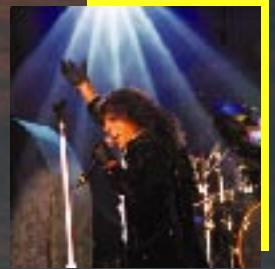


# PERFORMANCE

International Concert Touring Publications

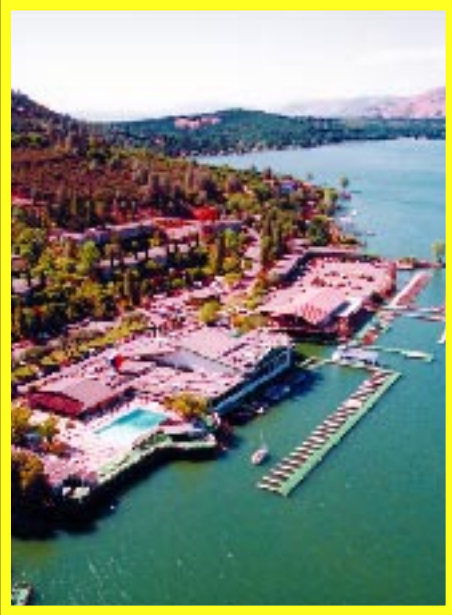


your ticket to  
the stars!



**KONOCTI HARBOR RESORT • SPA**

On Beautiful Clear Lake California



**W**hen President and General Manager, Greg Bennett took the reigns at Konocti Harbor Resort and Spa in early 1990, part of the master plan was to establish the facility as the premier lakefront resort in California, through an aggressive promotional program centered around the use of big name entertainment.

Nestled on 120 pine covered acres of shoreline overlooking the beauty of California's largest natural lake...Clear Lake, the Konocti Harbor Resort and Spa had just turned 30 years old in 1990, and looked every bit it's age. But according to Greg Bennett, President and General Manager, you simply needed to use your imagination to see a bright future. "Even in the beginning," Bennett says, "if you looked past the imperfections that age had caused, and were committed to an extensive renovation program, the potential was vast and unlimited."

Under a less visionary President and GM, this mission might have seemed impossible, but Bennett prefers to leave the term impossible out of his vocabulary, which is a major reason why he has become a nationally recognized leader in the field of resort and music venue management.

## The Hottest Names in Music...

He immediately began an extensive renovation program of the entire resort, and installed the marketing and promotional programs he had perfected at other properties, pumping his acumen of the touring talent business, into the newly created 350 seat showroom that unbeknownst to him, would become the talk of the industry in the years ahead.

The remodeling continued year after year, and experienced professionals who study the PERFORMANCE Box Office results soon began to scratch their heads in awe over the spectacle of this venue, located in a Northern California wilderness literally at the epicenter of nowhere.

By 1994, after expanding to 600 seats, and booking 100 dates annually, it became the No. 1 grossing small venue in all of America and was the only venue under 800 seats to top the \$1 million mark. In 1995, the tradition continued, as it garnered back to back championships in this category, drawing over 50,000 concert attendees, and grossing over \$2 million in revenue, from ticket sales.

With the continued success, came the need for more renovation and expansion. A waterfront nightclub was built, the room upgrades continued, and Bennett decided to "raise the roof" on his creation and add 400 seats, bringing the new JOE MAZZOLA CLASSIC CONCERT SHOWROOM capacity to 1000 guests. This intimate facility now features two balconys, tiered seating, increased food and beverage facilities and two giant video screens.

The technical improvements were equally impressive including a 40 foot by 24 foot stage, new dressing rooms, fiberoptic curtains, and video enhancement programs... all geared toward repeating as PERFORMANCE'S top grossing venue for years to come, while at the same time providing a modern meeting facility to attract large conventions, during the concert downtimes.

### KONOCTI FIELD AMPHITHEATER NEW "SHED ON THE LAKE"

As the saying goes, "Success breeds Competition," but in the Konocti Harbor Resort and Spa's case, the competition is of it's own making. After years of success with their indoor venue, management continued to quiet the nay-sayers who said it couldn't be done, by building an outdoor facility, and taking the concert program to the "A" level.

"Based on the success of the program, the natural progression was to move outdoors," Bennett says. "In 1996, we converted a lakeside softball field into a 3,000 seat venue where six outdoor concerts were held. In 1997 we continued the expansion to include 4,000 seats, and produced 18 shows, and the past couple of years, we have promoted over 20 shows annually, and increased the capacity to 5,000 people, all while turning the facility into a state of the art, amphitheater, overlooking the beauty and mountains of Clear Lake and where all seats are within 200 feet of the stage," concludes Bennett.

The Konocti Field Amphitheater has blossomed over the years... growing from an unused softball field, into a successful first class outdoor venue, featuring 2,000 reserved seats, and 3,000 bleacher seats, 26 food and beverage outlets, seven dressing rooms, production offices, hospitality room for 80 people, parking with shore power for busses and more. All this plus a 60 foot by 40 foot stage, 24 foot by 20 foot sound wings, and a load bearing roof allowing the venue to handle the biggest production around.

"This venue continues the tradition of the small, intimate concert venue at Konocti Harbor Resort and Spa, allowing the ticket-buying public to get what they have come to expect...great seating...great acts, in an intimate venue... at the coolest lake-side resort around... and now... outdoors, under the stars!" says Bennett.

# at the Coolest Lakeside Resort in Northern California

## LOCATION...LOCATION...LOCATION...

The Konocti Harbor Resort and Spa always had the location, but due to the success of the concert, promotional, and advertising programs, it became imperative in 1997, to begin a total room renovation that would correspond to the upscale crowd it was seeking to attract. Thus began the last piece of the puzzle... a total upgrade of all sleeping rooms, and an upgrade of the landscaping, both designed to build guest satisfaction, commensurate with a first-class, five-star waterfront resort.

The suites were changed to Jacuzzi Suites, complete with river rock fireplaces, four person jacuzzis on the outdoor deck overlooking the lake, separate bedrooms, full kitchens with dishwashers and more.

The Haven apartments have also been totally remodeled with river rock fireplaces, and a brand new look, and all of the Deluxe Motel rooms have been upgraded to a 90's motif.

In addition to the indoor improvements, the landscape continues to change, with waterfalls and palm trees sprouting up everywhere, and overgrown brush being replaced with the "clean" feel of green grass, and beautiful trees... leaving the traveler with an almost Oasis feel... a touch of paradise, springing out of the mountains, on Clear Lake.

## KONOCTI HARBOR STAR CARD

*Don't leave the house... without it.*

The old saying "Build it... and they will come... simply, is not true," says Bennett. "A business used to just open the door, and if they had superior quality of product and service, they would be successful in most cases. In today's business environment, it is necessary to develop new and creative ways to market your business and reward your clientele for their loyalty," continues Bennett.

Therefore, the Konocti Harbor Star Card Program was born!

The Konocti Harbor Star Card is a program, geared towards rewarding members

for their patronage to the resort, in a multiple of ways. Over \$100,000 in prizes are given out throughout the year, including concert tickets, prize packages, jacuzzis, trips and more.

In addition to the prizes, members are allowed to purchase limited numbers of tickets to all shows during the year at the price of the current year, so for every show in the year 2000... members will be able to purchase tickets for \$20, no matter what the regular price. And finally, over 250 businesses locally participate in the program with Star Card signs in the window, designating a discount for members. So the next time you travel to Lake County, don't leave the house without it... the STAR CARD... from the Konocti Harbor Resort and Spa and Konocti Presents... Your ticket to savings!

## LAKE COUNTY SUMMERFEST

*Northern Californians Premier 10 day, End of Summer, County Wide Festival.*

Another all important aspect of promoting a destination resort location, according to Bennett, is the ability to give the guest a reason to travel to a remote location. As with all entertainment facilities, certain events set them apart from the rest... but the Konocti Harbor Resort and Spa has taken this theory one step further... and taken Summerfest to the entire county. Each city features special events during the 10 days preceding Labor Day, and the Konocti Harbor Resort and Spa features it's usual stellar lineup of stars...

complete with fireworks during the Grand Finale of Summerfest, traditionally on the Sunday before Labor Day.

## PEPSI-ONE CELEBRITY QUARTERBACK GOLF SHOOTOUT

And during the Lake County Summerfest... Sports fans... this one's for you! It's a two day golf extravaganza, the likes of which have never even been imagined, in these parts. Joe Montana, Johnny Unitas, Bart Starr, Ken Stabler, Jim McMahon, John Brodie, Len Dawson, Jim Plunkett, Earl Morrall, Joe Kapp, Daryl Lamonica... to list but a few of the notable former NFL Quarterbacks invited to play in the classiest Shootout this side of the border. The weekend traditionally kicks off the Summerfest, on Friday night and begins with a Poolside Pairings and Luau Party, with your chance to get up close and personal with these NFL greats. Then it's off to an outdoor show, but you've got to get to bed early... because the next morning it's the Sunrise Champagne Breakfast, and then off to the Shootout, where legend has it that nearly 10,000 sports fans flock annually to catch a glimpse of their heroes. Then after a day of fun in the sun at the golf course, it's back to the Konocti Harbor Resort and Spa, and a night of toasts...roasts... and awards... with the Quarterbacks... a sports and memorabilia auction... plus a concert, featuring some of the biggest names in show business. As usual, a Konocti Presents event... is "One of a Kind" and the Pepsi-One Celebrity Quarterback Shootout continues the tradition.



KONOCTI HARBOR RESORT & SPA ■

# TEAM

## There is no I... in Team

As the expansion continued throughout the 1990's, and Konocti Presents promoted more and more special events, like Summerfest... it became very important to mold a team of winners, in order to keep up with the growth. With more than 700 employees, the Konocti Harbor Resort and Spa, ranks as the No. 1 private employer in Lake County, and each of these 700 people play an important and vital role in the resort's success, according to Bennett.

"The credit for our success, really goes to our entire staff, here at the Konocti Harbor Resort and Spa, as well as the ownership. Business Manager, Mr. Larry Mazzola, Local 38, and the members of the Plumbers and Pipefitters Union have been extremely supportive, allowing us to carry the visions of the resorts founder, Joe Mazzola into the future. Our Executive Managers are some of the best in the business... and elite members of their chosen profession. Their Assistants and Supervisors, are very valuable members of our management team, and contribute greatly to the success of the project. And our employees... WOW.. what can I say. They are the heart and soul of what we do... and without them offering our guests the service and quality they so richly deserve... all of our efforts would be for naught," says Bennett. "Often times in a success story such as ours, there is way too much emphasis and credit at the top... and too little on the people that really make the difference... The Ownership... our entire management team... and their hard working and dedicated employees. Without these people and their commitment to excellence ... and service with a smile... I would not be here talking to you," he concludes.

As the resort prepares to enter the 21st century, it seems that what once was termed a "Mission Impossible" by many... now may be graced with a label of "Mission Accomplished"... and a success story that will be told, for years to come...

### ■ KONOCTI HARBOR RESORT & SPA

# KONOCTI HARBOR RESORT & SPA

and KONOCTI PRESENTS 

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<http://www.konoctiharbor.com>  
[www.konoctiharbor.com](http://www.konoctiharbor.com)

## RESORT FACILITIES

- ◆ 250 Hotel rooms, Jacuzzi Suites w/River Rock Fireplaces, Haven Apartments w/ River Rock Fireplaces
- ◆ Classic Rock Cafe... a Musical Museum of The Stars, and a GREAT Restaurant too...
- ◆ Waterfront Nightclub
- ◆ Outdoor Tenderfoot Bar
- ◆ Gift Boutique
- ◆ Meeting and Convention facilities for 1500
- ◆ 2 Outdoor Olympic Pools
- ◆ 2 Outdoor Giant Kids Pools
- ◆ 18 hole Pee Wee Golf Course
- ◆ 8 Championship Tennis Courts
- ◆ Marina with Boat and Personal Watercraft Rentals, 100 boat slips, Mechanic,
- ◆ Marina Ski n Sport Shop
- ◆ Konocti Princess Paddlewheeler
- ◆ Shuffleboard, Horseshoes
- ◆ Kids Programs, Video Arcade
- ◆ Sand Volleyball Courts

## DANCING SPRINGS HEALTH AND FITNESS SPA

- ◆ Fitness Classes
- ◆ Weight Room
- ◆ Cardiovascular Room
- ◆ Sauna, Steam Rooms
- ◆ Indoor Lap Pool
- ◆ Beauty Salon
- ◆ Massages, Facials, Herbal Wraps,
- ◆ Individual Private Baths, and Much More

## JOE MAZZOLA CLASSIC CONCERT

### SHOWROOM PAST PERFORMERS

- Doobie Brothers
- Beach Boys
- Tim McGraw
- Chicago
- Tony Bennett
- Kenny Rogers
- Lynyrd Skynyrd
- Willie Nelson
- Sawyer Brown
- And many more

## KONOCTI FIELD OUTDOOR AMPHITHEATER

### PAST PERFORMERS

- Moody Blues
- Clint Black
- Faith Hill
- Hootie & The Blowfish
- Reba McEntire
- ZZ Top
- Brooks & Dunn
- Alabama
- STYX
- and Many More

