

AmericanBank  CENTER

arena • convention center • selena auditorium

VENUE
by the bay

 VG360



About Oak View Group



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

VENUE
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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.

First 45 Days Action Items

- Transition to OVG effective July 1, 2022
- Employee Assessment and Trainings
- Meetings with Mayor and City Council
- Meetings with clients
- Meetings with local stakeholders
- Booking Content & New Events
- Landscaping Re-Development
- Facility Assessment & New Projects
- Local Food and Beverage Partnerships Updates

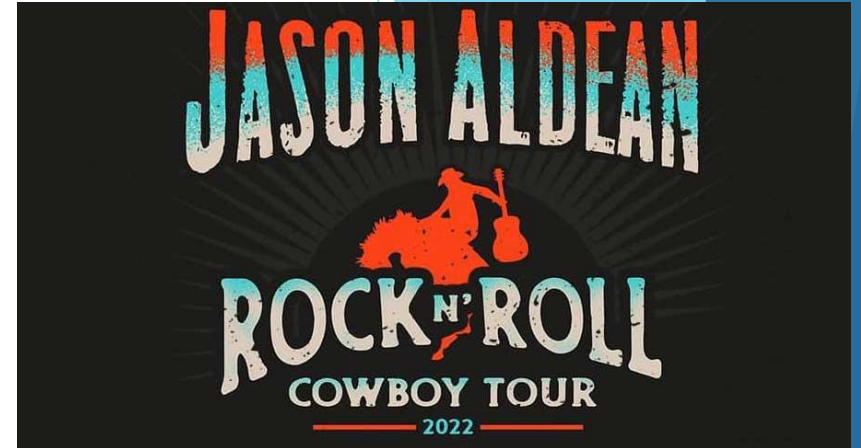
New Events / Announcements

American Bank Center Arena

- Jason Aldean, Aug. 18, 2022
- Gabriel Iglesias, Oct. 6, 2022
- Reba McEntire, Oct. 29, 2022
- Disney on Ice “Into the Magic,” Nov. 3-6, 2022 / 6 shows

American Bank Center Selena Auditorium

- Bert Kreischer, Sep. 16, 2022
- The Illusionists “Magic of the Holidays,” Dec. 15, 2022
- A Magical Cirque Christmas, Dec. 26, 2022



Facility Updates / Landscaping

Before



After



Before



After



Before



After



Before



After





Capital: Repair and Replacement Assessment

- ▶ Landscape Architectural Design and Installation
- ▶ Marketplace Buildout: Grab n' Go Concept
- ▶ Parking & Mobility Service Assessment
- ▶ New Equipment Needs
 - ▶ Zamboni
 - ▶ Washer/Dryers
 - ▶ Security - Loading Area Gate
 - ▶ Audio/Visual Equipment - Convention Center & Selena Auditorium
- ▶ LED Lighting Upgrade & Controls
- ▶ Facility Assessment for HVAC, Mechanical, Electrical

Catering / Concessions Updates

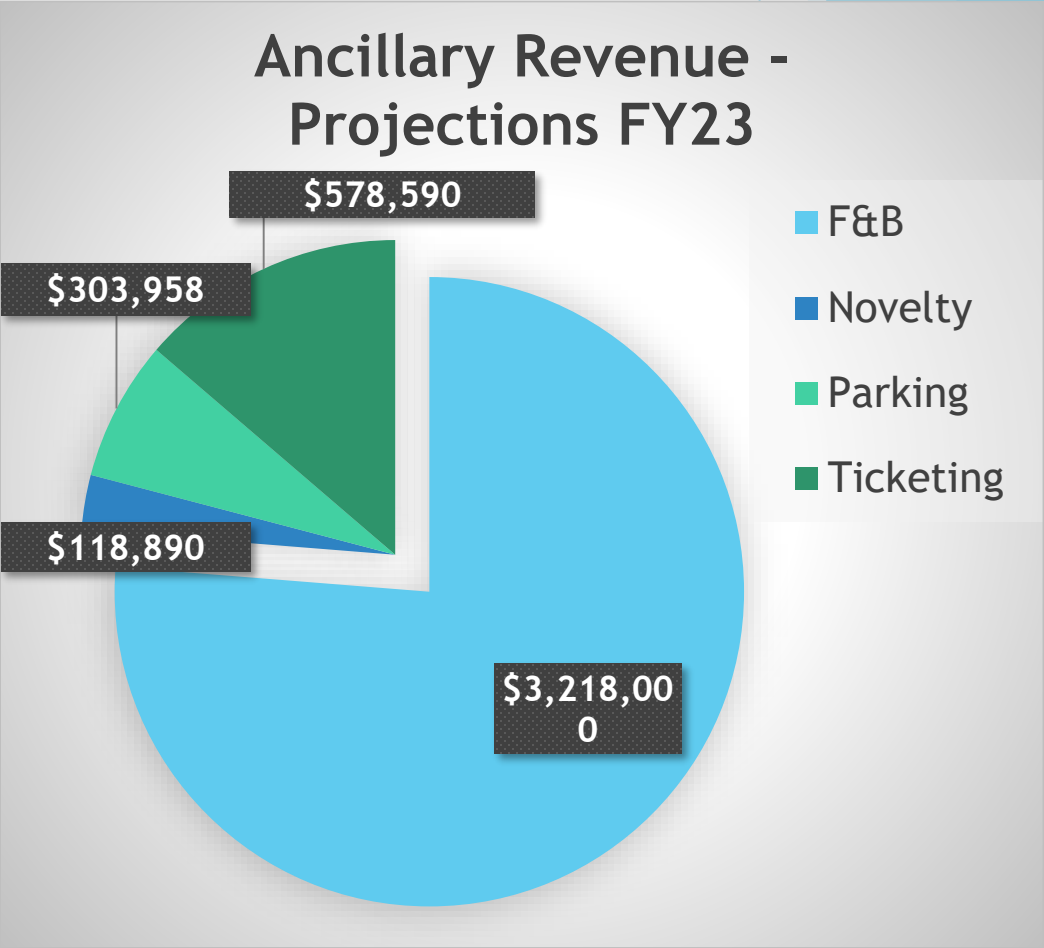
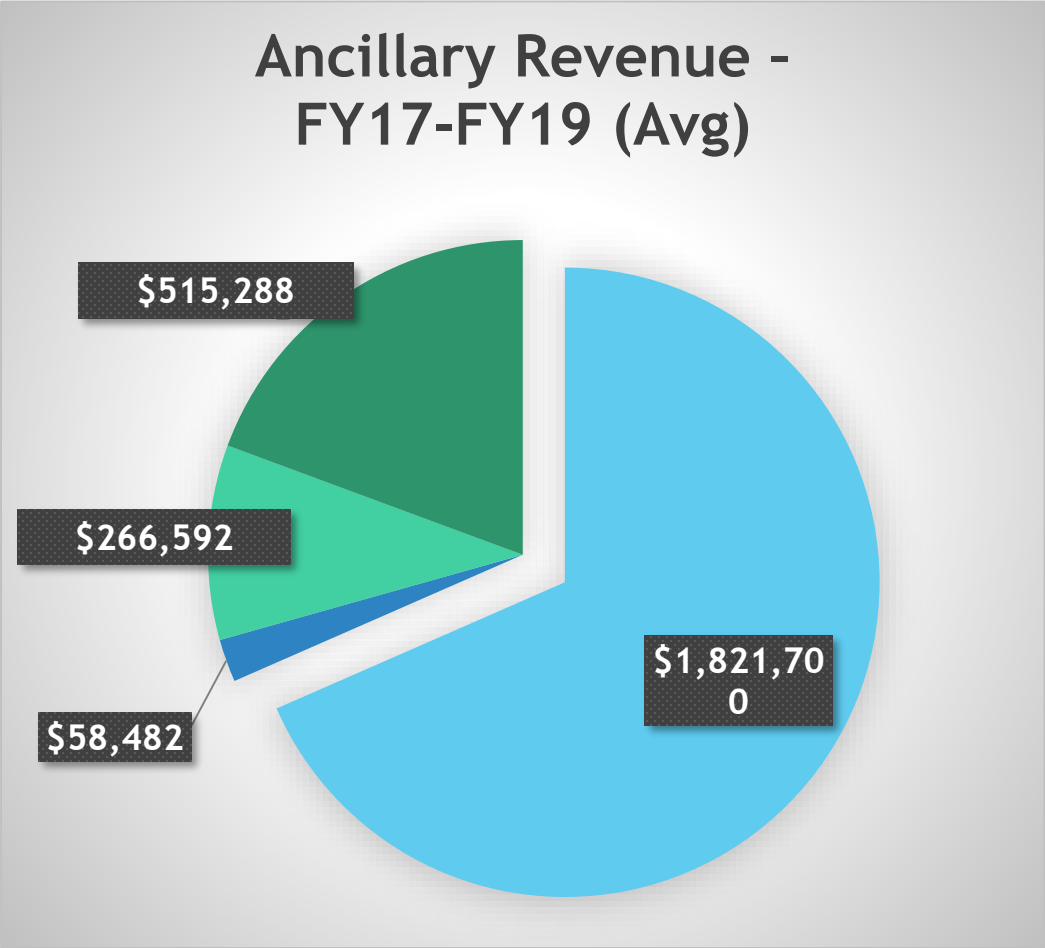
- ▶ Implement efficiencies through software/concession/catering system upgrades, build out of Grab n' Go concept, added points of sale locations in venue
- ▶ New standards on catering; improved food quality and presentation, cleanliness of kitchen and concession area, server/bartender training, investment in new smallware/kitchen equipment
- ▶ Bring venue up to national industry standards with providing catering and bar service through OVG Hospitality
 - ▶ Liability/Legality
 - ▶ Consistency for Client/Customer Experience
 - ▶ Positive Financial Impact to Operating Fund

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Food & Beverage Comparison

Ancillary Revenue Breakdown
Historical vs. Projected



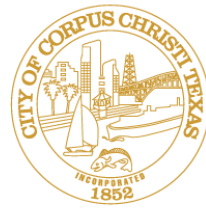
Current Local Food & Beverage Partnerships

- Adding local “taste” to the American Bank Center is important and necessary to the success of the facilities
- Current Partners – Local Businesses and Local Franchisees



State of the City Address

Henry Garrett Ballroom



OFFICE OF THE MAYOR



Thank You

