



# HILLIARD

CENTER



Quarterly Report to City Council Meeting  
May 2026

# About Oak View Group

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Making a Positive Disruption in the Entertainment & Hospitality Industry.



**Oak View Group (OVG)** is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents.



**OVG Hospitality** award-winning culinarians and food services & hospitality teams strive to deliver the best accommodations, highest-quality amenities, and premium food and beverages to guests across North America. We know that exciting, memorable experiences lead visitors to return time and time again—and because we annually serve more than 250,000 events and 40 million guests, we're the experts in making experiences great.

# Naming Rights & Strategic Partnerships

## Key Partnerships

- ▶ Kleberg Bank named Official Banking Partner of Hilliard Center
  - Drives integrated marketing, promotions, and guest incentives
- ▶ Raising Cane's Official Fast Food Partner

## Community Sponsorships

- ▶ St. Patrick's Day Festival Downtown (Level 2 Sponsor)
- ▶ Texas A&M University-Corpus Christi Athletic Department Golf Tournament and Casino Night
- ▶ Buc Days Golf Tournament August 9
- ▶ KEDT Food & Wine Festival (Champagne Sponsor)



OFFICIAL BANK OF HILLIARD CENTER

**10% OFF  
CONCESSIONS**  
WHEN YOU PAY WITH YOUR  
**KLEBERG DEBIT CARD**

**Kleberg**  
Since 1904  
**Bank**  
MEMBER FDIC

# Hilliard Center Launch Party // Feb 9

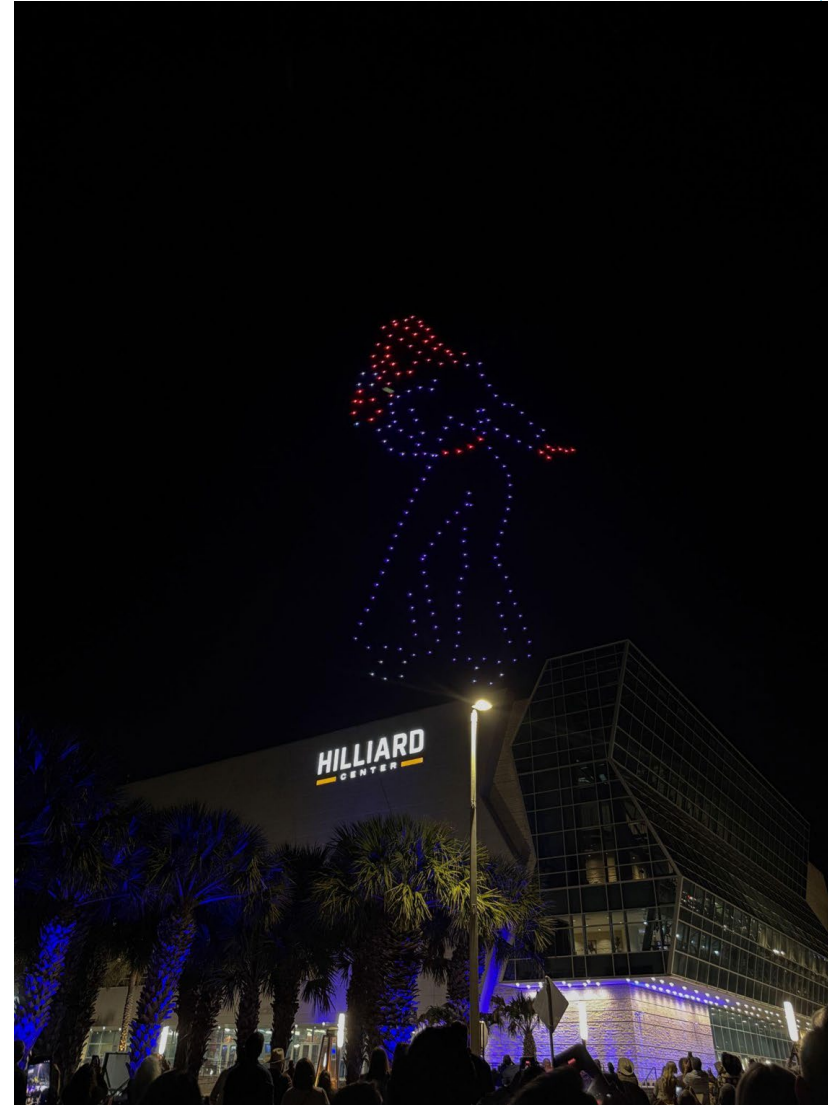
FIRST-EVER DRONE SKY SHOW!  
THE CITY SHINES  
*Brighter Than Ever*

HUNDREDS OF DRONES. CHOREOGRAPHED LIGHTS.  
ONE UNFORGETTABLE NIGHT!

**FREE EVENT | FREE PARKING**

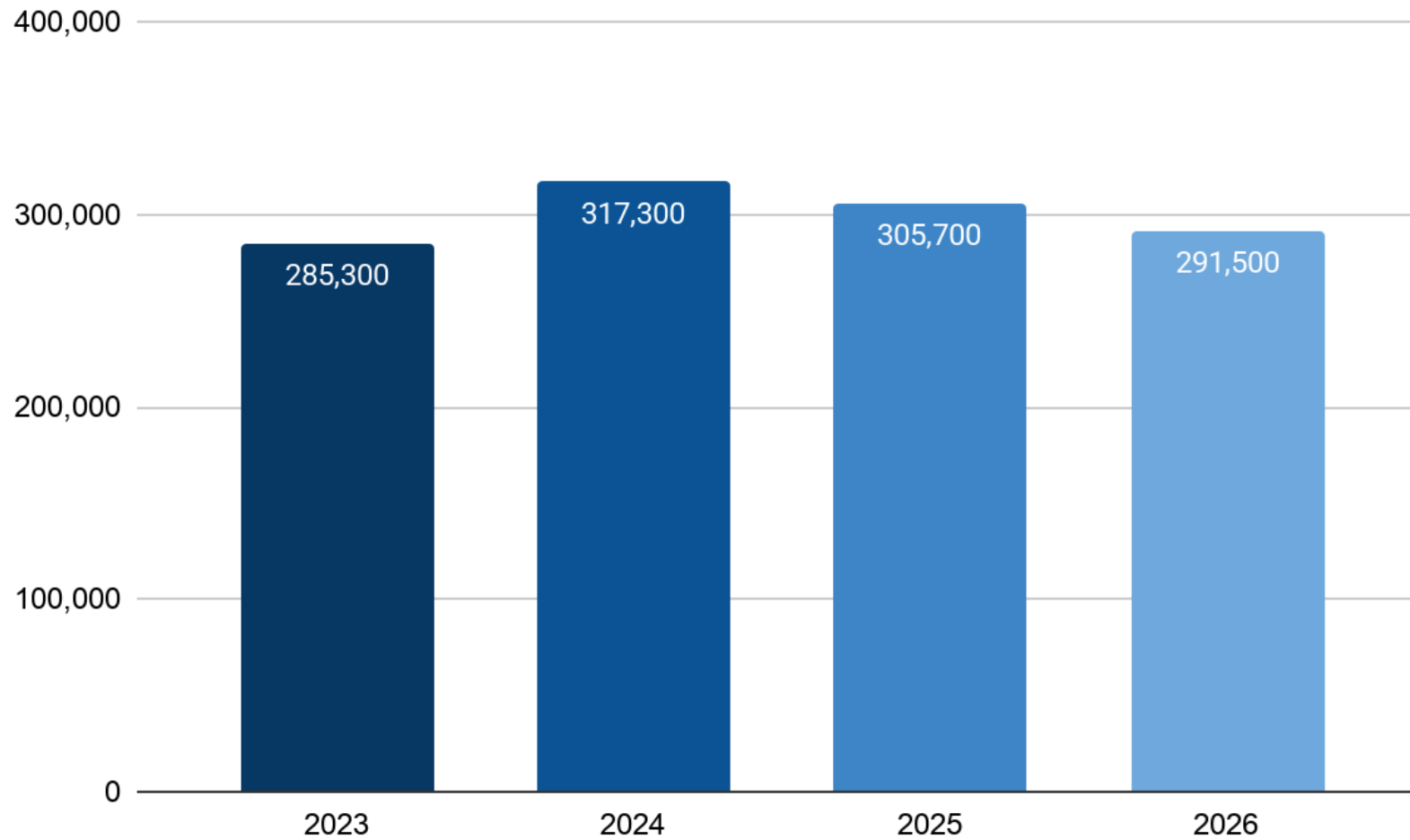
*Don't miss...*

- ✦ HILLIARD CENTER MARQUEE LIGHTING CEREMONY
- ✦ WATERFRONT BLOCKPARTY
- ✦ LOCAL PERKS AND MORE!!



# Visitor Trends | Q1 + Q2 | 2023 - 2026

## Visitor Traffic | (October - March) 2023-2026

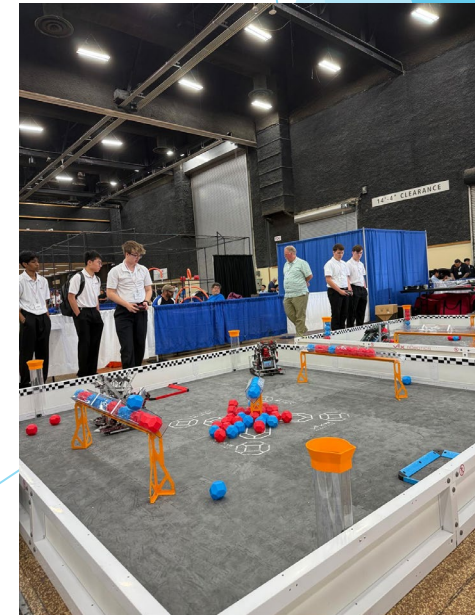
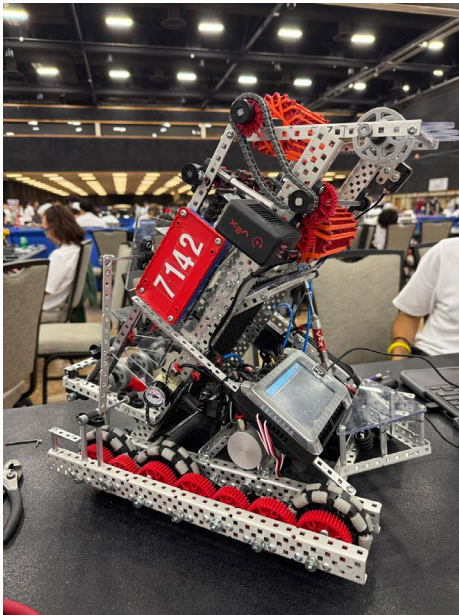


# Major Events & Highlights

## Citywide Impact from SkillsUSA 2026

April 5 - 12

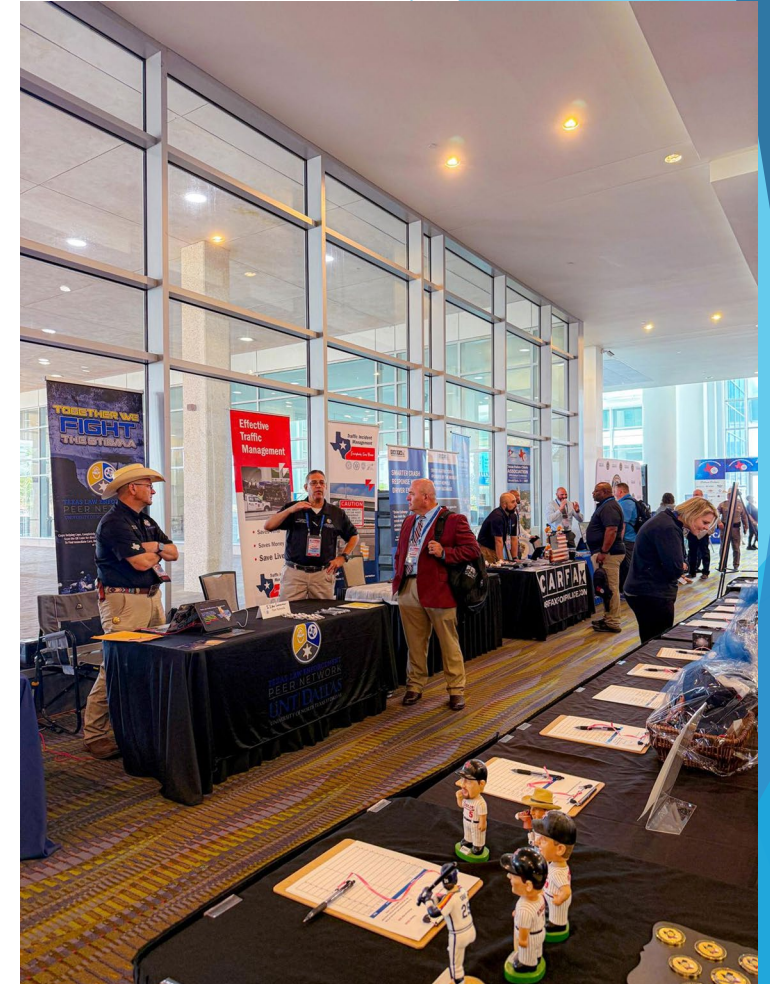
- ▶ **11,000 + Attendance**
- ▶ **Total Room Nights Generated:**
  - **Total:** 12,742 Room Nights
- ▶ **Total Economic Impact**
  - **\$12.6M** in Economic Impact



# Major Events & Highlights

## Convention Center Events

- ▶ **Driscoll Children's Hospital *Fiesta de los Niños*** // Feb 6
- ▶ **Coastal Conservation Association *48th Annual Banquet*** // Mar 5
- ▶ **Pregnancy Center Banquet** // March 19
- ▶ **Texas HOSA State Leadership Conference** // March 22 - 26
- ▶ **Corpus Christi Car Show** // Mar 28
- ▶ **Texas Police Chiefs Association Conference** // Mar 29 - Apr 2
- ▶ **American Grappling Federation** // Apr 3 - 4
- ▶ **SkillsUSA Texas State Leadership & Skills Conference** // Apr 5 - 12
- ▶ **TexMed Convention** // Apr 15 - 18
- ▶ **Wedding & Quinceañera Expo** // Apr 19
- ▶ **Veterans Memorial High School Booster Club** // April 19
- ▶ **TEMA Conference 2026** // Apr 20 - 23
- ▶ **Las Doñas de la Corte** // Apr 23



# Major Events & Highlights

## Arena Events

- ▶ **Parker McCollum** Jan 30  
*Country*
- ▶ **Disney on Ice** Nov 8-9  
*Family Ice Show*
- ▶ **A Day to Remember/Yellowcard** Nov 22  
*Pop Punk / Rock*
- ▶ **Harlem Globetrotters** Feb 11  
*Sports Entertainment*
- ▶ **Hot Wheels Monster Trucks** Mar 21 & 22  
*Motorsports / Family Entertainment*
- ▶ **SOLD OUT** **Bailey Zimmerman** Mar 4  
*Country*
- ▶ **Corpus Christi IceRays Season**  
*NAHL Hockey*
- ▶ **TAMUCC Mens & Womens Basketball Season**  
*College Basketball*

## Auditorium Events

- ▶ **Cage the Elephant** Oct 8 // *Alternative Rock*
- ▶ **Bobby Pulido** Oct 11 // *Tejano / Latin*
- ▶ **Serial Killers w/Dr. Scott Bonn** Oct 24 // *True Crime*
- ▶ **Joe Bonamassa** Nov 18 // *Blues Rock*
- ▶ **Intocable** Nov 21 // *Tejano / Norteno*
- ▶ **SOLD OUT SHOW #1** **Matt Matthews** Nov 22 // *Stand-Up Comedy*  
(Two Showtimes)
- ▶ **Tina Turner The Tina Turner Musical** Dec 9 // *Broadway*  
(Hosted Private Post Show Talk Back with local TABPHE)
- ▶ **The Nutcracker** Dec 13 - 21 // *Ballet / Holiday Tradition*
- ▶ **Liverpool Legends (Beatles)** Jan 27 // *Rock*
- ▶ **SOLD OUT** **Jo Koy Just Being Koy Tour** Feb 2 // *Stand-Up Comedy*
- ▶ **Mrs. Doubtfire The Musical** Feb 17 // *Broadway*
- ▶ **The Thorn** Feb 20 & 21 // *Faith-Based Live Production*
- ▶ **World Ballet Company: Swan Lake** Mar 6 // *Ballet*
- ▶ **Whose Live Anyway** Mar 13 // *Improv Comedy*
- ▶ **Rene Vaca** Mar 14 // *Stand-Up Comedy*



# Community Engagement & Economic Impact

## Community Support

- ▶ Supported key nonprofit including American Heart Association, Junior League, Ronald McDonald Charities, and Coastal Bend Blood Center
- ▶ Hosted high-impact events such as The Heart Ball and Charity League Luncheon
- ▶ Served as sponsor and presenter of the “Good Vibes” Awards at the Downtowners Awards, supporting recognition of local community leaders

## Signature Community Initiatives

- ▶ **Coastal Christmas**
  - Multi-Day, self-produced event driving significant community attendance
  - Included a Giveback Day benefiting Bikes for Kids, directly supporting local families
- ▶ **Vet Tix Program**
  - Provided access for local veterans to major shows including Parker McCollum, Bailey Zimmerman, and The Thorn

## Economic & Local Impact

- ▶ Supported nonprofit auctions with premium ticket packages
- ▶ Partnered with local organizations on donor campaigns
- ▶ Recognized community leaders through sponsorship of the *Good Vibes Award*



# Hospitality Highlights

## Spotlight Events

▶ **Parker McCollum 2026 Tour**

- Jan 30 // Arena
- 6,103 Attendees // \$163,519 Revenue
- 'Merica Bourbon + Beer Activations

▶ **Coastal Conservation Association 48th Annual Banquet**

- Mar 5 // Exhibit Hall
- 1,700 Attendees // \$105,874 Revenue + 21%

▶ **Driscoll Children's Hospital Fiesta de los Niños**

- Feb 6 // Exhibit Hall
- 1,227 Attendees // \$94,181 + 21%

▶ **American Heart Association Heart Ball**

- Feb 14 // Henry Garrett Ballroom
- 820 Attendees // \$55,807 Revenue + 21%

▶ **Bailey Zimmerman: Different Night Same Rodeo Tour**

- Apr 4 // Arena
- 6,249 Attendees // \$133,239 Revenue

▶ **Texas Police Chiefs Association**

67th Annual Conference

- Mar 29 - Apr 2 // Convention Center
- 1,000 Attendees // \$156,042 + 21%

▶ **Skills USA Texas**

- Apr 8 - 11 // Convention Center + Arena
- 8,200 Attendees // \$50,000 All In



# Hospitality Highlights

## Community & Growth

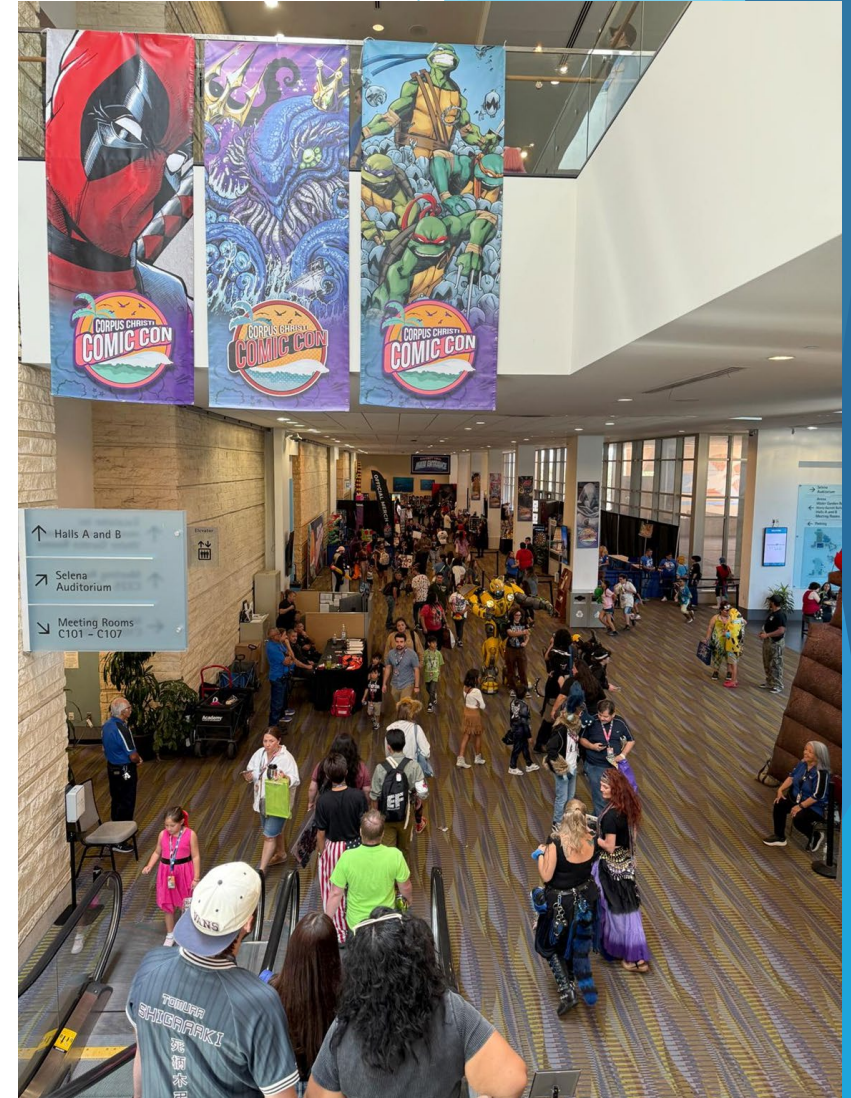
- ▶ **New Local Vendor:**  
Fulton Kettle Corn expands our concession offerings with multiple flavored popcorn options. *Marketing efforts in progress.*
- ▶ **Nonprofit Collaborations:**  
Food for Funds program active and currently onboarding partners.
- ▶ **Workforce Development / Local Hiring Efforts:**  
Team attended the Del Mar College Hospitality Job Fair on 2/23 to connect with students, share industry insights, and promote career pathways with OVG Hospitality at Hilliard Center.
- ▶ **Concession Stand 202:**  
Continued partnership with Masshole Lobster, driving guest experience through unique, high-quality offerings and supporting our rotating local vendor strategy.
- ▶ **OVG Hospitality + Del Mar College Partnership:**  
Ongoing collaboration includes active interns, open internship opportunities, and hosting hospitality summer camp sessions.



# Upcoming Events

## Upcoming Convention Center Events

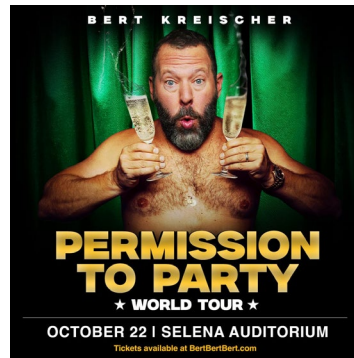
- ▶ **Powerlifting America** // May 18 - 23
- ▶ **Corpus Christi Comic Con** // June 3 - 7
- ▶ **Most Worshipful Prince Grand Lodge of Texas** // June 10 - 13
- ▶ **2026 Texas Democratic Convention** // June 25 - 27
- ▶ **ATAT Conference 2026** // July 18 - 24



# Upcoming Events

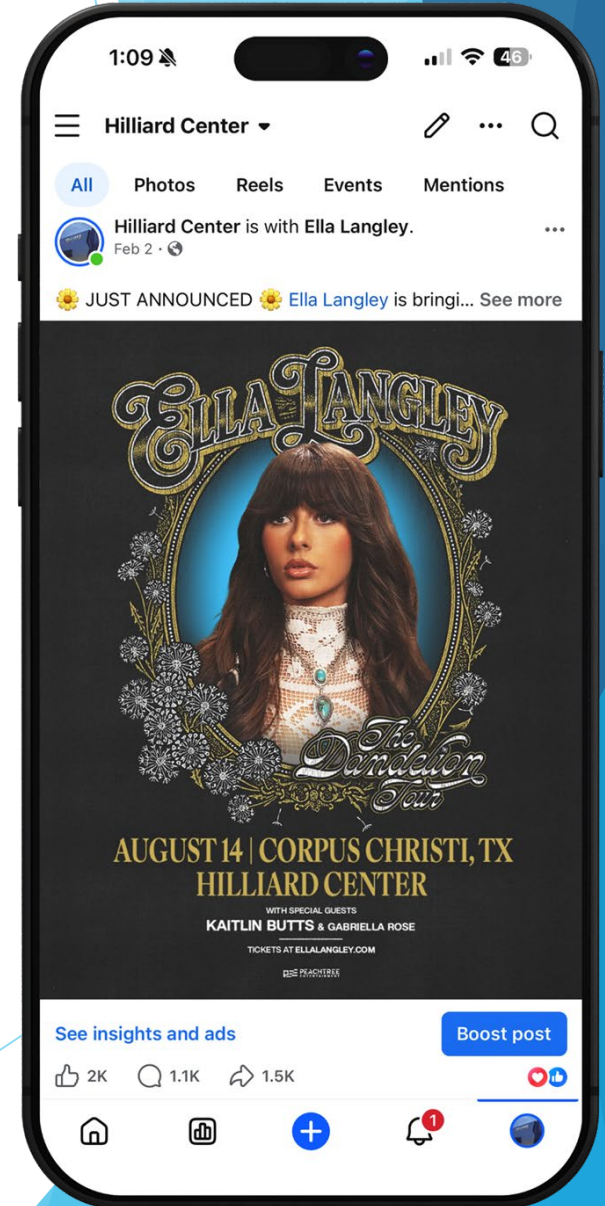
## Arena

- ▶ **PBR Velocity Tour Finals 2026**
  - Carly Pearce // May 1
  - Larry the Cable Guy // May 2
- ▶ **BucDays Rodeo & Concert Series** May 5 - 9  
*Rodeo / Festival / Concert Series*
- ▶ **Nate Bargatze Big Dumb Eyes Tour** Jun 5  
*Stand-Up Comedy*
- ▶ **Journey Final Frontier** Jul 1 // *Classic Rock*
- ▶ **Ella Langley The Dandelion Tour** Aug 14  
*Country*
- ▶ **Gabriel Iglesias The 1976 Tour** Oct 1  
*Stand-Up Comedy*



## Auditorium

- ▶ **Hadestown** Jun 2 // *Broadway / Musical*  
In Partnership with Visit Corpus Christi
- ▶ **Ralph Barbosa The Red 40 tour** Jun 12 // *Stand-Up Comedy*
- ▶ **The Rush Tribute Project** Jun 14 // *Tribute Rock*
- ▶ **Ali Siddiq** Jun 27 // *Stand-Up Comedy*
- ▶ **George Lopez** Jul 25 // *Stand-Up Comedy*
- ▶ **Bored Teachers** Comedy Tour Sep 20 // *Themed (Education Humor)*
- ▶ **John Mulaney Mister Whatever** Oct 10 // *Stand-Up Comedy*
- ▶ **Foreigner Celebrating 50 Years** Oct 14 // *Classic Rock*
- ▶ **Bert Kreischer Permission to Party** Oct 22 // *Stand-Up Comedy*
- ▶ **John Crist Live** Nov 22 // *Comedy / Faith Based*
- ▶ **Blue October World Tour** Dec 17 // *Alternative Rock*



## Client & Guest Testimonials

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**Firsthand experiences that reflect the impact, service, and success of events at Hilliard Center.**

*“Your team’s flexibility, attention to detail, and ability to quickly solve every issue made such a difference-this event would not have been successful without you”*

- Donor Experience Coordinator,  
Del Mar College Foundation

*“Your hard work and dedication made our conference run smooth...thank you for making it as successful as it could be.”*

- State Officer, Texas FCCLA

*“We truly enjoyed feeling special and being able to speak with the cast - thank you for everything.”*

- The Texas Association of Black Personnel in  
Higher Education (TABPHE) Corpus Christi Chapter

*“We had a feeding frenzy over the Mrs. Doubtfire tickets...our most successful fundraiser in many years!”*

- Port Aransas Garden Club,  
Donations Chair (PAGC)

*“Ya’ll managed to have everything ready to go in just 4-5 hours...your hard work and dedication are greatly appreciated.”*

- Assistant Athletics Director, Texas  
A&M University-Corpus Christi

*“They have been great partners with us for several years and consistently provide a first-class experience for our guests”*

- President, CCA Corpus Christi

**Any**  
**Questions?**