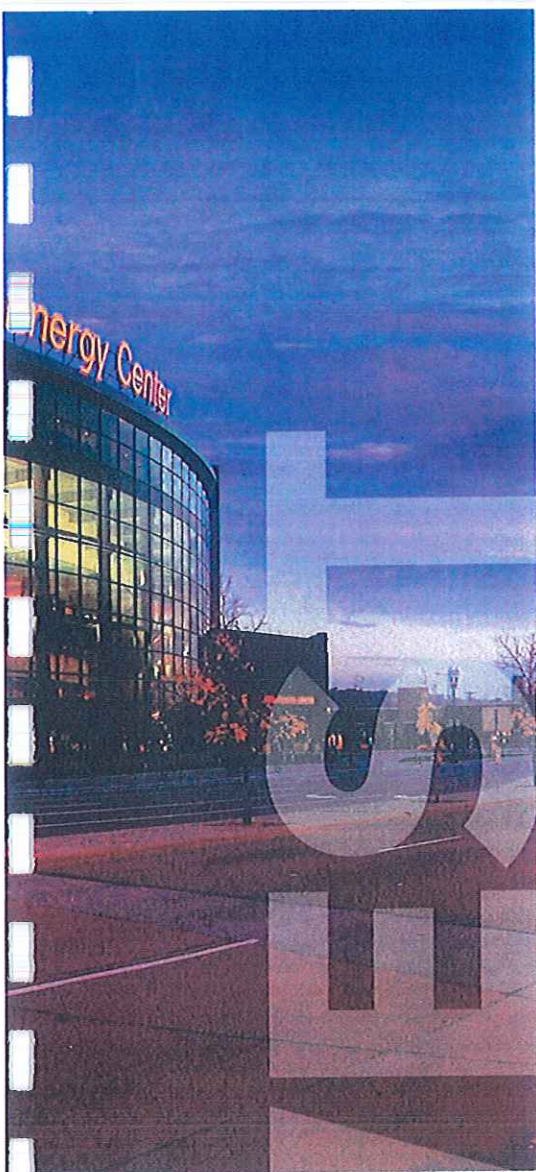
Xcel Energy Center in St. Paul, Minn., focused on increasing social media engagement this year; (below) Sprint Center in Kansas City, Mo., drew a big crowd with basketball.

# MIDWEST MAYHEM

A year of exciting events rocked the Midwest

by JESSICA BOUDEVIN

It's been a year of highs and lows for Midwest Top Stops managers. Some dealt with extreme situations involving weather or plumbing, while others avoided alcohol incidents by setting up designated driver programs, and most of the venues worked to stay up-to-date by focusing on technology and social media. Overall, it looks like business continues to be on the rebound for our industry friends in the Midwest.



# TOPSTOPS

MIDWEST • 2012

Based on concert and event grosses from 3/1/12 - 2/28/13, as reported to Venues Today.

## > 30,000 OR MORE CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Wrigley Field, Chicago	39,497	\$7,090,141	84,218	2
2. Soldier Field, Chicago	61,500	\$5,109,399	51,100	1
3. Ford Field, Detroit	46,000	\$4,560,108	48,943	1
4. Target Field, Minneapolis	39,504	\$4,483,461	42,524	1
5. Arrowhead Stadium, Kansas City, Mo.	76,416	\$3,831,962	46,346	1

Compiled by Josh Huckabee, HotTickets @ venues today.com

### DOWN AND DIRTY

#### All hands on deck at the Nutter Center

On the campus of Wright State University in Dayton, Ohio, Nutter Center Executive Director Jim Brown has one hard and fast rule about who to bring into the building.

"I'm a facility manager," he said. "If it breathes, I book it."

The building has had several sellouts so far this fiscal year, which ends June 30, including Jeff Dunham, Miranda Lambert with Dierks Bentley, and Elton John. Nutter Center will work with 'any and all' promoters, but has a particularly good relationship with Live Nation.

However, there was a particularly sticky

situation at one Live Nation event. A low water pressure situation effectively shut down and flooded the venue's restrooms during a sold-out Jason Aldean show on March 22, 2012.

Staff heard about the low water pressure nearly an hour after doors had opened for the concert. Though the water pressure was reestablished quickly, the building's toilets stayed closed while staff worked to clean the overflow.

"It's one of those things that you can't prepare for," said Marketing Manager Misty Cox, saying that now the building keeps extra squeegees on hand.

The staff participated in a webinar for IAVM about the event, called "Low Water

CONTINUED ON PAGE 14 →





MIDWEST MAYHEM CONTINUED FROM PAGE 13

Pressure Creates High Pressure Situation During Sold Out Show," which is available in the IAVM archives.

Chris Bethel, patron services manager at the venue, said that with nearly 11,000 people in attendance, the night ended with just 10-20 formal complaints.

The Jason Aldean show grossed \$476,998, which is a big number but still a ways away from the single highest-grossing concert: Elton John at more than \$918,000.

A preshow reception in the Berry Room happened prior to the Elton John concert, which brought in some additional revenue with tickets at \$50 each, but mostly served as an appreciation function.

"Our centerpiece was an ice sculpture in the shape of a baby grand piano filled with shrimp," said Brown. "I also brought in a couple of costumed Buckingham Palace guards, since Sir Elton John is a knight."

Contact: (937) 775-4674

TOUTING NEW TECHNOLOGY

Xcel Energy Center's high-tech year

and monitoring the accounts, Xcel Energy Center has used social media as an effective communication tool in potential crisis situations. During the December run of Disney On Ice, there was a massive snowstorm on the final day of the show.

"We were on Twitter and Facebook immediately to communicate with fans and give them up-to-date information on the event, as well as the snow policy for the show," said VP and GM Jack Larson. "With this communication in place, we were able to get information out quickly and efficiently. Because of this, we had zero complaints from patrons because they felt informed and empowered."

There has also been a renewed focus on mobile accessibility, with Xcel Energy Center coming out with not only a new, mobile-friendly website, but also launching an official app for the building in May. Currently, a free app is available for the building's resident NHL team, Minnesota Wild.

As part of the Minnesota Wild App, fans can view the team's calendar and get game highlights sent directly to their mobile devices. There is also an interactive concourse map that



United Center in Chicago introduced a new app.

TOPSTOPS

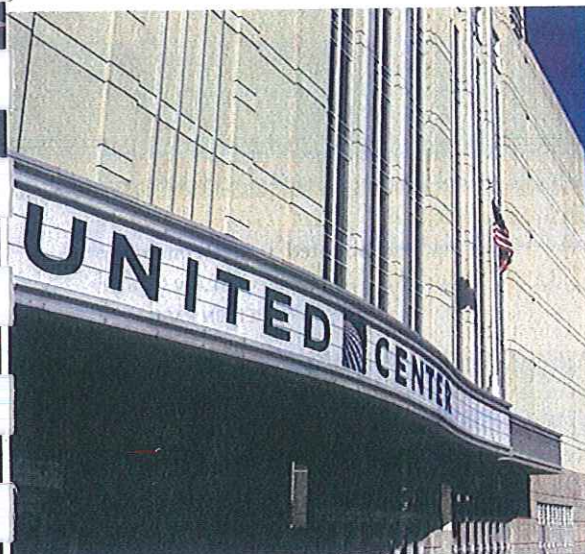
MIDWEST • 2012

Based on concert and event grosses from 3/1/12 - 2/28/13, as reported to Venues Today.

> 15,001-30,000 CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Xcel Energy Center, St. Paul, Minn.	18,568	\$24,914,295	478,810	62
2. Target Center, Minneapolis	19,500	\$17,370,168	422,807	85
3. BOK Center, Tulsa, Okla.	18,041	\$15,018,715	539,570	101
4. Chesapeake Energy Arena, Oklahoma City	20,817	\$9,985,246	215,123	51
5. Sprint Center, Kansas City, Mo.	18,500	\$7,757,492	129,439	17
6. Allstate Arena, Rosemont, Ill.	19,000	\$6,926,121	103,650	14
7. United Center, Chicago	25,000	\$6,382,425	79,698	13
8. Columbus (Ohio) Crew Stadium	23,425	\$5,642,036	111,045	4
9. Scottrade Center, St. Louis	21,000	\$4,283,321	45,515	4
10. Value City Arena, Columbus, Ohio	21,000	\$3,933,757	54,175	6

Compiled by Josh Huckabee, HotTickets@venuestoday.com



Not only did Xcel Energy Center in St. Paul, Minn., report the highest gross on this year's Midwest Top Stops chart, the building also implemented a strong social media interaction plan. Xcel Energy Center now has an employee dedicated to all things social media, including creating content and spurring engagement.

The building previously had accounts on Facebook, Twitter and YouTube. Now, it has added Instagram, Pinterest and FourSquare to its online arsenal.

In addition to increasing fan engagement

helps users find the nearest food, merch, ATMs and restrooms. A second app developed by Austin-based tech firm ByPass Lane lets fans order food from their smartphones.

"After a text tells them it's ready, they pick it up through the designated Bypass Lane at participating concession stands," said Larson. "No waiting. No lines."

The new website, developed by Carbonhouse, has interactive features as well, including social capabilities and photo galleries. Visitors are also able to sign up for a

brand new monthly e-publication.

It has been a busy year for the Minnesota venue, which reported 62 events. Larson referred to the building as "an epicenter of entertainment."

Contact: (651) 312-3498

HAND OVER THE KEYS

Tyson Events Center established designated driver program for big, boozy shows

In Sioux City, Iowa, Tyson Events Center has

CONTINUED ON PAGE 16 →

MIDWEST MAYHEM CONTINUED FROM PAGE 14

encouraged safe behavior when it comes to choosing to get behind the wheel after particularly rowdy concerts.

"It started with our Luke Bryan concert, March 1," said Executive Director Aran Rush. "We were anticipating a record number of

steps to ensure that guests are immediately comfortable.

"Centerplate has been making healthier items available. If somebody is conscious about healthy eating, they can get salsa instead of nacho cheese with their chips."

Tyson Events Center has also gone high-tech. In addition to the new digital monitors in

steps to ensure that guests are immediately comfortable.

"There have been several improvements to our signage and lobby spaces to enhance the audience experience from the moment they enter our facility," said Van Laanen.

The center has spent all year celebrating its 10th anniversary with both traditional favorites and new offerings.

"We launched the season with an open house, produced The Nutcracker Ballet in December with a local dance company and our resident partner Fox Valley Symphony, and brought together 250 local choral enthusiasts for a performance called Spirited Songs," added Van Laanen.

Contact: (920) 730-3781

**SOMETHING FISHY AT BOK CENTER**

The Tulsa, Okla., venue has its largest event ever More than 106,000 visitors came to BOK Center in Tulsa, Okla., for the 'Super Bowl of bass fishing,' formally known as the 2013 Bassmaster Classic. Over a weekend in February, both BOK Center and the adjacent Tulsa Convention Center, both managed by SMG, turned into the epicenter of all things bass.

"The live weigh-in shows filled the arena every afternoon to capacity and the 'outdoors expo' consumed the entire 300,000-square-foot footprint of our convention center," said GM John Bolton. The 2013 Bassmaster Classic ranked as the venue's largest event since opening almost five years ago.

BOK Center has expanded its social media presence, now using more platforms to reach fans. The venue has launched a new mobile app that allows users to buy tickets directly from their smartphones. But not all of the changes are as high tech.

"We have also placed an emphasis on new guest services training, making our concourse restrooms more environmentally friendly, and enhancing our concession menus with diverse new items," added Bolton.

Contact: (918) 894-4254

**U.S. CELLULAR COLISEUM GOES COUNTRY**

It's all about location for the Bloomington, Ill., venue

U.S. Cellular Coliseum has a history of selling out country shows in mere minutes. The facility hosted Luke Bryan Feb. 17-18.

"We sold out the first show in less than

CONTINUED ON PAGE 18 →

TOPSTOPS		MIDWEST • 2012			
Based on concert and event grosses from 3/1/12 - 2/28/13, as reported to Venues Today.					
> 10,001-15,000 CAPACITY					
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS	
1. Van Andel Arena, Grand Rapids, Mich.	12,000	\$10,359,486	239,705	54	
2. Intrust Bank Arena, Wichita, Kan.	15,000	\$7,720,611	199,363	44	
3. i wireless Center, Moline, Ill.	12,000	\$6,336,818	198,271	40	
4. The Chaifetz Arena, St. Louis	10,600	\$6,170,676	158,543	55	
5. Resch Center, Green Bay, Wis.	10,500	\$6,041,344	164,328	42	
6. Wright St. Univ. Nutter Cntr., Dayton, Ohio	12,000	\$3,283,663	84,220	18	
7. Peoria (Ill.) Civic Center Arena	12,145	\$3,240,566	125,036	34	
8. JQH Arena, Springfield, Mo.	11,000	\$1,483,802	29,038	4	
9. Page Park, Dixon, Ill.	15,000	\$1,029,724	15,000	1	
10. Wolstein Center at Cleveland State Univ.	15,000	\$911,288	13,854	7	

Compiled by Josh Huckabee, HotTickets@venuestoday.com

alcohol sales, which raised an internal concern of how to do that safely."

Per caps for alcohol ended up at \$15.36 — not a record, but still a big jump from average event days.

To combat potential dangerous driving, venue management set up a designated driver program and created a lane specifically for taxis. The programs are used on an as-needed basis and are advertised on the venue's social media sites and internal monitors.

In addition to the taxi lane, a designated driver program gave wristbands to those who volunteered to serve as the sober transport for their group. That person received free sodas throughout the night.

"We've also started to engage fans waiting for the doors to open by having staff work the line to ID, welcome them, and give wristbands to fans who are over 21 so they don't have to wait in line twice," Rush added.

Another F&B-related improvement has taken place at the Sioux City venue. The whole city has been pushing to become a 'blue zone,' or an area in the world where people live long and healthy lives. Centerplate, the building's concessionaire, has stepped in to provide healthy offerings to fans, while still keeping traditional favorites on the menu.

"Entertainment and socializing are a big part of being healthy and there are food choic-

the concourse, there is a new 14-foot-by-24-foot double-sided HD marquee that has interstate exposure.

Contact: (712) 279-4820

**PAC AIDS HEARING-IMPAIRED**

Fox Cities PAC added Telecoils to turn up the volume

The 10th season at Fox Cities Performing Arts Center in Appleton, Wis., is wrapping up, and it brought some forward-looking improvements.

"This past year, we became the first Broadway-presenting theater in Wisconsin to install a Telecoil-compatible hearing loop to better serve our audience members with hearing loss," said Exec. VP Maria Van Laanen.

Think of a hearing loop as a wireless network for hearing aids. The wire loop transmits sound from the stage directly to telecoil-equipped hearing aids. Though hearing loops have been relatively common in Europe, the U.S. has only caught on recently because past hearing aids weren't equipped with the technology.

The hearing loop isn't only useful to those with Telecoil-equipped hearing aids. The center offers complimentary headsets at the information desk. Another way the building has worked to make information more clear is by upgrading signage. First impressions are always important, and the center has taken

**MIDWEST MAYHEM CONTINUED FROM PAGE 16**

two minutes and the second show in less than three minutes, so we sold more than 14,000 tickets in less than five minutes," said GM/VP Bart Rogers.

In its seven years, the building has featured shows by many country artists, including Kenny Chesney, and Carrie Underwood. Rogers said he considers the country genre the bread and butter for the building.

In addition to country shows, Rogers said that any 'young' genre works, given the venue's location in a college town. U.S. Cellular Center has hosted EDM band Bassnectar twice, and has also had a concert by Pretty Lights. There are already some holds for EDM concerts coming up in the fall.

"We've learned a lot with the three shows that we've done," said Rogers. "For the EDM events we step up security a notch."

Contact: (309) 434-2926

**WHARTON CENTER BUSTS NORM**

The venue has a year of high-selling shows and interaction

Wharton Center for the Performing Arts in East Lansing, Mich., brought new demographics to the venue this year with unique offerings. Mythbusters: Behind the Myths immediately sold out in March 2012, so the center added an

extra performance which also quickly sold out.

"When the show arrived it was refreshing to walk into the theatre and see so many parents with their children, particularly dads who aren't typical patrons," said Executive Director Mike Brand.

It's a time of change at the Center. Not only is the facility switching to ticketing-provider Paciolan, but is also in the process of changing over to a new website by Carbonhouse. Also, the focus is on offering patrons new ways to engage with the building, such as Spotlight Dinners before performances, After Chats, and Insight Previews.

Contact: (517) 884-3115

**UNITED CENTER CONNECTS WITH TECH**

Technological upgrades abound at the Chicago venue

Not only has Chicago's United Center put in a public WiFi system in the last year, the building has also invested in a neutral distributed antenna system, which gives all cellular networks improved coverage.

"People complaining about not being able to connect has virtually been eliminated," said Vince Amatuzzi, director of Marketing.

The building has also added a mobile-ordering quick lane called ByPass (also used by Xcel

Energy Center in St. Paul, Minn.), where fans can order concessions and pay from their seats. The patron receives a text message when their food is ready and can quickly collect their order.

"We also have developed a mobile app with new features, like live video from different camera angles," said Amatuzzi.

The app is available free on iPhone, Android, and Blackberry. Fans can also use it to purchase tickets, look at photos, track statistics and find their way around the facility.

Contact: (312) 455-4255

**OKC HOSTS NBA FINALS**

Chesapeake Energy Arena's first finals prove an exciting challenge

The National Basketball Association's Oklahoma City Thunder fought the Miami Heat for the championship at Chesapeake Energy Arena in 2012.

"It's a great experience, for the city and for the building, to be a part of events of that magnitude," said GM Gary Desjardins.

He added that the biggest challenge came from physically setting up the building and meeting media requirements for the event. There is also a significant security upgrade at championship events. The building did its regular searching and wandering, but stepped up security protocol.

Each round the OKC Thunder got closer to the NBA Finals, food and beverage per caps increased.

"We were just north of \$16 for F&B, at the high point," said Desjardins.

Contact: (405) 602-8700

**SPRINT CENTER SCORES A SLAM DUNK**

The Kansas City, Mo., building hosts big basketball events

CONTINUED ON PAGE 20 →

Tyson Events Center in Sioux City, Iowa, offered a designated driver program to tipsy patrons.

**TOPSTOPS**

**MIDWEST • 2012**

Based on concert and event grosses from 3/1/12 - 2/28/13, as reported to Venues Today.

**> 5,001-10,000 CAPACITY**

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Huntington Center, Toledo, Ohio	7,860	\$4,935,843	148,566	50
2. U.S. Cellular Coliseum, Bloomington, Ill.	7,600	\$1,881,875	50,014	9
3. Verizon Wireless Center, Mankato, Minn.	8,200	\$1,198,042	19,002	3
4. Kansas Expocentre, Topeka, Kan.	10,000	\$892,309	18,886	8
5. UIC Pavilion, Chicago	10,000	\$843,401	20,153	3
6. The Dow Event Center, Saginaw, Mich.	7,200	\$666,966	12,772	8
7. Tyson Events Center, Sioux City, Iowa	10,000	\$640,335	16,503	6
8. Mid-America Center, Council Bluffs, Iowa	9,000	\$598,951	12,101	2
9. Amsoil Arena, Duluth, Minn.	8,500	\$459,812	7,944	4
10. BMO Harris Bank Center, Rockford, Ill.	10,000	\$449,134	9,397	7

Compiled by Josh Huckabee, HotTickets@venuestoday.com



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MIDWEST MAYHEM CONTINUED FROM PAGE 18

Though Missouri doesn't have its own National Basketball Association team, Kansas City's Sprint Center draws a big crowd for basketball.

"We had more than 200,000 basketball fans during the Big 12 Men's Basketball

Productions during the Blake Shelton rehearsals and show.

"We continue to work hard on our relationships with all of our promoters, too," said GM Steve Miller. "We value their faith in us and will do everything we can to make the experience at Huntington Center the best it

## TOPSTOPS

MIDWEST • 2012

Based on concert and event grosses from 3/1/12 - 2/28/13, as reported to Venues Today.

### > 2,001-5,000 CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Chicago Theatre	3,604	\$11,351,625	206,522	66
2. Orpheum Theatre, Minneapolis	2,600	\$10,968,688	155,777	81
3. Des Moines (Iowa) Civic Center	2,735	10,421,873	186,200	93
4. Wharton Cntr. for Perf. Arts, E. Lansing, Mich.	3,763	\$7,483,785	137,119	85
5. Orpheum Theatre, Omaha, Neb.	2,598	\$6,851,877	129,740	83
6. DeVos Perf. Hall, Grand Rapids, Mich.	2,404	\$4,724,002	123,687	105
7. State Theatre, Minneapolis	2,181	\$3,301,097	63,524	41
8. The Midland by AMC, Kansas City, Mo.	3,000	\$3,297,623	85,917	57
9. Riviera Theatre, Chicago	2,300	\$2,473,574	80,416	37
10. Fox Cities Perf. Arts Center, Appleton, Wis.	2,072	\$2,286,306	55,375	46

### > 2,000 OR FEWER CAPACITY

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Peoria (Ill.) Civic Center Theater	1,942	\$4,166,312	80,176	66
2. Holland Perf. Arts Center, Omaha, Neb.	2,000	\$2,729,073	73,856	82
3. Sound Board at MotorCity Casino, Detroit	1,560	\$2,511,611	50,793	36
4. Royal Oak (Mich.) Music Theatre	1,700	\$2,271,383	80,317	81
5. Vic, Chicago	1,400	\$1,781,212	65,044	56

Compiled by Josh Huckabee, HotTickets @ venuestoday.com

Championship, and sold out for the second-round and third-round events of NCAA Men's Basketball," said Brenda Tinnen, GM and Sr. VP for AEG Kansas City. "We all consider Kansas City as the college basketball capital of the world."

The building had other big events throughout the year. For Disney On Ice: Rockin' Ever After, Tinnen said that the little girls dress up as princesses and are escorted to the show by their tuxedo-clad fathers. Sprint Center also played host to Professional Bull Riders.

Contact: (816) 969-7100

### BUILDING RELATIONSHIPS

Huntington Center works to establish connections

Last year, Huntington Center, Toledo, Ohio, blocked out three rehearsal days for Blake Shelton, culminating in the opening of his 'Well Lit and Amplified Tour 2012,' Jan. 8. The building staff worked with Police

can possibly be from the time the show is booked until load-out is complete."

Contact: (419) 321-5010

### THE SHOW BEGINS WITH YOU

Intrust Bank Arena in Wichita, Kan., enhances guest experience

The staff at Intrust Bank Arena worked together to create a customer service slogan, deciding on "the show begins with you."

"We plan to rally our entire team of full-time staff, part-time staff, and third-party contractors around this theme and will use it to drive our customer service training in 2013," said GM A.J. Boleski.

The venue will look to improve the guest experience in other ways, also, by developing destinations within the facility itself. This year, the venue will construct a Team Store for its Central Hockey League tenant, the Wichita Thunder, and add a 'Guitar Bar' on the back-stage end of the lower concourse.

Contact: (361) 440-9026



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### **For Immediate Release**

## **U.S. Cellular Coliseum New Home For IHSA Dance Finals**

Bloomington, Ill. (June 6, 2012) –The Illinois High School Association (IHSA) Board of Directors met for their regularly scheduled meeting at the IHSA offices in Bloomington on Monday, June 11, 2012, where they approved recommendations to accept a pair of state final hosting bids.

The Board tabbed U.S. Cellular Coliseum in Bloomington to host the inaugural IHSA Competitive Dance State Finals, while DeKalb and Northern Illinois University's Huskie Stadium will host the IHSA's eight Football State Championship games in odd years beginning in 2013.

Both winning bids encompass five-year hosting terms. U.S. Cellular Coliseum will host the first-ever IHSA Competitive Dance State Finals in January and continue to host the event in 2014, 2015, 2016 and 2017. U.S. Cellular Coliseum has also hosted the IHSA Competitive Cheerleading State Finals since 2007, the second year of the event.

"The IHSA Cheerleading State Finals have developed into an elite event at U.S. Cellular Coliseum and we look forward to the Competitive Dance state meet following suit," said Hickman. "The Dance State Finals will incorporate many of the same elements as the Cheer state meet, while also introducing some new challenges. Given the great relationship we enjoy with both U.S. Cellular Coliseum and the Bloomington-Normal Area Convention and Visitors Bureau, we feel very confident that we will house a second top notch state final event at U.S. Cellular Coliseum."

The IHSA's eight football title games will be held in DeKalb on Thanksgiving weekend in 2013, 2015, 2017, 2019 and 2021. The games will remain at the University of Illinois' Memorial Stadium in Champaign in even years (2012, 2014, 2016, 2018, 2020). The schedule variation was necessitated by a change in the Big Ten Conference football schedule that will have the University of Illinois playing home games on the IHSA state final weekend in odd years.

Huskie Stadium becomes the fourth-ever host site for the state football title games. Illinois State University hosted the games from their inception in 1974 until 1998 and the University of Illinois has been the championship home since 1999. From 1981-1984, Northwestern University hosted the two largest class games (5A & 6A), while the 1A-4A games were played at ISU.

Hickman pointed out a unique portion of Northern Illinois University's football bid that caught the attention of the IHSA staff and Board.

"Athletic Directors from over 100 IHSA member schools signed the bid, pledging their support for playing the games in DeKalb," said Hickman. "Schools from as far away as Galva, Peoria Richwoods and

Zion-Benton, places you don't necessarily associate with DeKalb. It went a long way to showing us how much it meant to the entire region to have the state championships played there. Ultimately, all three football bids were extremely strong and almost interchangeable."

Other bids in football included Southern Illinois University in Carbondale and Illinois State University in Normal, while Dance bids were also submitted by Rockford's BMO Harris Bank Center, Moline's iWireless Center, Springfield's Prairie Capital Convention Center and the Sears Centre Arena in Hoffman Estates.

"We are honored to receive so many strong bids in both football and dance," added Hickman. "We are appreciative of all the venues and communities who wanted to host and be associated with our state final events. It helps validate that not only are these events impactful on the participants and fans, but that they are also positive influences on the local communities."

###



**Embargoed For Release Until Monday, January 7 at 7:00 AM**

**Live In Concert!**

# **KID ROCK**

**U.S. Cellular Coliseum in Bloomington, IL  
Thursday, March 28, 2013**

**KID ROCK ANNOUNCES FIRST LEG OF "REBEL SOUL" TOUR**

**SPECIAL GUESTS BUCKCHERRY AND HELLBOUND GLORY TO SUPPORT.**

Kid Rock is proud to announce the first dates of his "Rebel Soul" worldwide tour in support of his recently released album bearing the same name. The tour will make a stop on Thursday, March 28 at the U.S. Cellular Coliseum in Bloomington, IL with tickets going on sale Saturday, January 12 at 10:00 AM. Backed as always by his Twisted Brown Trucker band, the full-scale arena tour will feature Buckcherry and Hellbound Glory as support.

Kid Rock's new album "Rebel Soul" came out last week to rave reviews accompanied by high profile appearances. "Good Morning America" helped celebrate on release day, while Kid Rock also performed at NASCAR and NFL events. He spent a morning with Howard Stern, and graced the cover of Billboard Magazine while Rolling Stone, The New Yorker, The New York Times, Maxim and the LA Times all ran stunning features and reviews. The week concluded with a special piece on CBS Sunday Morning. His current single "Let's Ride" is still climbing up the radio chart while the video for that single and "Cucci Galore" debuted on KidRock.com. Kid Rock will be performing "Let's Ride" at the upcoming WWE Tribute to the Troops event that airs on USA on December 19<sup>th</sup>. The album is available physically and digitally everywhere.

## **Tickets On Sale This Saturday, January 12 at 10:00 AM**

Reserved seat tickets (\$59.50 / \$49.50) & general admission floor tickets (\$85.00) will be available for purchase at the U.S. Cellular Coliseum box office, select Walmart locations, all Ticketmaster locations, charge by phone at 800-745-3000 and online at [Ticketmaster.com](http://Ticketmaster.com).

For More Show Information Contact:

Mike Lynskey, Jam Productions, 312-440-9191, [mike.lynskey@jamusa.com](mailto:mike.lynskey@jamusa.com)

For more Kid Rock information contact:

Nick Stern – [Nick@7-10music.com](mailto:Nick@7-10music.com)

Kelly McWilliam – [Kelly.McWilliam@atlanticrecords.com](mailto:Kelly.McWilliam@atlanticrecords.com)

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309-434-2843 \*Fax: 309-434-2667 \* [www.uscellularcoliseum.com](http://www.uscellularcoliseum.com)

**For Immediate Release**

**ICE RACING RETURNS  
TO THE U.S. CELLULAR COLISEUM FOR ITS  
6<sup>th</sup> YEAR  
ON JANUARY 12, 2013**

Bloomington, Ill. (August 16, 2012) –The U.S. Cellular Coliseum is happy to announce World Championship ICE Racing will return for the 6<sup>th</sup> year in a row, but this time bigger than ever on Saturday, January 12, 2013 at 7:30pm.

This no holds barred, anything goes motorsports competition features oval track racing's thoroughbreds – professional manufacturer's world cup motorcycles and ice's wild unlimited outlaw quads.

Some twenty plus races will be contested at each championship round in approx 2 1/2 hours. When it's over, champions will be crowned in each division competing. Valuable world championship points will also be earned towards the all important overall world championship title chase. In addition, there is bound to a couple of surprises out on the ice this year. You can't miss it.

Local riders are encouraged to participate. All interested riders should contact the World Championship Ice Racing offices directly at 843-213-1182 or log onto [www.icespeedway.com](http://www.icespeedway.com) . All riders must meet certain requirements.

Tickets will go on-sale Wednesday, August 29<sup>th</sup> at 11 am. Tickets are \$20 Adult Reserved Seating, \$10 Child (2-12) Reserved Seating, \$18 Adult General Admission Seating, and \$10 Child (2-12) General Admission Seating. All tickets are \$2 more the day of show. Groups of 10 or more can purchase your tickets for at a discounted rate. Interested parties should contact Terese Robertson at 309-434-2919 for more information.

Tickets are available at all Ticketmaster outlets, including the U.S. Cellular Coliseum, [www.ticketmaster.com](http://www.ticketmaster.com), select Walmart locations or charge by phone at 1-800-745-3000.

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FOR IMMEDIATE RELEASE

**\*\*MAJOR CONCERT ANNOUNCEMENT\*\***

**Live Nation**  
233 N. Michigan Ave., Suite 2700  
Chicago, IL 60601  
Tel 312-540-2000 Ext 2192  
Fax 312-938-2154

**Allison Wall**  
Marketing Manager  
Midwest - Music

**“DIRT ROAD DIARIES TOUR”**

# LUKE BRYAN

With special guests

## THOMPSON SQUARE FLORIDA GEORGIA LINE

**FEBRUARY 17– SOLD OUT**  
**FEBRUARY 18 – 2ND SHOW ADDED**

***U.S. CELLULAR COLISEUM***

BLOOMINGTON, IL

**Tickets on-sale Friday 12/14 at 10AM!**

Tickets available at [www.ticketmaster.com](http://www.ticketmaster.com), charge by phone, and U.S. Cellular  
Coliseum box office.

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## Information For Release:

# LUKE BRYAN ANNOUNCES FIRST HEADLINE TOUR

## “Dirt Road Diaries Tour” Launches in January

Nashville- Luke Bryan’s career has rocketed towards superstar status in the past couple of years. He has seen his recent album *tailgates & tanlines* sell over one million copies and remain a Top 5 album for all of 2012, co-hosted the “CMA Music Festival: Country’s Night to Rock” special on ABC, taken home trophies at both the ACM Awards and CMT Music Awards and opened concert tours for artists such as Jason Aldean, Rascal Flatts and Tim McGraw. In 2013, Luke will take another giant step and headline his first major tour, the “Dirt Road Diaries Tour.”

The “Dirt Road Diaries Tour” will kick off in Evansville, Indiana on January 17 with tickets on sale beginning Friday, October 26. The 20-city first leg will go through March and features Thompson Square and Florida Georgia Line as openers. Live Nation is the national tour promoter. Log on to [www.lukebryan.com](http://www.lukebryan.com) or [www.livenation.com](http://www.livenation.com) for tour dates and information.

“I have dreamed about this day for a very long time,” said Luke. “We are having the best time putting together all the bells & whistles for the tour. I have spent a lot of time out on tours with some really great artists and each night we have tried to learn from them. I couldn’t be more excited about this!”

Citi is the official credit card of the “Dirt Road Diaries Tour.” Citi card members will have access to presale tickets in select markets beginning Monday, October 22 at 10AM E.T. through Citi’s Private Pass Program. For complete presale details visit [www.citiprivatepass.com](http://www.citiprivatepass.com).

In the past year, Luke has celebrated three back-to-back Platinum singles “Country Girl (Shake It For Me),” “I Don’t Want This Night To End” and “Drunk On You,” all from his Platinum-certified album, *tailgates & tanlines*. The Leesburg, Georgia native has achieved five career #1 singles and is currently on his fourth annual “Farm Tour” with eight shows through several southern states, including five in Georgia, through the end of this week. When the tour wraps on October 13 a portion of the proceeds from the concerts will have created 20 scholarships in its four-year run to students of farming families within the communities the tour has played. Luke recently received two CMA Award and two American Music Award nominations in the Male Vocalist and Album of the Year categories as well as leading the nominations with seven at the upcoming American Country Awards.

Thompson Square, the reigning ACM “Vocal Duo of the Year” and Stoney Creek Records duo, ended 2011 as Billboard’s #1 New Country Artist and the #6 New Artist across all genres of music. The husband/wife duo’s #1 smash, “Are You Gonna Kiss Me Or Not,” earned them 2 GRAMMY nominations, American Music Award and Teen Choice Award nods, 4 CMA, and 5 CMT Music Award nominations. “AYGKMON” has sold nearly 2 million singles and was iTunes 2011 Country Song of the Year. Follow-up hits include the award winning, “I Got You,” (#6) and the critically lauded power ballad, “Glass” (#15). Thompson Square is a 3x American Country Award and a 2012 CMT Music Award winner. The duo is currently nominated for “Vocal Duo of the Year” and “New Artist of the Year” at the 2012 CMA Awards.

Florida Georgia Line has been quickly garnering buzz among fans, media and superstars (Taylor Swift, Keith Urban and Sugarland’s Jennifer Nettles) since releasing their Top 20 single, “Cruise.” With infectious lyrics and a buoyant melody, the single has sold well over 500,000 copies and has been certified GOLD in Canada. The song is also listed in the Top 10 for sales in many major markets and sits – with the video – in the Top 5 nationally on iTunes Country Charts. The Republic Nashville duo - comprised of Tyler Hubbard from Monroe, Georgia and Brian Kelley from Ormond Beach, Florida - brings a fresh sound to the genre and beyond, combining electrifying, hard-driving rock with honest, expressive lyrics. “Cruise” is featured on their EP *It’s Just What We Do* produced by Joey Moi (Jake Owen, Nickelback).

# Schmidt

R E L A T I O N S

- **Information For Release:**

## **CARRIE UNDERWOOD'S "BLOWN AWAY TOUR" EXTENDS NORTH AMERICAN RUN INTO 2013**

**Critically Acclaimed Tour Plays to Capacity Crowds This Fall In 55 Arenas  
40 New Shows Added In 2013**

### **Red Cross Donation Continues For Disaster Relief**

Nashville – (October 29, 2012) – Superstar Carrie Underwood will continue her critically acclaimed "Blown Away Tour" in 2013 with an additional 40 North American dates beginning February 13 in Colorado Springs, Colorado. Following an international run in June, this will bring the tour's combined total to over 100 shows. Hunter Hayes will continue as special guest. "The Blown Away Tour" is presented and hydrated by **vitaminwater®** and promoted by AEG Live. Tickets will be available for the 2013 dates in select markets beginning Friday, Nov. 2; check local venues for exact on sale date information. **Tickets at the U.S. Cellular Coliseum will go on-sale November 16<sup>th</sup> at 10am.** Please go to [www.carrieunderwood.fm](http://www.carrieunderwood.fm) for additional on sale information.

The donation of \$1 from each ticket sold on the North American leg of "The Blown Away Tour" will continue in 2013 to support Red Cross disaster relief. Every year, the American Red Cross prepares for and responds to nearly 70,000 disasters across the United States. This donation will help the Red Cross provide shelter, food, and emotional support for those in need after a disaster. Proceeds from her Canadian concerts will be donated to the Canadian Red Cross.

Carrie's performance and the spectacular show production are being heralded by media. "Carrie's always been great, but now she's in a league of her own," shared WTHT on-air personality Cory Garrison. "It was more than a show, it was an experience." The Hartford Courant reviewer stated, "Underwood's stage show was one of the most spectacular in recent memory." AOL's theboot.com expressed, "Leaving fans and music industry pals thoroughly awed by the perfect storm of visuals, special effects and, of course, Carrie's amazing vocals," while cmt.com said, "Start to finish, it will be tough for any country artist to top what Underwood is delivering on this tour." When Carrie performed at the Staples Center in Los Angeles earlier this month the LA Times reported, "A spectacular production...full of dazzling costume changes, creative staging and megawatts of musical wattage."

Carrie's two previous headline tours, 2008's "Carnival Ride Tour" and 2010's "Play On Tour," performed for a combined total of nearly 250 shows with 2.2 million fans in attendance, and she wrapped both years as the top-ranked female country touring artist.

Later this week, Carrie and Brad Paisley will co-host the *The 46th Annual CMA Awards* for the fifth time, where Carrie is nominated for Female Vocalist of the Year. The CMA's will air live from Nashville's Bridgestone Arena on Thursday, November 1, at 8 PM ET, on ABC.

3012 Business Park Circle Suite 500 Goodlettsville, TN 37072  
phone 615.851.4917 615.851.4919 fax

# Schmidt

R E L A T I O N S

In addition to her CMA nomination for Female Vocalist, Carrie is also a double-nominee for the upcoming *American Music Awards*, up for Favorite Female Artist – Country, as well as Favorite Album – Country, for *Blown Away*. Airing November 18 on ABC, the *American Music Awards* are fan-voted, with online balloting underway now at [www.AMAVote.com](http://www.AMAVote.com).

Carrie's *Blown Away* album made history this spring by debuting at No. 1 on *Billboard's* Top Country Albums Chart, making Carrie only the second country artist in the 47-year history of the chart to have each of their first four albums debut at No. 1. *Blown Away* also debuted at No. 1 on the all-genre *Billboard* 200 chart, making Carrie only the second country artist in history to have three consecutive albums debut at No. 1. *Blown Away* became country's best-selling digital album debut since 2010 and has now sold a million copies. The album's first two singles, "Good Girl" and "Blown Away," both reached No. 1 status earning her a total of three weeks atop the country airplay charts in 2012, more than any other female country artist this year.

Please visit [www.carrieunderwood.fm](http://www.carrieunderwood.fm) for up to date information on "The Blown Away Tour."

## New 2013 dates for "The Blown Away Tour":

2-13	Colorado Springs, CO	Colorado Springs World Arena
2-14	Broomfield, CO	1STBANK Center
2-17	Boise, ID	Taco Bell Arena
2-19	Billings, MT	MetraPark
2-21	Spokane, WA	Spokane Veterans Memorial Arena
2-22	Yakima, WA	Yakima Sundome
2-25	Oakland, CA	Oracle Arena
2-26	Stockton, CA	Stockton Arena
3-2	Las Vegas, NV	Mandalay Bay Events Center
3-3	Ontario, CA	Citizens Business Bank Arena
3-5	Fresno, CA	Save Mart Center
3-8	Rio Rancho, NM	Santa Ana Star Center
3-21	Richmond, VA	Richmond Coliseum
3-23	Roanoke, VA	Roanoke Civic Center
3-25	Hershey, PA	Giant Center
3-26	Buffalo, NY	First Niagara Center
3-28	Hamilton, ON	Copps Coliseum
3-30	Kingston, ON	K-Rock Centre
4-2	St. John, NB	Harbour Station
4-9	Portland, ME	Cumberland County Civic Center
4-11	Youngstown, OH	Covelli Centre
4-13	Lansing, MI	Breslin Student Events Center
4-14	Ft. Wayne, IN	Allen County Memorial Coliseum
4-16	Greenville, SC	BiLo Center
4-17	Columbia, SC	Colonial Life Arena
4-19	Augusta, GA	James Brown Arena
4-20	Jacksonville, FL	Jacksonville Veterans Memorial Arena
4-23	Houston, TX	Toyota Center

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# Schmidt

R E L A T I O N S

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4-25 San Antonio, TX  
4-27 Cedar Park, TX  
4-29 Lafayette, LA

**5-2 Bloomington, IL**

5-3 Milwaukee, WI  
5-5 Toledo, OH  
5-8 Charleston, WV  
5-10 Rockford, IL  
5-12 Omaha, NE  
5-13 Sioux City, IA  
5-15 Winnipeg, MB  
5-18 Edmonton, AB

Freeman Coliseum  
Cedar Park Center  
Cajundome

**U.S. Cellular Coliseum**

BMO Harris Bradley Center  
Huntington Center  
Charleston Civic Center  
BMO Harris Bank Center  
CenturyLink Center  
Tyson Events Center  
MTS Centre  
Rexall Place

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Contact:  
Jessie Schmidt  
Schmidt Relations  
615 851 4917



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**For Immediate Release**

## **Nickelback Holds Rehearsals at U.S. Cellular Coliseum**

Bloomington, Ill. (April 9, 2012) – The international super-star rock band, Nickelback, used the U.S. Cellular Coliseum for their upcoming tour rehearsals. Rehearsals for the upcoming tour were held from March 25<sup>th</sup> to April 6<sup>th</sup>.

Nickelback touring crew and staff worked around the clock, along with union laborers from IATSE Local #193, and U.S. Cellular Coliseum staff to prepare for the upcoming tour. During the rehearsals, they built their stage, tested video, lights and sound, and went through a full dress rehearsal to perfect all of the lighting and sound cues, as well as the special effects elements, including pyro. The Lee street block between Front Street and Olive Street had to be closed on both March 25<sup>th</sup> and April 6<sup>th</sup> to allow the 17 plus tour trucks to load everything in and out of the building.

This was the largest production in the U.S. Cellular Coliseum history with over 135 rigging points, weighing over 130,000 pounds, with articulating loads of moving video walls, lighting trusses and parts of the stage. The production was so large, that the crew set up the stage on the opposite end of the building allowing for more space on the venue's floor, however, not conducive to having a live concert open to the public.

The Here & Now 2012 Tour begins in Moline, IL on April 10<sup>th</sup> at the I-Wireless Center. The tour spans across the United States, Canada, and Europe, ending in the fall on October 8<sup>th</sup>.

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**For Immediate Release**

## **U.S. Cellular Coliseum Launches Brand New Mobile App**

Bloomington, Ill. (March 13, 2012) – The U.S. Cellular Coliseum has officially launched a brand new mobile app. The app is available to download for free on the Android Market, App Store and iTunes.

The U.S. Cellular Coliseum mobile app provides easily accessible and valuable mobile content for users when they are on their way or inside the U.S. Cellular Coliseum. The personal concierge feature offers users directions to the event, parking around the venue via Google Maps, and suggestions for restaurants and bars around the area. The U.S. Cellular Coliseum mobile app will also allow users to purchase tickets to upcoming events quickly through Ticketmaster.

In addition the U.S. Cellular Coliseum mobile app also encompasses all three sports teams (Central Illinois Drive, Bloomington Blaze and Bloomington Edge). Users are able to connect with each of the teams by getting the latest schedule, see the players, find out the upcoming promotions, or listen to each game live.

###

**1. DOWNLOAD**

**Download our Mobile App Today**

**2. CONNECT**

**With the U.S. Cellular Coliseum**

**3. DISCOVER**

**Explore Upcoming Events, Maps & More**



# Fiscal Year Attendance Report

## May 2012 – April 2013

May		
Fight Me Mixed Martial Arts	Ticketed	5/4
Bloomington Edge Football Game	Ticketed	5/5
Piccadilly Circus	Ticketed	5/11
Blaze Hockey Press Conference	Non- Ticketed	5/16
105.7 the X presents Shinedown w/special guests Five Finger Death Punch	Ticketed	5/18
Cresci Graduation Party	Non-Ticketed	5/19
State Farm Advertising Meeting	Non-Ticketed	5/23-24
Bloomington High School Graduation Practice	Non-Ticketed	5/25
Bloomington Edge Football Game	Ticketed	5/25
Normal Community High School Graduation Ceremony	Non- Ticketed	5/26
Normal West High School Graduation Ceremony	Non-Ticketed	5/26
Bloomington High School Graduation Ceremony	Non-Ticketed	5/27
June		
Bloomington Edge Football Game	Ticketed	6/8
Willie Nelson and	Ticketed	6/9

# Fiscal Year Attendance Report

## May 2012 – April 2013

Family		
Night Storm Party	Ticketed	6/22
WWE Smackdown World Tour	Ticketed	6/24
Jehovah's Witnesses Convention	Non-Ticketed	6/29-7/1
<b>July</b>		
Jehovah's Witnesses Convention	Non-Ticketed	7/6-7/8
State Farm Meeting	Non-Ticketed	7/16-20

<b>August</b>		
Night Storm Teen Dance Party	Ticketed	8/9
Pepsi Ice Center Hockey Meeting	Non-Ticketed	8/15
Back to School Alliance – School Supply Handout	Non-Ticketed	8/16
Pepsi Ice Center Youth Hockey Registration	Non-Ticketed	8/24-26
Pepsi Ice Center Registrar Meeting	Non-Ticket	8/28
BNYS Meeting	Non-Ticket	8/30
<b>September</b>		
Chevy Drive Away Event	Non -Ticketed	9/6
WMBD WYZZ Living Well Women's Expo	Ticketed	9/8
IHSA Meeting	Non-Ticketed	9/11
Bremer's Race for the Ring	Non-Ticketed	9/15
Night Storm Party	Ticketed	9/15
SWE Admin Team Off-Site Meeting	Non-Ticketed	9/19
McLean County	Non-Ticketed	9/20

# Fiscal Year Attendance Report

## May 2012 – April 2013

Health Department R Special Events		
Wilson/Fecht Wedding Reception	Non-Ticketed	9/22
Illinois State Hockey Game	Ticketed	9/28
Illinois State Hockey Game	Ticketed	9/29
Pepsi Ice Center Ice Rentals	Non-Ticketed	9/1-30
<b>October</b>		
Bassnectar with Gramatik Concert	Ticketed	10/4
Blaze Adult Hockey Camp	Non-Ticketed	10/6
Private Ice Rental	Non-Ticketed	10/6
Blaze Pre-Season Hockey Game	Ticketed	10/12
Rob Zombie and Marilyn Manson Concert	Ticketed	10/13
JR Blaze Hockey Game	Ticketed	10/19
Blaze Hockey Game	Ticketed	10/19
Illinois State University Hockey Game	Ticketed	10/19
Illinois State University Hockey Game	Ticketed	10/20
Blaze Hockey Game	Ticketed	10/20
JR Blaze Hockey Game	Ticketed	10/21
Blaze Hockey Game	Ticketed	10/26
Illinois State University Hockey Game	Ticketed	10/26

# Fiscal Year Attendance Report

## May 2012 – April 2013

Illinois State University Hockey Game	Ticketed	10/27
Blaze Hockey Game	Ticketed	10/27
Pepsi Ice Center Ice Rentals	Non- ticketed	10/1-31

	November	
JR Blaze Hockey Game	Ticketed	11/2
Blaze Hockey Game	Ticketed	11/2
Illinois State University Hockey Game	Ticketed	11/2
Illinois State University Hockey Game	Ticketed	11/3
JR Blaze Hockey Game	Ticketed	11/4
Festival of Trees	Ticketed	11/8-11/11
Blaze Hockey Game	Ticketed	11/13
Pretty Lights Concert	Ticketed	11/16
Thanksgiving Farmer's Market	Non-Ticketed	11/17
Blaze Hockey Game	Ticketed	11/17
JR Blaze Hockey Game	Ticketed	11/23
Blaze Hockey Game	Ticketed	11/24
JR Blaze Hockey Game	Ticketed	11/25

# Fiscal Year Attendance Report

## May 2012 – April 2013

Blaze Hockey Game	Ticketed	11/25
Pepsi Ice Center Ice Rentals	Ticketed	11/1-30
	<b>December</b>	
Twisted Athletic Cheer and Dance Competition	Ticketed	12/1-2
Blaze Hockey Game	Ticketed	12/6
Blaze Hockey Game	Ticketed	12/12
JR Blaze Hockey Game	Ticketed	12/14
Blaze Hockey Game	Ticketed	12/14
Mannheim Steamroller Christmas Concert	Ticketed	12/15
JR Blaze Hockey Game	Ticketed	12/16
Blaze Hockey Game	Ticketed	12/16
JR Blaze Hockey Game	Ticketed	12/21
Blaze Hockey Game	Ticketed	12/21
JR Blaze Hockey Game	Ticketed	12/22
Blaze Hockey Game	Ticketed	12/22
State Farm Holiday Classic Basketball Tournament	Ticketed	12/26-29
Pepsi Ice	Non-Ticketed	12/1-31

# Fiscal Year Attendance Report

## May 2012 – April 2013

Center Ice Rentals		
	January	
JR Blaze Hockey Game	Ticketed	01/3
JR Blaze Hockey Game	Ticketed	01/4
Blaze Hockey Game	Ticketed	01/4
Guns and Hoses Charity Hockey Game	Ticketed	01/5
Blaze Hockey Game	Ticketed	01/5
ICCA Cheerleading Competition	Ticketed	01/6
Blaze Hockey Game	Ticketed	01/10
Blaze Hockey Game	Ticketed	01/11
World Championship Ice Racing	Ticketed	01/12
JR Blaze Hockey Game	Ticketed	01/18
Blaze Hockey Game	Ticketed	01/18
Illinois State University Hockey Game	Ticketed	01/18
Illinois State University Hockey Game	Ticketed	01/19
JR Blaze Hockey Game	Ticketed	01/19
Blaze Hockey	Ticketed	01/19



# Fiscal Year Attendance Report

## May 2012 – April 2013

Game		
JR Blaze Hockey Game	Ticketed	01/20
Blaze Hockey Game	Ticketed	01/22
IHSA Competitive Dance State Competition	Ticketed	01/25-26
Pepsi Ice Center Ice Rentals	Non-Ticketed	01/01-31
<b>FEBRUARY</b>		
IHSA Cheerleading State Competition	Ticketed	2/1 –2/2
JR Blaze Hockey Game	Ticketed	2/3
JR Blaze Hockey Game	Ticketed	2/4
Pepsi Ice Center Meeting Skating Meeting	Non-Ticketed	2/5
Private Ice Rental	Non-Ticketed	2/8
Illinois State University Hockey Game	Ticketed	2/9
Blaze Hockey Game	Ticketed	2/9
Blaze Hockey Game	Ticketed	2/10
Comedian Rodney Carrington	Ticketed	2/14
Blaze Hockey Game	Ticketed	2/16

# Fiscal Year Attendance Report

## May 2012 – April 2013

Luke Bryan "Dirt Road Diaries Tour" Concert	Ticketed	2/17
Luke Bryan "Dirt Road Diaries Tour" Concert	Ticketed	2/18
Blaze Hockey Game	Ticketed	2/20
IHSA Dual Team Wrestling State Competition	Ticketed	2/23
Blaze Hockey Game	Ticketed	2/28
Pepsi Ice Center Ice Rentals	Ticketed	2/1 – 2/28
<b>MARCH</b>		
Bloomington Jr Blaze Hockey Game	Ticketed	3/1
Bloomington Blaze Hockey Game	Ticketed	3/1
Bloomington Jr Blaze Hockey Game	Ticketed	3/2
Bloomington Normal Homebuilder's Association's Home Expo 2013	Ticketed	3/8 – 3/10
Bloomington Blaze Hockey Game	Ticketed	3/12
Bloomington Edge Football Game	Ticketed	3/15
Bloomington Blaze Hockey Game	Ticketed	3/16
Bloomington Blaze Hockey Game	Ticketed	3/17
Normal Community High School	Free Event	3/19

# Fiscal Year Attendance Report

## May 2012 – April 2013

Special Education Class Tour		
Bloomington Blaze Hockey Game	Ticketed	3/19
Bloomington Youth Hockey Meeting	Meeting	3/20
Bloomington Edge Football Game	Ticketed	3/22
Bloomington Blaze Hockey Game	Ticketed	3/23
Bloomington Flex Basketball Exhibition Game	Ticketed	3/26
Kid Rock's Rebel Soul Tour with Buckcherry and Hellbound Glory Concert	Ticketed	3/28
Bloomington Flex Basketball Game	Ticketed	3/29
Bloomington Flex Basketball Game	Ticketed	3/30
Pepsi Ice Center Ice Rentals	Ticketed	3/1 – 3/24
<b>APRIL</b>		
Bloomington Edge Football Game	Ticketed	4/5
Bloomington Flex Basketball Game	Ticketed	4/6
Bloomington Edge Football Game	Ticketed	4/12
Comedian Mike Epps	Ticketed	4/13
Normal Community High School Graduation Practice	Non-Ticketed	4/23

# Fiscal Year Attendance Report

## May 2012 – April 2013

Normal Community West High School Graduation Practice	Non-Ticketed	4/24
City of Bloomington Wellness Fair	Non-Ticketed	4/25
Bloomington Flex Basketball Game	Ticketed	4/26
Bloomington Flex Basketball Game	Ticketed	4/27
		<b>Total</b>