



AGENDA MEMORANDUM

City Council Meeting of December 16, 2025

DATE: November 11, 2025

TO: Peter Zaroni, City Manager

FROM: Daniel McGinn, AICP, Interim Assistant City Manager,
Director of Planning and Economic Development
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361-826-7011

Briefing by OVG on the Hilliard Center

OUTSIDE PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Agency Name</u>
1. Daniel Melise	General Manager	OVG360 Hilliard Center

BACKGROUND:

The Hilliard Center is a city-owned sports, entertainment, and convention center venue managed by a third-party professional operator. On September 20, 2022, the City Council approved two agreements with Global Spectrum, L.P., dba OVG360 and Ovations Food Services of Texas, LLC (collectively, "OVG") for the management of the Hillard Center, formerly known as the American Bank Center, and the food and beverage services effective October 1, 2022. Those agreements expire on September 30, 2027 with an additional five-year term ending September 30, 2032.

OVG was selected based on its extensive experience operating and managing significant venues worldwide, in the United States, and major venues in Texas. Including several years of experience in the Coastal Bend Region while managing the Solomon P. Ortiz International Center and Richard M. Borchard Regional Fairgrounds. In 2022, the operations transitioned to OVG to provide full-service venue management, event programming, hospitality, catering, and beverage services.

In addition, OVG has award-winning culinarians and food services & hospitality teams that strive to deliver the best accommodations, highest-quality amenities, and premium food and beverages to guests across North America. The goal is to provide exciting and memorable experiences that lead visitors to return to the venue. OVG annually serves over 250,000 events and 40 million guests across different venues.

OVG will provide a briefing to the City Council on quarterly highlights for the management of the Hilliard Center. In addition, OVG will discuss initiatives, improvements to operations, and upcoming events at the Hilliard Center.

LIST OF SUPPORTING DOCUMENTS:

Presentation – Hilliard Center