

Town Board Unanimously Approves Five Year Public-Private Partnership with JVC Broadcasting to Manage the Brookhaven Amphitheater

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Agreement with JVC will expand programming at the Amphitheater and Save the Town of Brookhaven \$200,000 in 2012 Alone



Country star Eric Church performing at the Brookhaven Amphitheater in September 2012 during JVC Broadcasting's "Vets Rock" concert.

Farmingville, NY - At a public hearing during the March 29th Town Board meeting, the Town Board voted to enter into a five year agreement with JVC Broadcasting, the owner of four popular Long Island radio stations, to manage and promote events at the Brookhaven Amphitheater. This agreement is anticipated to save the Town of Brookhaven \$200,000 in 2012 through the reduction of expenses and projected revenue for ticket sales. The partnership with JVC is expected to save the Town even more in years two through five as the Town will see additional revenue from expanded programming and continued reduction in expenditures.

A public-private partnership at the Amphitheater was the first agenda item for the Core Services Working Group, which was formed by Supervisor Lesko and chaired by Chief of Staff Brian Beedenbender with representation from each Council office. The Core Services Working Group issued the Request for Proposals (RFP) for a private operator to run the Amphitheater to reduce Town expenses and capitalize on the potential of the venue.

JVC Broadcasting will announce the Amphitheater summer schedule of concerts and events within the next few weeks. Last year, the Town entered into a rental agreement with JVC Broadcasting to produce several shows, including Beatstock and Vets Rock.

Supervisor Mark Lesko said, "The Brookhaven Amphitheater is an asset to the Town and we are happy to have JVC Broadcasting on board to provide a wide variety of entertainment options for our residents. This public-private partnership finally gets us on the right track for future success at the Amphitheater, saves the Town money, and has great revenue potential in the years ahead. I look forward to seeing some great acts at the Amphitheater this summer!"

John Caracciolo, President of JVC Broadcasting said, "All of us at JVC are very excited to have been given the opportunity to work with the Town to build the Amphitheater into a world class family entertainment facility. Our goal

is to provide high class, affordable entertainment for all of Suffolk County and to make Brookhaven residents proud that this unique treasure is right in their backyard."

"There is no better way to spend a beautiful summer night than at the Amphitheater watching a show," said Deputy Supervisor/Councilwoman Kathleen Walsh, "This new public/private partnership with JVC Broadcasting will once again establish the Amphitheater as a premium entertainment venue that families can enjoy and one that the Town can be proud of."

"I am proud to be a part of the rebirth of the Brookhaven Amphitheater. After years of near dormancy, this asset will now provide first class entertainment for the residents of Brookhaven," commented Brookhaven Town Councilman Dan Panico., "Last year JVC broadcasting proved that they could provide quality family friendly entertainment. I join with the Supervisor in looking forward to seeing some great performances this summer."

Councilman Steve Fiore-Rosenfeld said, "With JVC at the helm we hope the future of the Brookhaven Amphitheater is brighter than ever! We expect this public-private partnership to bear wonderful fruit for our residents in terms of turning a negative drain on our town budget into a positive - as well as a great lineup of summer and fall entertainment."

Councilwoman Jane Bonner said, "I have been advocating a public-private partnership at the Amphitheater since taking office and I am pleased that it has finally become a reality. This partnership could serve as a model for some of our other assets like marinas and the airport. JVC Broadcasting has a track record of success throughout the region and their shows at the Amphitheater last year drew big crowds. I expect that their success will continue and our residents will enjoy quality entertainment at the Amphitheater for years to come."

"The Amphitheater is one of the Town's greatest assets but it has been underutilized and a financial drain on the taxpayer for too many years," said Councilman Tim Mazzei, "I am happy that JVC Broadcasting will bring their expertise in staging concerts and the power of four radio stations to help put the Amphitheater back on the map as an entertainment destination for residents far and wide."

Councilwoman Kepert said, "The Brookhaven Amphitheater is a valuable amenity that provides rich entertainment in the heart of our town. I'm proud that, despite the tough economic times our township is facing, my colleagues and I on the Town Board have found a way, through this public-private partnership with JVC Broadcasting, to ensure that the Amphitheater flourishes while bringing in revenue for the town."

According to the Town's agreement with JVC Broadcasting, they will operate, maintain and promote the Brookhaven Amphitheater as well as produce all concerts and events at the venue for a period of five years. They will also produce and manage the Town's annual free Fourth of July, Long Island Philharmonic concert and fireworks show and cover all costs related to the event, which was previously a Town expense.

JVC will be responsible for the planning and scheduling of all performances and shows, manage all box office operations, promote and market all events, operate all food concessions, provide venue security and parking management services, and ensure all janitorial and landscaping services. JVC will also be responsible for providing revenue and venue activity reports, as well as an annual financial audit.

In addition, JVC will invest in short-term capital improvements for the facility in 2012, including new ticket scanners, permanent ATM machines, upgraded concession stands, a new Amphitheater website, and electric and water sub-meters and a new phone line to separate utility costs. In 2013, JVC will install privacy panels to limit access and sight of the backstage area.

JVC will also invest in long-term improvements, including renovating the Chalet into a restaurant and the installation of a permanent digital sign along County Road 83 to enhance marketing efforts. The Town and JVC will split the cost of upgrading the Amphitheater restroom facilities and replacing the permanent stage lighting truss.

The Town will share in revenue as follows :

For 2012, 2013, and 2014

- 50% of any naming rights sponsorships
- \$1,000 per use of the Town Hall parking lot for overflow parking
- 25% of the net parking revenue.
- \$1.00 per ticket sold in 2012
- \$2.00 per ticket sold in 2013
- \$2.50 per ticket sold in 2014

For 2015 and 2016, in addition to the parking revenue, the Town will re-negotiate a per ticket revenue share, a percentage of concessions revenue, and a percentage of sponsorships revenue will be determined. The Town will receive 50% of any naming rights sponsorships.

About the Brookhaven Amphitheater

The Brookhaven Amphitheater is located at Bald Hill in Farmingville and has a permanent stadium seating capacity of 2500 and lawn seating to accommodate an additional 4000 people. The Town of Brookhaven has been hosting concerts at Bald Hill since 1965, when it was known as the Bald Hill Ski Bowl. The current Amphitheater was built in the late 1980's and modeled after venues like the PNC Bank Arts Center in New Jersey. Over the years, many artists have performed at the Amphitheater, including James Brown, B.B. King, Eric Church, Big Time Rush, Blondie, Journey, the B52's, Lynyrd Skynyrd, Alice Cooper, and the Go Go's.

About JVC Broadcasting

JVC Broadcasting is the largest independently owned radio group on Long Island with four radio stations including Classic Rock WRCN, Top 40/Dance Party 105, My Country 96.1, and LaFiesta. The company has recently produced concerts at the Brookhaven Amphitheater, Bethpage Ducks Stadium in partnership with owner Frank Boulton, the Patchogue Theatre for the Performing Arts, Harrah's and Bally's in Atlantic City, the Hammerstein Ballroom, Webster Hall, and the MGM Grand at Foxwoods, as well as other local venues on Long Island. For more information about JVC Broadcasting, visit www.jvcbroadcasting.com .

For more information about the Town of Brookhaven or the Core Services Working Group, visit www.brookhaven.org. The Town will post the full concert schedule once it becomes available at www.brookhaven.org and on the Town's tourism website, www.visitbrookhaven.com .

Division of Public Information * Office of the Supervisor

One Independence Hill • Farmingville • NY 11738 • Phone (631) 451-6595 • Fax (631) 451-6258