



venue COALITION



pictured left: Andrew Prince, Vice President of Venue Coalition and Jeff Apregan, President *pictured right:* Venue Coalition team - Eric Gardner, Jeremy Madden, Sam Rogers, Jeff Apregan and Andrew Prince

In today's competitive environment information, time and connections are critical to success. There hundreds of arenas across the United States and Canada working towards the goal of serving the entertainment needs of their community by filling their calendars with quality content. This challenge can be even more difficult for venues in secondary and tertiary markets that are often overlooked by agents and promoters. That is where Venue Coalition steps in.

Formed in 2005, Venue Coalition is a consortium of over 50 arenas in North America that strives to keep its members on the radar of agents and promoters who are booking shows and routing tours. President Jeff Apregan recognized the need for a group of this type to drive traffic into smaller markets by collectively increasing visibility and centralizing information. Vice President Andrew Prince explains, "An agent can call us and on one phone call they can have access to avails, they can get historical data, technical data if they need it, a variety of things. We hold all that information here."

Apregan and Prince have over 50 years of industry experience combined in a wide variety of capacities including venue management, concert promotion, tour management, production, and artist management. Throughout their time in the industry they have developed strong professional relationships with many key decision makers. AEG Live tour coordinator Doug Clouse recalls, "When searching for that perfect routing date on the Ozzy Osbourne tour, Venue Coalition presented a golden opportunity time and time again."

Venue Coalition's dynamic ability to handle projects of any scale makes it a great resource for agents and promoters. They

have proven time and again that they have the ability to provide solutions for anything from a one-off routing solution to routing an entire tour. "We can fill in gaps on the routing or look at doing a string of dates," Prince says, "The opportunities are endless." Additionally, Venue Coalition can help a support act find a date to play during an off-night on tour. This can help younger acts reach and expand their fan base, gain experience, and potentially make more money.

One of the primary ways Venue Coalition is able to increase visibility for its members is through collective marketing campaigns through industry publications and monthly newsletters, which are disseminated to an extensive list of key decision makers. "We send agents information on a pretty regular basis. We update them and let them know who our newest members are," Prince says. "We sit down with them to identify our markets and our buildings and look at what artists or attractions they have that we can either pitch to the group or take a look at on a market-by-market basis."

Internally, Venue Coalition provides a wide variety of services to its members by sharing information on regular conference calls and meeting at several industry

conferences annually including Pollstar Live, the Billboard Touring Conference, IEBA, and the IAAM Conference. "We have been a member of Venue Coalition for several years," says Randy Brown, GM of Allen County War Memorial Coliseum in Fort Wayne, Indiana. "I know that through their efforts and encouragement we have been able to obtain concert traffic that we otherwise would not have attracted to our market."

Members of the coalition also seek advice from Apregan, Prince, and other members when it comes time to make important decisions. Purchasing or co-promoting a show can be a daunting task and members can feel comfortable leaning on the leadership, experience, and market knowledge that Venue Coalition offers to make sound and informed decisions.

From an arena management perspective, members also benefit from sharing creative ideas and solutions to become more efficient and identify new revenue streams. Many arena managers face the same problems on a day-to-day basis and Venue Coalition members have the advantage of being able to source dozens of ideas from a variety of perspectives. The key to this advantage is communication and trust, which is something this group has cultivated and earned over the years.

Venue Coalition has grown from a small group of arenas in Western Canada into a cross-continental force in the past five years. From Florida to British Columbia, Hawaii to the Northeast, if you are going on the road, Venue Coalition can help you map out a path to success.