

VALLEY & State

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SECTION B

WEST VALLEY

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Glendale Arena listed among busiest venues

By Pat Flannery
The Arizona Republic

GLENDALE— Though just a year old, Glendale Arena rated among the world's busiest arenas in 2004 based on ticket sales to non-sporting entertainment events.

The list, compiled by Pollstar, the concert industry's information clearinghouse, ranked Glendale Arena No. 54 among the world's top 100. It sold 158,619 tickets to live-performance events last year, 44th among U.S. venues.

America West Arena in Phoenix ranked 93rd with 92,669 tickets sold.

"For us to be in the top 100 in our first year of business is just incredible," said developer Steve Ellman, whose company developed the \$220 million venue.

Glendale contributed

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— Doug Moss
Coyotes president

\$180 million toward the cost. Ellman also co-owns the Phoenix Coyotes hockey team, which plays in the arena, and his company manages the facility.

Coyotes President Doug Moss said the level of ticket

sales was gratifying because it came amid market rivalries with other local venues.

"It says a great deal about how this arena was received by promoters and the acts themselves," Moss said Friday. "I can't tell you how many compliments we get about the building."

Four of 2004's top 10 grossing concert acts identified by Pollstar performed in the arena last year.

"Top performers want to be in the venue," said Glendale City Manager Ed Beasley.

Glendale officials touted aggressive efforts to fill the building during the National Hockey League's labor dispute, saying it would help bring more entertainment acts.

Ellman said the goal is to place the arena among the top 25 in the world.