



**AGENDA MEMORANDUM**  
City Council Meeting of August, 16, 2022

**DATE:** August 16, 2022

**TO:** Peter Zaroni, City Manager

**FROM:** Elsy Borgstedte, C.M., Assistant Director of Aviation  
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<b>Briefing to City Council on Operations at the American Bank Center</b>
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**STAFF PRESENTER(S):**

<b><u>Name</u></b>	<b><u>Title/Position</u></b>	<b><u>Department</u></b>
1. Elsy Borgstedte, C.M.	Assistant Director of Aviation	CMO

**OUTSIDE PRESENTER(S):**

<b><u>Name</u></b>	<b><u>Title/Position</u></b>	<b><u>Organization</u></b>
1. Brian Martin	General Manager	OVG 360

**ISSUE:**

The American Bank Center (ABC) is a city-owned sports, entertainment, and convention center venue managed by a third-party professional operator. On June 1, 2022, the City and SMG, the prior operator, executed an amendment to the management agreement ending SMG's services on June 30, 2022. On July 1, 2022, the City entered into a new management agreement with Global Spectrum, L.P. dba OVG360, for the professional management of ABC.

OVG was selected based on its extensive experience operating and managing significant venues worldwide, in the United States, and in 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 addition, OVG is the only operating service venue management company in the United States that provides food and beverages to its clients in-house. On July 1, 2022, operations at ABC transitioned to OVG to provide full-service venue management, event programming, hospitality, catering, and beverage services.

OVG 360, a division of the Oak View Group (OVG), is a full-service venue management and event programming company built on the foundation of truly putting the clients first. Founded in 2015 by Irving Azoff and Tim Leiweke with Madison Square Garden Entertainment, OVG 360 has one simple goal—to provide venues with customized services that produce results. 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.

Brian Martin, General Manager of OVG 360, will provide a briefing to Mayor and City Council on the first 45 days at ABC with status on improvements and action items.

**BACKGROUND:**

Within the first 45 days of operating the ABC, OVG has conducted various meetings with stakeholders to identify the different audiences, concerts, events, and beautification projects the American Bank Center could attract to Corpus Christi. OVG has executed a variety of action items, including employee assessment and training, meetings with the Mayor and City Council, and meetings with event planners, local vendors, and regional vendors. In addition, OVG and City staff are identifying capital improvements, maintenance repairs required, establishing catering services, and creating concessions opportunities for local vendors.

**LIST OF SUPPORTING DOCUMENTS:**

Presentation – American Bank Center “Venue by the Bay”