

'IN THE BEST INTEREST OF THE ARTIST'

# Washington Tiger Flower Co. Keeping Concert Tickets Down

By JEAN WILLIAMS

WASHINGTON—Tiger Flower & Co. Inc., a locally-based concert promotion firm handling both local and national tours, attempts to keep ticket prices down "by convincing artists and managers that it's in their best interest," says Darryll Brooks, one of the firm's four co-owners.

"We really talk to artists. After all, the act must understand that we're asking a lot of people, many of whom are now out of work, to come to a concert," says Brooks.

"We can't ask them to spend \$30 for an evening," he says. Brooks adds, however, "It's often not the artist but the agent who insists on some of the ridiculous prices. I know personally that there are artists who don't know what the ticket prices are until they're told. I have even had an agent get angry with me because I talked to his artist and that artist's manager about the situation."

Among the acts the three-year-old firm has worked with are Parliament/Funkadelic, Bootsy Collins, the Jacksons, Chic, Sylvester, Weather Report, the Barkays, Michael Henderson, Hiroshima, Tavares, Sister Sledge, Larry Graham, and LTD.

Tiger Flower is currently promoting Natalie Cole's national tour which began June 5. "We're negotiating with the Jacksons for their next tour," Brooks claims.

Brooks points out that in addition to maintaining "some kind of sensible level for ticket pricing," his firm attempts to give the concertgoer more for his dollar.

With such stiff competition and with audiences now more discriminating in their selection of concerts, Brooks claims it's imperative promoters devise creative methods to pull in concertgoers.

For example, he says, "We scheduled on two consecutive Saturdays (June 21 and 28) in conjunction with the Capital Center's 'Summer Fun.' We promoted it as an entire family concept which included a concert."

The Isley Brothers, the Barkays and S.O.S. appeared June 21 while the Gap Band, Cameo, the Fatback Band and a local act played June 28.

A carnival, with all the trimmings, was erected on the grounds of the 20,000-seat Capital Center. "We charged \$12 but people don't seem to mind paying that because we offered them free parking, unlimited rides at the carnival plus a concert. It was planned as an all-day affair."

"We tried to key in on different things," maintains Brooks.

"We have contests coordinated with radio and record retailers across the country where we give away prizes at the concert.

"There also are special things we

do when acts come to town, such as fund-raisers, taking the artists to schools to talk to kids and taking them to cultural events like the museum. This is just another communications line for the artist."

At Tiger Flower Brooks works with Tina Scott and partners Gerald Scott, Carol E. Kirkendall and Gregory Hines. Pablo Scott, a concert promoter based in Columbus, Ohio, has joined the firm to coordinate and market Natalie Cole's tour. Brooks says he is using at least eight promoters around the country for the tour.

As for the duties of other Tiger Flower partners, Hines has moved the firm into the video area through the formation of a video division.

According to Brooks, Gregory Hines now tapes concerts for promotional use. "We recently did it for Natalie." He points out that these tapes are used for television spots among other things.

"We're also in the midst of developing a management wing. Chris Jonz is our West Coast representative." Jonz, who worked with Stevie Wonder for several years, is working with Greg Phillinganes, one of the management company's first artists. Also signed is a local writer/musician/singer Stan Henderson. Brooks is handling the East Coast.

## 30,000 Country Fans Visit Willie Nelson's 8th Picnic

By GERRY WOOD

AUSTIN, Tex.—Mix 10,000 acres, 12 banner country music acts, 45,000 country music fans, and 101 degrees—and the total is 4.

July 4, that is, the date for Willie Nelson's eighth annual Picnic.

The event, held for the second straight year at Nelson's own Pedernales Country Club and Golf Course 27 miles from Austin, again paraded a wide-ranging blend of traditionally-oriented country music stars across the wide, hot and dusty Texas acreage.

Tieing-in the world premiere of the first motion picture to star Nelson, "Honeysuckle Rose," the giant country music event benefited from the cross promotional ventures of CBS Records and Warner Bros. Films.

The world premiere of the film

inaugurated the Nelson festivities. Held at Austin's Capitol Plaza Cinema, the movie's debut drew Nelson, actress Dyan Cannon, actor Slim Pickens, executive producer Sydney Pollack, director Jerry Schatzberg and other luminaries from the film.

Nelson reveals impressive acting talents, while Cannon and Pickens reach new highs in their illustrious careers.

A reception at the Austin Opry House, where some of the movie's scene's were shot, climaxed the July 3 premiere.

A working press breakfast with the movie principals began July 4 at the Austin Hilton Hotel. Among the items gleaned from the session: Nelson plans to soon get involved in his next film project and has several more on the drawing boards, and Cannon revealed that Nelson helped her over the hump as a singer in the movie (she sings a powerful duet with Nelson) while she soothed the fledgling actor, Nelson, with advice on the acting profession.

Pickens claimed the role was one of his favorites and admitted that some of the most poignant moments came originally as adlibs. And, Schatzberg feels the movie will appeal to much more than country music fans because of the universality of its theme and the solid acting performances.

At high (in more ways than one) noon, the Willie Nelson July 4 Picnic opened with a rousing set from Nelson who had just been helicoptered in from the press breakfast.

His one-hour set, established the jubilant mood that would prevail

(Continued on page 37)

## License 'Saves' Resort In Wis.

MILWAUKEE—The future of the Alpine Valley Music Theatre has been solidified by a federal judge's ordering the town of Lafayette to grant a liquor license to the owners of the Alpine Valley Resort, which owns the theatre.

Resort officials had filed a \$12 million damage suit against the town. The town board had voted not to renew the resort's liquor license which expired Monday (30).

Resort directors kept insisting that the entire facility would go bankrupt if the license was not issued.

The theatre has a capacity of 20,000, with the majority of concertgoers coming from the Milwaukee-Northern Illinois-Chicago area. But more and more visitors are coming from as far away as Iowa and Indiana, according to Ted Bender, manager.

The Eagles concerts June 28-29 were soldout, he says, with ticket prices pegged at \$13 for special reserved, \$10.50 for reserved and \$9 for lawn seating.

Concerts earlier this year included the Allman Bros. June 21, with a 13,500 attendance, and a rock marathon June 7 with 10,000. Recent shows included Foghat (4); Doobie Bros., Saturday-Sunday (5-6); REO Speedwagon, July 26-27; Journey, July 31; Marshall Tucker, Aug. 24; and ZZ Top, Aug. 30.

## Rock In Boulder

BOULDER, Colo.—Cheap Trick, REO, Blackfoot, Sammy Hagar and April Wine are scheduled to perform at Sun Day #1, Sunday (19). The concert, at the Folsom Field here, is presented by the Univ. of Colorado Program Council and Feyline.

Billboard SPECIAL SURVEY For Week Ending 7/6/80

# Billboard Top Boxoffice

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Rank	ARTIST—Promoter, Facility, Dates DENOTES SELLOUT PERFORMANCES	Total Ticket Sales	Ticket Price Scale	Gross Receipts
<b>Stadiums &amp; Festivals (More Than 20,000)</b>				
1	SAMMY HAGAR/BLUE OYSTER CULT/REO SPEEDWAGON/TRIUMPH/RANDY HANSEN—Bill Graham Presents, Oakland Stadium, Oakland, Ca., July 4	43,275	\$12.50-\$15.00	\$545,150
2	SUMMER '80/LITTLE RIVER BAND/SAMMY HAGAR/FIREFALL/RICKY BURNETTE—Isle Of Man Productions, Empire Stadium, Vancouver, B.C., Can., July 5	24,584	\$14.00	\$347,300
3	DEEP PURPLE—Music If Friendship, Aztec Olympia Stadium, Mexico City, Mex., June 28	38,000	\$9.00	\$342,000
<b>Arenas (6,000 To 20,000)</b>				
1	BILLY JOEL—Austin Fagen, The Spectrum Arena, Philadelphia, Pa., July 5 & 6 (2)	35,076	\$9.50-\$11.50	\$379,654*
2	DOOBIE BROTHERS/DIXIE DREGS—Alpine Valley Music, Alpine Valley Music Theatre, East Troy, Wis., July 5 & 6 (2)	36,076	\$9.50-\$12.50	\$355,248
3	THE WHO/WILLIE NILE—Stone City Attractions, Dallas Reunion Arena, Dallas, Tex., July 2	19,012	\$10.50-\$12.50	\$229,753*
4	BILLY JOEL—Belkin Productions, Richfield Colis., Cleveland, Ohio, July 1	17,332	\$11.00	\$190,652*
5	THE WHO/WILLIE NILE—Stone City Attractions, Austin Special Event Center, Austin, Tex., July 3	15,918	\$8.50-\$12.50	\$176,446
6	THE WHO/WILLIE NILE—Feyline Presents, University Activity Center, Tempe, Ariz., June 30	13,709	\$10.50-\$12.50	\$159,665*
7	BILLY JOEL—Entam Presents/Sunshine Promotions, The Rupp Arena, Lexington, Ky., July 2	12,877	\$9.50-\$11.50	\$139,908*
8	SOUTHSIDE JOHNNY & THE ASHBURY DUKES/DARYL HALL & JOHN OATES/WILLIE NILE/THE REST—Monarch Entertainment, Freehold Raceway, Freehold, N.J., July 5	12,248	\$11.50-\$12.50	\$137,824
9	JACKSON BROWNE—Electric Factory Concerts/Concerts West—Riverfront Colis., Cincinnati, Oh., July 1	11,920	\$9.50-\$10.50	\$123,901
10	JACKSON BROWNE—Di Cesare Engler/Electric Factory Concerts, Pittsburgh Civic Center, Pittsburgh, Pa., July 2	11,855	\$8.75-\$9.75	\$114,930
11	QUEEN/THE BLASTERS—Avalon Attractions/Mark Berman Concerts, San Diego Sports Arena, San Diego, Ca., July 5	11,500	\$8.75-\$9.75	\$110,000*
12	LITTLE RIVER BAND/RICKY BURNETTE—Albatross Productions/Double Tee Promotions, The Memorial Colis., Portland, Ore., July 6	10,972	\$9.00-\$10.00	\$98,838*
13	JIMMY BUFFETT/LIVINGSTON TAYLOR—Feyline Presents, Red Rock Amphitheatre, Denver, Colo., July 2	8,500	\$10.50-\$11.50	\$98,072*
14	CHUCK MANGIONE—Feyline Presents, Red Rock Amphitheatre, Denver, Colo., July 5	8,500	\$10.50-\$11.50	\$97,678*
15	PETER GABRIEL/RANDOM HOLD—Concert Productions Int., Mapleleaf Gardens, Toronto, Can., July 3	9,678	\$9.50	\$90,315*
16	TED NUGENT/SCORPIONS/DEF LEPPARD—Sound Seventy Productions, Municipal Aud., Nashville, Tenn., July 2	9,900	\$7.50-\$8.50	\$81,336*
17	JOURNEY—Contemporary Productions/New West Presentations, Tulsa Assembly Center, Tulsa, Okla., July 2	8,992	\$8.00-\$9.00	\$77,988*
18	CHARLIE DANIELS BAND/PURE PRAIRIE LEAGUE—Sound Seventy Productions, Von Braun Civic Center, Huntsville, Ala., July 4	9,500	\$7.00-\$8.00	\$74,197*
19	JOURNEY—Contemporary Productions/New West Presentations, Omaha Civic Aud., Omaha, Neb., July 3	8,318	\$8.00-\$9.00	\$67,740
<b>Auditoriums (Under 6,000)</b>				
1	ALLMAN BROTHERS/HARRY PAUL BAND—Ron Delsener, The Palladium, New York City, N.Y., July 7-9 (3)	9,900	\$10.00-\$12.50	\$117,000*
2	TOM PETTY/TOMMY TUTONE—Ron Delsener, The Palladium, New York City, N.Y., July 4-6 (2)	9,000	\$10.50-\$12.50	\$112,000*
3	CHIC/BOBBY CALDWELL—Steve Ellis Agency Limited, The Front Row Theatre, Cleveland, Oh., July 5 & 6 (3)	9,488	\$8.75	\$83,020*
4	CHARLES AZNAVOUR—Perryscope Concerts, Queen Elizabeth Theatre, Vancouver, B.C., Can., July 4 (2)	5,225	\$8.00-\$12.00	\$60,486*
5	JOURNEY—Contemporary Productions/New West Presentations, Bicentennial Center, Salina, Kans., July 5	6,817	\$8.00-\$9.00	\$56,266*
6	BLUES BROTHERS—Ron Delsener, The Palladium, New York City, N.Y., July 1	3,385	\$15.00	\$50,000*
7	ALLMAN BROTHERS/HENRY PAUL BAND—Monarch Entertainment, Convention Hall, Asbury Park, N.J., July 4	3,961	\$11.00-\$12.50	\$47,677*
8	ALLMAN BROTHERS/HENRY PAUL BAND—Monarch Entertainment, Convention Hall, Asbury Park, N.J., July 2	3,961	\$11.00-\$12.50	\$47,677*
9	JOURNEY—Contemporary Productions/New West Presentations, Hammons Theatre, Springfield, Mo., July 1	5,610	\$7.50-\$8.50	\$43,965
10	CHARLIE DANIELS BAND/PURE PRAIRIE LEAGUE—Sound Seventy Productions, Memorial Aud., Chattanooga, Tenn., July 3	4,900	\$7.50-\$8.50	\$39,309*
11	JUDAS PRIEST/THE MIX—Monarch Entertainment, Convention Hall, Asbury Park, N.J., July 3	3,284	\$7.50-\$8.50	\$26,741
12	TOM PETTY/TOMMY TUTONE—Banzini Brothers Productions, Ocean State Performing Art Center, Providence, R.I., July 1	3,232	\$7.75-\$8.75	\$26,414*

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