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It doesn't take much imagination to fill in the blanks at the Atlantic Yards development in Brooklyn, where Barclays Arena will host the New Jersey Nets in 2012 in what is expected to be a revival of the Brooklyn-Manhattan rivalry not seen since the Dodgers and Giants left for California.

Cover: Philly Brentnall



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Nederlander Loses Injury Lawsuit

A woman who attended a John Legend concert at Los Angeles' Greek Theatre in 2009 has been awarded a \$3.2 million verdict for injuries sustained near the venue and subsequent job loss and surgeries.

Denise Herron, a former L.A. Sparks marketing director, and her boyfriend were walking in a dirt parking lot in Griffith Park and had two options to get to the venue – to walk a dirt road into oncoming traffic or to hop a two-foot fence, according to a statement from the prosecuting attorneys.

Herron and her boyfriend opted for the latter, following several other patrons in "pitch-black" darkness. There was a three-foot drop on the other side, according to the statement.

Herron has had four major surgeries, and a bone in her leg is still in two pieces, according to the statement. She lost her job because of her injury and faces three to five more surgeries, according to testimony.

The jury determined the parking lot was in dangerous

condition and Nederlander Concerts failed to provide a safe walkway.

Nederlander directed *Pollstar* to its attorney for comment, who was not available at press time.

Novatour's Capital Idea

The film industry has for years taken advantage of state and local tax incentives that have helped stem the tide of overseas production that was once thought to be less expensive than filming in the U.S. The state of Louisiana, however, is the only state so far to expand those incentives to include the concert industry.

Novatour, a joint venture of financier Film Production Capital and facility management giant SMG, was recently formed to provide the type of tax incentive-based capital to the concert industry that the film business enjoys.

SMG operates numerous venues in the state, including the Louisiana Superdome and New Orleans Arena, while FPC has long provided tax incentive-based financing for the motion picture industry.

So it was only natural that SMG Senior VP Doug Thornton

and FPC President Will French would put their heads together to see how best the companies could develop a strategy to put more money on the table for artists choosing to work in Louisiana.

"We've been looking at it as an easy offshoot from our film tax incentive business but we didn't know the first thing about the concert touring industry," French told *Pollstar*. "SMG happened to be looking at it because it would benefit their local venues and venues across the country. But they didn't have the tax incentive financing expertise."

After an initial meeting in December, Novatour was created in February specifically for the live performance industry to leverage Louisiana's Live Performance Tax Credit and make touring artists eligible for cash advances or operating expense savings.

"We had been looking at the tax credit for two to three years," Thornton told *Pollstar*. "We were trying to figure out how to leverage those tax credits in order to fill dates in our buildings here.

"Some of the tax credits helped finance a new entertainment district next to the Superdome called Champion



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Artists need not be residents of Louisiana to take advantage of the credits, but if they choose to base a touring production in the state by using a venue for rehearsals, hiring a Louisiana trucking company or construction crews for staging, those credits can be leveraged by Novatour into a sizeable new revenue stream.

"Looking at some of the hypotheticals, it's almost as though they are going to get revenue from one or two performances without actually having to perform them," French explained. "It's a nice pool of additional revenue that can be shared among the various parties – the artist, the promoter, the managers and so on to make touring in the U.S. more profitable and keep that business here where we want it."

Thornton and French believe Novatour represents a win-win for the industry as well as the state of Louisiana, hard hit by Hurricane Katrina in 2005 and the BP oil spill in the Gulf of Mexico last year.

"If the subsidy can provide good additional revenue that they're not used to, you'll see more of the industry coming down to Louisiana to use crews and vendors, performing here,

building sets, and doing all those various things that helps Louisiana grow its music industry," French said. "And Novatour is prepared to start offering cash financing to the concert tour industry at a time when the industry needs additional revenue sources to come into the game."

[Deborah Speer]

Sheen Comes To Live Nation

While ticket sales and concert revenue might be down at Live Nation, the company recently touted its e-commerce efforts as a winning sector of its business. And soon, to borrow a phrase from the pop culture lexicon, it may be bi-winning, too.

The *New York Daily News* reported that actor/meme Charlie Sheen personally told the tabloid he's teaming up with the concert promoter / merchandiser to sell a line of gnarly T-shirts bearing the tiger-blooded one's likeness. By the end of day, E! News reported that a deal had indeed been struck, and quoted a Live Nation exec describing the "winning" announcement has not been made.

"Being fired has only made him more popular because he is standing up for himself. He is a folk hero," Joey Scoleri, Live Nation's senior VP for tour marketing & promotion, was quoted as saying by E! News "We're hoping to have some of the items for sale as

soon as next week. It's all coming together really quickly. He's got a lot of brilliant ideas."

The range of merchandise will reportedly include mugs, T-shirts and badges with some of Charlie's most suddenly famous catch phrases, such as "winning," emblazoned on them. Other entertainment websites suggested the meet-



RANDY HOUSER'S TOUR BUS caught on fire March 9 outside The Windjammer in Isle of Palms, S.C. Crew members noticed flames coming from the rear suite of the bus, according to a statement. All equipment and personal possessions were lost, but no one was injured and the show went on as scheduled.

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ROSELAND

A TWO-ALARM FIRE that broke out at New York City's **Roseland Ballroom** March 8 was safely contained and the venue was expected to reopen at press time. Six firefighters reportedly suffered minor injuries while battling the blaze, which began in the 3,500-capacity venue's mezzanine level, according to reports. No event was taking place at the Ballroom at the time of the fire and an investigation into the cause is ongoing. A Roseland employee told NYC's *Gothamist* blog Roseland would reopen March 10. Upcoming shows at the venue include Dropkick Murphys, Steve Aoki and Ke\$ha.