



CELEBRATING
75
YEARS

**STONE TEMPLE PILOTS
HELP NEW DAISY MARK
ANNIVERSARY**

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memphis

New Daisy marks 75 years with Stone Temple Pilots show

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Over the decades, the New Daisy has hosted thousands of performances by everyone from Jerry Lee Lewis to Bob Dylan to Nirvana. All this month the venue has been marking that rich history and celebrating 75 years in business. The Daisy will cap its platinum anniversary with a concert by Stone Temple Pilots on Wednesday night.

"Seventy-five years, that's a pretty nice milestone — it's rare for a venue to be around that long and still doing shows," said Steve Adelman, New Daisy co-owner.

Venue continues to evolve

The latest development in the Daisy's history came four years ago when Los Angeles transplant Adelman, along with his partner — Memphis businessman J.W. Gibson II, purchased the Daisy and announced plans to transform the club into a state-of-the-art venue. A \$1.2 million renovation resulted in a new floor, bars, a VIP balcony area and the installation of advanced lighting and sound systems when it reopened in fall 2015.

"We did a lot to get the Daisy into a new era," said Adelman, who noted the response to their efforts has been

positive. "And we're getting that on a national level — people are comparing the Daisy to venues that are in the top echelon across the country. It's the improved sound and hospitality that artists and agents love, but we're also hearing it on a patron level as well — and we're proud of that."

The changes have continued even into this year.

"In January, the balcony was redone into a secondary VIP area," Adelman said. "We're finding ways to use the venue based on patron feedback and agent feedback. We're still evolving the space."

Stone Temple Pilots

When: Doors open at 7 p.m.
Wednesday, music starts at 8 p.m.

Where: New Daisy, 330 Beale St.

Tickets: \$29.50 and \$45,
visit newdaisy.com

Musical acts go beyond rock and pop

The New Daisy has built itself on a bedrock of rock and pop bookings — but the last few years have also seen an expansion into the urban, electronic and jazz markets.

"In doing this over the last few years, we've figured out certain things that work. The urban stuff — that's hot everywhere, it's a broadening genre," Adelman said. "Electronic is something that we brought in that people didn't even know or understand what the hell we were doing at the beginning."

Operating under the Daisyland banner, the venue has established a foothold in the electronic genre.

"I would say it's become the most consistent part of our business," Adel-

man said. "The way that's booked, we can control it and do two or three events a month and build a consistent crowd for that genre. We know we'll have several hundred people show up because they want to go to a Daisyland event — they may not even know who the act is, but they know it'll be a quality show."

Recent jazz bookings — a June 16 show by French guitarist Marc Antoine and vocalist Kevin Whalum is next on the calendar — have also been successful.

"Jazz has been a big thing, and that's something that wasn't part of our plan when we started. But there's a niche for it and people are responding. There have been some pleasant surprises — and that's one of them," Adelman said. "Bottom line: We go across genres. Our idea is to create an entertainment destination and to bring the best that we can at the capacity we have."

Back in 2015, Adelman and Gibson's original plans included renovating another downtown venue, the former Club Crave — with a capacity of 2,400 compared to the Daisy's 1,200 — and turning it into The Palace at Beale. But those efforts hit a snag after the death of the property's owner, George B. Miller. Adelman and Gibson were unable to come to terms with Gibson's heirs, and the deal fell apart in 2017.

"The Palace is sitting there — we gutted it and we wanted to buy the building. You have to buy the land to make it make sense — it's that simple," Adelman said. "At a certain point, we decided to just focus on the New Daisy. We're at the point now where the Daisy is where we want it to be — and we can begin to look at other opportunities in the market again."