

AGENDA
SPECIAL PLANNING, BUILDING AND ZONING COMMITTEE
Village of Hoffman Estates
February 15, 2010

7:30 PM - Board Room

Members: Gary Pilafas, Chairperson
Karen Mills, Vice Chairperson
Ray Kincaid

I. Roll Call

NEW BUSINESS

1. Presentation by Front Row Marketing Services for potential sale of Commercial Rights for the Sears Centre Arena.

II. Adjournment

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

NB1

SUBJECT: Presentation by Front Row Marketing Services for potential sale of Commercial Rights for the Sears Centre Arena

MEETING DATE: February 15, 2010

COMMITTEE: Special Planning, Building and Zoning

FROM: Arthur L. Janura/Mark Koplin

REQUEST: Presentation by Front Row Marketing Services for potential sale of Commercial Rights for the Sears Centre Arena.

BACKGROUND: Contractually Obligated Income (COI) is a very important revenue source to entertainment venues. Often referred to as Commercial Rights, the sales of building sponsorships, as well as premium seating, are a way to generate revenue that is not directly related to events and to increase attendance at events. Global Spectrum projected sales of Commercial Rights in their pro forma of \$720,000 in 2010, increasing up to \$1.4 million in 2013. Front Row is one of Global Spectrum's affiliate companies that provides this exclusive service to entertainment venues, specializing in the sales of Commercial Rights.

In order to jump start the sale of Commercial Rights, the Village approved an Interim Agreement in November for Front Row Marketing Services (FRMS) to begin their services during the last six weeks of 2009. That contract expired and would be replaced by a proposed three year agreement that is currently under review and revision, if approved by the Village Board.

DISCUSSION: Representatives of Front Row would like to make a presentation of their qualifications and provide an outline of their proposed services for the Sears Centre Arena. George Manias, Executive Vice President for Front Row is based in Cleveland, would provide corporate support for the sale of Commercial Rights at the Sears Centre Arena. Krista Pulcini is the new Director of Sales and now based at the Sears Centre Arena. Both will attend the Committee meeting to provide an overview and answer any questions.

RECOMMENDATION: For presentation purposes only.

cc: Ben Gibbs (Global Spectrum)
Eric Smallwood (Front Row Marketing Services)
George Manias (Front Row Marketing Services)
Krista Pulcini (Front Row Marketing Services)
Joe Briglia (IFG)