



ENTERTAINMENT
SOLUTIONS LLC

RAY@ESIUSA.NET | 347 844 0934

ENTERTAINMENT SOLUTIONS LLC.

ESI is a consulting company specialized in providing thorough analysis on the entertainment business. Through consultation in the areas of operations, security, profit & loss, liability exposure, customer service, and community relations; ESI will identify opportunities for improvement, and assist you creating new strategies that will ensure maximum financial profitability to your venue.

ESI will assist you in the following key areas of business:

PRODUCTIVITY

- Identify the desired market using highly effective promotional tools and marketing skills.
- Create a business plan and operational budget for all areas of responsibility.
- Maintain cost of good and cost of labor levels well below industry standard

OPERATIONS

- Participate in the financial operating and capital planning processes, and make recommendations that achieve desired financial results.
- Assemble a highly effective team of professionals who are experts in their particular field.

CUSTOMER SERVICE

- Train team members to consistently anticipate customers' needs and strive to exceed expectations.
- Coordinate all departments to ensure total guest satisfaction and efficient operations.

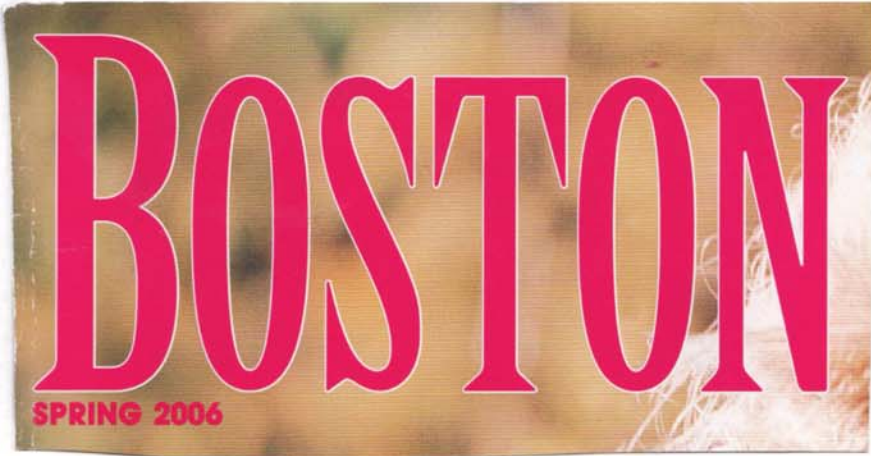
STAFF

- Create a safe, friendly, comfortable environment that motivates employees.
- Ensure proper staffing levels are maintained to maximize profitability and provide exceptional service.

COMMUNITY RELATIONS

- Act as a liaison with all local agencies.
- Ensure the business is perceived as a productive member of the community in which it operates.

PRESS



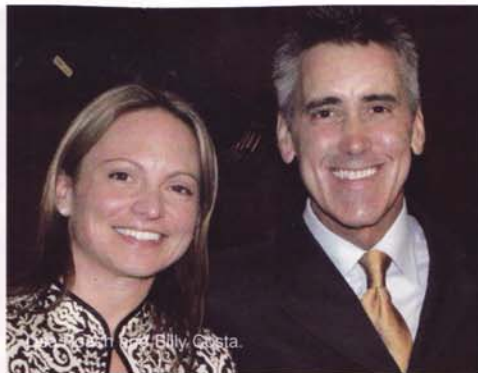
IN THE **SPIRIT**

**BOSTON'S
CHOICE AWARDS
BENEFITING
READBOSTON**

BOSTON PARK PLAZA HOTEL AND TOWERS
NOVEMBER 30, 2005

Outstanding individuals and organizations were nominated in categories including "The Best Part of Waking Up," "Do You Wanna Dance?" and "Pardon My French." The winners, selected by the public by online voting and nominations, were announced at the gala red carpet event. Billy Costa of KISS 108 and host of NECN's *TV Diner* served as host. Guests included political humorist Jimmy Tingle.

PHOTOS BY
ROGER FARRINGTON



Billy Costa



Lou Casagrande, Charayne Murrell-Smith, and Theresa Lynn



Ray Montgomery, Mindy D'Arbeloff, and Steve Coyle



the Next Maria Menounos

EVERYONE HAS TO START SOMEWHERE. FOR ASPIRING TV PERSONALITY JENNY Johnson, it was three years of purgatory as a host on the *Wayne's World*-esque cable channel XY.tv. She caught a break in 2004 when NECN foodie program *TV Diner* offered her a spot as an associate producer, and last year Johnson's appealing combination of charm and ambition nabbed her an additional role in front of the camera. Like Maria Menounos, who got her start as Miss Massachusetts Teen USA and now stars on *Access Hollywood*, Johnson works the bombshell-meets-girl-next-door thing in her newly inaugurated *TV Diner* segments. In one recent spot, she shows up at a local eatery and fawns over the menu—and the plucky 21-year-old owner. "I'm feeling a little inadequate," she laments, hand on head. "What have I done with my life?" We'd say for 24, she's doing just fine. —Rachel Baker

THE NEXT LIST



Ray Montgomery the Next Patrick Lyons



THE FIRST TIME RAY MONTGOMERY met Patrick Lyons, he all but blew off the Boston nightlife king. It was 1998 and a crazy night at Tunnel, New York's erstwhile "it" club, where Montgomery was busy managing the room. Lyons, who owns iconic haunts like Sonsie, Avalon, and the Paradise, had come to check out the competition. "I shook his hand," Montgomery remembers, "but I had about 2,000 people in the club. I said, 'Look, I'd love to sit and chat, but I've got Dan Aykroyd and his pregnant wife in the next room, and Prince coming in 10 minutes.'" And that was that.

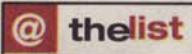
Still, Lyons was impressed. So much so that five years later he hired Montgomery away from Manhattan. Now, as Lyons takes his club empire national, his protégé is stepping up to fill the boss's shoes here at home. Montgomery's schmoozing skills (he's hung with everyone from Clooney to Diddy) and attention to detail have already added oversight of promotions to his original portfolio as operations director—and the 43-year-old one-time insurance agent has no plans to slow down. "What Patrick did here is genius," he says. "If I could accomplish what he's done by the time I'm his age, I'd be in heaven." He certainly seems on the right track. —Sascha de Gersdorff

Natick the Next Back Bay



This fall Natick (the town) welcomes Natick (the new and improved mall), a shopping-living complex offering city style without the commute. And we mean *without the commute*. On-site condos Nouvelle at Natick will let residents get their Louis Vuitton fix without ever braving the outdoors. Only a short walk from more than 100 new stores, the units will sell for \$425,000 to \$1.5 million—a lot less than Back Bay real estate. "We're appealing to young professionals, as well as empty-nesters," says Claude Hoopes, sales director for the complex. Close to the Pike, and just a 25-minute drive from Boston, the development appeals to city dwellers, too: Blueprints include a blissful 389 parking spaces. —Cheryl Alkon

NATICK, DIANA LEVINE



22 Nice people of nightlife > by Scott Kathan

A CONTINUING SERIES SHOWCASING BOSTON'S BEST PEOPLE, PLACES, OR THINGS IN A CATEGORY WE FANCY

FOR ALL ITS GLAMOUR and fabulousness, nightlife is a business. Think of all the great restaurants and clubs that have closed in just the last few years — nightlife can be a *tough* business, and therefore it is, by nature, a stressful business. It often takes a tough businessperson to survive, and an even tougher one to succeed and thrive. But you know what? There are incredibly nice people working in local nightlife industries, and every time we encounter them, it reaffirms our faith in humanity. These people might be having bad, stressful days, but their kindness, and their joy in doing what they love, shines through. They don't have to be nice (beyond a certain level of basic courtesy), and they aren't faking it — these are truly sweet people, and we are honored to recognize them as such. Please note that we have excluded publicists from this list, because they *have* to be nice to us. We apologize in advance for omissions — we do not have the space to list everyone.

Ray Montgomery

Avalon manager

His tall, dark, and handsome looks may at first seem intimidating, but this Lansdowne Street bigwig is an incredibly sweet guy with a smile that lights up the night.

BOSTON Herald

TUESDAY, OCTOBER 11, 2005 ■ 50 CENTS (75 CENTS 30 MILES OUTSIDE BOSTON)

INSIDE TRACK



By **GAYLE FEE** and
LAURA RAPOSA

With **ERIN HAYES**



Big Papi Boogie

Red Sox hitter, David Ortiz, got down to Busta Rhymes' beats at Avalon last night. Big Papi, right, who was with his wife, Tiffany, said he has "no regrets" about the season. He's shown here with Avalon Director of Operations, Ray Montgomery, left, and DJ/Actor Busta Rhymes, center.



NIGHTCLUBS

**Mindy d'Arbeloff,
Steve Coyle, Ray
Montgomery, and
Eric Aulenback**
Lyons Group

The Lyons Group is the premier nightlife organization in the city of Boston — there, we said it. They do it bigger than anyone else. And that is the reason you've read about these people (often in these very pages) before. With such a diverse range of offerings — restaurants range from the Sweetwater Café to Sonsie, and nightclubs from Lucky's Lounge to the new Game On! — **Patrick Lyons** needs a crack staff of top-notch professionals to keep things running smoothly. Public-relations VP d'Arbeloff is without peer in terms of her experience, contacts, and attention to detail; operations VP Steve Coyle keeps Sonsie, Kings, the DeVille Lounge, and now Game On! running smoothly; operations VP Eric Aulenback is the man in charge at the Big Easy, the Sweetwater Café, Sugar Shack, Tiki Lounge, and Lucky's Lounge; and Ray Montgomery, the GM of Avalon, Axis, and Embassy, manages the best nightclub complex in the world.



Willie: Turkey Day fest won't ruffle feathers

INSIDE TRACK



By **GAYLE FEE** and
LAURA RAPOSA



STAFF PHOTO BY MATT WEST

New England Patriots linebacker Willie McGinest, right, gears up yesterday for his Thanksgiving Eve fund-raiser with Avalon's general manager Ray Montgomery, left.

But last year Willie moved the event to Avalon and it went off without a hitch. Give props

to club manager **Ray Montgomery**, an ex-Marine, who runs a tight ship. Ray instituted the dress code, banned hooded sweatshirts and gangsta antics and made Willie's event go from throw-down to hoedown.

"We're trying to go in a different direction," McGinest said. "I may even give a prize for the best dressed — a thousand bucks or something."

THE BOSTON GLOBE

FRIDAY, DECEMBER 1, 2006

D2 Weekend

Names

A fashionable night at Avalon

A party where all the women wear tiny black dresses and the ravishing actress/model **Rachel Sterling** MC's? What will they think of next? Wednesday's wicked fashion show at Avalon attracted a few interesting folks, including nightclub king **Patrick Lyons** and his lieutenants **Mindy D'Arbelloff**, **Ray Montgomery**, and **Steve Coyle**, Waterworks owner **Ed**

Kane, State Room skipper **Jim Apteker**, Celts big man **Michael "Candy Man" Olowokandi**, Bentley Boston's **Paul Downey**, "Apprentice" extra **Michael Tarshi**, and "Average Joe" **Brian Worth**. Because he wasn't wearing his VIP badge, Lyons was briefly barred from a VIP-only area by one of his own employees. The club owner smiled and kept walking.

INSIDE TRACK



By **GAYLE FEE** and
LAURA RAPOSA

With **ERIN HAYES**



STAFF PHOTO BY TED FITZGERALD

SINGING FOR SOLDIERS

WAAF-FM morning man Greg Hill, New England Patriots special teams titan Larry Izzo and Avalon GM Ray Montgomery get in some practice for Monday night's 2nd Annual 'Larry-Oke' at Avalon. The silly songfest — starring your New England Patriots and others — benefits local charities that support soldiers and their families. The Salute to the Troops tickets are \$75 and can be bought online at www.AvalonBoston.com. Larry will, of course, sing your praises if you buy one!

goes because of his fan base," Stevenson says.

It all translates to a big bump in revenue elsewhere on the property.

"Because of Borgata's overall destination offering, we have many customers that make a weekend out of the experience—stay at the Water Club, have dinner at Izakaya, see a concert, experience a spa treatment and also play in the casino," Stevenson says.

Pool Party

The Pool at Harrah's Atlantic City is another success story. The centerpiece of a \$550 million expansion, the 23,000-square-foot Pool has turned Harrah's from a day-trip drop point with an emphasis on slots to one of the most compelling nightlife destinations in town.

That's just what its planners envisioned—but even they are surprised by the Pool's success.

"In hindsight, we look like geniuses," says Scott Barber, president of Harrah's Atlantic City. "When we first started the expansion in 2004, we knew the Pool had to be a pinnacle marquee entertainment venue, a nightlife venue we could program by day parts, so there's a little something for everyone. We decided to recreate a Vegas experience, but indoors, because of the climate here."

The result is a multi-functional, tropic-themed oasis under glass, with a 25,000-square-foot heated pool flanked by towering palms. On weekends, up to 2,500 patrons per night crowd the place to



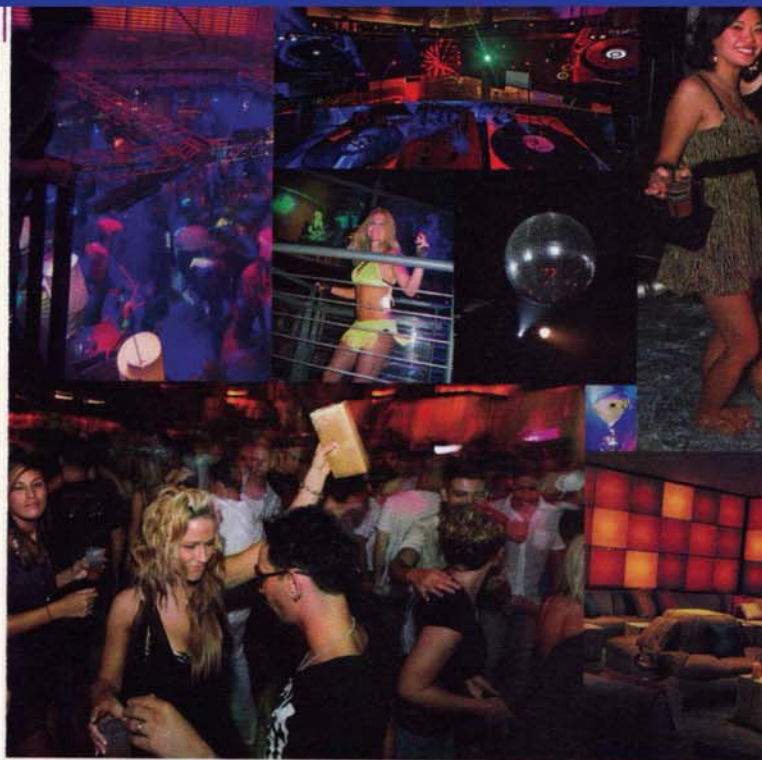
Photos by Tom Briglia/PhotoGraphics

Paris Hilton at Borgata's mur.mur and the Pool at Harrah's

dance and mingle. They also come to see celebrities: reality TV stars like Bridget Marquardt and Kendra Wilkinson (of Hugh Hefner's *Girls Next Door*); gossipmonger Perez Hilton; DJ Victor Calderone; MTV curiosity Tila Tequila; and "celebutante" Kim Kardashian, recently seen on *Dancing With the Stars*.

As in Las Vegas, celebrities don't just attract capacity crowds—they attract other celebrities, which lures even bigger crowds. Recent sightings at the Pool include actors Kevin Dillon and Kevin Connolly of *Entourage*, who gamely posed poolside with fans.

"For the younger generation, *that's* the show—the show is seeing someone like Paris Hilton show up, just being a celebrity," says Pat Merl, gaming expert, at University of Nevada, Las Vegas. "It's still that Studio 54 scenario, the prestige of going to a club and getting behind the velvet rope."



From a revenue standpoint, the Pool has been a hands-down winner. When it's busy, "food covers go up, more hotel rooms are sold, and there is (an increase) in gaming revenue," Barber says.

That's no accident, but the result of smart orchestration. When Hef's girlfriends (now ex-girlfriends) showed up at the Pool last year, they made sure to stop by the gaming floor, and their fans followed. As a result, table game business saw "exponential growth" that night, says VP of Entertainment Danielle Mohn.

Happy Hours

The same dynamic is at play at Providence nightclub at the Quarter at Tropicana, where athletes, centerfolds, TV stars and trendy DJs have young patrons lining up at the door.

Cross-promotional events involving both the casino and the club benefit each venue, with the spillover boosting other businesses inside the Quarter. Case in point: the scheduled Alvarez-Kotani "War at the Shore" bout at Tropicana last month. It was to have been followed by an after-party at Providence, and the same night, *Playboy's* Miss February, Jessica Burciaga, was going to split her time between the casino (playing celebrity dealer) and Providence (tending bar). To pack the place to the hilt, Providence promised bottle service and a signed photo of Burciaga to the first 100 guys through the door.

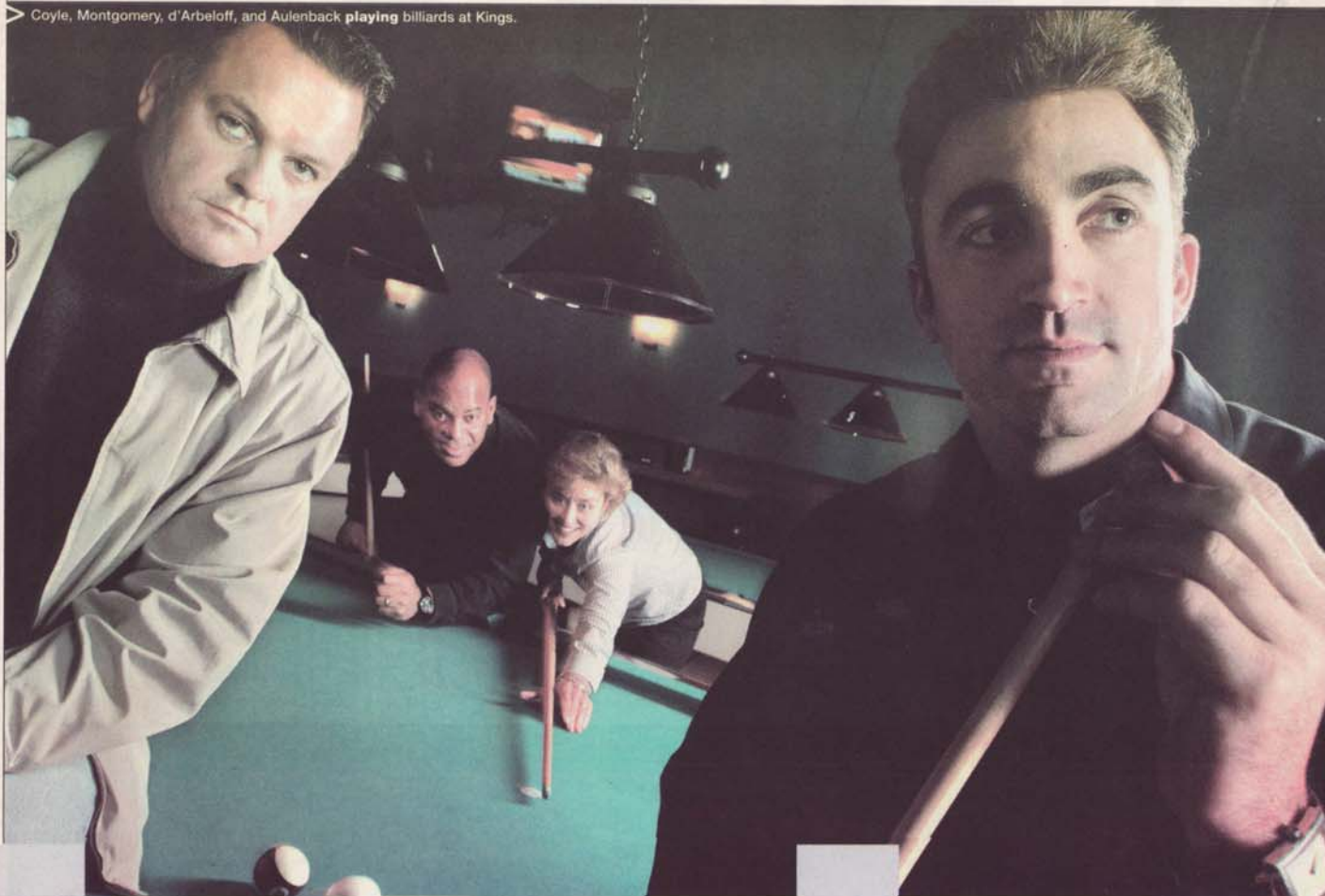
Alvarez was injured on New Year's Eve, and the cage fight was tabled. But it's a good example of reciprocal arrangements that provide value across the board.

Providence Director of Operations Arthur Giordano says his young customers are fun-loving and free-spending—and that's why they're so valued.

"Even in today's economy, they're careless," Giordano says. "They have no worries. They live at home or with three friends. They're not married and they have no mortgage. And on weekends, they like to go out and party. That's the market you want."

THE PLAYERS *continued from page 50**nightclubs/bars*

▶ Coyle, Montgomery, d'Arbeloff, and Aulenback playing billiards at Kings.



Patrick Lyons, John Lyons, Mindy d'Arbeloff, Ed Sparks, Steve Coyle, Steve Adelman, Eric Aulenback, and Ray Montgomery *Lyons Group*

The Lyons Group practically defines "nightlife players" in Boston. Its holdings include Avalon, Axis, Embassy, the Modern, I/D, and Bill's Bar on Lansdowne Street; the restaurants Sonsie, Harvard Gardens, part of Jasper White's Summer Shacks, Lucky's Lounge, and the Tiki Bar; the entertainment emporium that is Kings and the deVille Lounge; Sophia's nightclub; and, in the Alley, the Big Easy, Sugar Shack, and Sweetwater Café (obviously, we could have listed this group in the restaurant category as well). These eight people are the engine that makes the Lyons machine run smoothly. Their exact roles are as follows: **Patrick Lyons**, chairman/owner; **John Lyons**, VP of operations; **Mindy d'Arbeloff**, VP of public relations; **Ed Sparks**, CEO/owner; **Steve Coyle**, VP of operations; **Steve Adelman**, marketing director of Avalon/Embassy; **Eric Aulenback**, VP of operations; and **Ray Montgomery**, GM of Avalon, Axis, and Embassy.

Frank Ribaldo

Club Café

For more than 20 years, Club Café has been the place for gay singles to meet, mingle, and flirt in a classy, festive atmosphere. The restaurant is fantastic, and what goes on in the Moonshine Video Bar has to be seen to be believed. Ribaldo is the man who has made it all happen.

Brian O'Donnell

Felt and Vinalia

Felt is four floors of party. Combining a restaurant, a highly designed upscale pool hall, and a nightclub in one venture, it is also unlike anything else in the city. Brian O'Donnell, the GM and partner (he is also a partner at Vinalia), is the man who keeps it all running smoothly.

Russell Robbat

The Palace

Talk about a shrewd businessman: Robbat made the Palace (which, with 12 clubs under one roof, is the largest nightclub in the world)

continued on page 54

