AmericanBank *CENTER*

NTER

MANAGEMENT, HOSPITALITY, & PARTNERSHIPS SALES SERVICES SEPTEMBER 2022



Financial Terms

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

Operating in 420+ Client Facilities Across our Divisions



Unmatched Regional Resources

INDUSTRY-LEADING RELATIONSHIPS

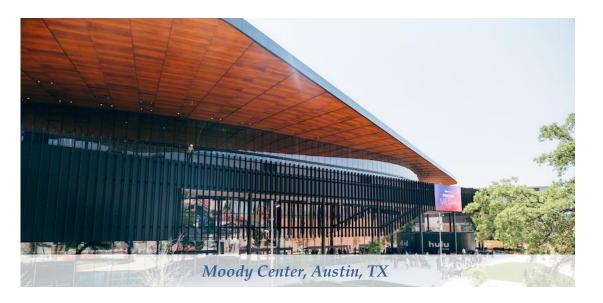
National, regional, and local promoters/event planners

COMPREHENSIVE RESOURCES

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



Success Examples



- 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



- 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

\$10 BILLON COMMITTED SPEND ON NEW ARENA DEVELOPMENTS OVER THE NEXT 5 YEARS

DEVELOPMENT & MASTER PLANNING EXPERIENCE





KAY BAILEY HUTCHINSON CONVENTION CENTER DALLAS

DALLAS, TX

DALLAS FAIR PARK DALLAS, TX