

American Bank CENTER

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MANAGEMENT, HOSPITALITY, &  
PARTNERSHIPS SALES SERVICES  
SEPTEMBER 2022



360

# Financial Terms

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**TERM:** 5 years; with the City's sole option to extend for an additional 5 years

**EFFECTIVE:** October 1, 2022

**MANAGEMENT AGREEMENT FEE:** \$144,000 per year

**INCENTIVE FEE:** 20% over the revenue benchmark

**COMMERCIAL RIGHTS FEE:** 20% of gross sales

**FOOD AND BEVERAGE AGREEMENT FEE:** 7% of gross sales

**CAPITAL INVESTMENT BY OVG: \$1.75 Million** over the course of the term for facility improvements and equipment.

At Initial Term: \$1,250,000

At Renewal Term: \$ 500,000

Total Investment: \$1,750,000



WE ARE  
A LEADING PROVIDER

OF SERVICES TO FACILITIES LIKE THE AMERICAN BANK CENTER COMPLEX

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*Operating in 420+ Client Facilities Across our Divisions*



# Unmatched Regional Resources

## INDUSTRY-LEADING RELATIONSHIPS

*National, regional, and local  
promoters/event planners*

## COMPREHENSIVE RESOURCES

*Best practice sharing across  
all OVG divisions,  
focus on revenue generation*



# Success Examples



*Moody Center, Austin, TX*

- Welcomed nearly half a million fans for over 50 events, including 29 sold-out shows representing \$58 million in gross ticket sales since opening in April
- Hosted blockbuster artists including George Strait, Willie Nelson, John Mayer, Bon Jovi, Justin Bieber, the Eagles, Andrea Bocelli, the Lumineers, Kendrick Lamar, Jimmy Buffett, Dave Matthews Band, and an upcoming sold-out residency of six nights with pop icon Harry Styles
- Over 64 thousand Instagram followers since opening



*Kay Bailey Hutchinson Convention Center Dallas, Dallas, TX*

- Gross sales increased from 1.8M in-year prior to Covid to more than 3.8M over nearly ten months to date this fiscal year
- Worked hand-in-hand with the City of Dallas throughout a master planning process for a \$2.2B expansion project, which will replace the current facility with a state-of-the-art facility



# We are the largest Developer of Sports and Entertainment Facilities in the World

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**\$10 BILLION**

COMMITTED SPEND ON NEW ARENA DEVELOPMENTS OVER THE NEXT 5 YEARS

## DEVELOPMENT & MASTER PLANNING EXPERIENCE



KAY BAILEY HUTCHISON  
CONVENTION CENTER DALLAS

KAY BAILEY HUTCHINSON CONVENTION CENTER DALLAS  
DALLAS, TX

FAIR  PARK

DALLAS FAIR PARK  
DALLAS, TX