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MBMF recognized among top entertainment venues

By *Rebecca Wyatt*, OU Web Writer

Facilities & Event Management magazine recently recognized **Meadow Brook Music Festival** with a 2004 Prime Site Award.

Meadow Brook Music Festival, located on Oakland University's campus, is operated by **Palace Sports and Entertainment** under a long-term operational management contract with the university.

"We are pleased with this award, since it recognizes Meadow Brook as one of the top entertainment venues in the country," said Peggy Cooke, OU's director of auxiliary services. "Meadow Brook Music Festival continues to delight concert-goers with its charm and ambience, and we're pleased that our partnership with The Palace has allowed this cultural gem to flourish."

Facilities & Event Management magazine annually recognizes the top entertainment venues in the United States and Canada. The venues range from 20,000-seat arenas to 5,000-seat theaters and even multipurpose civic centers.

The awards are based on the opinions of industry members directly involved with site selection, including promoters and booking agents. Location, facility attractiveness, technical capabilities, ease of setup and breakdown, and the quality of the staff, maintenance, food and beverages are included in the voting criteria.

The award comes one year after another accomplishment by the venue. In 2003, Meadow Brook Music Festival had its most successful season despite poor weather and the blackout that left most of the northeast without power for days.

Meadow Brook Music Festival hosts numerous concerts and events in an open-air setting throughout the summer and early fall, including some of the **Detroit Symphony Orchestra** summer concerts.

Palace Sports and Entertainment operates two other venues that have received the Prime Site Award this year — **The Palace of Auburn Hills** and the **St. Pete Times Forum** in Tampa, Fla.

"We are extremely proud to have three of our venues given Prime Site Awards because this honor is determined by experts within the entertainment industry," said Tom Wilson, president and CEO of Palace Sports and Entertainment. "Although it may not receive the national attention of winning the Stanley Cup or the NBA World Championship, this award is selected by the people we compete with and work with to book and facilitate our many shows."

For more information, visit the **Meadow Brook Music Festival** Web site.

SUMMARY

Facilities & Event Management magazine recently recognized Meadow Brook Music Festival with a 2004 Prime Site Award. Facilities & Event Management magazine annually recognizes the top entertainment venues in the United States and Canada.

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