

Born On The Bayou

Jazzfest Producer Plans New Country 'Superfest' In '10

Is there room for another big country music festival?

Quint Davis, CEO of Festival Productions Inc.-New Orleans, thinks so. And when the producer of the New Orleans Jazz & Heritage Festival talks, people listen.

FPI-NO and TMG/AEG Live will team up Memorial Day weekend in May 2010 for a major country music festival at Louisiana State University's (LSU) Tiger Stadium in Baton Rouge, La.

"It's a thrill, it's historic, it hasn't been done before," Davis says of the new country festival. "It has all the elements."

Tentatively dubbed the Bayou Country Superfest, the festival's talent lineup, ticket structure and many other details will be released in the fall.

So why Baton Rouge? "People questioned a little bit about Baton Rouge, but if you've ever been to Tiger Stadium when [the University

stadium **Rolling Stones**-type concerts for country music when he started with George Strait 10 or 12 years ago with those stadium festivals," Davis says. "Louis probably does more stadium shows than just about any promoter now, with Kenny being one of the greatest productions in music, period. He's the man. And we're both New Orleans boys, so there you go."

Country music festivals have been successful, but they're not as widespread as mainstream rock music festivals. The Country Music Assn. Music Festival in Nashville managed an all-time-high attendance record in June, with an average daily attendance of 56,000. The Stagecoach festival in Indio, Calif., produced by TMG/AEG Live, grossed \$6 million and drew an aggregate attendance of 100,000.

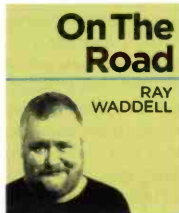
Davis says the scope of food and beverage and other exhibits at the event are still being nailed down, but he didn't want to stifle the natural proclivities of the region. LSU football games usually take place on a Saturday night, and one can smell the alcohol and grilling from several miles away.

"Tiger Stadium is built for nighttime events," Davis says. "In fact, the hours they have people at the stadium and when they leave at night will be pretty similar to this. When they do a football game, 30,000 or 40,000 more people will tailgate at Tiger Stadium, people are out there grilling and with RVs, trailers, buses. It's a phenomenal society, and I really think that's what we want. Outside the stadium, we want Tiger Nation forming up."

So does that mean Tennessee Vols and Alabama Crimson Tide fans won't feel welcome? "Absolutely not," Davis says. "This will be the first time people from Alabama, Mississippi, Arkansas, Tennessee and Texas will be coming to Tiger Stadium and they won't be scared about it."

FPI-NO's track record is rooted in its production of New Orleans' Jazzfest, presented by Shell in partnership with AEG Live.

The 2009 Jazzfest, the 40th anniversary of the venerable event, was "one of the greatest," Davis says. "You have to remember we're coming back from Katrina—this is the fourth one starting from zero. It's a great festival no matter what, but a few of them go to another level, and this was one of them. **Bon Jovi**; **Neil Young**; **Dave Matthews Band**; **Tony Bennett**; **Earth, Wind & Fire**; **Wynton Marsalis**. In this economy we didn't know what to expect, because this is a national destination event. We didn't know if people would be traveling, but they came back to Jazzfest." ◆◆◆



Mojo hand: **KENNY CHESNEY**



of Alabama football team) comes to town, there's about 130,000 people gathered at that stadium, including tailgating and all that," Davis says. "There's a tremendous excitement, power and sociology to it."

This will be the first concert at Tiger Stadium, although **Billy Graham** had a crusade there in the '60s. "Everybody in Baton Rouge is behind this and has been since we first brought it to them," Davis says. "We're weaving together the City of Baton Rouge, the Convention & Visitors Bureau, LSU. Everybody worked together on this thing."

TMG/AEG Live is a partnership between veteran promoter/New Orleans native **Louis Messina**, president of the Houston-based Messina Group, and AEG Live. Messina promotes dates by such acts as **Taylor Swift**, **George Strait**, **Sugarland** and the massive **Kenny Chesney** stadium shows.

"We're working with Louis Messina, the **Billy Graham** of country music, the guy who invented

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BOXSCORE Concert Grosses

	GROSS/ TICKET PRICE(S)	ARTIST(S) Venue, Date	Attendance Capacity	Promoter
1	\$7,991,543 (€5,736,930) \$2,5716/\$99.86	OASIS, KASABIAN, THE PRODIGY Slane Castle, Slane, Ireland, June 20	80,241 sellout	HCD
2	\$7,371,343 (€5,244,977) \$102.95/\$44.13	TAKE THAT, THE SCRIPT Croke Park, Dublin, June 13	77,988 sellout	HCD
3	\$6,826,792 (€4,854,780) \$98.43	AC/DC, THE ANSWER, THE BLIZZARDS Punchestown Racecourse, Naas, Ireland, June 28	69,354 sellout	HCD
4	\$4,613,805 (29159,252 kroner) \$102.85	BRUCE SPRINGSTEEN & THE E STREET BAND Koengen, Bergen, Norway, June 9-10	47,000 51,000 two shows	Live Nation
5	\$4,407,377 \$200/\$125/ \$99.50/\$25	KENNY CHESNEY, SUGARLAND, MONTGOMERY GENTRY & OTHERS Lincoln Financial Field, Philadelphia, June 27	52,343 sellout	Eagles Stadium Operator, The Messina Group/AEG Live
6	\$3,816,416 (4,189,280 francs) \$45.76/\$86.55	BRUCE SPRINGSTEEN & THE E STREET BAND Stade de Suisse, Bern, Switzerland, June 30	36,538 sellout	Good News Productions
7	\$3,526,375 \$3125/\$16.25	BEYONCÉ, RICH GIRL Madison Square Garden, New York, June 21-22	27,580 27,710 two shows	Live Nation, Haymon Entertainment
8	\$3,431,192 \$49.50	PHISH Alpine Valley Music Theatre, East Troy, Wis., June 20-21	69,731 69,772 two shows	Live Nation
9	\$2,409,477 \$75/\$40.50	DAVE MATTHEWS BAND, THE HOLD STEADY Saratoga Performing Arts Center, Saratoga Springs, N.Y., June 12-13	50,876 50,964 two shows one sellout	Live Nation
10	\$2,297,731 (\$169,200 Canadian) \$86.19/\$13.26	COLDPLAY, SNOW PATROL, HOWLING BELLS General Motors Place, Vancouver, June 20-21	29,223 two sellouts	Live Nation
11	\$1,693,143 (5,320,000 zloty) \$55.70	DEPECHE MODE Stadion Gwardii, Warsaw, May 23	30,400 sellout	Live Nation International
12	\$1,597,675 \$150/\$75	ERIC CLAPTON, STEVE WINWOOD American Airlines Center, Dallas, June 23	13,605 sellout	Beaver Productions
13	\$1,570,780 \$70/\$40	DAVE MATTHEWS BAND, THE HOLD STEADY Post-Gazette Pavilion, Burgettstown, Pa., June 19-20	33,605 46,002 two shows	Live Nation
14	\$1,439,635 \$150/\$75	ERIC CLAPTON, STEVE WINWOOD Toyota Center, Houston, June 24	11,746 12,800	Beaver Productions
15	\$1,410,139 \$250/\$175/\$140/ \$95	BETTIE MIDLER Colosseum at Caesars Palace, Las Vegas, June 23-24, 26-28	11,999 14,648 five shows	Concerts West/AEG Live
16	\$1,299,581 (\$159,557 Australian) \$97.54	PINK, FAKER Entertainment Centre, Newcastle, Australia, June 3-4	14,451 two sellouts	Michael Coppel Presents
17	\$1,137,263 \$49.50	PHISH Post-Gazette Pavilion, Burgettstown, Pa., June 18	23,064 23,070	Live Nation
18	\$1,111,794 (\$125,377 Canadian) \$94.04/\$44.80	NO DOUBT, PARAMORE, BEDOUIN SOUNDCLASH Air Canada Centre, Toronto, June 16	13,823 14,000	Live Nation
19	\$1,105,538 (\$120,623 Canadian) \$86.19/\$43.76	COLDPLAY, SNOW PATROL, HOWLING BELLS Pengrowth Saddledome, Calgary, Alberta, June 17	13,841 sellout	Live Nation
20	\$1,089,480 \$41	PHISH Verizon Wireless Music Center, Noblesville, Ind., June 19	24,502 sellout	Live Nation
21	\$1,083,709 (\$129,071 Canadian) \$85.97/\$43.65	COLDPLAY, SNOW PATROL, HOWLING BELLS Rexall Place, Edmonton, Alberta, June 18	14,413 sellout	Live Nation
22	\$1,004,144 (€715,284) \$89.56/\$76.79	DEF LEPPARD, WHITESNAKE O2, Dublin, June 12	12,160 sellout	HCD
23	\$978,386 (\$1094,379 Canadian) \$87.17/\$44.25	COLDPLAY, SNOW PATROL, HOWLING BELLS MTS Centre, Winnipeg, Manitoba, June 15	12,619 sellout	Live Nation
24	\$970,809 \$123/\$43	FLEETWOOD MAC New Orleans Arena, New Orleans, June 20	11,470 12,724	Live Nation, in-house
25	\$944,071 \$83/\$53/\$30	KEITH URBAN, TAYLOR SWIFT Palace of Auburn Hills, Auburn Hills, Mich., June 6	15,755 sellout	Live Nation, Palace Sports & Entertainment
26	\$856,386 (\$959,020 Canadian) \$68.09/\$41.30	DAVE MATTHEWS BAND, FEMI KUTI Molson Amphitheatre, Toronto, June 9	15,600 sellout	Live Nation
27	\$825,703 \$75/\$20	KEITH URBAN, SUGARLAND RBC Center, Raleigh, N.C., June 19	13,216 14,020	Live Nation
28	\$808,200 \$66.50/\$36.50	DAVE MATTHEWS BAND, THE HOLD STEADY Riverbend Music Center, Cincinnati, June 16	20,486 20,486	Live Nation
29	\$802,711 (€486,471) \$75.75/\$28.88	BOYZONE, EOGHAN QUIGG, MARK READ, CLOZURE O2 Arena, London, June 22-23	16,000 two sellouts	3A Entertainment
30	\$799,677 \$80/\$39.50	KENNY CHESNEY, MIRANDA LAMBERT, LADY ANTEBELLUM Verizon Wireless Amphitheater, Virginia Beach, Va., June 25	17,407 20,055	Live Nation, The Messina Group/AEG Live
31	\$769,594 \$129/\$10.79	HOT 107.9 BIRTHDAY BASH: YOUNG JEEZY, SOULJA BOY & OTHERS Phillips Arena, Atlanta, June 20	16,106 sellout	Radio One
32	\$754,837 \$81/\$71/\$51/ \$21.50	KENNY CHESNEY, MIRANDA LAMBERT, LADY ANTEBELLUM Fargodome, Fargo, N.D., June 20	13,151 sellout	Police Productions, The Messina Group/AEG Live
33	\$740,351 (\$804,424 Canadian) \$91.11/\$27.15	NINE INCH NAILS, JANE'S ADDICTION Molson Amphitheatre, Toronto, June 2	16,221 sellout	Live Nation
34	\$727,537 \$72.50/\$47.50/ \$17.50	KEITH URBAN, TAYLOR SWIFT I wireless Center, Moline, Ill., June 28	10,598 sellout	Jam Productions
35	\$720,940 \$59.50/\$49.50/ \$39.50	TAYLOR SWIFT, KELLIE PICKLER, GLORIANA Staples Center, Los Angeles, May 22	13,648 sellout	The Messina Group/AEG Live