

BUSINESSCORNER

The Canyon Club

The Canyon Club, located in Agoura Hills, is a full-service concert venue, featuring some of the greatest bands and dinner for up to 1,200 people.

By Homaira Shifa
Special to *The Malibu Times*

The Canyon Club's Lance Sterling isn't your average club owner. He's a civil engineer who knows how to calculate the wind load of a billboard and owns a 25-acre avocado ranch and is the man behind the "mission produce" avocados in local grocery stores.

Sterling grew up in upstate New York, in Woodstock. He says he "was born into music." But he didn't work in the music industry right out of college.

He graduated from the University of Arizona with a degree in civil engineering and worked as a structural engineer for a billboard company for a couple of years.

"It wasn't the most exciting job," Sterling said. "And you make more money running a concert venue than in civil engineering."

Sterling worked for Loews Hotel for a while, running the concerts and nightclubs, before getting recruited by House of Blues. While running House of Blues, he also owned a concert venue in Atlanta, GA.

"I lived one week in Atlanta and one week in Los Angeles," Sterling said.

So he decided to sell that venue and move to Thousand Oaks. He thought about retiring at that point, but "wouldn't do well just sitting at home," so he purchased The Canyon Club in 2000, which was a banquet hall at the time, and transformed it into a very successful concert venue.

Its first operational day was New Year's Eve in 2000 when more than 600 people showed up.

"It was a nightmare," Sterling recalled. "We had to feed everyone à la carte meals within 45 minutes before the concert started."

The Canyon Club books reservations mainly through an online



portal where up to 600 guests can log on to select their seats for dinner and concert reservations. The venue can also hold up to 600 additional guests for concerts.

"We do what no one else does," Sterling added. "You pick your seat online and you eat in that seat. After doing it for 15-16 years, we're very good at it now."

The Canyon Club is open for concerts, primarily Thursday through Sunday. It features 180-200 concerts a year and books entertainment 3 to 6 months in advance.

Some of the upcoming summer lineup includes Nipsey Hussle on July 25, The Boogie Knights on July 26, Boss in the USA on Aug. 1 and Tesla on Aug. 2.

"We don't pick the entertainment, the customers do," Sterling said. "People go on our website and make requests and we book what they want."

A crowd of regulars frequents the venue, Sterling said, and come back 10-15 times a year.

"I recognize 90 percent of the people," he said. "You'd be surprised, some people go to concerts like others go to movies."

To top off his success as a club



The Canyon Club opened in 2000 and hosts concerts, primarily Thursday through Sunday.

owner, Sterling opened The Saban Theatre in Beverly Hills a little over a year ago. The 2,000-seat theater is thriving.

"The concept of our venues is catered to 35-year-olds and up," Sterling said. "People who like to enjoy dinner, drinks and entertainment."

Sterling has five children ranging in age from 14 years old to 27 years old. He lives on a 25-acre avocado ranch in Ventura County.

He grows avocados and supplies the "mission produce" avocados to the local grocery stores.

If he weren't running the concert venues, Sterling says he would be coaching football.

"I love football," Sterling said. "My children play football. I currently coach Pop Warner football."

For more information about The Canyon Club, visit www.canyonclub.net.

Joey Carman Photography

Century/Aviation Intersection Closure

Plan ahead to avoid delays.
JULY 25-28

Metro Briefs

WESTSIDE/CENTRAL

Plan Ahead During "Century Crunch" July 25-28

The intersection of Century and Aviation boulevards will be closed near the approach to LAX July 25-28. The closure is prompted by bridge demolition to make way for a new station on Metro Rail's Crenshaw/LAX line. For detours and alternate routes, go to metro.net/crenshaw.

Santa Monica Intersections Closed for Expo Tracks

A series of weekend street closures are underway in Santa Monica through the end of the month while crews install tracks for Phase 2 of the Expo Line. The project extends the current Expo Line to Santa Monica. For details, go to buildexpo.org.

Support Crenshaw's Local Businesses

You can still enjoy the many dining, shopping and entertainment choices along Crenshaw Boulevard as construction of the new Crenshaw/LAX Transit Project gets underway. For more on the project, visit metro.net/crenshaw.

Opportunity for Transit Connection at LAX

The Metro Board of Directors approved a new light rail station at Aviation/96th St for future service into Los Angeles International Airport. This station is planned as a transfer point from Metro Rail to LAX's People Mover. More at metro.net/laxconnector.



Metro

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JULY 26-27 2014 AT PCH & CIVIC CENTER WAY

MALIBU ARTS FESTIVAL

CELEBRATING 43 YEARS

The Malibu Arts Festival promises to offer something to everyone. 43 years of incredible high-end art, 43 years of beauty, 43 years of a wonderful event-known world-wide!

Produced by the Malibu Chamber of Commerce, the two-day weekend event will take place July 26-27, from 10 am to 6 pm, in front of the Malibu Civic Center. The Optimist Club of Malibu will be serving a pancake breakfast at the site from 8 am to 10 am.

Considered "one of the most beautiful outdoor art festivals in the nation," the Malibu Arts Festival features over 200 award-winning painters, sculptors, photographers, jewelers and other unique artisans. Festival goers can visit with the artists under individual tents and learn about the creation of art in every genre.

Alongside the artists, members of the Chamber of Commerce share and promote their businesses in the Chamber Village section.

The Arts Festival also includes an entertainment stage where original musicians perform each day, a children's workshop where kids work with artists to create their own art, and a food truck terrace featuring exciting menu items with incredible cuisine.

The Malibu Chamber invites everyone to be a part of this weekend-long event. The Malibu Arts Festival is held at Malibu Civic Center, 23555 Civic Center Way between Cross Creek and Webb Way off Pacific Coast Highway 1 in beautiful Malibu. There is limited free parking and a \$10 lot located adjacent to the festival.

For more information, go to www.malibu.org or call the Malibu Chamber of Commerce at (310) 456-9025.

FESTIVAL ADMISSION IS FREE, SO BRING THE WHOLE FAMILY FOR A DAY OF FINE ART, MUSIC AND GREAT FOOD!

