

For Immediate Release

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FLORIDA THEATRE'S 2017 ATTENDANCE IN THE TOP 5 THEATRES NATIONWIDE UNDER 2,000 SEATS

SECOND HIGHEST ATTENDED CONCERT VENUE IN THE NORTHEAST FLORIDA MARKET FOR 2017, ACCORDING TO POLLSTAR MAGAZINE

Pollstar, a trade publication reporting on the concert industry, has released its year end charts for 2017. It ranks the historic, nonprofit Florida Theatre's attendance during 2017 as among the Top 100 theatres worldwide. With attendance of 130,539, the Florida Theatre was #63 overall on the Top 100 Theatre Venues chart, and #4 for theatres under 2,000 seats.

Florida Theatre's attendance surpassed almost all other venues in Northeast Florida for the year, including Dailey's Place, with attendance of 108,187; St. Augustine Amphitheatre, with attendance of 100,051; and the Moran Theatre with attendance of 89,489. The only Jacksonville venue that reported stronger attendance in 2017 was Veteran's Memorial Arena, with 14,500 seats and attendance of 186,724.

Numa Saisselin, President of the nonprofit Florida Theatre, said, "What's gratifying is we try to book a schedule every year that touches every corner of Jacksonville. Even though 2017 was a competitive year in Jacksonville our constituents responded strongly to what the Florida Theatre offered- great live performances, by the greatest performing artists, in an intimate and historic setting. Anyone can promote a concert in a gymnasium or a farm field, but there's only one Florida Theatre."

With a seating capacity of 1,918, the Florida Theatre is included on *Pollstar's* Top 200 Theatre Venues chart. This highly competitive category includes prestigious venues in major markets such as Auditorio Nacional in Mexico City, with 9,584 seats; Radio City Music Hall in New York City, with 6,013 seats; the Royal Albert Hall in London, with 5,272 seats; and the Fox Theatre in Atlanta, with 4,665 seats.

Pollstar says 2017 was, "A record crushing year for the concert business." It reports that the Top 100 worldwide tours of 2017 sold a record 66.79 million tickets, generating \$5.65 billion in revenue, which was a 15.8 percent revenue increase over the previous year. *Pollstar* credited the revenue increase to successful efforts by artists to combat the secondary ticketing industry.

Saisselin says, "We are thankful for the industry's attention to that detail. As a venue, and promoter of our own shows, we want our customers to get the most for their

money, not enrich someone reselling tickets. Florida Theatre sells our own tickets at our official web site, <http://www.floridatheatre.com>, and from our own box office at 904-355-ARTS(2787). The Florida Theatre's strength is a direct, personal connection with its fans and customers."

The Florida Theatre's 2017 season is sponsored by Community First Credit Union. For a complete list of upcoming season events, visit floridatheatre.com.

[Florida Theatre](#) : From ballet and opera to contemporary pop, jazz, rock, country and blues the nonprofit Florida Theatre offers 200 cultural and entertainment events annually for every taste and age. More than just an entertainment center, The Florida Theatre is also home to graduations, awards ceremonies, lectures, business meetings and charity events that support the community's schools, churches, hospitals and civic groups. As an anchor to downtown development along the beautiful St. Johns River, The Florida Theatre draws 250,000 people to Jacksonville's center each year. The magnificently restored Florida Theatre is recognized as one of the finest concert venues in the Southeast. It is listed on the National Register of Historic Places. The Florida Theatre holds special memories for four generations. From the Vaudeville acts and silent films of its earliest days to today's blend of performances of all kinds, The Florida Theatre has served as Jacksonville's premier entertainment center since 1927.