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VenueTech Management Group, Inc. *Selected Business Portfolio*

2006

Company Profile

VenueTech Management Group is a full service consulting and management firm involved in the planning, capital development and management of community-based organizations and public cultural arts facilities. A significant portion of the firm's business is focused on the development of arts venues, the restoration of historic structures and the use of entertainment, cultural arts and recreation venues as a catalyst for economic development.

What makes VenueTech unique is that all of the firm's executive and management staff have extensive experience in the management of public facilities, as well as planning, fundraising, cultural programming, expanding community ownership and marketing.

The firm places considerable focus on the application of "private sector" business tools within community-based projects and organizations. Like all successful enterprises, the success of these projects requires the integration of market analysis, business and strategic planning, creative vision, financial analysis and relationship building within the community.

Team Profile and Qualifications

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John R. Lind
President and CEO

Bachelor of Arts, Recreation and Park Administration
California State University, Sacramento

Master of Arts, Public Administration
University of San Francisco

Prior to the founding of VenueTech, John Lind spent 20 years in municipal government administration after earning a Masters degree in Public Administration. Throughout his career John has been actively involved in the management and development of convention, performing arts and entertainment facilities, including his position as Stadium Director at Candlestick Park in San Francisco. In this position, as well as in his work as the Manager of the Visalia Convention Center and Theatre Facilities, he has gained valuable experience in the areas of venue management, business development, event production and the management of capital improvement projects. The restoration of numerous historic structures along with the development of performing and visual arts facilities, the administration of a \$30 million renovation of Candlestick Park and the management of the stadium during the San Francisco Earthquake and World Series rank as the personal highlights of his career. For the past twenty-five years John has developed strategic plans, feasibility studies, business plans, restoration plans and operating systems for a wide variety of community-based organizations, including municipal government and nonprofits, which have reflected his commitment to the concept of blending community service with responsible business practices.

Judith M. Barkett
Vice President

Judy is currently the lead VenueTech consultant on cultural arts projects and the leader of VenueTech's facility management team operating five public and nonprofit sector theatres. With more than two decades of experience in facility management, public administration and major event production, Judy brings a wealth of experience and knowledge to her position of Vice President of VenueTech. As past CEO of the California Mid-State Fair, and Deputy General Manager of Cal Expo, in Sacramento, she has gained extensive experience in public administration and the management of public facilities, as well as the production of major public events. Judy is also well versed in cultural arts, talent contract negotiation, concert production, fundraising and theatre management, including programming, operations, financial controls, marketing and sponsorships. Since joining VenueTech in 1998, Judy has provided consultation and planning services for many community-based clients.

Luis Del Arroz
Technical Director

Luis Del Arroz brings an extensive event production background to the VenueTech team as he provides a practical, "hands-on" approach to facility management that only someone producing hundreds of events annually could offer. His work with VenueTech includes the development of project design, technical and production plans, event planning strategies, and lighting, stage systems and sound reinforcement design. Luis has an extensive background in the development of production specifications for theatres, art centers, major concert venues, special events and corporate trade shows. He is responsible for VenueTech's concert production management and has toured

with national recording artists. Luis has worked in the production of live theatre, opera, headliner concerts, major consumer shows and corporate trade shows, including work with Microsoft, Intel and others.

Other VenueTech Personnel

VenueTech currently has a personnel system comprised of 10 full-time and up to 150 part-time employees working on a wide variety of community-based projects. This team is augmented with joint venture relationships with an impressive group of professional firms specializing in architecture, engineering, sound reinforcement, lighting design, event production and marketing.

Relevant Project Experience

VenueTech Management Group, Inc.

VenueTech has provided consultation, market analysis, strategic planning and facility management for numerous projects, including historic preservation efforts, performing arts theatres, convention facilities, recreation and parks projects and multi-generational community centers. Following is a selected list of relevant projects.



Heritage Theatre, City of Campbell

Campbell, CA

Scope: Feasibility study, business plan, fundraising and project counsel, facility management & operations

Completion Date: February, 2004

Budget: \$8,500,000 (Historic Restoration Project)



Jefferson Theatre for the Performing Arts

Beaumont, TX

Scope: Feasibility study, business plan, financial plan, fundraising counsel and facility management & operations

Completion Date: November, 2003

Budget: \$6,000,000 (Historic Restoration Project)



Arkley Center for the Performing Arts

Eureka, CA

Scope: Business and strategic planning, restoration consultation, and facility management & operations

Completion Date: February, 2007

Budget: \$4,000,000 (Historic Restoration Project)



Vacaville Performing Arts Theatre

Vacaville, CA

Scope: Strategic operating plan, fundraising counsel and facility management and operations

Completion Date: April 1993

Budget: \$18,000,000

Additional Relevant VenueTech Projects

The following projects have been implemented by VenueTech Management Group, Inc., since its inception in 1989, or by members of the management staff prior to the founding of VenueTech:

Facility Management

Heritage Theatre (Campbell, California)
Jefferson Theatre for the Performing Arts (Beaumont, Texas)
Vacaville Performing Arts Theatre (Vacaville, California)
Turlock Community Auditorium (Turlock, California)
Arkley Center for the Performing Arts (Eureka, California)
Tower Theatre for the Performing Arts (Fresno, California)
Napa Valley Opera House (Napa, California)
Candlestick Park (San Francisco, California) (prior to VenueTech)
Cal Expo (Sacramento, California) (prior to VenueTech)
California Mid-State Fairgrounds (prior to VenueTech)

Business Plans and Operational Strategic Plans

Simon Center (Brenham, Texas)
Gilbert Arts Center (Beaumont, Texas)
Davis Arts Center (Davis, California)
Arkley Center for the Performing Arts (Eureka, California)
Kirkland Performance Center (Kirkland, Washington)
Peoria Performing Arts Theatre (Peoria, Arizona)
Southside Oroville Community Center (Oroville, California)
Truckee-Donner Performing Arts Center (Truckee, California)
Gold Country Multi-generational Community Center (Grass Valley, California)
Center Theatre (Fremont, California)
Weber Point Outdoor Events Center (Stockton, California)
New Braunfels Performing Arts Theatre (New Braunfels, Texas)
Heritage Theatre (Campbell, California)
Jefferson Theatre (Beaumont, Texas)
Vacaville Performing Arts Theatre (Vacaville, California)
Tower Theatre for the Performing Arts (Fresno, California)
Napa Valley Opera House (Napa, California)
Turlock Community Auditorium (Turlock, California)
Senator Theatre (Chico, California)
State Theatre for the Performing Arts (Monterey, California)

Feasibility Studies and Project Evaluations

Livermore Performing Arts Theatre (Livermore, California)
Peoria Performing Arts Theatre (Peoria, Arizona)
Kirkland Performance Center (Kirkland, Washington)
Heritage Theatre (Campbell, California)

California Theatre (Pittsburg, California)
Tower Theatre for the Performing Arts (Fresno, California)
Vacaville Performing Arts Theatre (Vacaville, California)
Napa Valley Opera House (Napa, California)
Sonora Theatre Project (Sonora, California)
Rotary Theatre (Visalia, California) (prior to VenueTech)
Visalia Convention Center Expansion (Visalia, California) (prior to VenueTech)
Calistoga Performing Arts Association (Calistoga, California)
California Division of Fairs and Expositions (Sacramento, California)

Capital Campaign and Fund Development Plans

Gilbert Arts Center (Beaumont, Texas)
Davis Arts Center (Davis, California)
Heritage Theatre (Campbell, California)
Jefferson Theatre (Beaumont, Texas)
Peoria Performing Arts Theatre (Peoria, Arizona)
Napa Valley Opera House (Napa, California)
Turlock Community Auditorium (Turlock, California)

Professional Materials Published by VenueTech

Success Toolbox™ - Business Foundation for Community Organizations
Event In A Box™
Event Wizard™
Barn Dance - Fundraising System
Celebrity Waiters Luncheon - Fundraising System
Holiday Magic - Fundraising System
The No Event-Event - Fundraising System
The “Really Good Stuff” Auction - Fundraising System
Getting the Most Out of Making A Difference - Volunteer Guide
Best Ideas of Event Professionals

VenueTech Management Group, LLC is a full service consulting and management firm involved in the business planning, capital development and direct management of community-based organizations and public assembly facilities. A significant portion of the firm’s business is focused on the use of entertainment, cultural arts and public venues as a catalyst for economic development. The firm also specializes in building private-public partnerships, managing performing arts venues and the restoration of historic structures.

***For information regarding our consultation and management services,
please contact us at 530-792-1114.***

