

## **Bryan Taylor. Concert Presenter, Geronimo, Inc.**

To Whom It May Concern:

I have been presenting concerts/events for 43 years, promoting all types of entertainment from music ... to dance ... to Broadway shows. Our company has used all types of venues, clubs, theatres, arenas, festivals, etc. I have worked with artists from Tony Bennett to Aerosmith to Ballet Jazz de Montreal to CHICAGO The Musical and much more. It has been a pleasure to promote in Kelowna over the years.

In the past few years, I have presented in the Kelowna Community Theatre (KCT): Lyle Lovett & John Hiatt; Jonny Lang & Mavis Staples; and The Mavericks. The shows were all basically sellouts and were very well received. We really enjoy working in the KCT and in Kelowna in general. A wonderful venue (the only negative is that the capacity is too small) and wonderful city. I mention the capacity because we could have sold hundreds more tickets for the shows that I mention, as well as bringing other shows to Kelowna.

We featured one show at Prospera and would not use that venue again. The acoustics and seating work against presenting a top quality show. The costs are very high in the arena also. If Kelowna had a newer, larger theatre with more seating, better modern acoustics, larger lobby and front of house space, larger and modern back of house, etc. there are several shows that I have brought to the Okanagan and British Columbia, that I would have done in Kelowna instead of passing the city by. Dwight Yoakam, ZZ Top, CHICAGO The Musical, to name a few.

I am very aware of the costs associated with building a new venue in today's world, but you only have one opportunity to get this right. Twelve hundred seats is good, 1500 is better and so on up to 2000 seats. More shows would play the Kelowna market, thus helping the local economy and creating jobs. Thank you very much for taking the time to read my letter. I can be reached any time at the phone numbers and address shown at the bottom of this letter.

Best Regards,  
Bryan

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