

# Business Proposal

November 4, 2004

Presented by Dave Harris, Harris Entertainment Productions, hereinafter to be referred to as "Promoter" to the Glendale Arena.

This confidential business proposal was created for the purpose of creating a clear model for a new promoter to exist in the Phoenix market and to present profitable productions exclusively at the Glendale Arena. The proposal was prepared for investors and for operational guidance.



## Overview

**Glendale Arena**, the newest, state-of-the-art indoor Phoenix area venue has a perfect opportunity to take advantage of the present Phoenix concert marketplace. Glendale Arena needs a modern, energetic promoter to create and execute a decisive concert production plan.

**Capacity: 19,000.** The Promoter proposes to produce a minimum of 25 events in the 2005 calendar year with the possibility of producing up to 50 events commencing in January 2005 year round.

**America West Arena is the major competitive indoor venue. 19,000 lower usable seats** because of blocked seating. Clear Channel Entertainment "CCE" is the exclusive promoter there. Other powerful competitors in the market:

**Cricket Pavilion Outdoor amphitheater with a 19,841 ticket capacity** - Reserved 7,841 Lawn 12,000 CCE. Pace and Arizona Concerts promote there. Promoter: CCE

**Dodge Theatre has 3 main seating configurations:** Designed for concerts, Broadway shows, family stage shows, boxing, and convention meetings. **Seating can vary from 1,900 to 5,000 for concerts. 5,500** for sporting or corporate events, and moving side walls, provide an intimate setting for proscenium events. CCE promotes here as well. Promoter: CCE, Beaver Prods., Frank Prods., OCESA

**Celebrity Theater Capacity 2,400 seats.** 42 shows since February. Avg. gross: \$54,195 Promoters: CCE, House of Blues, Lawman, 17 of these shows were in-house promotions

## Trends

**Glendale Arena:** 9 shows since February have **averaged 94.35% of capacity, higher than any other Phoenix venue.** Avg. tickets sold per show: 11,748, a total of 105,728 of 112,049 tickets. These numbers indicate that the venue has a good reputation for seeing a concert. Total 9 concert gross: \$6,099,128. Average concert gross: \$677,681.

**America West Arena:** 6 shows since February have averaged **82.15%** of capacity or 64,838 of 78,917 an avg. of 13,152 tickets sold per show. Total 6 concert gross: \$4,094,136. Average concert gross: \$682,356.

**Cricket Pavilion:** 11 shows since February have averaged **56.20%** of capacity or 113,863 of 202,581 an average of 10,351 tickets sold per show. Total 11 concert gross: \$4,444,118. Average concert gross: \$404,010. It appears Phoenix prefers to see it's concerts indoors.

**Dodge Theatre:** 15 shows since February have averaged **79.80%** of capacity or 48,886 of 59,263, an average of 3,259 tickets sold per show. Total 15 concert gross: \$1,995,563. Average concert gross: \$133,037.

Concert stage 270